

## **Morning Speakers and Panelists**

1. Tom Potiowsky, Oregon State Economist
2. Thom Hartmann, author, AM radio commentator
3. Michael Bleich, Dean, OHSU School of Nursing
4. Mark Levy, President and CEO, United Way of Columbia-Willamette
5. Arundee Pradhan, Associate Vice President, Technology Transfer and Business Development, OHSU
6. Aubyn Marath, MD, OHSU Cardiac Surgeon; President of CardioStart International
7. Paul Primak, Director, International Programs, Oregon University System
8. Noah Siegel, Director of International Affairs, Office of Mayor, City of Portland

### **Comments:**

Tom Potiowsky

Trading partners have changed dramatically in past decade.

Thom Hartmann

“Undermining competition” has negative impact on overall success.

Michael Bleich

- Focus on the unusual – “positive deviance.”
- Capture energy of various lenses (business, social networking, clinical) through GlobalOregon™ as a consortium of ideas and energy of organizations and people.

Mark Levy

- Opportunity to link/partner with others to apply/engage local community with OHSU/non-profits and world
- “Past models are working – don’t fit...Shared ownership in our ability to work together”
- Facilitative leadership rather than a directive leadership
- “How do we engage communities and individuals?”

### Arundeeep Pradhan

- "Students don't understand the concept of failure."
- Partnerships/collaborations/participation from multiple sectors - Remove impediments to intersectorial communication.
- Social networking: not the job at the outset to say, "Here's a project"... "must come from people who have their feet on the ground" to "connect me with local resources to make this happen..."
- "Social networking is a means to an end." Establish those connections to construct a team.
- GlobalOregon™ needs to make a compelling reason why the business community should be involved.
- GlobalOregon™ does not need to be another business, but should develop core values.

### Aubyn Marath

- "Talk less and get on with it."
- See a problem, find a solution. Convince corporations to commit a finite amount annually.
- Attack social consciousness with clear goals and critical projects

### Paul Primak

- Many are not represented at the conference: student groups, NGOs, and business.
- "It's all about relationships."
- "It's important to know what's in your neighborhood" in order to "broaden the perspective."
- Avoid competition among organizations; "incentive and trust."

## Noah Siegel

- It is not what a NEW approach might be, but an opportunity to “create a clearing house” that can benefit local and overseas existing collaborations.
- Many chaotic, existing collaborations might benefit from collective approaches to bring “complete packages” to a problem.
- ‘Oregon Brand’ is powerful in certain communities.
- Owning a piece of the brand is real motivation to be part of social networking; a clearing house or a body of experts.
- GlobalOregon™ will be a shift in how development is delivered.
- ‘Brand America’ used to be incredibly powerful: faith-based, university-based hospitals, and schools. GlobalOregon™ offers a chance to renew the ‘Brand’ to share and grow as an American community.

## Audience

### Warren Banks, Rotary International

- Projects in many countries rely on local clubs to gain community inputs.
- Successes occur as a result of “bottom-up,” not “top-down” strategies: e.g., water and sanitation or microfinance.

### Anais Tuepker, Preciva, Inc.

- Is there a role for GlobalOregon™ as a means to transform how business is done in Oregon? Example: Sustainable social benefit translated into by-laws of companies and incentives. Where do we put our money to think and act differently?