

Toward One OREGON

Rural-Urban Interdependence

OREGON STATE UNIVERSITY EXTENSION

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Toward One OREGON: Rural-Urban Interdependence November 14, 2008 Salem Conference Center

- 7:30 - 8:30 **Registration & Continental Breakfast**
- 8:30 - 8:40 **Welcome and Agenda Review**
Beth Emshoff - Metro Specialist, OSU Extension Service
- 8:40 - 9:00 **Opening Remarks**
Ed Ray - OSU President
Wim Wiewel - PSU President
Russell S. Tomlin - UO Senior Vice Provost for Academic Affairs
- 9:00 - 9:15 **A Tale of Two Oregons**
Sheila Martin - Director, Institute of Portland Metropolitan Studies, PSU
Bruce Weber - Professor & Director, Rural Studies Institute, OSU
- 9:15 - 10:30 **Who Are We and Where Are We Going? Rural Urban History and Demographics**
Carl Abbott - Professor, Urban Studies & Planning, PSU
Bill Robbins - Professor Emeritus, History, OSU
Roger Hammer - Asst. Professor, Sociology, OSU
Moderator: Michael Hibbard - Director,
Institute for Policy Research & Innovation, UO
- 10:30 - 10:45 **Break**
- 10:45 - 11:45 **Prospects for Rural/Urban Cooperation in Governance**
Richard Clucas - Professor, Political Science, PSU
Mark Henkels - Professor, Political Science, WOU
Brent Steel - Professor, Political Science, OSU
Moderator:
Bruce Weber - Professor & Director, Rural Studies Institute, OSU
- 11:45 - 12:45 **Lunch** - Speaker: Peter Courtney, Senate President
- 12:45 - 1:45 **Economic Connections Between Rural & Urban Oregon**
Dave Holland - Professor Emeritus, Economic Sciences, WSU
Bruce Weber - Professor & Director, Rural Studies Institute, OSU
Joe Cortright - Vice President, Impresa Consulting, Economist
Sheila Martin - Director, Institute of Portland Metropolitan Studies, PSU
Moderator: Ethan Seltzer - Professor & Director,
School of Urban Studies and Planning, PSU
- 1:45 - 2:45 **Tying It All Together: Can Oregon Act Collectively?**
Michael Hibbard - Director, Institute for Policy Research &
Innovation, UO
Bruce Weber - Professor & Director, Rural Studies Institute, OSU
Ethan Seltzer - Professor & Director, School of Urban Studies &
Planning PSU
Moderator:
A. Scott Reed - Vice Provost and Director, OSU Extension Service
- 2:45 - 3:00 **Break**
- 3:00 - 4:00 **Dear Editor: Can This Relationship be Saved?**
Bob Caldwell (Oregonian)
John Costa (Bend Bulletin & Western Communications)
Steve Forrester (Daily Astorian)
Moderator: Tim Gleason - Dean, School of Journalism, UO
- 4:00 - 4:10 **Toward One Oregon: An Agenda of Discovery**
Lawrence Wallack - Dean, College of Urban & Public Affairs, PSU
- 4:10 - 4:15 **What's Next**
Beth Emshoff - Metro Specialist, OSU Extension Service

Toward One OREGON

Rural-Urban Interdependence

November 14, 2008
Salem Convention Center
Salem, Oregon

1. A Tale of Two Oregons – Sheila Martin and Bruce Weber
2. From Urban Frontier to Metropolitan Region – Carl Abbott
3. Country and City in Oregon – Bill Robbins
4. The Politics of One Oregon – Richard Clucas, Mark Henkels,
Brent Steel
5. An Analysis of Fiscal Flows – Cortright
6. Critical Linkages – Sheila Martin
7. Economic Linkages Between Portland and Periphery Trade
Area – Dave Holland

A Tale of Two Oregons: Charting Urban, Rural, and In Between

Bruce Weber, Director, Rural Studies Program, Oregon State University
Sheila Martin, Director, Institute of Portland Metropolitan Studies

Throughout rural and urban Oregon, citizens voice similar concerns: the need for good jobs, sufficient food, and adequate shelter; the desire for healthy communities; and the health of our environment. These broadly shared concerns transcend local government borders as well as distinctions between urban and rural.

Nevertheless, the places we live exhibit different characteristics, offer different opportunities, and present different barriers to success. These differences to some degree depend upon attributes that we associate with urban or rural living: the density of our living environment and the distances between where we live and more densely populated areas. While we can generally look at density and distance as describing rural and urban, there is no typical urban or typical rural: both urban and rural places are very diverse.

Aside from our shared concerns, the other factor that unites urban and rural is our interdependence. Our futures are interwoven, and decisions about one place may influence the success or failure of the others.

This presentation sets the stage for the remainder of the day by highlighting some of the important characteristics and interconnections of urban and rural places, including:

- **Jobs and income:** What sectors dominate urban and rural economies, and how has this changed over time? What are the differences in income?
- **Population growth and diversity:** Where is population growing the fastest? How has this changed over time? What areas of our state are experiencing increasing diversity?
- **Poverty:** Who is poor, and where do the poor of our state live?
- **Quality of life:** Where are residents most burdened by long commutes and high crime?
- **Natural resources:** What is the distribution of the natural resource-based economy?
- **Health:** How do density and distance affect Oregonians' ability to access quality health care?
- **Education:** How do rural and urban areas deal with funding challenges, and how do these challenges affect student performance?

This presentation also raises questions about how urban and rural are interdependent. These questions, to be answered throughout the remainder of the day, include issues of migration, trade in goods and services, the need for and benefits from environmental assets, and the flow of public services and taxes.

From Urban Frontier to Metropolitan Region: Oregon's Cities from 1870 to 2008

Has Portland always been Oregon's most prominent city? Which cities have faded from their high hopes in the nineteenth century? What are the other success stories of the twentieth century? The way to answer these sorts of questions is to set the development of Portland and the other Oregon cities side by side, tracing changes in population, economics, and cultural relations in parallel in the different parts of the state. This urban system approach reveals three roughly equal periods in the state's development.

The first era starts with the 1870s, when Portland had clearly won out over its close-in neighbors and the first railroad construction began to give Oregon its modern economic geography. It runs to 1920, when the rail network was complete and motorists were enjoying the first paved highways. Portland started this period as the gateway to Oregon and the Columbia Basin, and it increased its domination during the late 1800s and early 1900s. Potential rivals—Astoria, The Dalles, Baker City, Salem, Albany—all faced geographic limitations and the insurmountable challenge of competing with Portland's transportation system and its economic clout. In 1920 Portland was Oregon's primate city, far outdistancing any rivals. One out of three Oregonians lived in Portland, a figure unmatched before or since. Portland's population was twice as great as the next twenty cities combined. Oregon, in short, had no place that matched the role of Spokane in its neighboring state.

The second period covers 1920-1970, when Oregon had a relatively stable economy based on the production and processing of natural resources. The southern Oregon cities of Medford and Klamath Falls grew rapidly in the early twentieth century, but geographical constraints and the economic dominance of Portland again prevented the emergence of a genuine rival. However, the gap between Portland and the rest of the state slowly narrowed and the Portland trade and manufacturing remained closely tied to the natural resources of forestry, farming, and ranching.

The third period begins with the political and economic transformations of the 1970s and runs to—and through—the present. While Portland continued to grow and prosper, so did cities where recreation and education-research were prominent economic drivers—especially Eugene, Corvallis-Albany, and Bend. At the same time, changes in the Portland and national economies have severed traditional political and cultural ties with eastern and coastal Oregon, leaving Oregonians in the process of constructing a new regional culture compatible with a twenty-first century information economy.

Country and City in Oregon:

A Conflicted Legacy

By

William G. Robbins

**Emeritus Distinguished Professor of History
Oregon State University**

Nearly sixty years ago, Carey Wilson McWilliams, arguably California's greatest twentieth-century writer, pointed out that for most of its history California has served as the urban center for the other western states. If California's coastal reaches represent that which the word metropolis brings to mind---images of power and influence, a centeredness to things, seats of industrial, financial, and cultural institutions---Oregon's circumstances, with its major metropolitan center in the lower Willamette Valley and its vast, less-populated interior regions, represents a microcosm of California and the American West. The great distances of the rural West---and the Oregon outback---however, belie their larger significance in the state and national economies.

Although it is conventional for many writers to tie Oregon's progressive image to Portland, its historic urban center, other less flattering descriptions have been reserved for people in its extensive rural areas. This proposal will explore the evolution of urban-hinterland relations in Oregon as one component of a larger national phenomenon, with particular attention to the way resource-decision making in urban centers has contributed to the underdevelopment of rural sectors. The special configuration of Oregon's rural relationships with urban centers has evolved over 150 years of time and is deserving of explanation. There were timeless

qualities between center and periphery, the great European historian Fernand Braudel argued, in which the latter were “subordinates rather than true participants” in a reciprocal relationship. There were historically “fewer advantages as one moved away from the triumphant pole,” he observed. This paper will illustrate the manner in which those characteristics have endured through most of Oregon’s history, with some dramatic changes in recent times as capital investment has shifted from resource extraction to a variety of outdoor amenities.

The Politics of One Oregon: The Causes, Consequences and Prospects of Overcoming the Rural-Urban Divide

Richard A. Clucas, Portland State University
Mark Henkels, Western Oregon University
Brent S. Steel, Oregon State University

Abstract

How did Oregon become politically divided along rural and urban lines? What impact does this divide have on the state's politics? These are the questions that are examined in this paper. We argue that the development of the divide is rooted in several major economic, social, and technological trends that have swept the state over the past few decades. Of these trends, the most important has been the transition of the state into a post-industrial society, which has brought a significant shift in the attitudes and expectations that Oregon residents have toward government. Along with this change, the divide has been reinforced by growing urbanization, shifting demographics, increased globalization, advances in technology, and the rise of a new environmental ethic in the state.

These trends have been important in creating the divide because they have affected rural and urban communities differently, causing the two sides to develop different perspectives on public policy and the role that the government ought to play in society. In particular, the trends have helped to produce a wide ideological and partisan split between the different regions of the state, one that affects a wide range of public policy matters, from abortion to the environment to taxation. In addition to creating this ideological and partisan split, the trends have caused rural and urban communities to confront different economic and social problems. As a result of all of these different factors, the state has frequently found itself in intense conflict across regional lines and unable to find common ground.

The paper is divided into three sections. In the first section, we explore the driving forces that have created the political divide within the state, from the rise of the post-industrial society to the emergence of the new environmental ethic. The second section examines how these forces reshaped Oregon politics in the 1980s and 1990s. We begin this section by arguing that the state experienced a partisan and ideological realignment in the 1980s, one that has caused rural voters to become increasingly conservative and more supportive of the Republican Party. Conversely, urban voters have become more liberal and more supportive of the Democrats. We then discuss how the advent of this realignment has led to increased conflict in the government since the 1990s. In the final section, we examine differences in voting behavior across the regions to show how the ideological differences between rural and urban areas affects a wide range of public policy matters.

Ultimately, we argue that it may be difficult to find common ground between rural and urban areas given the wide economic, social, ideological, and partisan differences that divide them. In the conclusion, however, we discuss some areas in which there may be hope for finding common ground.

An Analysis of Fiscal Flows in Oregon

Joe Cortright and Mersiha Spahic

Oregon's fiscal system is a major engine for redistributing income among different regions of the state. The state general fund comes primarily from personal income taxes which disproportionately arise from the Portland metropolitan area. A majority of general fund/lottery fund spending goes to two programs: K-12 state school support and the Oregon Health Plan. The recipients of these funds are disproportionately located outside metropolitan Portland. This system redistributes a net of about \$550 million annually in revenues raised in the Portland metropolitan area to pay for education and health care in the remainder of the state.

The principal sources of revenue for the general fund are the personal income tax and corporate excise tax. The Portland metropolitan area, defined as the five Oregon counties in the federally designated metropolitan statistical area (Clackamas, Columbia, Multnomah, Washington and Yamhill), accounts for 55.2 percent of the state's personal income tax revenues, 53.6% of its corporate excise tax revenues, and 56.7 percent of its net lottery revenues.

The Portland metropolitan area accounts for about 45% of the state's population, and accounts for a smaller than proportionate share of state spending on education and health care. The region receives about 40.6% of state aid to K-12 education, and about 43.6 percent of spending on the Oregon Health Plan.

The Portland metropolitan area contributes about \$1.72 billion annual in personal and corporate taxes and lottery revenues for K-12 education expenses. It receives about \$1.27 billion annually in state support for K-12 education. The difference, about \$450 million annually represents revenues from economic activity in metro Portland that support schools in the rest of the state. Similarly, the metropolitan area contributes about \$432 million toward the cost of the Oregon Health Plan and receives about \$335 million, for a net outflow of \$97 million annually.

These data suggest a high degree of interdependence between the economic and fiscal conditions of urban and rural Oregon. Financing of key public services in rural Oregon is dependent on the continued economic success of the Portland metropolitan area. Stronger economic conditions and especially higher incomes in rural Oregon would lessen the fiscal burden borne by metropolitan Portland.

Critical Linkages: Strengthening Clusters in Urban and Rural Oregon

Sheila Martin, Director, Institute of Portland Metropolitan Studies, Portland State University

Urban and rural Oregon are linked through exchanges of people, goods, services, and money. They are also connected by the important linkages between companies that comprise some of the most important industry clusters in our economy.

While the natural resources industries have fallen in terms of their contribution to the economy relative to other sectors, they continue to play an important role in Oregon's traded sector economy. Furthermore, these industries span the border between urban and rural, providing income and jobs to a substantial number of people in both urban and rural Oregon.

This paper discusses two of Oregon's most important traded sector clusters: the food industry and the forest products industry. Both of these clusters draw upon the natural resources available primarily in rural areas. But these clusters also include urban businesses, services and other assets such as manufacturers, certification and support agencies, markets, and ports.

Improving the competitiveness of a cluster often requires strengthening the connections among its members. For Oregon's food and forest products clusters, this means strengthening the linkages between the urban and rural components of these clusters.

Rather than exporting raw commodity food and lumber, Oregon must improve its product differentiation, increase quality and productivity, and take advantage of its local consumer base while also penetrating export markets. These steps require relationships that go beyond arms-lengths transactions. The high quality and production values that accompany these strategies require a commitment to relationships that look and act more like partnerships than transactions.

Examples of success in building these relationships include efforts underway between hops growers and breweries, chefs and farmers, and forest landowners and architects.

ABSTRACT

What is the Economic Linkage Between the Portland Core Region and It's Surrounding Periphery Trade Area?

By

David Holland, Paul Lewin and Bruce Weber*

This study addresses the following questions: "How interdependent are the core and periphery labor markets through commuting? How significant is each region as a source of demand for goods and services of the other? A similar study was done by the same authors using data for 1982. This study presents data from the economy of 2006 and compares it to findings of the previous study.

The major findings were that the proportion of each region's resident labor force commuting to work outside each region is small for the core, but larger for the Periphery. In 1982, only 2% of people that lived in the Core and 8% of people that lived in the Periphery worked outside their regions. In 2006, the number is similar for the Core (3%), but decreased to 6% for the Periphery. Slightly over 5% of the Periphery labor force commutes to work in the Core.

The net trade balance between the Core and the Periphery has been positive and large in favor of the Core. In 1982, Core exported to the Periphery \$2,400 million and imported from it \$1,039 million. It means that a little more than one billion dollar trade surplus was enjoyed by the Core. This flow grew almost five fold by 2006. The Core's exports to the Periphery were estimated to be \$7,402 million and its imports from the Periphery were \$1,807 million, which means a net trade surplus of more than five billions dollars in favor of the Core. The Core exports mainly services to the Periphery. Roughly 6% of Core service output was estimated to be sold to the Periphery.

The main story is the Core provides jobs for about 5% of the Periphery labor force, resulting in earnings flows of \$2,368 million from the Core to the Periphery. This is more than offset by a negative net trade deficit of \$5,035 million going from the Periphery to the Core.

*Respectively, Professor Emeritus, School of Economic Science, WSU and graduate student and Professor, Department of Agricultural and Resource Economics, OSU

Toward One OREGON: Rural - Urban Interdependence

11/14/08

PRESENTERS

Carl Abbott Professor: Urban Studies and Planning, Portland State University
Ph.D. (history), M.A. (history), University of Chicago. B.A. (history) Swarthmore College

Dr. Abbott is known widely for writing on the history of urban development and planning in the twentieth-century United States. He has published extensively on the history of city planning, the evolution of U.S. urban policy, and the relationships between urban growth and regional development. He served as president of the Urban History Association for 1995 and is currently co-editor of the *Pacific Historical Review*. He is also co-editor of the *Journal of the American Planning Association*. He is the author of several books. **The Metropolitan Frontier: Cities in the Modern American West** received the best-book award of the Urban History Association and **Political Terrain: Washington, D.C. from Tidewater Town to Global Metropolis** won the best book award of the Society for American City and Regional Planning History. His most recent book is **How Cities Won the West: Four Centuries of Urban Change in Western North America**, published this fall. Dr. Abbott is also committed to efforts to bring an understanding of urban issues to nonacademic audiences through writing and work with civic organizations, museums, and public historical organizations. His teaching and research interests include: urban history, urban revitalization policy, regional development in the United States.

Bob Caldwell Editorial page editor: *The Oregonian*

Bob has been editorial page editor of *The Oregonian* since 1995. He also directs the newspaper's daily commentary pages and Sunday Opinion section. He was *The Oregonian's* metropolitan editor for eight years and was the paper's first public editor, serving in that ombudsman post from 1993 to 1995. Before he joined the paper in 1983, he was a reporter, editor and publisher at several newspapers in the Northwest. He is a native of Northeast Oregon and a graduate of the University of Oregon, School of Journalism. He has been active in professional organizations and is a past president of the Oregon Newspaper Publishers Association, the Oregon Newspaper Foundation and the Western Oregon chapter of the Society of Professional Journalists. He also is a member of the Oregon Press-Bar-Bench-Broadcasters Committee. In 1993, he served as editor-in-residence for two new daily newspapers in Romania, *Cotidianul* in Bucharest and *Monitorul de Iasi* in Iasi. He has been a consultant to other publications in the Balkans as well.

Richard Clucas Professor: Political Science, Portland State University

Ph.D. (University of California, Santa Barbara); M.A. (University of California, Santa Barbara) B.A. (University of California, Irvine)

Richard is the co-editor of **Oregon Politics and Government: Progressives versus Conservative Populists**, and the author of the **Encyclopedia of American Political Reform**. The latter work was named an Outstanding Academic Book of 1997 and an Outstanding Book in Political Science from 1992 to 1997 by Choice, the journal of the Association of College and Research Libraries. He is the general editor for **About State Government**, a set of reference books on state government, and he has written extensively on legislative politics. Professor Clucas serves as internship coordinator for the Political Science Division at Portland State University. Mark Henkels and Brent Steel (other presenters in this symposium) are the other editors of **Oregon Government and Politics**.

Joe Cortright Vice President/ Economist: *Impresa*

Joe has a Bachelor's Degree in Economics from Lewis and Clark College and a Master's Degree in Public Policy from the University of California at Berkeley. Recognized as one of Oregon's leading economic analysts Joe Cortright directs *Impresa's* activities advising business and government clients on responding to the challenges of economic and technological change. Prior to joining *Impresa*, Joe served as the chief economic development staff person for the Oregon Legislature over a twelve-year period in which Oregon produced a number of nationally-recognized innovations in development policy, including the Oregon Benchmarks, sector strategies, workforce policies, and entrepreneurial development.

John Costa Editor: *Bend Bulletin and Western Communications*

John A. Costa is editor of The Bulletin of Bend Oregon, and editor-in-chief of Western Communications, the privately-held company that owns The Bulletin and eight other newspapers in Oregon and California. A Vietnam veteran, he has worked in the newspaper business as a reporter and editor since leaving the Army in 1969. He was the deputy managing editor of The St. Petersburg Times, where he worked for 20 years, and was the executive editor of The Idaho Statesman for four years before moving to Bend in 1997. He is a member of the American Society of Newspaper Editors, a member of the board of directors of the Knight-Wallace Journalism Fellows at the University of Michigan, and a member of the Journalism Advisory Council at the University of Oregon. He is also a former trustee of the Oregon Council for the Humanities, and was a Pulitzer Prize juror. He earned a bachelor's degree in political science from Villanova University in 1966, and was a Michigan Journalism Fellow in 1992-93.

Beth Emshoff Metro Specialist: Oregon State University Extension

ABD University of St Thomas, Educational Leadership, BS & MS, University of Wisconsin-Madison

In 2006, Beth joined the faculty at OSU after 25 years at the University of Minnesota. Emshoff is charged with re-inventing Extension's role in the Portland metropolitan area to meet the needs of urban residents. To that end she has integrated metropolitan issues and perspectives into OSU Extension programs and planning, facilitated partnerships with Portland State University where she has her office, developed a model for urban Extension, and provided the leadership for this symposium. During her years at Minnesota, Emshoff was a research fellow, senior administrator for outreach and engagement programs in Human Ecology and an Assoc. Dean and Program Leader in Extension. Over the years Emshoff has received numerous community and University awards and has served on the executive boards of local, regional, national and international organizations. The purchase of a floating home on the Willamette in Portland brought Beth and her partner to Oregon.

Steve Forrester Publisher: *Daily Astorian*

Prior to moving to Astoria in 1987, Steve Forrester was Washington correspondent for Pacific Northwest newspapers in Washington, D.C., for ten years. He was also publisher of *Northwest Letter*, a political newsletter, and producer/host of Northwest Week in Review, a weekly half-hour show about regional politics that aired on public radio stations in Oregon, Washington and Idaho. Steve is editor and publisher of The Daily Astorian and president of the East Oregonian Publishing Company. He was the founding president of Liberty Restoration, Inc., a private non-profit that restored the historic Liberty Theater in Astoria. He served as chairman of the Oregon Arts Commission.

Prior to earning a degree in economics at Portland State University, Steve served in Vietnam with the U.S. Marine Corps. In 1973, he was one of the five principals who started Willamette Week.

Tim Gleason Dean and Professor: School of Journalism and Communication, University of Oregon

Ph.D., University of Washington, MA, University of Washington, BA, State University of New York,

Tim Gleason is the Edwin L. Artzt Dean of the School of Journalism and Communication at the University of Oregon where he has been on the faculty since 1987 and the dean since spring of 1997. He won the School of Journalism's Marshall Award for Innovative Teaching in 1990.

Gleason's research and teaching focus is communication law and ethics. He is the author or co-author of two books, has published articles in communication and in legal journals, as well as written numerous op-ed articles for newspapers. Gleason has served as the guest editor of *Communication Law & Policy* and is on the editorial boards of *Communication Law & Policy*, *Journalism History*, *American Journalism*, *Mass Communication and Society* and *Journalism Educator*. In 2005-2007, Gleason chaired a Legislative Task Force representing a coalition of organizations concerned with improving Oregon's public records and public meeting laws.

Roger Hammer Assistant Professor: Sociology: Oregon State University

Ph.D., MS, University of Wisconsin-Madison, MS Cornell University

In 2006 Roger Hammer became an assistant professor of Sociology as part of OSU's Sustainable Rural Communities Initiative. Roger's research efforts focus on the social, economic, and environmental determinants and consequences of population growth and redistribution, with an emphasis on improving understanding of the spatial dynamics of these processes. This approach provides new insights into the process of suburban and rural development and landscape change, facilitates the modeling of alternative developmental scenarios and their potential environmental impacts, and communicates those results to diverse audiences. From 2001 to 2006, he was an assistant professor of Rural Sociology at the University of Wisconsin - Madison and a land-use specialist with University of Wisconsin-Extension. Prior to becoming a faculty member, he served as the Associate Director, Acting Director, and Associate Consultant at the University of Wisconsin Applied Population Laboratory. He has also worked as a Community Planning and Development Representative with the U.S. Department of Housing and Urban Development (HUD) and as a U.S. Peace Corps Volunteer/Community Development Advisor in the Solomon Islands.

Mark Henkels Professor: Political Science: Western Oregon University

Ph.D., University of Utah, MA, University of Virginia, BA Whitman College,

Mark helped create and currently teaches courses and advises students in Political Science, Public Policy and Administration, Legal Studies, and Environmental Studies undergraduate programs. He teaches upper division courses in public policy, politics of aging society, environmental/natural resource issues, and public administration. Mark is the Co-coordinator of the Environmental Studies program. He developed and teaches an on-line course on State and Local Government. Mark, together with Richard Clucas, and Brent Steele, (other presenters in this symposium) edited and authored chapters in **Oregon Government and Politics**.

Michael Hibbard Professor: Planning, Public Policy & Management Director, Institute for Policy Research & Innovation, University of Oregon

Ph.D., Regional Planning UCLA.

Hibbard's work focuses on community and regional development, with a special interest in the social impacts of economic change on small towns and rural regions, both in the U.S. and internationally. He has published widely on such topics as rural socio-economic development, conservation-based development, and Indigenous community planning. Before entering academia he worked for more than 10 years in rural planning and community development. Among his involvements outside the University, Hibbard is currently the President of the (American) Association of Collegiate Schools of Planning; he was the editor of the *Journal of Planning Education and Research* from 2000-2004; and he is presently an associate editor of *Society and Natural Resources*.

David Holland Professor: Economic Science, Washington State University

Ph. D., Oklahoma State University, BS, MS, Colorado State University

David Holland's fields of interest include regional economics and agricultural development, regional economic modeling systems, and teaching regional economic modeling in Chile. Dave has twice been a visiting professor at the University of Chile in Santiago. His teaching specialties are Operation Research Economic Impact Analysis Growth and Change in the West. Research Specialties are General Equilibrium Analysis, Economic Evaluation, and Input-Output Analysis. Dave has considerable international experience as an agricultural economist in Kenya and Lesotho and is fluent in Spanish.

Sheila Martin Director: Institute of Portland Metropolitan Studies, Portland State University

Ph. D., Iowa State University, MA University of Kentucky, BA Southern Illinois University

Sheila Martin is the Director of the Institute of Portland Metropolitan Studies, a service and research Institute in the School of Urban Studies and Planning at PSU. As IMS director, she serves as a portal to the

University's knowledge resources for the community and directs the Institute's research and service activities. Prior to joining PSU in 2004, Sheila served as Governor Gary Locke's economic development advisor, developing and implementing the Governor's economic development initiatives. Prior to her appointment by Governor Locke, she worked as a Senior Economist at the Research Triangle Institute.

While at RTI, Sheila built a research program in technology economics and policy and researched the value of new innovation and the impact of technology in industry.

Scott Reed Vice Provost: University Outreach & Engagement and Director: Oregon State University Extension Service.

Ph.D., University of Minnesota., BS MS Michigan State University

The University's outreach and engagement program provides statewide problem-solving education to more than one-third of Oregon's population annually regarding strengthening communities and economies, sustaining natural resources and promoting healthy families and individuals. More than 400 on-line courses and several degree programs currently reach students in all 50 states and 14 countries. Scott is a former extension specialist in forestry and economic development, executive associate dean and program leader at Oregon State. He has authored numerous publications about outreach methodologies, secured more than 50 grants and led development of more than 80 symposia and outreach events. He has been active in the Society of American Foresters, National Association of State Universities and Land Grant Colleges, president of the Association of Natural Resources Extension Professionals and was an intern in the Kellogg Foundation's National Extension Leadership Development Program.

William Robbins Emeritus Distinguished Professor of History, Oregon State University

M.A, Ph.D., University of Oregon, B.S. Western Connecticut State University

Robbins has authored and edited eleven books, including *Landscapes of Conflict: The Oregon Story, 1940-2000* (2004); *Landscapes of Promise: The Oregon Story, 1800-1940* (1997); and *Colony and Empire: the Capitalist Transformation of the American West* (1994). His professional appointments include: editor of *Environmental History* (1986-1988); the council of the Pacific Coast Branch, American Historical Association (1980-1983) and (2000 - 2003), Council of the Western History Association (1997 - 2000) and editorial boards of the *Pacific Historical Review* (1987-1990), *Pacific Northwest Quarterly* (1995- 1998), and *Oregon Historical Quarterly* (1996-). During fall semester 2001, he served as Visiting Distinguished Professor of History at the University of Idaho.

Robbins has won awards for the publication of best articles in the *Journal of Forest History* (1984) and *Western Historical Quarterly* (1985) and in 1997 Oregon State University named him Distinguished Professor of History. He has completed---with former OSU student, Katrine Barber---***Nature's Northwest: The North Pacific Slope in the Twentieth Century***, to be published by the University of Arizona Press.

His next project is a biography of Monroe Sweetland, whose rich political experiences include serving as the chief architect of the federal Bilingual Education Act of 1968.

Ethan Seltzer Director and Professor: Nohad A. Toulan School of Urban Studies and Planning, Portland State University

Ph. D. City and Regional Planning, University of Pennsylvania.

Ethan Seltzer currently serves as the Director of and a Professor in the Nohad A. Toulan School of Urban Studies and Planning at Portland State University in Portland, Oregon. From September, 1992, through August, 2003, he was the founding director of Portland State's Institute of Portland Metropolitan Studies. Prior to joining Portland State University, he was the Land Use Supervisor for Metro, the regional government in the Portland area, and prior to that served as an Assistant to Portland City Commissioner Mike Lindberg. Current scholarly interests include Cascadia, regional planning, regional development, and community building at a regional scale. He has been a resident of the Portland metropolitan area since 1980.

Brent Steel Professor: Political Science, Oregon State University
M.A., Ph.D. Washington State University, B.A. Eastern Washington University

Brent Steel is Professor of Political Science and Director of the Master of Public Policy Program at Oregon State University (OSU), which has the only rural policy concentration in the United States. He has been actively involved in the Sustainable Rural Communities Initiative and Rural Studies Program at OSU. Dr. Steel has worked on rural development, governance and natural resource issues in Africa, Asia, Eastern and Western Europe, North America and Russia. He has co-authored and edited seven books and published over eighty journal articles and book chapters. His research interests include sustainable rural communities, comparative natural resource policy, and civil society. He currently teaches various distance education courses including Current Issues in Rural Policy.

Larry Wallack Dean and Professor: College of Urban and Public Affairs Portland State University, Emeritus Professor of Public Health, University of California, Berkeley

MPH, Dr.PH University of California, Berkeley, BA Franklin and Marshall College

Dr. Wallack's primary interest is in the role of mass communication, particularly the news media, in shaping public health issues. His current research is on how public health issues are framed in print and broadcast news. He is principal author of **Media Advocacy and Public Health: Power for Prevention** (Sage Publications, 1993) and **News for a Change: An Advocate's Guide to Working with the Media** (Sage Publications, 1999). He is also co-editor of **Mass Communications and Public Health: Complexities and Conflicts** (Sage, 1990). He has also published extensively on topics related to prevention, health promotion, and community interventions. Specific content areas of his research and intervention work have included alcohol, tobacco, violence, handguns, sexually transmitted diseases, cervical and breast cancer, affirmative action, suicide, and childhood lead poisoning

Bruce Weber Professor: Agricultural and Resource Economics, Oregon State University
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Bruce is the Director of the Rural Studies Program as well as the Co-Director of the Rural Poverty Research Center at Oregon State University. His current research projects focus on the causes of poverty and hunger in rural areas, particularly on the interaction of community characteristics, public policy and household

economic outcomes for low-income people. Current Extension programs where he provides leadership deal with rural policy and the economic and social conditions in rural communities. Thousands of citizens, federal/state/local policymakers and journalists have learned about three often neglected and contentious social and economic issues – poverty, hunger, and anti-poverty policy; tax policy; and rural economic vitality through outreach programs and research-based educational materials.

Bruce is a Fellow in the American Agricultural Economics Association, is a Distinguished Scholar, Western Agricultural Economics Association and Senior Research Affiliate, National Poverty Center.

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Stephanie is the Urban/Rural Connections Program Manager for the National Policy Consensus Center, located at Portland State University but serving all of Oregon. Prior to coming to the Center, Stephanie worked for the State of Oregon for nineteen years, including seven years as Director of the Department of Environmental Quality (DEQ), six years as Administrator of DEQ's programs east of the mountains, and a year on special assignment for former Governor John Kitzhaber in which she was tasked with uniting urban and rural Oregon through the Governor's Healthy Streams Partnership. During her tenure at DEQ, Stephanie lived for six years on the east side of the mountains and has developed a deep appreciation for the challenges rural Oregonians face and the benefits of collaboration between urban and rural people and communities. Stephanie has been a Presidential Management Intern. And received a Bachelor's degree in English and a Masters in Public Administration from Portland State University.

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Dr. Lyla E. Houglum is the Executive Director of the Western Extension Director's Association and the Director of Special Initiatives for the Oregon State University Extension Service. In these roles her focus is on urban Extension models, renewable energy issues, expanding Extension's ability to address change, etc. Previously she served as Dean and Director of the Oregon State University Extension Service for almost 10 years, and served five years as Extension Associate Director for Counties. She joined the OSU Extension faculty in 1985 as an Extension 4-H Youth Development specialist focusing on volunteer program management and leadership development. Houglum has received a variety of awards and honors during her career. Most recently she was awarded the prestigious National Distinguished Service Ruby Award and the Visionary Leadership Award, both given by the Epsilon Sigma Phi Extension Honorary.

Annette Johnson Director, Rural Oregon Initiative, Eastern Oregon University

MA, University of Portland

ROI Director Annette Johnson has more than 18 years of experience working in high tech manufacturing and has provided technical assistance to rural communities through EOU and the University of Alaska for nearly 20 years. She has an extensive knowledge of natural resource-based economies gained during the time she has spent living and working in Alaska as well as Oregon. Johnson has also facilitated economic development projects for faith-based groups leveraging federal funds. She has served on several community and economic development committees, including the Oregon Governor's Task Force on Technology Transfer, the Catholic Campaign for Human Development and several economic recovery teams in Alaska.

Megan Smith Director, Resource Assistance for Rural Environments, University of Oregon

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Megan Smith is the Director of Resource Assistance for Rural Environments (RARE) at the University of Oregon. Megan focuses her efforts on assisting rural Oregon in addressing community development and natural resource issues. Megan is an adjunct faculty member in the UO's Department of Planning, Public Policy and Management. Her planning focus is on watershed management, the role of education and outreach in planning and rural development. Her teaching responsibilities include courses in Citizen Involvement, Watershed Planning and Rural Community Development. She is the co-chair of the Oregon Rural Development Council.

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November 14, 2008

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November 14, 2008

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November 14, 2008

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November 14, 2008

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November 14, 2008

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November 14, 2008

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November 14, 2008

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November 14, 2008

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Toward One Oregon

November 14, 2008

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November 14, 2008

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Toward One Oregon

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