

A Port of Portland publication featuring news and information about airports, marine terminals, industrial parks and environmental programs.





# PORTLAND: FOOTWEAR CAPITAL OF NORTH AMERICA



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1)

Aviation News

Marine/Industrial Development News

6

10000

Corporate News

8

Corporate/Environmental News

9

On the Waterfront

10

20

# THE SHOE FITS PORTLAND: FOOTWEAR CAPITAL OF NORTH AMERICA

Shoes pervade our world. Songs have been written about them. Billboards and full page ads feature them. Professional athletes are paid to wear them. Famous pairs are sold at auction or displayed in museums. One diamond-encrusted pair even carried a \$2 million price tag. At the Street of Dreams home shows, closets appear to be built around them.

Some people wear the same pair religiously while others have a different pair for every day of the month (the average American woman owns 30 pairs). Some wear good-looking shoes that inflict a great deal of pain, while others sacrifice fashion for function. Shoes can say a lot about a person. They can also say a lot about international trade.

You may not think about it when you slip them on in the morning, but your shoes likely took quite a journey before ending up on your feet. People who think about that journey every day will converge on Portland at the end of this month for an annual conference of the Footwear Distributors and Retailers of America, known as FDRA. The Port of Portland is hosting the event, called Footwear Traffic Distribution and Customs, and from Sept. 30 through Oct. 3, attendees will discuss the logistics and customs elements of the footwear supply chain story.

### **Oregon's Shoe History**

Like Cinderella's glass slipper, Portland is a perfect fit for the FDRA event. Oregon has a rich history when it comes to the evolution of footwear, beginning 10,000 years ago with what some say are the oldest shoes in the world, excavated from Fort Rock Cave in central Oregon. While those twined sandals made of sagebrush and bark were innovative for their day, shoes and shoe manufacturing have come a long way since then.

Today, more than 20 major shoe manufacturers call the Portland metropolitan area home – that's more than 50 percent of the U.S. athletic footwear market. As a result, Portland is quickly earning a reputation as the "Footwear Capital of North America." Within a tight radius, you can visit adidas, Chinook Trading Co., Columbia Sportswear, Dr. Martens, Footwear Specialties International, KEEN Footwear, LaCrosse/Danner, and Nike, all in the same day. Oregon was also the birthplace and home of Avia until it sold to Reebok in the 1980s. Many innovations in footwear materials and design over the past few decades have originated right here in Oregon.

Kirk Richardson, president of KEEN Footwear said, "Today's sports and lifestyle footwear is traceable to Nike's co-founders, Bill Bowerman and Phil Knight. These two Oregonians were the original innovators who studied athletes' needs and revolutionized footwear performance. The athletic footwear industry and its products look and function the way they do today, largely because of the impact of those two industry leaders from Oregon."

Manufacturers have invested millions in research and development to create specialized product lines based on specific sports, activities and uses. The research, engineering and technical specialty this requires has created a significant pool of talent and expertise in Portland.

# **Outdoor-Loving Shoe Designers**

In a classic case of success breeding success, skilled workers are attracted to the area for the types of companies that are based here while companies are attracted to the area for the availability of skilled workers. This has proven true as footwear manufacturers have relocated to Portland in recent years. It has also proven true for companies in related industries such as active wear, cycling, sporting goods and outdoor recreation. Car rack manufacturer Yakima Products, for example, now calls Beaverton home.

The active lifestyles and natural beauty that characterize the Portland metro area are added perks for companies that call Oregon home. The city consistently ranks toward the top of national lists for livability, sustainability, biking to work, and even dog walking. With an abundance of parks, trails, bike paths and recreational facilities in the area, not to mention the mountains, rivers, lakes and beaches only a couple of hours away, a wide variety of brands and styles of shoes and active wear are always in use and on public display. The setting has even served as inspiration for logos, advertisements and product names.

Those attributes couldn't have hurt when

adidas chose Portland as the home of its new North American headquarters . . . or when KEEN moved its headquarters here and decided to open a new import distribution warehouse later this year . . . or when LaCrosse Footwear moved its operations here from LaCrosse, Wisconsin.

All other factors aside, of critical importance to these companies is a dependable regional transportation infrastructure and the Port of Portland's connections to major Pacific Rim markets. A majority of the manufactured footwear today is produced in Asia, and it is the Port's largest single containerized import commodity. More than 33 million pairs of footwear were delivered to the state of Oregon in 2006. The Port is a vital link in the supply chain, presenting opportunities for companies large and small to efficiently and cost-effectively get their products from origin to destination by steamship, barge, truck, rail and air.

# Footwear Distributors and Retailers of America Conference

Getting products from origin to destination is what the FDRA's annual Footwear Traffic Distribution and Customs conference is all about. While the commodity of interest is footwear, the dual focus of the event is far less on shoes than on the movement of shoes throughout the supply chain. For companies to stay competitive, they must constantly innovate and adapt to a rapidly changing world and global economic forces. Navigating the challenges of international commerce and addressing the associated costs and regulations of doing business requires specialized expertise.

At the Benson Hotel in downtown Portland, top logistics executives from the nation's shoe retailers and footwear marketing firms will get together with transportation and distribution executives from all over the country and the

Cover photograph: Anita Casale, left, and Dagmar Schaefer-Carnes, adidas footwear designers.





world. Among those in attendance will be traffic and distribution specialists; customs, classification, valuation, and entry procedure specialists; and service providers including ocean carriers, freight forwarders, customs brokers, third party logistics firms, and surface carriers.

National speakers and industry leaders will provide insights on topics including ocean shipping deregulation, third party logistics and automation. The logistics segment will provide an outlook on China, new port options, the rail outlook, and transportation regulation. The customs segment begins with a tour of the Nike campus, and issues will include classification, valuation, labeling and marking requirements, buying commissions, enforcement, and other current issues. A full agenda is available to view on the FDRA Web site.

Conference attendees will enjoy a waterside

# **Local Benefits**

Besides the ever-popular discounts that friends and family get at the employee stores, there are significant benefits to having a number of major footwear companies based in the Portland area. While they do not manufacture domestically, footwear companies do hire hundreds of thousands of American workers. This is great for employment, providing well-paying jobs and strengthening the economy. Nike, for example, is a Top 10 employer in the Portland metro area with approximately 5,500 employees, and stands as Oregon's only Fortune 500 company.

"Whereas their predecessors were employed in factories, today's U.S. apparel and footwear companies employ their U.S. workers in research and development, marketing and sales, distribution and warehousing, sourcing, and retail," said Kevin Burke, president and chief

# 66Today's sports and lifestyle footwear is traceable to Nike's co-founders, **Bill Bowerman and Phil Knight.99**

Kirk Richardson, KEEN Footwear

tour of the Port of Portland's marine facilities, and the Port's own general manager of container marketing, Barry Horowitz, will be a featured speaker. With a 36-year career that has spanned the full range of international transportation, logistics and supply chain management, he brings a wealth of knowledge and experience to the table.

As the organizer of the conference, the FDRA is an association of firms engaged in footwear

executive officer of the American Apparel and Footwear Association. "Most importantly, U.S. apparel and footwear firms distribute their profits to U.S. shareholders, so the profits go back into the U.S. economy."

These footwear companies are also good neighbors and are engaged in the community. Many have employee volunteer programs, sponsor fundraisers and provide support for youth athletics, health and fitness, fighting cancer, and a number

its new North American headquarters in 2002, it proved to be good for the neighborhood and good for the environment. With a \$25-million renovation of the 215,000-square foot Bess Kaiser Medical Center, the company rejuvenated the neighborhood along with the vacated facility while "harvesters" ensured that much of the interior could be reused or recycled instead of going to the landfill.

Footwear helps bring business to the Port, because it is an attractive and profitable commodity for steamship lines. It accounts for approximately 13 percent of all local eastbound commodities. This also creates a cycle that helps support Oregon agriculture: ships come in with containers full of shoes and leave with containers full of hay or potatoes.

Local footwear and apparel companies have been stalwart supporters of air service at Portland International Airport, helping secure Lufthansa flights to Europe and Northwest Airlines flights to Asia. The availability of these nonstop flights benefits other businesses, locally and abroad, that need to travel between the destinations.

# The Future

An old television show called Get Smart featured an agent who wore a shoe that doubled as his telephone. While arguably impractical, that once far-off and unlikely technology is now a possibility. With kids rolling along sidewalks on shoes with wheels built into the heels, workers wearing boots with retractable traction spikes, and joggers running with electronic pedometer inserts, maybe the shoe phone isn't too far off.

Whatever the future holds, it could very likely originate right here in Oregon.

Josh Thomas



# PORTNEWS

# SUMMER SPLASH EVENT ENERGIZES PDX

Jazz piano, choir, classical harp, violin, fiddle and a Frank Sinatra impressionist – they all added to the mix in the musical portion of the Summer Splash program at Portland International Airport. The event livened up the terminal from July 23 through the Labor Day holiday.

Festivities also included in-store and storefront sales in most of the airport's shops, both in the Oregon Market and the concourses; clock tower demonstrations; restaurant specials; and food and wine samplings.

Once again, Summer Splash featured a drawing for two free tickets from PDX to a new destination. This summer, Alaska Airlines hosted the drawing, and a lucky passenger won a pair of tickets to Alaska's new nonstops – a choice of either Orlando or Boston. Alaska launched the new service Sept. 9.

# WITH GOLD KEY VALET, WE PARK, YOU FLY.

Portland International Airport passengers will have a convenient new parking option when Gold Key Valet launches in October.

The new valet parking program will allow travelers to drop off their vehicles in front of the airport terminal building and pick up their vehicles at the same location when they return from their trip.

ve park. you

New signs will guide travelers to the Gold Key Valet drop-off booth, located on the upper, outer (departures) roadway. There, the driver will turn over the key and provide contact information and flight plans so the car will be ready when the driver returns from the trip.

"Valet parking will really help our customers, who are always looking for convenient and timesaving parking options," said Steve Koester, Port parking system manager.

Gold Key Valet is anticipated to cost \$30 per day, and will complement other parking options available in the economy and long-term parking lots and the short-term parking garage. Reservations are not required. Standard Parking Corp. will operate the program for the Port of Portland. Watch **www.portofportland.com** for the exact launch date.

Gold Key Valet joins a host of airport parking improvements, including construction of a second parking garage that partially opens in 2009, and fully opens in 2010. Other improvements include a new parking guidance system now serving motorists in the existing parking garage, and an automated parking payment system called "Quick Pay," serving travelers in the existing parking garage and long-term parking lot.

# **PROCESS BEGINS TO CHART FUTURE FOR PDX**

Airport Futures is a collaborative effort of the city of Portland, Port of Portland, and the Portland-Vancouver metropolitan community to create an integrated long-range development plan for Portland International Airport.

On Sept. 29, the 30-person Airport Futures Planning Advisory Group is scheduled for a day-long orientation and tour of the airport and its surrounding neighborhoods on both sides of the river. Oct. 9 marks the official first meeting of the group. The three-year planning process, spanning fall 2007 to spring 2010, will help create a long-range development plan and land use plan for PDX. It will incorporate principles of sustainability and livability and will reinforce Portland's planning legacy and PDX's reputation as one of the country's premier airports.

Chris Corich, the Port's general manager of longrange planning, said, "This joint planning effort will help define how growth occurs at Portland International Airport. We look forward to partnering with the city and the community in planning for the future of this important regional transportation asset."

Jay Sugnet, the city of Portland's senior project manager, added, "The 2000 PDX master plan update and intergovernmental agreement between the city of Portland and Port of Portland provide the framework for this planning effort. This process is a true collaboration which will address community and regional goals."

Throughout the process, Port and city staff will reach out to stakeholders in a variety of ways, including regular planning advisory group meetings, public meetings, surveys, and ongoing outreach to key stakeholder groups.

To learn more about Airport Futures, and to view upcoming public involvement opportunities related to this project, please visit **www.pdxairportfutures.com**.

# **INTERNATIONAL CONCOURSE NAMED FOR GOV. ATIYEH**

With a Boy Scout color guard, music, speeches, and the unveiling of a life-sized statue, dozens of dignitaries and admirers gathered in July at Portland International Airport to honor Gov. Victor Atiyeh and to dedicate the newly named Governor Victor G. Atiyeh International Concourse.

Atiyeh was governor of Oregon from 1979 to 1987. He was known affectionately as "Trader Vic" for his successful international trade missions, a worldwide tourism initiative, and for opening Oregon's first trade office in Tokyo. Oregon Senate Joint Resolution 24 inspired the naming of the airport's international air service facility on Concourse D after the governor.

The dedication, statue unveiling and reception drew friends, family and associates of the governor. Bill Wyatt, executive director of the Port of Portland; Port commissioners; and other civic leaders congratulated Atiyeh and thanked him. Wyatt said, "We are here today to recognize a truly great man for his remarkable promotion of economic development and international trade on behalf of all Oregonians."

In addition to the statue of Gov. Atiyeh, a large wall-mounted exhibit featuring his achievements is on permanent display in the airport.



Gov. Victor Atiyeh thanks friends and family gathered for the unveiling of a statue of the governor in the international concourse at Portland International Airport in July. Looking on are, left to right, sculptor Bill Bane; keynote speaker and former chief of staff to the governor, Gerry Thompson; and Bill Wyatt, executive director of the Port of Portland.



# **BUSINESS TRAVELERS, LOCAL CUSTOMERS RATE PDX CONFERENCE CENTER "TOP FLIGHT"**

Just up the stairs from the Oregon Market clock tower at Portland International Airport, behind the big glass doors on the mezzanine, is a handsome suite of rooms, a quiet retreat where a wide range of business is transacted.

Attorneys and court reporters depose clients there; pharmaceutical companies conduct interviews; and sales managers train staff. The Portland Trail Blazers management has huddled in these rooms; the governor has briefed international guests, and airline managers have discussed industry issues.

Owned by the Port of Portland and operated by the Port's customer relations department, the PDX Conference Center opened in 1988, was remodeled two years ago, and has established a reputation as a first-class meeting and event location.

"This is a specialized hospitality operation, and we run it like the business it is," said Susan Hangartner, Port customer relations supervisor who manages the center. "Bookings are increasing, and so are word-ofmouth referrals and walk-ins; compliments, too. We have a lot of satisfied customers."

Seven meeting rooms are rented by the day or hour and are available with audio-visual equipment, speaker phones and complimentary wireless Internet service. Several of the rooms have airfield views, and all have comfortable furnishings, plants and a rotating art collection.

Clients often hear about the airport conference center on the Port's Web site or even on Google and Yahoo, but they keep coming back because it's a top-flight facility with first-rate customer service.

Many customers fly in for a day of meetings here and then fly home in the evening. One man told staff, "This place is a perfect business oasis during my layover."

For more information about the PDX Conference Center, visit **www.portofportland.com** or call 503.460.4050 or toll-free at 1.800.547.8411, ext. 4050.





Chris White, Port of Portland, tells youngster about the history of Hillsboro Airport at Celebrate Hillsboro.

# PORT SPONSORS SUMMERTIME FUN

This summer, working closely with officials from Troutdale, Hillsboro and the West Columbia Gorge Chamber of Commerce, the Port of Portland proved that time really does fly when you're having fun. Over the warm summer months, the Port sponsored and attended both Summer Fest and Wheels and Wings, in Troutdale, as well as Hillsboro's Celebrate Hillsboro. Each event provided a unique opportunity for Port staff to meet and talk to the people who live around and use the region's vital general aviation airports.

In July, at the Troutdale Summer Fest, Port staff talked to community members about the future of the Reynolds industrial site. Specifically, conversations turned to job creation, as well as a pedestrian path the Port will help construct to circle the perimeter of the site. During Wheels and Wings, while vintage planes and cars converged on the airport, Port representatives were able to communicate the vital role the airport plays in the region's economy while supporting the local West Columbia Gorge Chamber of Commerce. On the same weekend as Wheels and Wings, the Port also sponsored Celebrate Hillsboro. The event created a forum for staff to describe the process of planning for a third runway at Hillsboro Airport as well as to help attendees set a Guinness world record for the most people wearing Groucho Marx disguises at the same time.

# PDX OFFERS MORE NONSTOP CHOICES THAN EVER

What do Mexico City, Boston, Orlando, Charlotte, Santa Rosa and Palm Springs all have in common? They're all part of this year's list of new nonstop destinations available to travelers at Portland International Airport. Building on that are nonstop service improvements to New York and Philadelphia. Here's the lineup:

Mexico City – Mexicana Airlines now provides four weekly nonstop departures linking PDX with Mexico City.

Boston – Alaska Airlines began providing daily nonstop flights connecting PDX and Boston Sept 9. Orlando – Alaska Airlines also launched daily

nonstop flights linking PDX and Orlando Sept. 9.

Charlotte – US Airways now offers daily

# AIR SHOW OFFERS PORT CHANCE TO SAY THANKS

In August, the 20th annual Oregon International Air Show in Hillsboro provided Port of Portland officials an opportunity to thank more than 100 stakeholders and get better acquainted with people they work with throughout the year.



Port of Portland's David Zielke, center, welcomes Vincent Chen, left, and Xiaogong Zheng, both of Air China Cargo.

The festive setting at Hillsboro Airport included all the air show sights, sounds and activities, viewed from the Port's chalet. Guests watched the U.S. Navy Blue Angels perform, and later were delighted when the pilots stopped by in person to give autographs.

The air show is one of the largest events in Washington County and draws an average of 65,000 people to Hillsboro each summer. Cloudless, sunny skies, nonstop seasonal summer service connecting PDX with Charlotte.

**Santa Rosa** – Horizon Air will provide new daily nonstop service to Santa Rosa beginning Oct. 28.

**Palm Springs** – Horizon Air also offers new seasonal nonstop service connecting PDX with Palm Springs.

**New York** – PDX travelers now have an additional way to reach the Big Apple with Delta Air Lines new daily nonstop service to New York's Kennedy Airport.

**Philadelphia** – US Airways also expanded service this summer with a second daily nonstop flight linking PDX and Philadelphia.

For more information about flights at PDX, see **www.portofportland.com**.

combined with the full slate of aviation performances, ratcheted the show's attendance numbers to an all-time high of more than 93,000.

The Port owns and operates Hillsboro Airport, and the show's presenting sponsor is Standard TV and Appliance.

# **AVIATION 5**

# PORTNEWS



Port Executive Director Bill Wyatt escorts Ambassador Susan Schwab on a tour of Terminal 6.

# AMBASSADOR SCHWAB VISITS TERMINAL 6

When the U. S. trade representative, Ambassador Susan Schwab, visited Portland in August, she saw Terminal 6 from a unique perspective – from the top of a post-Panamax crane. Accompanied by Bill Wyatt, executive director of the Port of Portland, and Terminal 6 Manager Chris Meyer, she had a bird's eye view during her tour of the facility.

Nominated to serve as the U. S. trade representative in April of 2006, Ambassador Schwab is a member of the president's Cabinet responsible for negotiating and enforcing U.S. international trade agreements. She was in Portland to promote the value of international trade and efforts to secure new global and bilateral free trade agreements. Her visit included a meeting with The Oregonian editorial board and a speech to members of the local business community.

Ambassador Schwab's portfolio includes overseeing U.S. trade relations with Europe and Eurasia, the Middle East, and the Americas. In addition, she is responsible for operations involving the World Trade Organization and multilateral affairs; services and investment; intellectual property; industry, market access and telecommunications; and intergovernmental affairs and public liaison activities.

Immediately before joining the administration, she held the position of president and chief executive officer of the University System of Maryland Foundation and vice chancellor for advancement. Her career involves positions as the director of corporate business development for Motorola, Inc., and assistant secretary of commerce and director general of the U.S. & Foreign Commercial Service.

# **TRAMMELL CROW BREAKS GROUND IN RIVERGATE**

Soon after the ink dried on the contracts that closed the deal on a lease for the last large parcel of land in the Rivergate Industrial District, Trammell Crow began construction on the first phase of what will eventually be 2.5 million square feet of warehouse and distribution center space. The new facility's size and proximity to Terminal 6, highways and rail connections generated interest from potential tenants before the foundation was poured.

Ground breaking on the site occurred within days of finalizing their lease in mid-July. Major construction will continue through February 2008, with additional work expected after tenants identify specific needs. During construction, Trammell Crow estimates that contractors will pour 18,500 cubic yards of concrete into the project – that's enough to build a five-foot wide sidewalk from the site all the way to the Oregon Capitol in Salem. The building footprint will be roughly equivalent to 10 football fields.

At the peak of construction activity, 115 employees will be working on site. Despite the size of the warehouse, Trammell Crow is also working to achieve Leadership in Energy and Environmental Design certification for the facility. While this certification is increasingly common among office buildings, meeting the standards for an industrial space is relatively uncommon. If Trammell Crow meets its goal, the new warehouse would be the only one of its kind in Oregon.

# PORT'S BOROSSAY SPEAKS AT KOREAN UNIVERSITY

As a vital member of the Port of Portland's marine marketing team, General Manager Greg Borossay has crisscrossed the globe in search of new business and opportunities. Throughout his career, he has developed a keen understanding of how the logistics business works on a global scale. It is precisely for that reason he was chosen to be a guest lecturer at Inha University in Inchon, Korea.

The 65 undergraduate and graduate students he spoke to were enrolled in the school's prestigious logistics program. While the opportunity to hear from an industry veteran like Borossay was beneficial to the students, it also provided a unique opportunity for the Port. Hanjin Shipping recruits heavily from the program's graduates. The students who attended Borossay's talk could end up working closely with him in the not too distant future.

Before coming to the Port in 2004, Borossay was the Southwest regional operations manager for Germany-based Hapag-Lloyd for nine years. Prior to that, he worked as Hanjin Shipping's intermodal manager for North America. He began his career with Sea-Land Services and held various positions in its Long Beach, Calif. office.

# **BUILDING CAPACITY FOR GROWING DEMAND**

Used primarily as a fertilizer because of its high potassium content, potash is a commodity that has seen high demand and consistently increasing volumes at the Portland Bulk Terminals facility at the Port of Portland's Terminal 5.

Canpotex, the world's largest potash exporter, was exporting about 2.5 million tons through Portland annually when plans began to expand the facility. To put it in perspective, that is more than enough to provide every man, woman, and child on earth with more than half a pound of potash each. The expanded facility will allow Canpotex to bring their annual exports of potash to an estimated 3.5 million tons. To achieve that kind of volume, two major upgrades were necessary. First, a third rail loop, roughly 7,000 feet, was built around the existing storage facility. That part of the project is already in use.

Construction is nearly complete on the second phase, which is a nearly half-mile-long, cathedralroofed building – it will be the largest wooden structure west of the Mississippi. The massive facility is made of wood because potash is corrosive to metal. Construction has not impeded the continuation of normal operations at the T-5 facility.

The master plan for the terminal calls for the construction of another storage building parallel to the existing facility and another rail loop to accommodate the increased train traffic.

# **6** MARINE/INDUSTRIAL DEVELOPMENT

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When it is completed this year, the Canpotex potash facility at T-5 will be the largest wooden structure west of the Mississippi River.

# **RIVERGATE WELCOMES SOLAR PANEL INNOVATOR**

During this year's session, the Oregon Legislature passed a groundbreaking renewable energy bill requiring that 25 percent of utilities' electricity sales must be from wind, solar or geothermal power by 2025.

Shortly after the bill's passage, the Port of Portland announced that Solaicx, a company that makes materials for the solar energy industry, will open a highvolume manufacturing plant at Rivergate Industrial District. The plant is expected to begin production later this year at the 136,000-square-foot facility.

"We looked at Oregon's incentives for renewable energy and Portland's deep base of skilled labor in silicon manufacturing, and decided that Rivergate is an ideal place for our continued growth as a company," said Jeff Jones, vice president of manufacturing for Solaicx. "This welcoming atmosphere will

allow us to meet our goals and rapidly ramp up to full production by

the end of 2008." Solaicx manufactures

low-cost, high-efficiency silicon ingots and wafers. The company expects its new facility will create approximately 100 new jobs. The Port was pleased to find a tenant that will contribute to the state's

ongoing efforts to explore alternative forms of energy and benefit from Rivergate's location near Terminal 6 and the I-5 corridor.



# PORT CONTINUES TRADITION OF CUSTOMER RECEPTIONS

An annual tradition for almost a quarter of a century, Port of Portland staff is hitting the road to meet with customers at a series of three customer receptions. With stops in Pasco, Washington, and Lewiston and Boise, Idaho, the Port is meeting with local officials, talking business with customers, and giving a "state of the Port" address during the receptions.

Portland is 225 miles downriver from Pasco, 360 miles downriver from Lewiston and 430 miles from Boise by road. While distance separates the cities, partnerships established throughout the Pacific Northwest and along the Columbia/Snake River System are vital to the Port's success. Those in Oregon, Washington and Idaho who depend on the rivers must coexist but can also be complimentary – helping one another thrive.

One good example of a working partnership is the relationship that the Port of Portland has with the inland Port of Lewiston. The two ports have worked together to bring containerized grain to international markets, and there has been significant growth. Lewiston is the largest inland port for containers on the system.

Today, Portland exports more wheat via the Columbia River than anywhere in the U.S. More than \$18 billion in goods flow along the Columbia/Snake River System each year. The barging of goods up and down the river is one of the most cost-effective options for moving freight.

A Port of Lewiston crane operator loads containerized grain onto a barge for the journey down the Columbia River to Terminal 6.



# LOWE'S SHIPS CONTAINERS THROUGH PORT OF PORTLAND

Serving more than 13 million customers a week, generating over \$46 billion in sales last year, and employing 210,000 people, Lowe's Home Improvement is one of the nation's most successful companies. It is also one of the most recent to establish a distribution center in Oregon.

Located in Lebanon, 80 miles south of Portland, the new distribution center will initially provide 1.3 million square feet of space and is already one of the three largest single level buildings in Oregon. Construction of the center began in 2005. There is a possibility for Lowe's to increase the size of the center to more than 2 million square feet, should the need arise. Having opened its doors in July, operations at the Lebanon facility have generated activity at Terminal 6, the Port of Portland's major container facility. When operating at full capacity, the facility will employ hundreds of Oregonians and will create enough demand and infrastructure for the company to potentially grow into one of the Port's top container importers. Lowe's opened its first retail store in Oregon in 1994 and now has 11 such stores in the state. The company estimates that it employs more than 1,900 Oregonians.

# **EXPLORING THE POTENTIAL OF TERMINAL 6**

Named for the Port or Portland's first Commission president, the John M. Fulton Terminal 6 was dedicated in 1974. Unlike many other container terminals up and down the West Coast, the Port of Portland has remained the operating party for the terminal since the gates first opened.

A team of staff and consultants are now actively exploring a change at Terminal 6 from a port authority operating model to a landlord model. Implicit in this concept is a partnership with a private entity that would enter into a long-term lease/concession agreement with the Port to operate, grow and invest in the container business.

The market has recently exhibited serious interest in port infrastructure investment. This is occurring at a time when the Port is experiencing growth in its container franchise. Nevertheless, the Port has historically experienced volatility in this important line of business for the general fund. Without the benefit of an anchor tenant positioned at Terminal 6 to increase throughput, especially through intermodal volumes, the volatility that the Port has seen is likely to continue. A long-term lease of the facility could:

- Grow container volumes and improve facility utilization
- Attract private capital to invest in modernization and expansion
- Stabilize and improve access to markets for regional shippers
- Stabilize cash flow to the general fund

The Port is currently conducting an exhaustive analysis to determine both the viability and the market interest in a changed operating model. An update on this important initiative will come by early fall.



# MARINE/INDUSTRIAL DEVELOPMENT 7

# PORTNEWS

# MEET THE PORT'S NEW COMMISSION PRESIDENT

Judi Johansen conducted her first monthly meeting as president of the Port of Portland Commission in July. President Jay Waldron ended his eight-year tenure on the Commission in June.

Johansen has served on the Commission since 2003, and is the first woman Commission president in the 116-year history of the Port.

Johansen is the former president and chief executive officer of PacifiCorp. She was the chief executive officer/administrator of the Bonneville Power Administration from 1998 to 2000 and served as BPA's vice president of generation supply from 1994 to 1996. From 1996 to 1998, Johansen was vice president of business development at Avista Energy and was an attorney and partner with



Gordon, Thomas & Honeywell from 1986 to 1994. Johansen is a board member of the Federal Reserve Portland Branch Bank, the Regional Business Council and serves as chair of the Lewis and Clark College

Board of Trustees. "I am very honored to serve the governor, the Port and the entire state of Oregon as president of the Port of Portland Commission," said Johansen. "Our region faces tremendous opportunities and challenges as a gateway to the global marketplace, and I am excited to have an opportunity to influence the strategies that will position the Port and the region for success."

Johansen has a J.D. from Northwestern School of Law and is a member of the Oregon and Washington state bar associations.

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# GATEWAY TO THE GLOBE: PORT'S ANNUAL LUNCHEON

More than 400 business leaders, government officials and community advocates attended the Port of Portland's first Gateway to the Globe luncheon in June. Held in an annual meeting-type format at the Oregon Convention Center, the luncheon brought Port stakeholders together to hear about the Port's current endeavors and promising future.

"Our goal at the Port of Portland is to provide competitive cargo and passenger access to regional, national and global markets," said Bill Wyatt, executive director. "Our purpose is far greater. It is far more emotional and personal. We are about connecting people, places and goods. We are about building partnerships with people and customers. We are about enhancing the quality of life for all of the people of Oregon and around the globe – economically, socially and environmentally."

In addition to reporting on recent economic growth, including increases across the board for auto imports, container volumes and total tonnage, Portland International Airport passengers and new air service, the Port's environmental stewardship took center stage as well. Outgoing Commission President Jay Waldron reflected on the history of trade in our region, the Port's role in providing essential transportation infrastructure and some of the key accomplishments and challenges of his nearly nine years on the Commission.

Oregon Gov. Ted Kulongoski recognized the Port's importance to the state economy and gave credit for its commitment to the environment. During his keynote address, the governor said, "Oregon has the opportunity to be the national leader in the area of alternative and renewable energy." He went on to mention a few of the innovative environmental measures that the Oregon Legislature has passed and news that several renewable energy businesses have contacted his office about moving their operations to Oregon.

To view videos of the luncheon presentations, visit **www.portofportland.com**.

Oregon Gov. Ted Kulongoski delivers keynote address at the Port's Gateway to the Globe luncheon.

# PORT SPONSORS GLOBAL CONFERENCE

The Competitiveness Institute's 2007 International Conference on Global Competitiveness is being held in Portland Oct. 8-12. With a focus on improving living standards and the local competitiveness of regions around the world, nearly 800 practitioners will convene from many corners of the globe.

Sustainability, collaboration and innovation are the central themes for this conference, and speakers will focus on best practices and examples of how clusters can help a community better compete in the global marketplace. Industry clusters are composed of interconnected businesses, suppliers and associated institutions.

The Port of Portland is hosting tours, providing speakers and serving as a sponsor of this prestigious event.

# SWEDISH GIANT MOVES INTO PDX NEIGHBORHOOD

Flag raisings, VIP speeches, a sawing of a "good luck" log, circling media helicopters and a long line of enthusiastic shoppers marked the July grand opening of the IKEA store at Cascade Station near Portland International Airport.

Port Executive Director Bill Wyatt joined Portland Mayor Tom Potter, former Portland Mayor Vera Katz, Portland Development Commission Executive Director Bruce Warner, Honorary Swedish Consul Mark Johnson, Vice Consul Ross Fogelquist and IKEA Portland store manager Ken Bodeen in the festivities.

The 280,000-square foot IKEA store employs about 400 workers and offers 10,000 exclusively designed home furnishing items as well as a 250-seat restaurant

with great views of the Cascade Station area. It is served by TriMet's Airport Max Red Line and also features about 75 bicycle racks and a 1,200-space parking lot. IKEA-Portland is the second IKEA store in the Pacific Northwest and the 31st IKEA store in the U.S. IKEA has 256 stores worldwide.

IKEA openings always draw a crowd and sometimes can snarl traffic. Thanks to detailed advance planning and public communication on the part of IKEA, the Portland Police Bureau, TriMet, the Oregon Department of Transportation and the Port of Portland, traffic flowed smoothly throughout opening day, and plans for additional traffic control personnel to cover the opening weekend were reduced.

Homefurnishings

 $\gamma$ 



# **8** CORPORATE



Dawn Mittelbach, Port of Portland, and her daughter, Jessica, paddle the Columbia Slough.

# HUNDREDS ENJOY REGATTA

The Port of Portland was one of several proud sponsors of the Columbia Slough Watershed Council's 13th annual Columbia Slough Regatta in July. The small craft regatta included canoes, sea and whitewater kayaks, and at least one pedal-powered kayak complete with a sail. More than 450 people attended the event.

The regatta is a chance for community members to learn about and experience the slough directly. Paddlers were encouraged to explore the upper slough using their own watercraft or by signing up to use canoes and kayaks donated by local outfitters and the Willamette Riverkeeper. Back on land, attendees could talk to different member organizations of the Columbia Slough Watershed Council or sit back and enjoy the marimba band playing on the short bluff overlooking the slough.

The event was held at the boat launch at Multnomah County Drainage District in northeast Portland. Portland International Airport is one of the slough's largest neighbors, and the Port has a critical interest in doing its part to help protect the slough. Over the past decade, the Watershed Council's many members have worked together to enhance native plant vegetation and slough water quality. Today, the slough is healthier than it's been for nearly 100 years.

# PAUL ROSENBAUM JOINS PORT COMMISSION

Paul A. Rosenbaum, chief executive officer of Rentrak, began his four-year term on the Port of Portland Commission in June. Rosenbaum has served as chairman of the board and chief executive officer of Rentrak since 2000 and has been a shareholder



of the company since 1994. He also serves as the chief executive

# PORT WINS AWARDS FOR COMMUNITY INVOLVEMENT

This summer, the Port received some welcome acknowledgement of its aviation and marine outreach programs from the American Association of Port Authorities and Airports Council International-North America.

The AAPA has conferred several awards already on the Port this year; the latest is the Stakeholder Awareness, Education, and Involvement award for the Port's environmental outreach and communication program. In addition, Seaport Celebration, the Port's annual event celebrating Oregon's only deep-draft container facility, was honored in the special events category for its emphasis on stakeholder outreach.

Meanwhile, Airports Council International-North America announced that the Port is the recipient of an environmental achievement award in the Outreach, Education, and Community Involvement category. This award emphasized outreach related to enhancements to the Portland International Airport deicing system.

The Port's outreach programs aim not only to include the right people at the right time, but also to present information in a variety of formats to help people offer educated comments and critiques.

For the Port's environmental work, its outreach programs concentrate on communicating clearly and concisely, on fostering relationships with stakeholders most likely to be affected or interested in a project, and on using public input in a meaningful way. Good communication skills are not enough, however; the Port has to back up its words with strong environmental programs and vigilant attention to stewardship.



Children bounce to the beat of live music at Seaport Celebration.

# LOCAL EVENTS HIGHLIGHT TRADE WITH CHINA

China is the Port of Portland's third largest trading partner in terms of imports and exports. In recognition of the significant and growing role China trade plays in the Oregon economy, the Port recently hosted a dinner with His Excellency Zhou Wenzhong, Chinese ambassador to the United States and the Honorable Peng Ke Yu, Chinese consul general.

About 50 leaders of the business and international trade community attended the dinner. The discussion and comments from Ambassador Zhou focused on the future of U.S. -China trade policy and the prospects for developing business to and from Oregon.

In addition, the Port participated in the Old Town/China Town Festival of the Autumn Moon event held in September by opening up its headquarters building lobby to festival goers. The lobby featured displays and information about the region's trade with China and the role the Port plays in facilitating this important element of the economy.



Visiting at a recent Port dinner to discuss trade are, left to right, His Excellency Zhou Wenzhong, Chinese ambassador to the U.S.; Rick Aizawa, Port of Portland; Steve Akre, OIA Global Logistics; and Brett Gantz, Nike.

# LEARN ABOUT THE RIVER AT SUPERFUND FIELD DAY



officer of SWR Corp., a marketer of specialty industrial chemicals based in Michigan, which he founded in 1994.

Rosenbaum was in private law practice from 1979 to 2000 and served on the Board of Trustees of Springfield College from 1980 to 1986.

From 1972 to 1978, Rosenbaum served in the Michigan Legislature,

during which time he chaired the House Judiciary Committee, was legal counsel to the Speaker of the House and wrote and sponsored the Michigan Administrative Procedures Act. A group of community volunteers is working to help local residents learn more about the Willamette River Superfund cleanup in a fun and informative way. The Portland Harbor Community Advisory Group will host a Superfund Field Day at Cathedral Park in St. Johns on Saturday, Sept. 29, from 1 p.m. to 4 p.m. Everyone is invited to this free event.

The Willamette River is one of the most studied bodies of water in the country, and the six miles known as the Portland Harbor between downtown Portland and the confluence of the Willamette and the Columbia rivers are getting additional scrutiny as part of an Environmental Protection Agency-led cleanup effort. Since the Portland Harbor was added to the EPA's list of priority sites, an extensive investigation has been under way to better understand the river's health. This will help determine best avenues for cleaning up contaminated sediments in the river.

Superfund studies are thoughtful, complex, and usually lengthy projects. The Superfund Field Day will present the latest information about the harborwide project as well as site-specific cleanup activities, with representatives from the various collaborating agencies and community groups on hand to talk about efforts to date. The Port of Portland is one of many entities contributing to the cleanup efforts and participating in this event.

For more information, please visit www.portlandharborcag.org or call Robin Plance, Community Advisory Group member, at 503.240.1923.

# **CORPORATE/ENVIRONMENTAL 9**

# ON THE WATERFRONT

A summer boat ride reveals the river's diversity and reflects Portland's past, present and future

Spend a day on the northern end of the Willamette River, and you will be treated to a variety of sights and sounds that remind you that our river is many things to many people.

It is a recreational river. It is habitat for a variety of flora and fauna. It is home to more than 50 river-dependent businesses, and it is the place where thousands of Portland residents go to work each day.

On a recent summer afternoon, a riverboat ride revealed the northern Willamette's variety of uses. At the Cargill Louis Dreyfus grain elevators at the northeastern end of the Steel Bridge, a vessel is taking



Vessel loads wheat at Cargill Louis Dreyfus.

on a 25-ton load of white wheat bound for Pakistan. The wheat had come down the Columbia River on barges from wheat farms in eastern Oregon and Idaho a marine enterprise that has existed in this area since the first shipment of wheat left Portland docks in 1863 bound for England. Today the Columbia and Willamette river system is the third largest wheat exporting region in the world.

As our boat pulls away from the grain elevators, the Willamette Star, a popular river cruise ship, passes us with a load of residents and tourists exploring the river from its decks.

Farther down river, we come to Glacier Northwest, the Northwest's largest supplier of cement, sand and gravel, crushed rock and ready-mix concrete — an essential supplier for the local construction industry. Glacier Northwest and its predecessor companies have been operating in the Portland Harbor since the 1940s and are part of Portland's growing cluster of cement industry operations including Rinker, Ross Island and Ash Grove. Glacier employs about 1,100 workers regionally and about 450 in the Portland area with average wages between \$18 and \$20 per hour, full benefits and retirement. The company also recently converted to biodiesel fuel in their equipment.

### **Nature and Industry**

The sharp eye of one of the passengers on our boat spots a lone osprey hunting from his perch on one of the river pilings. Osprey, hawks and eagles are a common sight along the river where food and nesting places are often nearby, a telling juxtaposition of nature tall, 80 feet wide and 70 feet deep and weighs about 2 million pounds. Local marine construction company, Advanced American Construction, which employs anywhere from 100 to 300 people, is the general contractor on the project, and Oregon Iron Works, which employs about 300 people locally, is the fabricator.

Boat passengers wonder if we have entered another country for a moment as an authentic Chinese junk sails by. Families enjoying the waterfront at Cathedral Park under the majestic spires of the St. Johns Bridge point and wave. The beautiful privately owned boat is about 100 years old and has been lovingly restored by its owner. It is a frequent sight along the river in the summer months and during special riverfront events.

We come next to the Port's Terminal 4, home to Toyota's logistics and distribution center. Toyota employs about 270 workers at the facility where Scion, Toyota and Lexus vehicles are processed on site before delivery. More than 245,000 autos rolled off the auto carrier ships last year, and another 22,000 cars delivered by rail were processed with an economic impact of \$318 per vehicle. All of this is being done with sustainability in mind. The main building has LEED Gold certification, and the operations have earned Salmon Safe certification as well. Our guide points to the more than 1,700 linear feet of riverbank that were restored to improve wildlife habitat on the site. Bioswale culverts at the facility naturally filter stormwater runoff, and energy efficient lighting is used in the yard.

### **Rich History**

And speaking of sustainability, our next stop is Schnitzer Steel, one of the nation's largest recyclers of



Schnitzer Steel recycles scrap steel.

terminals. Schnitzer, founded in Portland in 1906, employs more than 3,400 workers nationally with 160 at the north Portland scrap yard and another 150 at the northwest Portland headquarters.

ferrous metals. Each year nearly 5 million tons of old cars, buses and appliances are kept out of landfills because Schnitzer's "megashredder" reduces them to scrap that is sold to steel producers – including its own steel mill in McMinnville – as feed stock for new steel production. Emerging economies in Asia are also becoming a major market for this scrap metal, making it one of the key exports to leave Portland Harbor back to 1919. Today the company employs more than 1,150 workers, offering employment opportunities for a very diverse work force. It is estimated that about 17 different languages are spoken among Gunderson's ranks. The company is a unit of The Greenbrier



Bridge center span takes shape at T-2.

Companies and is a leading supplier of ocean-going barges for the American maritime industry. The company also builds, leases, repairs and refurbishes freight railcars.

Our last stop before retuning to the dock is a look at the Port's Terminal 2 where the center span of the new Sauvie Island Bridge is taking shape. When completed, it will be barged down the river and lifted into place — an engineering feat similar to the one used in the 1970s for the construction and installation of the Fremont Bridge which was built at the former Portland Shipyards where Cascade General is now.

As we disembark, we are left with a keen sense of the rich history of Portland's working waterfront as well as an appreciation for its varied uses. This is a resource that must be protected, its many uses balanced, its accessibility improved upon, and its history preserved.

### **Working Waterfront Coalition**

Balancing the river's varied uses is not an easy task, but one to which members of the Working Waterfront Coalition are committed. The coalition is a group of businesses who work together to enhance and protect the economic opportunities and job expansion created by the business activities in Portland's North Harbor.

"Our harbor is as busy today as it was 30 years ago, if not more so," said Ann Gardner of Schnitzer Steel. "There has been tremendous growth and investment here corresponding with the creation of living wage

jobs. Much of that growth is due to the fact that our area has superb access to foreign markets and has a transportation system of excellent rail, highway, pipelines and deep draft ports that facilitate the movement of goods. Our growth is also possible because the city has protected the north harbor of the Willamette River as an industrial sanctuary.



and industry coexisting.

Next our boat takes a quick turn east into a

lagoon that is home to Cascade General's dry dock operations. A massive U.S. Navy ship sits in dry dock where workers are painting and repairing its hull. Next to it, a giant spillway weir is being built. When completed, the weir will be barged to the lower Snake River and installed at the Lower Monumental Ship in dry dock at Cascade General. Dam near Kahlotus,



Wash., to improve passage conditions for out-migrating juvenile salmon and steelhead. It is about 120 feet

Schnitzer isn't the oldest company on Portland's waterfront, however. As we turn our boat around and head back into town, we pass Foss Maritime and Shaver Transportation. Foss was started in 1889 in Washington state with one rowboat and developed into a worldwide marine transportation services and support company specializing in harbor services and regional and ocean transportation. Its modern Portland fleet consists of 110 tugs and 120 barges. The company employs about 100 workers in Portland, and its fleet is involved in the movement of cargo valued at \$12 billion annually.

Shaver Transportation Co. has been owned and operated by the Shaver family since 1880, and its headquarters and tug facilities have been on the Willamette riverfront since 1956. Shaver employs 90 full time employees and has an annual payroll of more than \$2.5 million.

As we head upriver, we catch a glimpse of sparks flying as a hulking new barge is being built at Gunderson, Inc., a company that traces its history

Ann Gardner, Schnitzer Steel.

Many other communities across the country are attempting to model this unique zoning."

At the same time the group recognizes its responsibility to the health of the river's ecosystems. "We are committed to working with our public and private partners to find innovative new solutions for the future," said Gardner. "Many of our members have already stepped up with remediation projects as well as new systems and processes to reduce our environmental footprint. We share the community's commitment to clean water, and in particular, we are investing heavily in improved stormwater management treatment facilities. Many of our members have already made the switch to biodiesel fuels, and we're assisting the city as it works to recruit biofuel companies to help meet Portland's new sustainable fuel regulations."

Martha Richmond

Auto Warehousing Company
 Port of Portland Terminal 6

Columbia Grain

Canpotex

Honda

Columbia Sportswear

Oregon Steel Mills

Consolidated Metco
Simplot

Georgia Pacific

Pacific Western Railroad Time Oil

Vestern aailroad Schnitzer Steel Boydstun Metal Works Kinder Morgan

RK Storage & • (IRM) International Raw Materials Harmer Warehousing Kinder Morgan Bulk Terminal Steel Rail

Glacier NW 9

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Freightliner Corp
 Roadway Express
 FedEx
 Columbia Distributing
 UPS

U.S. Barge
Cascade General
Vigor

# McCall Oil and Chemical ConocoPhillips Chevron

Investment in Portland's Waterfront

From 2004 to 2007 there has been about \$450 million in private investment along the waterfront and about \$70 million in completed, planned or funded public investment at 30 different sites. Among some of the key projects: Shaver • Transportation

Rinker • • Tiffany Food Service

Sulzer Pump



• NuStar Energy Group opened a new 800,000-gallon biodiesel storage facility.

• Ash Grove Cement rehabbed the Columbia Aluminum Dock and will now receive 12 to 15 additional ships per year.

• **Terminal 5**, the bulk terminal for potash, added a rail loop and is expanding the facility. There are plans to add another storage building, rail line and one more berth to handle two ships at a time, which will increase capacity from 3.5 million tons to 5 to 7 million tons.

• Schnitzer Steel invested \$14 million in a new shredder, doubling its capacity with only a 10-percent increase in power consumption. The installation also includes a 3.5-acre, fully contained, zero-discharge, stormwater treatment facility.

Georgia-Pacific 🍨

Gunderson •

BNSF Lake Yard
 P&W Rail
 Port of Portland Terminal 2

Freightliner Corp

Ash Grove

Union Pacific Railroad Albina Yard

Glacier Northwest Esco↓







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