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Governor's Office

# Wallowa County Chamber of Commerce

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*Governor*

December 26, 1986

Governor Vic Atiyeh  
State Capitol  
Salem, OR 97310

DEC 31 1986  
Governor Atiyeh

Dear Governor Atiyeh:


I have enjoyed the responsibilities and challenges that you afforded me by naming me as a member of the Oregon Tourism Council.

As chairman of the Marketing Sub-Committee, I'm proud of our achievements in selling Oregon as a tourist destination. Yet, I'm sure that you would agree that more needs to be done. In particular, we need to develop a longer range marketing plan that will complement regional and other state development efforts. In developing this plan, we need to learn more about our customers, identify local and regional needs for added or improved attraction and destination developments to better meet future demands, and develop inovative marketing programs to achieve more from limited resources.

I would like to take part in bringing this about; however, Tourism Council Members serve "at the pleasure of the Governor." Therefore, I believe that in fairness to Governor-Elect Neil Goldschmidt, I must offer my resignation effective January 12, 1987.

Again, thanks for your faith and confidence in me and for the opportunity you provided me to serve Oregon during your administration.

Sincerely,

  
Gerald J. Perren  
Tourism Council Member

cc: Governor-elect Neil Goldschmidt