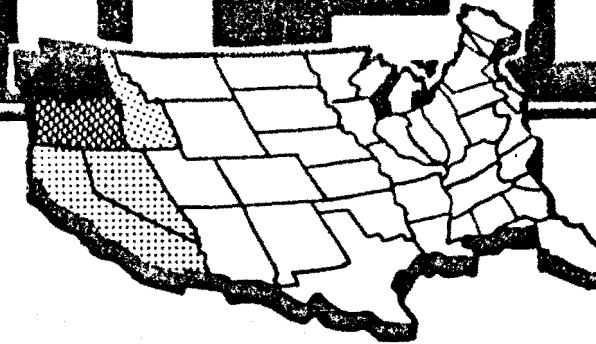


COMMERCIAL REAL ESTATE

FOR SALE

*The Publication for Investors Featuring
Commercial Properties for Sale or Lease
A Division of Murray Publishing Co.*



2312 3rd Ave., Seattle, WA 98121
Vol. III, No. 13 October/November 1984

INSITE '84: Team Oregon A Winner

Publisher's Comment:



Helen Stone

On October 10th, 23 states and 10 foreign countries participated in San Francisco at Brooks Civic Auditorium at a conference and exposition known as Insite '84. The purpose of the conference was to bring together executives of expanding businesses looking for new locations, and the states and areas that are ready to offer sites, information, and assistance to these businesses.

Most of the exhibitors spent thousands of dollars on their booths and on food and

drink for this conference.

Washington's pavilion had the best exposure of any of the participants. With the co-participation of Economic Development Departments and developers such as First City Equities, DKB Corporation, Coldwell Banker Real Estate, etc. Washington was well represented and should be commended for their efforts, headed by Mary Bergstrom with the state EDC.

Unfortunately, the exhibitors mostly wined and dined one another as exhibitors in the conference out numbered attendees.

Oregon excelled at the conference despite the apparent flop of Insite '84. They didn't count on the conference to bring them business.

Oregon officially named the week "Oregon Business Recruitment Mission To California" with a recruitment team of more than 35 development organizations, several representatives of private Oregon businesses, and a total of more than 100 Oregonians headed by Peter D. Tryon, manager of the Business Recruitment Division of the Oregon Economic Development Department. Oregon had a full week of activities that brought them over 150 key executives to a

dinner with their Governor Victor Atiyeh on Tuesday October 9th. The dinner was very successfully coordinated by Karen Myers. The rest of the week was spent following up on their many leads.

This was the first effort of its kind to provide a "Team Oregon" statewide cooperative approach to national business recruitment. As a result of the many recruitment activities planned outside of Insite '84, the journey was a success for the state of Oregon.

Washington state developers invited many key executives to a special feast to meet Governor John Spellman. Those executives that traveled many hours to attend were very upset when the Governor didn't think of it as high enough on his priority list to fulfill this commitment. He didn't show up. It was like a slap in the face to the many developers and state officials who spent time, energy and money promoting the northwest as a place to do business.

Ironically, with the state claiming they are on overload if more than one business at a time inquires about relocation and a state advertising budget 1/7 the size of New Jersey, they are looking to the same

developers the governor just offended to help supplement their already small budget that is being cut again next year.

In a recent debate on television, Gov. Spellman claims we've come up from 12th in the nation to 8th for desirable states to relocate businesses in. The local developers are wondering where he got his information because they don't see it that way at all.

FOR SALE publication did a special magazine for Insite '84, promoting the northwest. It was a real awakening experience. The northwest developers are upset and with good reason. The incentives provided by government in this state to encourage business to locate here, are very close to non-existent.

We only hope that future administrations will have a pro-growth attitude and the foresight to help bring more jobs to Washington.
