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KIRK M. BOYD, ARTISTIC DIRECTOR



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the corporation cut jobs and laid off workers for six months.

Roberts, who the city pays to recruit businesses, has staunchly defended the old approach of luring high tech companies to town, even after Sony, HMT and Hynix have closed or laid off workers. "I think we're going to see a comeback," Roberts says.

Doppelt says Eugene can't afford *not* to go green. "It is important to set sustainable development as a top priority."

Studies show that the most successful economic development builds on local strengths and clusters of existing local businesses rather than trying to go out and

advantage of that." But Roberts says sustainable development must stand or fall by itself on its own economic merits. "I don't believe we should give a preference to sustainability because of a political priority."

Cities like Portland and Seattle have already made sustainable development a top priority and Eugene risks being unable to compete for existing and new businesses, Doppelt says. "If we don't make it a priority to support and grow the sustainability sector, we may see it leaving," he says.

Doppelt says he already has talked to one large natural foods employer who decided to expand elsewhere. According to Doppelt, company officials complained,

THE U.N. DEFINES SUSTAINABILITY AS
'DEVELOPMENT THAT MEETS THE NEEDS OF THE PRESENT
GENERATION WITHOUT COMPROMISING THE ABILITY OF
FUTURE GENERATIONS TO MEET THEIR OWN NEEDS.'
THE ACCEPTED DEFINITION FOCUSES ON REDUCING OR
ELIMINATING POLLUTION AND RE-USING OR RECYCLING
NATURAL RESOURCES.



recruit new industries that don't fit in well with a community, according to Doppelt. "The industrial model has rarely succeeded."

"We'd be wasting a good deal of time and money if we were not building on our existing sustainability sector," Doppelt says. "Where do we get the greatest bang for the buck? It's going to be building on our existing strength."

Roberts agrees that Oregon and Eugene do have a green reputation that could attract businesses. "We'd be crazy not to take

"you're giving all this money to Hynix, we haven't gotten a penny from local government, so we're going to go where we think there's some local support."

"If we're late to the game, all we're going to get is leftovers or nothing at all," Doppelt says. "We got a great opportunity here. It would be a real shame to not capture that if we're still looking in our rearview mirror thinking that the jobs of the future are going to look like the jobs of the past."

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