

2007

Oregon Economic  
Development Conference

---

October 8 – 9

Portland

# The Power of Strategic Partnerships

---

How to build your own  
unique Resource Partners  
Team

# A G E N D A

---

1. Background (nuts & bolts)
2. Model for your Resource Partners Team

# Background

---

- RPT is a unique tool
- Who, what, when, where,  
& how

# RPT as a Tool

---

- Phillips
- 5-Iron
- Pasta strainer
- Used occasionally but strategically

# Your job as an ED

---

- Be a change agent
- Use tools/people
- Make things better
- Fix (local business)
- Build (new business)

# Your job with the RPT

---

- Recruit
- Motivate
- Manage
- Reward

# “What” is an RPT?

---

- Selected all-stars
- Public & private
- Special skills & knowledge
- That you can utilize

# “Who” – Private Sector

---

- Financial / legal
- Utilities / transportation
- Labor / education
- Real estate / development

# “Who” – Private Sector

---

- Associations
- Hospitality
- Quality of life
- Media

# “Who” – Public Sector

---

- Local government
- State government
- Federal government

# “When”

---

- Use them mostly as independent advisors
- To assist our clients
- Meet as a team (3 times a year)

# “How”

---

- Local business issues
- Business recruitment
- Advisors / Team

# "How"

---

## □ Local business

- Surveys
- One-on-One business visitations
- Assist incubator clients

# "How"

---

## □ Local business

- Annual Awards
- Newsletter contributors
- Data
- BusinessStar advisors

# "How"

---

## □ Business Recruitment

- Meet with clients
- Costs comparisons
- Promote their knowledge & programs
- Promote the area

# “Where”

---

- ❑ Where do I find them?
- ❑ Where do we meet?
- ❑ Where do they fit in the organization?
- ❑ Where would we be without them?

# Model for building your own unique RPT

---

# Financial / legal partners

---

- Accountants

- Name: \_\_\_\_\_

- Attorneys

- Name: \_\_\_\_\_

- Lenders

- Name: \_\_\_\_\_

# Utilities / Transportation Partners

---

- Electrical / gas
  - Name: \_\_\_\_\_
- Telecommunications
  - Name: \_\_\_\_\_
- Water / sewer
  - Name: \_\_\_\_\_
- Transportation
  - Name: \_\_\_\_\_

# Labor / Education Partners

---

- Employment

- Local HR

- Agencies

- Names: \_\_\_\_\_

- Education

- Names: \_\_\_\_\_

# Real Estate / Development Partners

---

Architects

Name: \_\_\_\_\_

Engineers

Name: \_\_\_\_\_

Commercial RE

Name: \_\_\_\_\_

Residential RE

Name: \_\_\_\_\_

# Real Estate / Development Partners

---

Contractors / developers

Name: \_\_\_\_\_

Business industrial parks

Name: \_\_\_\_\_

# Association Partners

---

Chambers

Name: \_\_\_\_\_

Manufacturing associations

Name: \_\_\_\_\_

Port / Redevelopment

Name: \_\_\_\_\_

Regional EDCs

Name: \_\_\_\_\_

# Hospitality Partners

---

- Hotels

- Name: \_\_\_\_\_

- Airlines

- Name: \_\_\_\_\_

# Quality of Life Partners

---

- Arts & culture

- Name: \_\_\_\_\_

- Sports & recreation

- Name: \_\_\_\_\_

# Media Partners

---

- Business Journals

- Name: \_\_\_\_\_

- General Business Media

- Name: \_\_\_\_\_

# Public Sector Partners

---

- Local Government
- State Government
- Federal Government

# Local Government

---

- ED professionals

- Name: \_\_\_\_\_

- Educational (K-12)

- Name: \_\_\_\_\_

- City / county departments

- Name: \_\_\_\_\_

# State Government

---

- ED professionals

- Name: \_\_\_\_\_

- Colleges / Universities

- Name: \_\_\_\_\_

- Appropriate departments

- Name: \_\_\_\_\_

# Federal Government

---

- International Trade

- Name:

---

- Appropriate departments

- Name:

---

# TOTALS

---

Private	25
Public	<u>8</u>
	33 members