

SPEECH BY GOVERNOR VIC ATIYEH
KEIZER ROTARY CLUB
McNARY DINING ROOM, KEIZER
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PREPARED TEXT

NOW THAT THE LEGISLATURE IS IN TOWN, I MUST CONFESS THAT I LOOK FORWARD A LITTLE MORE EAGERLY TO MY TRIPS AWAY FROM THE CAPITOL BUILDING (SOMETIMES REFERRED TO AS "GETTING OUT FROM UNDER THE BIG TOP"). BUT I CAN REPORT TO YOU THAT, IN THE CHAMBERS OF THE HOUSE AND THE SENATE, THE AIR -- AS USUAL -- IS HOT WITH SPEECHES. AND VICE VERSA.

THIS IS A PERIOD OF THE LEGISLATIVE SESSION WHEN THE LEGISLATURE -- HAVING ACCOMPLISHED LITTLE ENOUGH WORK OF ITS OWN -- FEELS OBLIGED TO PROVIDE PLENTY OF FEEDBACK ON THE WORK EVERYONE ELSE HAS BEEN ACCOMPLISHING IN THE MEANTIME.

THERE ARE AT LEAST TWO DEFINITIONS OF "FEEDBACK." THE LEGISLATURE THINKS OF IT AS THEIR "INPUT" RESPONDING TO OUR "OUTPUT." BUT I PERSONALLY AM MORE INCLINED TO THINK OF IT AS A LOUD, ANNOYING, ELECTRONIC BUZZ THAT OCCURS WHENEVER ANY NOISE MACHINE GETS ITS WIRES CROSSED.

IN THAT CONNECTION, I MUST TELL YOU A STORY THAT ABRAHAM LINCOLN TOLD IN SIMILAR CIRCUMSTANCES -- A STORY THAT HAS MUCH TO TELL US ABOUT HOW TO RESPOND TO THE PERILS OF THE LEGISLATIVE PROCESS.

IT SEEMS THERE WAS A BACKWOODS TRAVELER WHO BECAME LOST IN A TERRIFIC THUNDERSTORM. ON HORSEBACK, HE FLOUNDERED THROUGH THE MUD UNTIL HIS HORSE GAVE OUT. THEN HE STOOD ALONE IN THE MIDDLE OF THE ROAD WHILE LIGHTNING STREAKED ACROSS THE SKY AND THUNDER ROARED AROUND HIM. ONE CRASH SEEMED TO SHAKE THE EARTH UNDERNEATH, AND BROUGHT THE TRAVELER TO HIS KNEES.

HE WAS NOT A PRAYING MAN, BUT HE MADE HIS PETITION SHORT AND TO THE POINT, "O LORD, IF IT IS ALL THE SAME TO YOU, GIVE US A LITTLE MORE LIGHT AND A LITTLE LESS NOISE."

IN THE STATE CAPITOL DURING A LEGISLATIVE SESSION, I AM OFTEN REMINDED OF THIS SIMPLE PRAYER. I THINK OF IT WHENEVER MINOR ARGUMENTS THREATEN TO MAKE US LOSE SIGHT OF THE REAL CHALLENGES WE FACE.

THESE ARE DIFFICULT TIMES FOR STATE GOVERNMENTS AROUND THE NATION. THERE IS HARDLY A STATE AMONG 50 THAT IS NOT FACING ITS OWN BUDGET DIFFICULTIES. OREGON IS NO EXCEPTION.

BUT OREGON IS IN FAR BETTER FISCAL CONDITION TODAY THAN MOST OTHER STATES. WE ARE POISED TO TAKE ADVANTAGE OF THE ECONOMIC RECOVERY WE SEE COMING DOWN THE TRACK, BECAUSE WE HAVE MADE THE HARD CHOICES, THE HARD DECISIONS FOR THE PAST THREE YEARS. OTHER STATES ARE NOT SO FORTUNATE. TO THE NORTH AND SOUTH OF US, WASHINGTON AND CALIFORNIA ARE EACH FACING UP TO SEVERE BUDGET DIFFICULTIES. CALIFORNIA WAS FORCED TO ISSUE IOU'S UNTIL ITS REVENUE CRISIS WAS RESOLVED.

THESE EVENTS REMIND US OF THE IMPORTANCE OF FACING UP TO HARD TRUTHS EARLY, AND THEN DOING WHAT IS NECESSARY TO WORK OUR WAY OUT.

HARD WORK ITSELF DOES NOT HAPPEN IN A VACUUM. IT TAKES INVOLVEMENT AND COMMITMENT -- QUALITIES EVERYONE IN THIS GROUP CAN APPRECIATE.

IN FACT, THE LONG TRADITION OF COMMUNITY INVOLVEMENT REPRESENTED HERE IS ONE I ADMIRE VERY DEEPLY. AS BUSINESSMEN WHO GIVE OF THEMSELVES IN PUBLIC SERVICE THROUGH THIS GROUP, YOU REPRESENT THE BEST OREGON TRADITION OF CONCERNED PARTICIPATION IN MEETING COMMUNITY NEEDS. AS MANY OF YOU KNOW, KEEPING THAT TRADITION ALIVE HAS BEEN A MAJOR PRIORITY OF MY ADMINISTRATION.

ANOTHER PRIORITY OF MY ADMINISTRATION AFFECTS YOU NOT SO MUCH IN YOUR WORK AS ROTARIANS, BUT IN YOUR BUSINESS AND PROFESSIONAL LIFE AS CITIZENS OF KEIZER AND OREGON. THAT IS: ECONOMIC RECOVERY FOR THE TROUBLED ECONOMY AND HARD-PRESSED PEOPLE OF OUR STATE.

SINCE THE NEW DECADE BEGAN THREE YEARS AGO, OREGON HAS GONE THROUGH A VERY TUMULTUOUS PERIOD... A PERIOD OF TRANSITION AND CHANGE.

TODAY IS A GOOD OPPORTUNITY FOR ME TO SHARE WITH YOU MY OWN VIEWS ON OUR "AGE OF TRANSITION," AND TO FOCUS PARTICULARLY ON THE EFFORTS WE ARE MAKING IN ECONOMIC DEVELOPMENT. THE SUCCESS OF THOSE EFFORTS WILL MAKE CERTAIN THAT THE CHANGES WE ENDURE ARE ULTIMATELY CHANGES FOR THE BETTER.

I SAY "BETTER" BECAUSE I BELIEVE THERE IS A BRIGHTER FUTURE AHEAD. A BRIGHTER FUTURE FOR BUSINESS, AND A BRIGHTER FUTURE FOR OREGON.

I KNOW THAT EACH OF YOU IS WATCHING THE CONFUSING SIGNALS FROM THE ECONOMY -- AND FROM WASHINGTON, D.C. -- AS EAGERLY AS WE ARE IN STATE GOVERNMENT. WE CAN NOW SEE THE TRUTH OF THE OBSERVATION THAT, "IF ALL THE ECONOMISTS WERE LAID END TO END, THEY WOULD STILL POINT IN ALL DIRECTIONS." THE SIGNALS TRULY ARE MIXED, BUT I BELIEVE VERY STRONGLY THAT THE LONG TERM OUTLOOK IS GOOD.

INTEREST RATES ARE COMING DOWN. BANKERS AND INDUSTRY LEADERS -- EVEN ECONOMISTS -- PREDICT A RISE IN HOUSING STARTS. TRENDS HAVE BEGUN -- FRAGILE, BUT HOPEFUL TRENDS -- THAT SHOW OUR ECONOMY MAY FINALLY HAVE BOTTOMED OUT.

BUT IT WILL TAKE ACTION -- HERE AND IN WASHINGTON, D.C. -- TO MAKE CERTAIN THOSE TRENDS ARE ENCOURAGED, AND MAKE CERTAIN THAT OREGON IS READY TO TAKE MAXIMUM ADVANTAGE OF AN UPTURN AS OUR BATTERED ECONOMY SLOWLY MOVES FORWARD.

AT THE STATE LEVEL, WE WILL DO OUR PART BY CONTINUING TO PUSH FORWARD WITH THE PROGRAMS AND ACTIONS WE HAVE ALREADY BEGUN IN ECONOMIC DEVELOPMENT. WE BEGAN THOSE ACTIONS IN 1979, AND REDOUBLED THEM WITH A MAJOR ECONOMIC RECOVERY PACKAGE I SUBMITTED TO A SPECIAL SESSION OF THE OREGON LEGISLATURE ONE YEAR AGO. THE PROGRAMS WE BEGAN THEN ARE THE BUILDING BLOCKS FOR THE STRONG NEW STRATEGY I HAVE PUT FORWARD THIS YEAR. THAT STRATEGY IS REFLECTED BOTH IN THE BUDGET I HAVE RECOMMENDED TO THE LEGISLATURE -- AND IN SEPARATE LEGISLATION I HAVE SUBMITTED AS PART OF OUR OVERALL PLAN FOR DIRECT ACTION TO GET OUR ECONOMY MOVING ONCE AGAIN.

LAST YEAR, WE WON OVER \$2 MILLION FOR A SPECIAL PACKAGE THAT INCLUDED FUNDS TO SPUR TOURISM, A MAJOR NEW MARKETING PLAN FOR OUR STATE; HIGHER EDUCATION MONEY TO MOVE US FORWARD IN COMPUTER SCIENCES AND HIGH TECHNOLOGY; AN INVENTORY OF LAND AVAILABLE IN OREGON FOR ECONOMIC DEVELOPMENT; A REORGANIZED ECONOMIC DEVELOPMENT DEPARTMENT; AND THE CREATION OF AN ECONOMIC ACTION COUNCIL WITHIN STATE GOVERNMENT TO CREATE A RAPID RESPONSE TO ECONOMIC DEVELOPMENT NEEDS WITHIN THE STATE.

THIS YEAR, WE ARE MOVING FURTHER AND FASTER TO BUILD ON THE EFFORTS ALREADY UNDERWAY:

WE HAVE DEVELOPED AND SUBMITTED A BUDGET PACKAGE THAT PUTS ECONOMIC DEVELOPMENT ON THE FRONT LINES. MY RECOMMENDATIONS TO THE LEGISLATURE EMBODY A COMMITMENT TO ECONOMIC DEVELOPMENT THAT EXTENDS TO EVERY AGENCY OF OREGON STATE GOVERNMENT. IN HIGHER EDUCATION, IN TOURISM, IN NATURAL RESOURCE PLANNING, I INTEND TO SEE OREGON STRIKE A PROPER BALANCE BETWEEN CONSERVATION AND DEVELOPMENT; ENCOURAGE NEW JOBS THROUGH ATTRACTING CAPITAL INVESTMENT; AND ENHANCE OUR QUALITY OF LIFE THROUGH REVITALIZING OUR ECONOMIC BASE.

SPECIFICALLY, I HAVE RECOMMENDED THAT WE:

- ① BOOST THE BUDGET OF OUR DEPARTMENT OF ECONOMIC DEVELOPMENT FROM \$2.7 MILLION TO \$8.7 MILLION GENERAL FUND DOLLARS, AND INCREASE THE AGENCY'S STAFF FROM 35 TO 55 FULL-TIME POSITIONS;
- ① TRANSFER THE TOURISM PROMOTION PROGRAM, CURRENTLY HOUSED IN THE DEPARTMENT OF TRANSPORTATION, TO THE DEPARTMENT OF ECONOMIC DEVELOPMENT;
- ① CONTINUE AND EXPAND ON THE PROGRAMS WE INITIATED IN 1982, INCLUDING A COMPUTERIZED INVENTORY OF AVAILABLE INDUSTRIAL LAND, A MARKETING PROGRAM DESIGNED TO FORGE A PARTNERSHIP BETWEEN LOCAL AND STATEWIDE EFFORTS, AND BUSINESS ASSISTANCE THAT WILL HELP COMPANIES OBTAIN PERMITS, MEET LAND USE REQUIREMENTS, AND RELOCATE OR EXPAND TO CREATE JOBS FOR OREGONIANS.
- ① PROTECT AND EXPAND THE GAINS WE HAVE ALREADY MADE THROUGH OUR VERY SUCCESSFUL EFFORTS IN DOMESTIC MARKETING AND INTERNATIONAL TRADE;
- ① ACTIVELY INVOLVE OUR INSTITUTIONS OF HIGHER EDUCATION IN THE STATEWIDE ECONOMIC DEVELOPMENT EFFORT, THROUGH CREATING PROGRAMS DIRECTLY LINKED TO THE NEEDS OF INDUSTRIES WE SEEK TO ATTRACT; AND

● MAKE PERMANENT THE REORGANIZATION OF THE DEPARTMENT OF ECONOMIC DEVELOPMENT WE ACCOMPLISHED LAST YEAR. THOSE CHANGES PUT ME, AS GOVERNOR, IN A POSITION TO UNITE AND COORDINATE ECONOMIC DEVELOPMENT EFFORTS STATEWIDE IN PARTNERSHIP WITH THE WORK OF CITIZENS AND COMMUNITIES ACROSS OREGON.

THE BUDGET I HAVE SUBMITTED TO THE OREGON LEGISLATURE IS ONE OF A SERIES OF STEPS WE ARE TAKING TO GET OUR ECONOMY MOVING ONCE AGAIN. THE BUDGET ITSELF HOLDS MOST STATE AGENCIES TO THEIR CURRENT REDUCED FUNDING LEVELS -- BUT RESTORES OUR MOMENTUM IN A VERY FEW CRITICAL AREAS. AND NOTHING IS MORE CRITICAL THAN DIVERSIFYING OUR ECONOMIC BASE AND CREATING LASTING PERMANENT JOBS THAT WILL PUT OUR PEOPLE BACK TO WORK.

OUR STRONG PUSH FORWARD IN ECONOMIC DEVELOPMENT HAS BEEN DEVELOPED -- AND IS CONTINGENT ON -- A WORKING PARTNERSHIP WITH CITIZENS, INDUSTRY, AND LOCAL COMMUNITIES. OUR MARKETING PROGRAM; OUR BUSINESS ASSISTANCE PROGRAM; OUR INTERNATIONAL TRADE, TOURISM, AND COMMUNITY DEVELOPMENT PROGRAMS -- ALL DEPEND ON YOUR INPUT, YOUR PARTICIPATION, AND YOUR EFFORTS.

GOVERNMENT CANNOT DO THE JOB ALONE -- NOR SHOULD IT. BUSINESS AND INDUSTRY CANNOT DO THE JOB ALONE. BUT TOGETHER, WE CAN OVERCOME THE OBSTACLES WE FACE AND ATTRACT THE EXPANSION AND DEVELOPMENT WE MUST HAVE TO GET OUR ECONOMY BACK ON TRACK.

OUR STATE AND OUR NATION WERE BUILT -- NOT BY
GOVERNMENT -- BUT BY THE EFFORTS OF PEOPLE WORKING TOGETHER IN
PARTNERSHIP TO BUILD A COMMUNITY.

BY REVITALIZING THAT PARTNERSHIP, CHALLENGING EACH
OTHER, AND WORKING TOGETHER, WE WILL BUILD RECOVERY AND STRENGTH
INTO OREGON TODAY THAT WILL LAST FOR MANY TOMORROWS TO COME.

OREGON'S "AGE OF TRANSITION" CAN TRULY LEAD -- NOT TO AN
AGE OF DESPAIR -- BUT TO AN AGE OF PROSPERITY BROUGHT ABOUT
THROUGH THE EFFORTS OF ALL OF US. WITH YOUR HELP, WE CAN NURTURE
THE POSITIVE SIGNS WE SEE AROUND US AND BUILD A BETTER ECONOMY
INTO A BRIGHTER FUTURE FOR OREGON.

THANK YOU VERY MUCH.

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