



For Immediate Release

Contact TREO:

Laura Shaw, Vice President, Marketing and Communications
(520) 243-1940 office, (520) 609-5972 cell or laura.shaw@treoaz.org

TREO Chooses Portland as Site of Next Leadership Exchange Trip

– *Local leaders will visit and learn how Portland became “the city that works”* –

Tucson, AZ (May 22, 2007) – Tucson Regional Economic Opportunities (TREO) today announces that Portland, OR will be the location of the 2007 Leadership Exchange Trip. The annual trip will take place from Aug. 8-10. Local community and business leaders will be invited to travel to Portland and learn about the city’s successes in the areas of urban center revitalization, successful models of mass transportation, regional planning through cooperation across jurisdictional boundaries, and the attraction and retention of the 25-34-year olds known as the “Creative Class.” Each of these four topics was recently identified in TREO’s Economic Blueprint as a strategic area of focus for Tucson.

These exchange trips are conducted by economic development groups nationwide to unite their region's most influential civic and business leaders with those of other regions, providing an opportunity for dialogue and the exploration of innovations and solutions to present-day issues facing both regions. TREO instituted these annual Leadership Exchange trips with the Austin delegation in 2006. We are continuing this practice for 2007 with our trip to Portland.

Why Portland? Portland is a regional area of over 2 million residents, with a diverse economy and high quality of life/outdoors culture. It consistently rises to the top of "Best of" lists nationally both in popular media and economic development rankings:

"Five Star Knowledge Worker" Metro (Expansion Management magazine)
Top Large City for Doing Business (Inc. magazine)
Top City for Balanced Economy and Growth (Inc. magazine)
Top 10 Best Places to Live (Money magazine)
#3 Top City for Livability (Cities Ranked & Rated)

Portland’s vibrant downtown, mass transit systems and regional planning efforts are recognized as some of the best in the country. And between 1990 and 2000, the Portland region ranked eighth among the 50 largest metros in the rate of increase in its 25-to-34-year-old population. Tucson’s metro area population is roughly half the size of Portland’s; traveling to Portland will be a chance for Tucson leaders to get a glimpse of the Tucson region’s potential future.

Focus Topics Include:

Downtown Portland: What it Takes to Develop a Vibrant Urban Core
Moving People and Goods: Why Transportation Works in Portland
Regional Planning: Cooperation Across Jurisdictional Boundaries
Attraction and Retention of the “Creative Class”: What Attracts Today’s Young Professionals

“Portland is a beautiful city with much success in the areas of city planning and economic development,” said Frances McL. Merryman, Chair, Portland Leadership Exchange Trip, and Vice President, Wealth Strategies Group, Northern Trust, NA. “I look forward to traveling with our local leaders to learn more about the city and how we can use the new Economic Blueprint to achieve similar success.”

About TREO (Tucson Regional Economic Opportunities, Inc.)

TREO’s mission is to provide insight, infrastructure, resources and development efforts to accelerate economic prosperity throughout the Southern Arizona region. Combining programs and services into one organization, TREO supports the creation of new business, the growth and expansion of existing businesses, and the attraction of companies that offer high-impact jobs and share the community’s values. For more information, visit www.treoaz.org.