

## **Greater Portland gets the green light**

*Greenlight Greater Portland to market region as gateway to prosperity*

**June 18, 2007 – Portland, Ore.** – The Four-County Economic Development Corp., a private-sector group devoted to fostering this region’s economic vitality, announced today that it has a new name: Greenlight Greater Portland. The new name more accurately reflects the group’s honed mission of marketing the area’s many resources—financial, industrial, human and natural—to businesses worldwide. In its recruiting, the group will capitalize on one of the region’s key differentiators—its well-established reputation as a hub of sustainable business and living.

“This step demonstrates each board member’s commitment to attracting new businesses to our region while retaining existing companies,” said Mark Ganz, president and CEO of Regence and chairman of Greenlight’s board of directors. “The industries we’re looking to recruit—from manufacturing to recycling technology—will provide family-wage jobs for our area.”

The name conveys several messages: that the greater Portland region of Clackamas, Clark, Multnomah and Washington counties in northwest Oregon and southwest Washington is open for business, ready to act, and committed to greenlighting companies for entry into the U.S. market.

The board members of Greenlight Greater Portland are steering a course for regional economic development much as they have successfully guided their own businesses—through one-to-one contact with other business leaders. Greenlight is finalizing a nationwide executive search for its first full-time CEO.

The organization will identify new businesses that can join existing companies throughout the region already developing better processes to drive productivity and prosperity, from sports apparel and transportation manufacturing to recycling and sustainable practices.

“Clean energy and sustainable design are central to thriving new economies,” said Steve Stadum, executive vice president of Oregon Health & Science University and a Greenlight Greater Portland board member. “Green buildings, like our new Center for Health and Healing, provide cleaner air, more natural light, and many other real benefits to patients and staff, while contributing to strong economic health, too.”

Greenlight Greater Portland is not affiliated with any existing group, but is partnering with other economic development organizations in the region. “Economic development organizations in this region accept responsibility for promoting job creation and investment while maintaining the area’s exceptional environment and high quality of life,” said Bart Phillips, president of the Columbia River Economic Development Council.

In a 2006 report published by Frommer’s, the Portland, Oregon–Vancouver, Washington metro area was ranked the third-best place to live in the United States, rated on cost of living, quality of life, jobs and economy, health and health care, and a variety of other factors.

Taking advantage of the area’s ongoing accomplishments in forward-thinking business practices, Greenlight Greater Portland believes private-sector leadership can help establish the region in the national and international arena as a haven for and home to centers of excellence.