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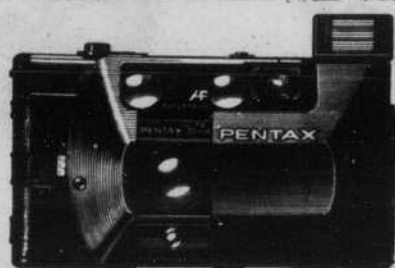
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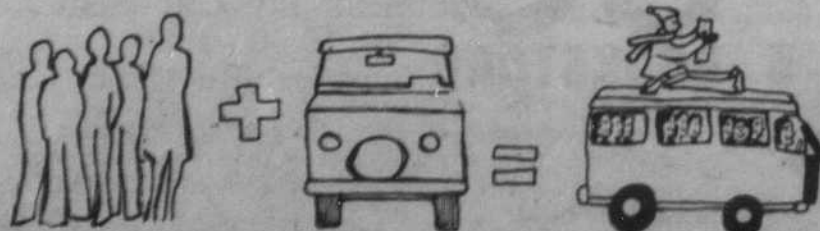
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## Wanted: 'captains' to guide economy

By Steven Mozena  
Of the Emerald

Oregon needs commanders with skills, imagination and boldness to set the "ship" on its course of economic development in this time of space-age technology, said Larry Walker, publisher of Oregon Business magazine.

"The responsibility for future economic development lies directly and firmly in the laps of local business people, workers, educators and politicians in our local communities," Walker said Friday at a seminar sponsored by the Oregon Planning Institute.

"We must be able to offer both new and existing industry an adequate supply of people with good attitudes and education, and to provide along with the people, ample facilities for specialized training and retaining," he said.

"The Oregon Problem" is a pervasive attitude among the national business community that views Oregon as an anti-business and a pro-environment state, he said.

"The single biggest topic of concern in Oregon today — without doubt — revolves around that big, amorphous, foggy vagary we call economic development," Walker said.

Some reasons for this are

Oregon's high corporate tax, the lack of public financial incentives and a unitary tax that multinational corporations don't like.

"The progress Oregon has made is placing renewed emphasis on upgrading computer science and electronic programs at our public colleges and universities," Walker said. "Also, Oregon is beginning to place greater emphasis on international trade."

But Oregon still has a ways to go.

"Economic development is an extended, difficult, time-consuming and often frustrating process of dedication," Walker said. "It is fraught with problems, delays, setbacks, rewards and exhilaration."

The process involves "strategic planning" with "strategic solutions."

Oregon must be able to offer salary and wage levels that are neither the highest nor the lowest, but are competitive enough to be economically viable for labor-intensive industry, he said.

"In fact, economic development is so basic that we all can very easily assume everyone knows it and plays by it," Walker said. "But let's face it — not everyone does know the technique."

## Alumni Association builds more effective program

The University Alumni Association is starting new chapters throughout the country in an effort to serve the University and its alumni more effectively, says Alumni Director Phil Super.

More than 20 new chapters in the next two years will work to recognize, involve, and serve alumni around the country, Super says.

Each chapter will concentrate on four major goals including fund raising, admissions activities, government relations and social activities.

Super began the newly expanded program after he realized the association needed to specify its purpose and define its direction.

"Everyone had good intentions, but they were just a bit fuzzy," he says.

Until 1983, the University Alumni Association was on the bottom

of the heap in the Pac-10 in all aspects of alumni involvement.

"We are just now coming out of the dark ages," he says.

But with the expanded and newly focused program, Super is confident the University can build a strong and helpful Alumni Association.

"Within a year we could have the best Alumni program in the Northwest," Super says.

When he came to the University five months ago, Super was impressed with the amount of student involvement in school affairs. He was disappointed, however, that this involvement did not carry over to alumni activities.

In order to make the system work, Super would like to see more students involved in the alumni program.

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