




STATE OF OREGON

INTEROFFICE MEMO

TO: Governor Atiyeh

DATE: November 12, 1986

FROM: Denny Miles 

SUBJECT: "As Delivered" JCA/JWA Speech

Attached are two copies of the completed "As Delivered" version of your JCA/JWA speech, one one-sided and one two-sided. We're providing the two-sided version since it would be cheaper to send to Japan.

SPEECH BY GOVERNOR VIC ATIYEH
JCA SENIOR EXECUTIVES MEETING
SALISHAN
September 11, 1986

AS DELIVERED

Good evening, my friends. I couldn't help but think as Mr. Morita was introducing the Consul Generals and indicated that they normally do not invade the territory of other Consul Generals that that probably was invented by the Consul General of Oregon because he thought if other Consul Generals from other states came to Oregon they wouldn't want to leave.

Now I hope I haven't oversold my speech last night, because I do want to have a friendly chat with you this evening. But first, I want to tell you that Oregon is very proud to play host to this historic JCA meeting, the first ever held outside of Japan or California.

We welcome visitors from both of our historic neighbors: our neighbor to the south, California, and the neighbor across the Pacific, Japan.

When you decided to extend your geographic reach, it is fitting that you came to Oregon first.

As next-door neighbors, Oregon and California have always shared many things in common.

Our earliest pioneers developed trade and commerce between our two states.

Every year, thousands of tourists cross the Oregon-California border in each direction to sample what their neighbors have to offer.

And many corporations, including such giants as Hewlett-Packard and Intel, have thriving operations in both our states.

// " But what you may not know is that Oregon's ties with Japan reach back almost as far: almost two centuries, to long before we became a state.

In the 1790s, ships from the Northwest territories entered Japanese waters, loaded with furs.

And in the 1800s, a native-born Oregonian helped open the doors to a permanent trade relationship between Japan and the West.

His name was Ranald McDonald. He was born in 1824 in Astoria, in what was then the Oregon Territory.

When he was eight years old, McDonald met three Japanese sailors who had been rescued from a wrecked ship. He got to know the castaways, and picked up a few words of Japanese.

McDonald grew up, went to school and eventually became a bank clerk. But he always dreamed of traveling to far-away Japan.

In 1848, he quit his job and booked passage on a whaling ship bound for the Pacific. After months at sea, McDonald convinced the captain to set him adrift in a small boat. He washed up on the shores of Hokkaido, where some Japanese fishermen found him.

Borrowing the story of his childhood friends, McDonald pretended that he had been shipwrecked. He was taken south to Nagasaki, where he adopted Japanese dress and manners. The provincial governor liked McDonald, and hired him to teach English to the members of his court.

Later, when Japan opened its doors to the West, it was McDonald's students who helped draft the first trade treaties with the English-speaking world.

Yes, from our earliest days Oregon has enjoyed a special friendship with Japan.

Back in 1905, we hosted a World's Fair to celebrate the centennial of the great explorers, Lewis and Clark. But it was also billed as an "Oriental Fair," and it featured many exhibits of Japanese culture and commerce.

And I brought with me tonight, and you cannot see it because it's small, but the official coin of that fair, and this is one, shows the state of Oregon. Actually, it shows quite a bit of the west coast. But the thing that fascinates me -- it shows different routes, overseas routes. And one of them points to Oregon.

There are countless other examples of how our friendship has grown and has flourished over years.

That friendship has never been stronger than it is today.

Since I became Governor eight years ago, we have taken extraordinary steps to strengthen our ties with the Pacific Rim and especially with Japan. The payoff -- both for Oregonians and Japanese -- has been high.

When I took office, Oregon's economic future seemed relatively bright. But just a few months later, the nation's economy took a dive -- and it dragged us with it into the toughest economic times in our state's history.

Within a matter of a couple of years, we lost more than 40,000 wood-products industry jobs. Those jobs were never regained. More than 70 of our lumber mills cut back or shut down for good.

We found ourselves faced with two enormous problems:

- * We had been relying too heavily on a few key industries...

- * ... And we had developed an undeserved reputation as a state that did not want growth.

Those two factors -- our lack of diversity, and a negative reputation -- proved enormous barriers to Oregon's recovery.

But we had other problems, as well.

Our workers' compensation rates were the highest in the nation.

We maintained a unitary tax system which was burdensome to multi-state and multi-national businesses.

And our unique land-use planning system -- a system that I strongly believe in -- was embroiled in bitter controversy.

Believe me, we did not overcome these problems easily. It took work -- hard work, by people at every level of business and government.

And I want to tell you just a few of the steps we have taken during the past eight years to improve business at home and abroad:

- * Oregon was the first state in the nation to lift a major burden from national and international businesses by repealing the unitary tax.

- * We dramatically reduced our workers' compensation rates.

- * We streamlined our unique and progressive land-use laws. As of just last month, every city and county in Oregon has an approved land-use plan. Today, no other state in the Union can give businesses more certainty about land-use and zoning.

- * We established and maintained a sophisticated computer inventory of available industrial sites throughout our state. By the end of its first year, our inventory was praised as the best in the United States.

- * We promoted high-technology research and education at our state colleges and universities. This year alone we are spending nearly \$34 million to build high-tech labs and classrooms on four Oregon campuses.

- * We took part in dozens of foreign trade shows and expositions. This summer the Oregon pavilion at Expo '86 has introduced almost three-million people to the Oregon story. Thousands of those Expo visitors have come from other countries.

Many of these efforts have been aimed at improving business at home, as well as abroad. But we have also taken special steps to cement our relations with Japan and the rest of the Pacific Rim.

For instance:

- * We opened an Oregon trade office in Tokyo, with a full-time representative there to handle business inquiries and requests.

* As you heard in the introduction, I have led eight trade missions to the Orient, including six to Japan. Now, these were no-nonsense working trips. Having the Governor on hand I believe is powerful proof to foreign countries that your state means business.

* We helped establish an "Oregon Tomonokai," or Friendship Association in Tokyo. Its 400 members include top leaders in Japanese business, education and politics, and I know looking out here that many of you who are members are here tonight and we included of course Oregonians living in Japan.

* When Japanese companies have expressed interest in coming to Oregon, we have helped them through the political and financial burdens. When necessary, we have helped finance plants through industrial revenue bonds and other means.

* We have encouraged major airlines to increase their services from Oregon and Japan. As a result, Delta Airlines plans to base its transportation "hub" at Portland International Airport. If all goes well, Delta will launch daily flights between Portland and Tokyo this winter.

* Although my term as governor is drawing to a close, my efforts on behalf of international trade and friendship are not. Again, you heard in less than three weeks, at the request of the National Governor's Association, I will lead a group of U.S. governors on one more mission to Japan.

Now, Oregon has no magic formula for success. Other approaches might work for other states.

But what we do have -- and what any state needs -- is commitment. From my own office, down through every level of state government, we stand ready with advice, help, and, if need be, financial assistance for investors and companies from overseas and at home.

The results have been gratifying.

* Along with California, Oregon has become one of the fastest growing high-tech centers in the United States. We are third in high-technology jobs per capita, behind only California and Massachusetts.

* Before I took office, one out of nine manufacturing jobs in Oregon was tied to international trade. Today, the ratio is one in six.

Oregon ranks eighth among the 50 states in percentage of manufacturing jobs linked to exports.

* More than 70 Japanese companies now do business in Oregon. Among them are N.E.C. America, Fujitsu America and Seiko Epson -- which just yesterday dedicated a new plant in the Portland area. Another newcomer to Oregon will be Mitsubishi, which this week announced plans to buy a Salem silicon manufacturer.

* Some of these companies first started talking about coming to Oregon during one of those trade missions that I mentioned earlier. Those trips paid off in other ways as well. One trip alone brought one-billion-dollars in new Japanese trade to Oregon.

* We have developed a strong and fruitful "Sister City" program that links nearly a dozen Oregon cities with similar communities in Japan.

* Every year, more Japanese visit Oregon for business or pleasure. From 1983 to 1984 alone, the number of Japanese tourists jumped 38 percent.

I'd like to tell you a quick story about one of those visitors.

His name is Hirohisha Uematsu, and he is a high-school student from Susono City, near Mount Fuji. This year he is living with our state Commerce Director, Fred Heard and his family, as an exchange student.

When this young man arrived in Salem last month, the Heards took him on a tour of our Capital city. As they drove and walked around our busy city, Fred noticed that the boy seemed puzzled.

Finally, Fred asked him what was wrong.

"I thought Salem would be more rural," the Japanese boy replied.

"What gave you that idea?" Fred asked him.

"The television series," the boy answered.

Now I don't have to tell our Japanese visitors that he was talking about "From Oregon with Love," the very popular Japanese TV series filmed here in Oregon.

Millions of Japanese are getting their first impressions of Oregon and Oregonians from that show.

When we helped bring Fuji Television here in 1983 to film the series, I doubt if any of us realized what an impact it would have.

Before the series went on the air, our Tourism office took a survey. They learned that only about 15 per cent of Japanese had ever heard of Oregon.

Thirteen weeks later, when the series was over, they took another survey.

By then, more than three-fourths of Japanese television viewers could tell them something about Oregon.

As it turned out, the show was so successful that the producers returned in 1985 and again this spring to film two sequels.

When the latest sequel aired on Japanese TV last month, it attracted somewhere between 15- and 20-million viewers.

That's at least seven times as many people as live in the entire state of Oregon.

When we talk to Japanese tourists visiting our state, we often hear them say they came here because they watched "From Oregon With Love."

Now, you just can't buy that kind of advertising.

Because the series is set in a farm community, Hirohisha probably isn't the only person in Japan who thinks we are an entirely rural state.

Now, we don't mind that image. After all, plenty of people in this country think we are still the wild and woolly west.

If that TV series causes its Japanese fans to visit us, we will be glad to show them Oregon's other faces.

Yes, we have miles of lush, green farm land. And timber still is a mainstay of our economy.

But we also have the Sunset Corridor -- our very own Silicon Forest, where high-technology businesses are shaping the future.

Yes, we have small towns with the kind of friendly people you see on "From Oregon with Love."

But you will find that Oregonians in our bustling cities are just as friendly and eager to learn more about their Japanese neighbors.

And, yes, all of Oregon -- from the high-desert towns east of the Cascades to our busy coastal ports -- is open for business with Japan, California and the rest of the world.

Those of you who have had a chance to do business with us already know that. We invite the rest of you to discover it for yourselves.

And we welcome other states to copy our successes.

As they were to Ranald McDonald all those years ago, the doors of the Far East are open. It is up to us to enter and to make friends.

The sun that set here tonight will soon rise in Japan -- tomorrow. The same Pacific ocean that washes our beaches no more than a half mile from here washes the sands of Japan.

The link between us is physically real.

In our early history there was what came to be famously known as the Oregon Trail. By the thousands they came west on that Oregon Trail from the Eastern part of the United States.

I envision that we have in the last eight years blazed and extended our own Oregon Trail -- this time to Japan. And looking at this coin which was minted in 1905 for the Lewis and Clark Worlds Fair, it has a map showing the route to Japan. This coin says, "Westward the course of empire makes its way." That was in 1905 and this now is 1986. It is as true today as it was then.

I conclude now with again thanking both you long-time members from California of the JCA and the long-time members from Japan for choosing my state for your historic meeting. Oregon is proud indeed that you are here and there is a strong desire that you enjoy yourself and take away very vivid memories of the friendship and the warmth that Oregon has to offer. Please come again.

#