



# P A C E



Volume 20, Issue 6 The Portland Air Cargo Association Newsletter, Portland, Oregon

March 2011

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**PACA IS A 501 (c) 6**  
**ORGANIZATION**

JENNIFER SAWICKI  
BOARD ASSISTANT  
PACA C/O  
MERCHANTS EXCHANGE  
200 MARKET ST., STE 190  
PORTLAND, OR 97201  
TEL: (503) 788-1195  
FAX: (503) 777-7960

## Greenlight Greater Portland:

### The Future of the region's private business sector

Our region, as well as the rest of the country, has certainly been economically-challenged over the last few years, with businesses suffering, jobs lost and profits dwindling. However, Greenlight Greater Portland is working diligently to insure that our region not only recovers, but is stable and successful from a private business perspective.

PACA is pleased to bring Susan Bladholm, Greenlight's VP of marketing, to our Wednesday, March 9th meeting as our guest speaker. Susan will share her forecast for the private business sector, how Greenlight continues to develop and attract new businesses and how your business can grow and expand in the future.

A few years back, a handful of greater Portland business leaders pooled their resources and invested their time to launch Greenlight Greater Portland, now the region's only private sector-led economic development initiative. Greenlight's mission is to promote the greater Portland-Vancouver MSA to bring good companies and jobs to the region and to support and grow the diverse businesses that have made their home here.

Greenlight brings not only a committed and engaged board but a talented staff to the effort. The team's approach to economic development is founded on three main components:

*(greenlight cont. on page 2)*

### Contents

<i>February Meeting Information.....</i>	<i>2</i>
<i>Scholarship Application.....</i>	<i>3 &amp; 4</i>
<i>Port of Portland Update.....</i>	<i>5</i>
<i>Farewell and Thanks.....</i>	<i>5</i>
<i>Talent Bank.....</i>	<i>6</i>

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## February Dinner Meeting

**WHEN:** Wednesday, March 9th

**TIME:** 5:30 check-in & cocktails  
6:45 dinner & speaker

**PLACE:** Sheraton Airport Hotel

**MENU:** Spaghetti Bolognese

**PRICE:** \$30 per member with reservation by Friday, March 4th:  
\$35 all others

**RSVP:** Please email reservations to [jen.sawicki@comcast.net](mailto:jen.sawicki@comcast.net)

**Reservations required by 4pm, Friday the 4th. Reservations received after March 4th will be charged \$35 per person.**

***If you cancel your reservation after the deadline, please expect to be billed accordingly.***

*(greenlight cont. from page 1)*

- Incisive, targeted research. Greenlight's research team compiles current economic, demographic and quality of life data to create reports on industry sectors, workforce and the Portland-Vancouver region overall.
- Dynamic marketing initiatives. Greenlight's marketing team develops print and electronic tools to promote the region and its competitive assets within and outside greater Portland-Vancouver.
- Outreach. Greenlight fosters relationships with business executives, site selectors, public-sector economic development partners and media through networking events, regional visits, industry tours, and trade shows and missions.

Susan has spent nearly 25 years marketing the Portland and Oregon region nationally and abroad. She has staged events ranging from Cycle Oregon to culinary feasts at the James Beard House in New York to governor's trade missions to leading the seven-state public relations effort for the 150<sup>th</sup> Anniversary of the Oregon Trail Celebration. She served as the public relations and special events manager for the Oregon Business Development Department; director of marketing for Travel Portland; president of Sunstone Marketing; and senior manager/creative director for the Port of Portland.

A native Oregonian, she remains involved with her alma mater, the University of Puget Sound, where she graduated with a degree in communications.

This should prove to be a fascinating and important meeting for anyone involved or concerned with our region's business environment, so please plan to join us on the 9th and send your reservation soon.

# PORTLAND AIR CARGO ASSOCIATION

## SCHOLARSHIP APPLICATION

(Please print or type)

**DEADLINE: May 31**

Name: \_\_\_\_\_ SS#: \_\_\_\_\_  
Last First MI

Address: \_\_\_\_\_ Zip \_\_\_\_\_  
Street City State

Phone: \_\_\_\_\_  
Day Evening

High School Attending (if currently enrolled) \_\_\_\_\_

College or University Attending / Planning to Attend: \_\_\_\_\_

Date First Entered or Entering: \_\_\_\_\_ Major Field of Study \_\_\_\_\_

Number of Credit Hours Earned To Date \_\_\_\_\_

Number of Credit Hours Earned in Major Field \_\_\_\_\_

Cumulative GPA To Date: \_\_\_\_\_ Earned in High School or College (CIRCLE ONE)

Number of Credit Hours Enrolled in this Term (if in college): \_\_\_\_\_

Previous Colleges or Universities Attended:

<u>Name</u>	<u>When</u>	<u>Degree Credits Earned</u>	<u>GPA</u>
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_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Name of school organizations (or teams) to which you belong, have belonged, offices held and recognition received:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please answer the following questions on a separate page and submit with your application.

1. What job experience (either for pay or volunteer, full or part time) have you had in the past two years?
2. Do you feel this experience relates to transportation and/or international trade? How?
3. What are your scholastic/career goals?
4. How do your plans, goals and ambitions relate to transportation and/or international trade?

I hereby certify that all the information contained in this application is true and correct:

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

**MUST BE RETURNED TO PACA BY MAY 31ST JEN.SAWICKI@COMCAST.NET**

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**(FOR PACA USE)**

Reimbursement Amount: \$ \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

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## **PORT OF PORTLAND UPDATE**

### **Bill Furman Receives 2011 Port of Portland Compass Award**

The Port of Portland today announced that Bill Furman, president and CEO of The Greenbrier Companies is the recipient of the 2011 Compass Award.

Greenbrier Companies is an Oregon headquartered, publically traded corporation. They are a market leader in intermodal rail car production and Gunderson Marine, a subsidiary, builds barges for transporting aggregate, heavy equipment and other cargo around the world.

Under Furman's leadership since 1974, The Greenbrier Companies has enjoyed tremendous success as a leading international supplier of transportation equipment and services to the railroad and marine industry, and has played a significant role in the regional economy. The company employs more than 4,600 workers worldwide.

The award, presented at the Port's annual "Gateway to the Globe" meeting, recognizes the contributions of community individuals and entities that have demonstrated exceptional support for the Port. Award recipients serve as civic and/or corporate role models through their outstanding contributions to the Port and the communities it serves. Recipients can be recognized for overall support of the Port's strategic mission or any of Port's individual business units including, aviation, marine, environmental affairs, properties and business development.

Some 500 business leaders, elected officials and community stakeholders attended this year's Gateway to the Globe event which provides annual updates on Port activities, challenges and opportunities. This year's keynote speaker was Bill Ayer, chairman and CEO of Alaska Air Group.

*Provided by the Port of Portland*

### **PACA Says Farewell and Thanks to Two**

It is with great reluctance that we bid adieu to two outstanding PACA board members—Andy Koong and Isaac Barrow. Andy, who came on board officially two years ago, successfully ran the golf tournament prior to that and helped organize and run other PACA events, most notably our holiday gala this past year. Andy has taken a position in a brand new field and will be working at Columbia Distributors. We will miss him but give him a huge heartfelt congrats on his new gig.

The Port representative is usually a year or two at the most appointment, however, Isaac was deeply committed to seeing PACA move in a new direction and thus stayed on for an extra year and then some. Like Andy, Isaac brought a great deal of thoughtfulness and commitment to the position and helped bring in new and dynamic speakers and well organized events for PACA. Isaac has been replaced by the Port's Willie Wilcoxon whom some of you have probably met at previous PACA meetings. Please welcome Willie to our organization and once again, a big *Thank You* to two terrific PACA representatives. You both will be greatly missed!

## **Call for PACA Board Nominations**

There are several ways to get involved! You can put your name forward as a running mate or volunteer someone you know for one of the PACA Board Officers. The deadline for nominations is Wednesday, April 13th. Voting by the membership will take place by ballot during late April-early May and the results will be announced at Fun Night and in the June newsletter.

Those who have served on the Board can tell you that it is a rewarding experience. After nearly 50 years, PACA is still going strong and it is largely due to the tireless dedication of the Board officials who give of their time and later rotate off the Board to become volunteers in various capacities. PACA is looking for dedicated and committed people. Those who serve on the board are the lifeline of PACA and help not only keep it going, but create a successful platform for the future.

Please forward nominations to Jennifer Sawicki at [jen.sawicki@comcast.net](mailto:jen.sawicki@comcast.net) by April 13th.

## **YOUR AD HERE!!**

**(\$50 per month)**

Help support PACA and get great industry exposure!

Contact Jennifer Sawicki for more details.  
[jen.sawicki@comcast.net](mailto:jen.sawicki@comcast.net)

## ***Net Working***

### **Available Talent & Job Opportunities**

Performance Logistics d/b/a Lynden International has an immediate opening for a international Operations Agent. The successful candidate will have extensive experience in air, ocean and truck import/export; 3-5 years freight forwarder or similar field; and knowledge of AES regulations and filing. Duties include all customer service and carrier relations; manage relationships with carriers and vendors; analyze current market to ensure competitive rates and profitability; maintains customer profiles and coordinates with sales reps; etc. Must have good language, mathematical and reasoning abilities, able to interact with a variety of personnel and excellent organizational skills. For further information, please contact Mark Wetherbee at 503-803-5372 or [markw@lynden.com](mailto:markw@lynden.com).

### **PACA Meetings & Events— 2011**

March 9th—Greenlight Greater  
Portland

April 13th—Evergreen Air  
Museum Tour

May 12th—Fun Night

July 30th—Very Wide Open  
Golf Tournament, Camas Meadows