

**Theodore R. Kulongoski**  
Governor



## **The Oregon Way Advisory Group**

The Governor believes that a key to Oregon's success in implementing ARRA will be establishing public-private partnerships to guide our efforts. To that end, the Governor created the Oregon Way Advisory Group through [executive order](#), made up of public and private sector leaders with sustainability expertise, who will assist state agencies, local governments, and others seeking competitive federal stimulus grants by identifying, developing, and prioritizing proposals that meet the *Oregon Way* criteria; promote energy efficiency, renewable energy, and carbon reduction; and above all, create sustainable quality jobs for Oregonians. The Governor will convene the first meeting of the group on March 25 and present the group with its first round of project concepts for review.

### **Dick Pedersen, Co-Chair**

Dick is the Director of Oregon's Department of Environmental Quality and has been serving in that role since June 2008. Prior to that and beginning in November of 2007, he was DEQ's Acting Director. He started his career with DEQ in September 1996 as manager of the Environmental Cleanup program. He also was manager of the DEQ Water Division's Watershed Management Section; Division Administrator for the Land Quality Division; Region Administrator of DEQ's Northwest Region; and Deputy Director of the DEQ.

From 1993 to 1996, Dick was the U.S. Department of the Interior's project manager for a major natural resource damage assessment of a mining area in Northern Idaho. Prior to that, Dick worked 18 years for the State of Montana. His last position there was Manager of the State's Superfund and Natural Resource Damage programs.

### **Wally Van Valkenburg, Co-Chair**

Wally Van Valkenburg is the Managing Partner of the Portland office of Stoel Rives LLP, a law firm of over 375 lawyers practicing in seven states. Wally practices in the firm's Technology and Intellectual Property Group, where he has represented technology companies for over 25 years in a variety of industry sectors, including electronic equipment, software, biotech, and Internet services. Wally also represents clients in a number of other industries, including footwear and apparel, sports and entertainment, health care, electric and gas utilities, metals, and wood products.

Since 2003, Wally has been the Chair of the Oregon Economic and Community Development Commission, the mission of which is to encourage business expansion, creation and relocation in Oregon. He also serves on the Boards of Directors of the Portland Business Alliance, Greenlight Greater Portland, Portland Center Stage, and the Oregon Sports Authority.

**Rob Bennett**

Rob is the founding executive director of the Portland+Oregon Sustainability Institute (POSI), a non-profit organization focused on growing Portland's green business sector through collaboration with local and state government, the Oregon University System and other academic institutions, aligned NGOs and the business community. Prior to founding POSI, Rob was the residential and cities policy manager for the Clinton Climate Initiative, a program of the Clinton Foundation focused on helping cities reduce greenhouse gas emissions through the acceleration of best practices in the built environment.

Rob worked for the cities of Portland, Oregon and Vancouver, B.C. for 8 years developing and implementing sustainable development initiatives, including founding the City of Portland's Green Building Program. Rob has also served on the boards of the Cascadia Green Building Council and REACH Community Development.

**Peggy Fowler**

Peggy Fowler retired from Portland General Electric (POR on NYSE) as CEO and President on March 1, 2009. She remains on the Board of Directors and is on the Finance Committee. Fowler has 35 years of experience in the utility business and, in that time, has managed almost every major area of the company.

Fowler began her tenure at PGE in 1974 as a chemist in the company's analytical laboratory where she performed extensive environmental testing. She later managed that department and eventually worked her way up through the ranks to hold senior officer posts as head of PGE's Customer Service and Delivery areas; Power Production; Hydroelectric and Substation Operations; and one of PGE's largest divisions, the Gresham Division. She also has served as PGE's chief operating officer of distribution operations. Fowler served as CEO and President during the Enron bankruptcy, and several attempted sales transactions, and was able to lead PGE in being relisted on the NYSE.

**Matthew Garrett**

Matthew Garrett is the Director of the Oregon Department of Transportation. Matthew started with ODOT in 1997 as liaison to local government and quickly transitioned to serve as the agency's Chief of Staff until June 2003. In that capacity, he supervised the Government Relations Section and the Safety Office. He had the responsibility for the department's "external relations" along with providing day-to-day coordination, direction and management support to the department's executive management team.

In June 2003, Matthew assumed duties as the Region 1 manager (Greater Portland Metropolitan Area), directing a staff of more than six-hundred in the design, development and implementation of complex multi-modal transportation systems for the most densely populated geographic region in the state. He represented the agency to elected and appointed officials at the local, regional, state and federal level, including tribal representatives.

**David Kenney**

David Kenney is President and Executive Director of the Oregon Built Environment & Sustainable Technologies Center (Oregon BEST), a university-industry collaboration focused on growing and utilizing Oregon's research capabilities in green building and renewable energy to support economic growth in the state. Kenney has over 14 years of business experience,

including a 12-year tenure at Intel, and knowledge of sustainable business practices and nonprofit management experience as a board member of a sustainable agriculture education center.

Kenney co-chairs the board of directors of Friends of Zenger Farm, a nonprofit urban farm that offers education programs on sustainable agriculture to approximately 3,000 school students annually. He helped the organization establish a strong base of financial support as it expanded its programs and completed a major green building renovation of the historic farmhouse on the property.

### **Mark Long**

For the last 20 years, Mr. Long has held a variety of positions in state service and now leads the Oregon Building Codes Division which is part of the Department of Consumer and Business Services, the state's largest business regulatory agency. During his 20 years of public service, Mr. Long has developed practical knowledge of the construction industry including workforce development and training, construction regulation, and the influence of the construction industry on our economy.

His current efforts include leading the nation's first statewide electronic permitting system to improve customer access to government services at both the state and local level and initiating several "green building" efforts, from the use of solar power to electric vehicle infrastructure. His long term interests include regulatory streamlining, government efficiency and the use of technology to speed up the regulatory process and improve statewide consistency.

### **Catherine Mater**

As president of Mater Ltd. Catherine Mater has over 30 years of research and design experience working in the forest industry to evaluate value-added policy and product development potential from woody biomass and residual fiber. During the last decade, she has served on two Presidential panels to evaluate renewable resource production and manufacturing options, and economic ramifications for US manufacturers. Catherine also served on the Oregon Department of Economic Development Commission, the Oregon Board of Medical Examiners, is Emeritus Director of The Foundation for Medical Excellence in the US, and serves as Director of Sustainable Programs for the College of Engineering at Oregon State University.

Since 1997, Mater has also served as a Senior Fellow with the Pinchot Institute for Conservation (PIC) in Washington DC where she spearheaded sustainable forestry and forest certification projects on both public and private forestlands across the U.S., including the nation's first pilot project on development of individual Health Savings Accounts for the next generation of family forestland owners to be financed by carbon credits in exchange for maintaining the family forests as carbon banks.

### **Victor Merced**

Victor Merced is the Director of Oregon Housing and Community Services (OHCS). OHCS is the state's housing finance agency, and administers both state and federal anti-poverty programs. OHCS has a biennial budget of \$2.2 Billion; a staff of 130 employees; and is overseen by a seven-member State Housing Council appointed by the Governor. Victor has extensive public, private, and government leadership and management experience.

Prior to his appointment as housing director, he served for ten years as a Senior Program Officer at the Meyer Memorial Trust, Oregon's largest private philanthropic foundation.

### **Tim McCabe**

Tim McCabe served as Governor Ted Kulongoski's Senior Economic Development Policy Advisor from August 2006 until May 2008, when the Governor appointed him Director of the Oregon Economic & Community Development Department.

Prior to joining the Governor's staff, Tim spent ten years as the economic development manager for PacifiCorp.

### **Jim Walls**

Jim Walls is the Executive Director for the LAKE COUNTY RESOURCES INITIATIVE (LCRI), a non-profit working on natural resource projects. Prior to coming to LCRI, Jim worked for Natural Resource Conservation Service retiring after 33 years. Jim's main efforts today with LCRI involves biomass development, carbon credits systems for forestry, third party monitoring on the Fremont National Forest and collaborative forest management.

In addition to biomass Jim is working on geothermal, hydro, solar and wind energy projects in Lake County with the goal of making Lake County Oregon's Most Renewable Energy County. Jim served 5 years as an advisor at the University of Washington initiating several forest carbon research projects. Jim serves on the Governor's Renewable Energy Workgroup helping develop policy and legislation for renewable energy in Oregon. Jim is also President of Lake County Chamber of Commerce and President of Lakeview Rotary.

### **Robert Young**

Dr. Robert F. Young works in the fields of urban and regional planning, sustainable economic development, and urban ecology. His research and teaching interests focus on economic and environmental policy and planning, specifically the role that governance networks can have in advancing the development of more sustainable urban regions. He is an Assistant Professor at the University of Oregon where his current research is focused on information and policy networks in the transition to sustainable urban regions and economies.

As a practitioner in the public sector, Robert served as the Director of Planning for the Philadelphia Recycling Office and was later appointed by Governor Christine Whitman as the Executive Director of the Office of Sustainable Business in the New Jersey Commerce Department. He also served as the Commerce Department's representative on the Board of the New Jersey State Planning Commission. In the private sector Robert founded two successful, regional composting firms in New Jersey and California and co-founded the Sustainable Business Alliance, a coalition of firms interested in expanding the market for environmental technologies and design. Robert's most recent publications have been articles in the *Journal of Urban Ecosystems* and a chapter in the book *Garden Cities to Green Cities* published by Johns Hopkins University Press.