

Chapter 2. Growing Your Markets

Industry Associations

Most industries have associations that provide networking opportunities with other businesses and with public and nonprofit organizations. Telephone book yellow pages frequently have local listings under **Associations**.

Some industry associations are listed below:

Aerospace

Aerospace Industry Association of Oregon
923 NW Wall Street
Bend, OR 97701
541-317-3429 or 888-317-AERO
Fax: 541-389-9634
Online: <http://www.nwa.org/>
e-mail: info@nwaa.org

Agriculture

Agri-Business Council of Oregon
1200 NW Naito Pkwy., Suite 290
Portland, OR 97209-2800
503-241-1487
Fax: 503-274-5405
Online: <http://www.aglink.org/contact.htm>

Agri-Tourism Alliance
1200 NW Naito Pkwy.,
Portland, OR 97209-2800
503-241-1487
503-229-5663
Online: <http://www.aglink.org/membersarea/agritourism/agritourism.htm>

Pacific Northwest Christmas Tree Association
PO Box 3366
Salem, OR 97302
503-364-2942
Fax: 503-581-6819
Online: www.realchristmastrees.org/xmasorgs.html

Northwest Food Processors Association
6950 SW Hampton, Suite 340
Portland, OR 97223
503-639-7676

Fax: 503-639-7007
Online: <http://www.nwfpa.org>

Oregon Association of Nurserymen, Inc.
2780 SE Harrison, Suite 102
Milwaukie, OR 97222
503-653-8733
Fax: 503-653-1528
Online: <http://www.nurseryguide.com>
e-mail: info@oan.org (general e-mail#)

Oregon Cattlemen's Association
3415 Commercial St., S.E. Ste. E
Salem, OR 97302-5169
503-361-8941
Fax: 503-361-8947
Online: <http://hill.beef.org/proprts/prrtha.htm>

Oregon Farm Bureau Federation
3415 Commercial Street SE, Suite G
Salem, OR 97302
503-399-1701
Fax: 503-399-8082
Online: <http://www.oregonfb.org/>

Oregon Seed Council
1193 Royvonne S, Suite 11
Salem, OR 97302
503-585-1157
Fax: 503-585-1292
Online: <http://www.forages.orst.edu/organizations/seed/osc/>

Oregon State Grange
643 Union Street NE
Salem, OR 97301-2462
503-316-0106
Fax: 503-316-0109
Online: <http://www.grange.org>



CHAPTER 2





Oregon Wheat Growers League
 PO Box 400
 Pendleton, OR 97801
 541-276-7330
 Fax: 541-276-1723
 Online: <http://www.owgl.org/>

Oregon Winegrowers Association
 1200 NW Naito Pkwy., Suite 400
 Portland, OR 97209
 503-228-8403
 Fax: 503-228-8337
 Online: <http://www.americanwineries.org/resources/publicdirectory/>

Biotechnology

Oregon Bioscience Association
 2611 SW 3rd Avenue, Suite 200
 PO Box 40784
 Portland, OR 97201
 503-241-7802
 Fax: 503-227-6128
 e-mail: nibtec@teleport.com
 Online: <http://www.oregon-bioscience.com>

Environmental

Association of Oregon Recyclers
 PO Box 483
 Gresham, OR 97030-0107
 503-661-4475
 Fax: 503-524-2373
 email: aor@mindspring.com
 Online: <http://aor.lhome.mindspring.com>

Northwest Environmental Business
 Council
 PO Box 672
 Portland, OR 97207-0672
 503-227-6361
 Fax: 503-222-5050
 Online: <http://www.nebc.org>
 e-mail: nebc.oregon@state.or.us

Oregon Recycling Markets Development
 Council
 PO Box 10540
 Portland, OR 97296-0540
 503-227-1319

Fax: 503-227-6135
 e-mail: resrecycle@aol.com

Film & Video

Oregon Association of Broadcasters
 PO Box 449
 Eugene, OR 97440
 541-343-2101
 Fax: 541-343-0662
 Online: <http://www.theoab.org/>

Oregon Film & Video Office
 One World Trade Center
 121 SW Salmon, Suite 1205
 Portland, OR 97204
 503-229-5832

Fax: 503-229-6869
 Online: <http://www.oregonfilm.org>
 e-mail: shoot@oregonfilm.org

Oregon Multimedia Alliance
 2455 NW Nicolai
 Portland, OR 97210
 503-827-3116
 Fax: 503-827-0519

On-line: <http://www.oregon.org>
 e-mail: ona@oregon.org

Fisheries

Columbia River Inter-Tribal Fish Commission
 729 NE Oregon, Suite 200
 Portland, OR 97232
 503-238-0667
 Fax: 503-235-4228
 Online: <http://www.critfc.org>

Pacific Northwest Seafood Association
 1921 NE Wasco
 Portland, OR 97232
 503-287-5723
 503-287-5784
 Online: <http://www.csx.org/assoc.htm>

Forest Products

Associated Oregon Loggers, Inc.
 1127 25th St. SE
 Salem, OR 97309-0339



503-364-1330
Fax: 503-364-0836
Online: <http://www.oregonloggers.org>

American Forest Resource Council
1500 SW 1st, Suite 330
Portland, OR 97201
503-222-9505
Fax: 503-222-3255
Online: <http://www.afrc.ws>

Oregon Forest Industries Council
PO Box 12826
Salem, OR 97309
503-371-2942
Fax: 503-371-6223
e-mail: ofic@ofic.com
Online: <http://www.ofic.com/>

Oregon Forest Products Transportation
Association
PO Box 2167
Salem, OR 97308
503-364-5168
Fax: 503-585-9684

Oregon Forest Resources Institute
808 SW Third Avenue, Suite 480
Portland, OR 97204
503-229-6718
Fax: 503-229-5823
e-mail: OFRI@Teleport.Com

Oregon Manufactured Housing Association
2255 State Street
Salem, OR 97301
503-364-2470
Fax: 503-371-7374
Online: <http://www.omha.com>

Independent Forest Products Association
14780 SW Osprey Drive, Suite 270
Beaverton, OR 97007
503-590-5559
Fax: 503-590-1555

Northwest Wood Products Association (NWP)
64672 Cook Ave.,
Bend, OR 97701
541-385-5353
Fax: 541-385-5335
Online: <http://www.nwpa.org>

Graphic Communications

Pacific Printing & Imaging Association
5319 SW Westgate Drive, Suite 117
Portland, OR 97221-2488
503-297-3328
Fax: 503-297-3320

High Technology

American Electronics Association, Oregon
Council
5285 SW Meadows Road, #224
Lake Oswego, OR 97035
503-624-6050
Toll Free in Oregon: 1-800-232-6734
Fax: 503-624-9354
Online: <http://www.aeanet.org/public/councils/index.html>

Manufacturing

Oregon Manufacturing
Extension Partnership (OMEP)
29363 Town Center Loop E
Wilsonville, OR 97070
503-657-6958, ext. 4623
Fax: 503-682-4494
Online: <http://www.omep.org>

Metals

Oregon Precision Metal Fabricators Associa-
tion
PO Box 1326
Tualatin, OR 97062
Online: <http://www.opmfa.org/>

Oregon Metals Industry Council
111 SW Naito Pkwy., #400
Portland, OR 97204-3500
503-223-0719
Fax: 503-223-0816
Online: <http://www.oregonmetals.org/>

Oregon Metals Initiative, Inc.
111 SW Naito Pkwy., #400
Portland, OR 97204-3500
503-223-0719
Fax: 503-223-0816
<http://www.oregonmetals.org/OMI.htm>





Plastics

Society of the Plastics Industry
Gage Industries, Inc.
PO Box 1318
Lake Oswego, OR 97035
503-639-2177
Fax: 503-624-1070
e-mail: sales@gageindustries.com

Society of Plastics Engineers
Columbia River Section
503-335-9942
Fax: 503-691-9943
Online: <http://www.4spe.org/SEC60.HTML>

Fax: 503-255-4927

Online: <http://rutnut.com/tic/council.html>

Oregon Association of Convention and
Visitors Bureaus
Salem Convention and Visitors Association
1313 Mill St. S.E.
Salem, OR 97301
503-581-4325
Fax: 503-581-4540
Online: <http://www.scva.org/>

Oregon Lodging Association
12724 SE Stark Street
Portland, OR 97233
503-255-5135

Fax: 503-255-4927

Online: <http://www.oregonlodging.com>

e-mail: oreoldge.org

Oregon Restaurant Association
8565 SW Salish Lane, Suite 120
Wilsonville, OR 97070
800-462-0619
Fax: 503-682-4455

Online: <http://www.ora.org>

e-mail: ora@ora.org

Oregon Restaurant Association Education
Foundation

8565 SW Salish lane, Suite 120
Wilsonville, OR 97070-9633
503-682-4422

Fax: 503-682-4455

1-800-462-0619

email: info@ORA.org

Online: <http://www.ora.org/>

[education_home.htm](http://www.ora.org/education_home.htm)



Professional Services

Professional Services Coordinating Council
of Oregon
The Suran Group
121 SW Morrison, Suite 840
Portland, OR 97204
503-274-9381
Fax: 503-274-9804
e-mail: sandrasuran@class.orednet.org



Software

Software Association of Oregon
16850 SW Upper Boons Ferry Road,
Suite E
Tigard, OR 97224
503-624-8449
Fax: 503-624-0785
Online: <http://www.sao.org>

Tourism

Oregon Tourism Commission
775 Summer Street NE, Suite 310
Salem, OR 97301-1282
503-986-0000
Fax: 503-986-0001
Online: <http://www.traveloregon.com/>

Oregon Travel Information Council
Managed by Oregon Lodging Association
12724 SE Stark Street
Portland, OR 97233
503-255-5135

Help with Government Contracts

Federal, State and Local Contracts

The Government Contract Acquisition Program (GCAP) can assist Oregon businesses in finding out about contract opportunities as well as about pursuing them. Through a computer matching service, the program can search bidding opportunities posted daily by every federal agency in the country. Contract leads that match the goods or services of an Oregon business can be faxed or mailed to the business that same day. Other potential contract sources also are available, including international, state and local government contract opportunities.

In addition, staff provide technical assistance to businesses operating in the government arena. This includes hands-on counseling and training in every aspect of doing business with government entities—for example, proposals, bidding, payment, electronic data interchange and disputes.

For more information, contact:

Government Contract Acquisition Program
One World Trade Center, Suite 300
121 SW Salmon St.
Portland, OR 97204
503-229-5625
Fax: 503-222-5050

or

Government Contract Acquisition Program
99 W 10th, Suite 330
Eugene, OR 97401
541-344-3537
1-800-497-7551
Fax: 541-687-4899

or

Government Contract Acquisition Program
2110 Newmark Avenue
Coos Bay, OR 97420
541-888-7006
1-800-970-4227
Fax: 541-888-7008

or

Government Contract Acquisition Program
Central/Eastern Oregon
885 South Bent Loop Road
Powell Butte, OR 97753
Phone: 541-548-5992
Fax: 541-923-8552

or

Willamette GCap
1144 Gateway Loop, Ste. 203
Springfield, OR 97477
541-736-1088
Fax: 541-736-1090
1-800-497-7551
Online: <http://www.gcap.org/index.html>

State Contracts

The State of Oregon has processes in place for potential contractors to use for procurement of goods and services.

For more information about applying for contracts through the state, contact:

Personal Services Contracting: State of Oregon

Department of Administrative Services
Transportation, Purchasing & Print Services Division (TPPS)
1225 Ferry Street SE
Salem, OR 97310
503-378-5501
Fax: 503-373-1626
Online: <http://tpps.das.state.or.us>

Oregon Department of Transportation Contract Acquisition Programs

Technical Services:
construction, consulting, surveying, training
503-986-5755

Trade Services:
maintenance, janitorial, landscaping, commodities
503-986-2710





Cracking the Export Market

Where to Find Help Exporting...

Assistance to companies interested in importing or exporting products or services is available in Oregon through a growing list of professional service firms and a network of regional, statewide and U.S. government agencies. Private firms and organizations throughout the state provide a wide range of international trade-related services, including language classes and translations, meeting space and offices, customs and shipping information, credit and financing options and legal advice. For a list of these services as well as other important international trade contacts, call Oregon Economic and Community Development Department's International Division at 503-229-5625 or 1-800-448-7512.

Below, you will find contacts for the following:

- Getting Started in International Trade
- Help in Reaching International Markets
- Trade Leads
- Meeting International Quality Standards

Export Oregon is a project sponsored in part by the Oregon Trade Conference, which provides a forum for local, state and federal international trade-related organizations to share information and set cooperative goals for effective international trade strategies in the state of Oregon.

To find more about available resources, contact

Export Oregon
 121 SW Salmon St., Suite 242
 Portland, OR 97205
 503-326-3001
 Fax: 326-3651
 Online: <http://www.exportoregon.org>



Additional information can be obtained from:

Pacific Northwest International Trade Association
 One World Trade Center
 121 SW Salmon St., Suite 1100
 Portland, OR 97204
 503-471-1399
 Fax: 503-675-9068
 Online: <http://www.pnita.org>

Getting Started in International Trade

Business start-up assistance and basic export information can be obtained through the Small Business Development Centers throughout Oregon (see list beginning on page 9). Basic training in international trade is coordinated through these centers by the Small Business International Trade Program.

The Small Business International Trade Program provides international trade advice/counseling, international trade classes, seminars, workshops and help in writing international business plans. The Small Business International Trade Program also coordinates locally sponsored Regional International Trade Councils throughout the state to support international trade efforts.

For more information on the Small Business International Trade Program, contact:

One World Trade Center
 121 SW Salmon Street, Suite 300
 Portland, OR 97204
 503-274-7482
 Fax: 503-228-6350
 Online: <http://www.internationaltrade.pcc.edu/>

Regional Trade Councils in Oregon

Clatsop International Trade Council
PO Box 176
Astoria, OR 97103
503-325-6311
Fax: 503-325-9767

Southern Oregon International Trade Council
PO Box 1762
Medford, OR 97501
541-772-9124
Fax: 514-772-9145
e-mail: ametternic@aol.comSouthwestern

Oregon International Trade Council
Southwestern Business Development Center
2110 Newmark Avenue
Coos Bay, OR 97420
541-888-7100
Fax: 541-888-7113

Business Resources Division
Eugene Chamber of Commerce
1401 Willamette Street
Eugene, OR 97401
541-484-1314
Fax: 541-484-4942
Online: [http://www.eugenechamber.com/
bus_info/i_directory.htm](http://www.eugenechamber.com/bus_info/i_directory.htm)

Salem, Albany, Corvallis:
Western Oregon International Trade Council
365 Ferry Street SE
Salem, OR 97301
503-399-5088
Fax: 503-581-6017
e-mail: gamb@chemek.cc.or.us

Help in Reaching International Markets

The Oregon Department of Agriculture works with grower/producer marketing groups, cooperatives and processors to provide information on

marketing agricultural products overseas; it also helps to develop marketing strategies and to identify potential overseas customers. The department organizes and leads overseas agricultural trade missions and hosts incoming foreign business delegations. It works with U.S. and foreign governments to eliminate tariff and non-tariff barriers adversely affecting sales of Oregon agricultural products.

To reach the Oregon Department of Agriculture, contact:

One World Trade Center
121 SW Salmon Street, Suite 240
Portland, OR 97204
503-229-6734
Fax: 503-229-6113
Online: <http://www.oda.state.or.us/oda.html>
e-mail: agmarket@oda.state.or.us

The Oregon Economic and Community Development Department's International Division assists manufacturers and service providers to enter and/or to expand sales in international markets. The department works with industry associations and groups of companies and provides one-on-one assistance to Oregon firms. The **International Division** manages Oregon's international offices in Japan, Korea and Taiwan. Other markets are approached through targeted trade missions. The department provides information about marketing services of other public and private sources and about export financing. Specific services include:

- Information about foreign countries and industries;
- Help in identifying and establishing channels of distribution in foreign countries;
- One-on-one counseling and production evaluation.





To reach the International Division, contact:

One World Trade Center
121 SW Salmon, Suite 300
Portland, OR 97204
503-229-5625
1-800-448-7512
Fax: 503-222-5050
Online: <http://www.econ.state.or.us/oregontrade/>

To get information about International Tourism, contact:

Oregon Tourism Commission
775 Summer Street, N.E. Suite 310
Salem, OR 97301-1282
503-986-0000
Fax: 503-986-0001
Online: <http://www.traveloregon.com/>

The U.S. Department of Commerce's U.S. and Foreign Commercial Service provides a range of services to promote international trade, including counseling for export-ready firms and access to information about foreign markets. The department also supports overseas visits by individual firms through trade shows, trade missions and a network of overseas offices. Information and access to trade finance information from federal agencies, multilateral development banks and local banks are available as well.

To reach the U.S. and Foreign Commercial Service, contact:

One World Trade Center
121 SW Salmon, Suite 242
Portland, OR 97204
503-326-3001
Fax: 503-326-6351
Online: <http://www.ita.doc.gov/>

The Japan External Trade Organization (JETRO), a Japanese government-related organization, has a representative located with Oregon Economic Development's International Division. Japan External Trade Organization provides assistance on

marketing goods and services to the Japanese market, hosts special buying delegations and sponsors trade shows and trade missions to Japan. One-on-one counseling and product evaluations also are available.

To reach the Japan External Trade Organization, contact:

One World Trade Center
121 SW Salmon, Suite 300
Portland, OR 97204
503-229-5626
1-800-448-7512
Fax: 503-222-5050
On-line: <http://www.jetro.go.jp>

Trade organizations may be another helpful resource for businesses. A number of organizations provide information, assistance and networking opportunities for specific products, services or countries. For more information about international trade organizations, contact Oregon Economic and Community Development Department's International Division, 503-229-5625 or 1-800-448-7512.

Brand Oregon

The Brand Oregon program seeks to help businesses integrate economic, environmental, and community considerations into their practices by providing information on sustainability principles, sustainability tools, financing sources, market opportunities, and mentoring resources. Businesses participating in the Brand Oregon Program can also receive:

- technical support to assist them in integrating sustainable practices into their business;
- assistance in marketing specific products and services;
- opportunities to network with others working toward sustainability.

For more information, contact:

Oregon Economic and Community Development
Department Sustainable Business Liaison
775 Summer Street N.E., Suite 200
Salem, OR 97301-1280
503-986-0158
Online: <http://www.econ.state.or.us>

- assistance in marketing specific products and services;
- opportunities to network with others working toward sustainability.



