

research by David Birch at MIT that indicated “the great majority of all new jobs in any local economy were produced by the small, local businesses of the community. The recruiting coups drew major newspaper headlines, but they were a minor part (often less than 5 percent) of job creation in most local economies.”

“Our approach,” he says, “focuses on bringing sophisticated corporate-level tools like database researching, geographic information systems, search engine optimization and social network mapping to the small, growing company.”

Littleton has an Economic Gardening Team that assists companies with core strategy, market analysis, competitor intelligence, “using temperament to slot teams” and undertaking custom business research. Infrastructure work by the team includes connecting businesses with area universities and other intellectual resources.

Lane County is taking steps in a similar direction. Jack Roberts, executive director of Lane Metro Partnership, says his agency’s focus has changed in recent years, but he still does recruiting and following leads. In 2008 he told *EW*, “I’ve heard a lot of good arguments why we shouldn’t spend a lot of money trying to entice companies to move here ... I’ve never heard a good argument why we shouldn’t try to actively market our community to those who are considering coming here. Frankly, there is no better way I know of to compete for good, family wage jobs.” See story at <http://wkly.ws/8a>

Gibbons says the Littleton program has helped entrepreneurs double the job base in the city from 15,000 to 30,000 and triple the retail sales tax from \$6 million to \$21 million over the past 20 years. The population only grew 23 percent during that same time period. — *Ted Taylor*

ACTIVIST ALERT

• A fundraising event to help retain Rep. Val Hoyle in the state Legislature is

planned for 5:30 to 7:30 pm Thursday, Jan. 28, at Davis’ Restaurant, 94 W. Broadway in Eugene. Hoyle was appointed to House District 14. Those attending the event will include Sen. Chris Edwards, Councilor Andrea Ortiz, Art Johnson, Anne Marie Levis, Jennifer Geller, and Joy Marshall. RSVP to jessica.daniels1@gmail.com or make donations directly at <http://wkly.ws/7w>

• Eugene Police Chief Pete Kerns and downtown Safety Task Director Susan Muir will speak at City Club of Eugene at 11:50 am Friday at the Hilton downtown. Topic is “Priorities for Downtown Safety.” See www.cityclubofeugene.org for more information.

• Friday’s 3 pm Pacifica Forum has been canceled due to a scheduling conflict at Agate Hall. Barry Sommer was the scheduled speaker on “The Threat of Islam.”

• The Alliance for Sexual Assault Prevention is bringing activist Jackson Katz, Ph.D. to speak on the subject of American manhood and violence against women. The lecture, “More than a Few Good Men: Why Some Men Hurt Women and How All Men Can Help,” will be at 7:30 pm Wednesday, Feb. 3, at the EMU Ballroom on the UO campus.

• Eugene’s Climate and Energy Action Plan discussions continue with a look at health and social services Feb. 4, and natural resources March 4. The meetings are held from 6 to 9 pm at the EWEB community meeting room, 500 E. 4th Ave. More information at www.sustaineugene.com/eugeneclimate

• J Street, the political arm of the pro-Israel, pro-peace movement, is launching its national field program Feb. 4, with a kick-off celebration in Eugene to coincide with similar events across the country. The Eugene event will be at 9 pm Thursday, Feb. 4, at Temple Beth Israel, 1175 E. 29th Ave. J Street’s Executive Director Jeremy Ben-Ami will speak via national simulcast.

• The not-so-close vote on **Measures 66 & 67** this week shows that Oregonians are not buying into the anti-government sentiment that appears to be swaying voters elsewhere. Fox News (<http://wkly.ws/8g>) was tracking this week’s Oregon vote, salivating over a possible Massachusetts replay. In Oregon we might bitch about government and taxes, but we also understand that the public sector provides the infrastructure that supports the private sector. Business and industry build on a foundation of public education, roads, public safety, courts, regulations, and the safety net of social services for our young, disadvantaged and infirm. Thanks to all who worked so long and hard to pass 66 & 67. Now let’s get to work on Oregon’s crazy tax kicker.

• What’s the scoop on *The Register-Guard’s* latest **football coverage**? The daily did a big front page story on football player turned hero, kicker Rob Beard, who reportedly stepped in to break up a fight and got beaten up himself, but the paper ducks and weaves when it comes to reporting something negative about star quarterback Jeremiah Masoli and wide receiver Garrett Embry.

Both *The Oregonian* and *Oregon Daily Emerald* quote students who allege Masoli and Embry stole laptops and other items from the Sigma Alpha Epsilon frat Saturday night. The *R-G* says it won’t name names without a police report, even though the paper has done that with other crimes in the past. Perhaps it’s a stretch for the *R-G’s* sports boosters to be real journalists.

Also, what’s the deal with the EPD being so tight lipped with public records on the incident? Do the tens of thousands of dollars the athletic department pays cops to go to football games buy a cover-up?

Curiously, with Phil Knight donating about \$1 million in custom-engraved (to prevent theft of course) MacBook Pros to the new center for student athletes, what in the world would Masoli or Embry need with some other kid’s laptop anyway?

• We’re pleased to see the **Pacifica Forum theatrics** settle down after a raucous and irritating few weeks of yelling, name-calling, bird-flipping and Nazi saluting. Will we remember this latest outburst, to quote Macbeth, as “full of sound and fury, signifying nothing”? Maybe we can glean a few lessons here and there about the complexities of free speech, effective responses to hate speech (i.e. discussion vs. disruption), academic freedom, discerning truth from fiction in history, and how a few people can get a lot of people really pissed off. This Friday’s PF has been canceled due to a scheduling conflict.

This week the UO administration has the unenviable task of deciding whether to allow Pacifica Forum and other groups led by retired professors to meet on campus or not. Damned if they do; damned if they don’t. We think it’s best to keep PF somewhere on campus where their speakers can provide stimulating fodder for students of history, journalism, performing arts and psychology. It’s kind of like taking the kids to the zoo, where you never know what they’re going to see – the birth of a giraffe or masturbating monkeys.

• Another **Martin Luther King Jr. Day** has gone by with righteous speeches and posturing in Eugene, one of the whitest cities in the nation. Another year has gone by without the city getting serious about actually banning racial profiling. Back in 2002, the Eugene police gathered data on 18,000 traffic stops and found that local police were far more likely to stop and search African-American and Latino drivers. Besides denials that Eugene police had ever been or would ever be racist, the only apparent actual change resulting from the study was that the EPD never again repeated the embarrassing study.

• **Too cold, wet and dark** to ride your bicycle to work or shopping? Time to toughen up and gear up. Eugene has more than a few year-round cyclists and now they have a new hero. Showing up for the Eugene Walking and Biking Summit this past weekend was Don Ross, age 67, who pedaled his bike and trailer down from Fairbanks this winter. That’s right. He left in October, used studded bike tires and camped along the ALCAN Highway in temperatures well below zero. The affable former Alaska bush pilot and sailboat adventurer is now off to Washington, D.C., for Earth Day climate change events. He’s hooking up with 350.org people along the way, meeting bicycle advocates and talking to classes of school kids. He calls himself “Peace Rider” and he likes to talk about how cut off we are from each other and from nature, and how that disconnection leads to irrational environmental policies and even war. Find out who he met in Eugene, see photos and follow his blog at <http://wkly.ws/7r> or email him at ridefortheplanet@gmail.com

• **Junction City and Harrisburg** will get a local newspaper back this week after the folding of *The Tri-County News* in December. *The Tri-County Tribune* will be printing 9,500 papers and distributing 8,500 free by mail. Sounds like a bare-bones publication with no storefront office, and only freelance writers and photographers. We wish them well. Every town needs a community paper. The subscription-based *TCN* printed less than 2,000 papers before Andrew Polin pulled the plug. Nelson Rosales and Lorenzo Herrera are the new owners. A kick-off party is planned between 4 and 7 pm Thursday, Jan. 28, at River Bend Resort in Harrisburg.

SLANT includes short opinion pieces, observations and rumor-chasing notes compiled by the *EW* staff. Heard any good rumors lately? Contact Ted Taylor at 484-0519, editor@eugeneweekly.com

CORRECTIONS/CLARIFICATIONS

• In the galleries section of last week’s paper, Rob Adams’ painting “The Long March” was incorrectly identified as the title of an exhibit at the Museum of Unfine Art. The venue is now showing a retrospective of artists featured over the past decade, which will be part of the Last Friday Artwalk on Jan. 29.

• Last week’s story on the new infoshop in town incorrectly said “the area hasn’t really had anything approaching an infoshop since Icky’s Teahouse closed in 1997,” however we hear the area really did have something like an infoshop: The Shamrock House in the Whiteaker neighborhood served as an infoshop for several years before closing in 2002.

• In last week’s review of the Very Little Theatre’s Country Girl, the photo credit should have gone to Rich Scheeland.

Lane Area Herbicide Spray Schedule

• Near Gillespie Corners/Lorane and Territorial Highways: Michael R. Atkinson (344-4991) will ground spray Velpar DF(hexazinone), Tahoe 4E (triclopyr), and Oust (sulfometuron methyl) on five acres near tributaries to Coyote Creek for RE & RR Morris Family Partnership in California (925) 837-8734 starting March 3 through Oct. 30 (Notification No. 2010-781-00117).

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