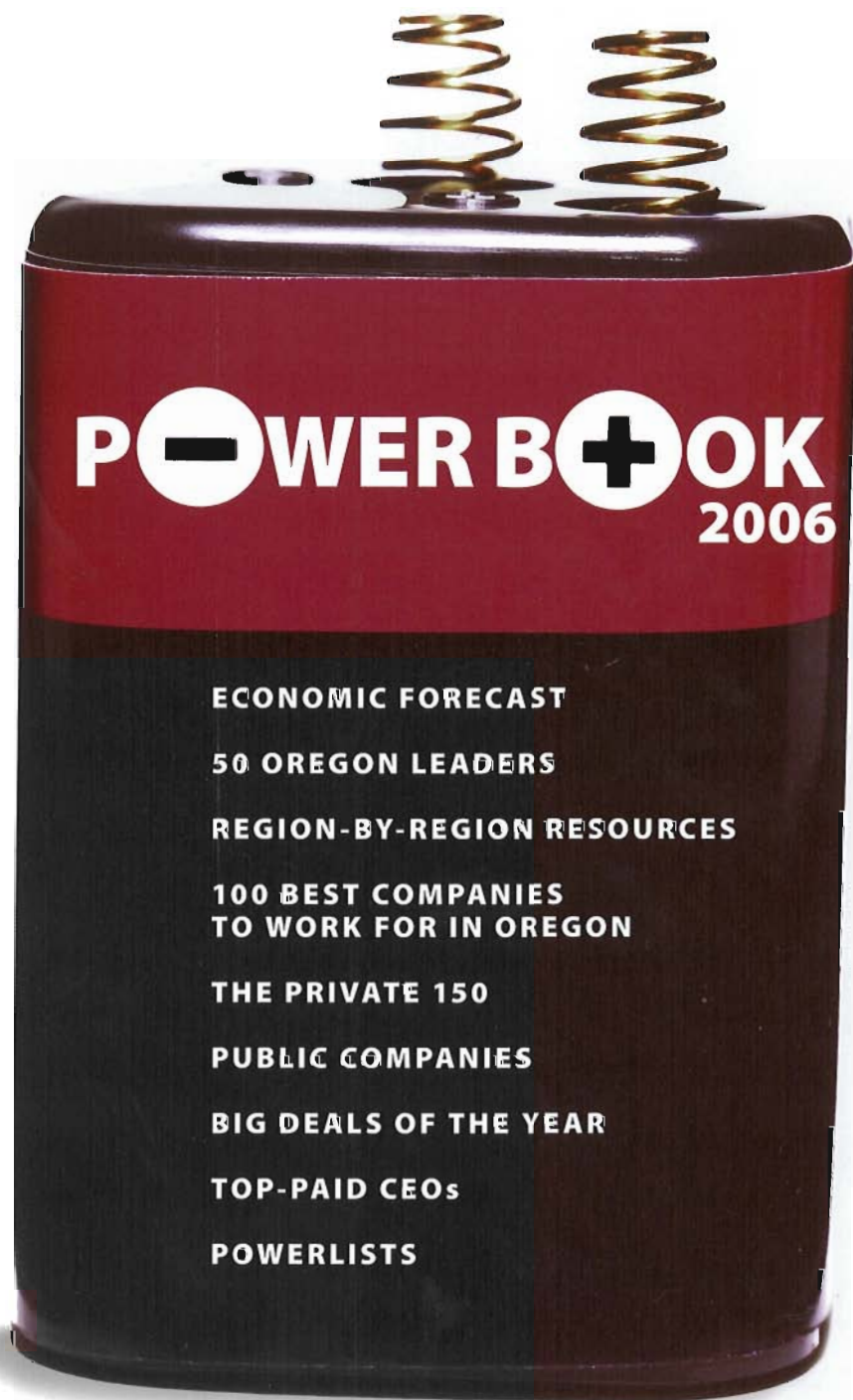


THE COMPLETE STATEWIDE BUSINESS RESOURCE

OREGON BUSINESS

10/05 \$3.95



PERIODICAL



50 GREAT LEADERS FOR OREGON

10 PIONEERS Our pioneers are breaking new ground in their fields — and sometimes creating new fields. They're worth watching to see how their innovations will change their corners of the state.

PIONEER

EDWARD BOYLE

Surgeon/entrepreneur
Bend



A 39-year-old cardiothoracic surgeon, Boyle moved to Bend four years ago and founded Precision Thoracic Corp., dedicated to minimizing the pain of chest surgery.

EXTRACURRICULARS: Cancer Foundation, Bend Memorial Clinic.

READING: *Seeing What's Next: Using the Theories of Innovation to Predict Industry Change* by Clayton M. Christensen.

HE SAYS: "Oregon had a business reputation as a fly-over state. Now many who used to fly over are moving here for the lifestyle, creating a reverse brain drain to our state."

PIONEER

TOMAS ENDICOTT

Co-founder and manager
SeQuential Biofuels
Portland

This summer, Endicott, 33, helped launch Oregon's first biodiesel production facility in a joint venture with Pacific Biodiesel of Maui, Hawaii.

HE SAYS: "For sustainable business, Oregon has a market like nowhere else in the country. Governments, businesses and individuals are willing to be early adopters — they realize the value."

WORK STYLE: Collaborative. Partnerships are everything to our businesses.

TO-DO LIST FOR GOVERNMENT:

Make public education the No. 1 priority.
Make health care a close second. Seed a renewable energy and bio-based products industry in Oregon.



PIONEER

JEANNIE LOUIE

Radiation oncologist
Providence Cancer Center at
St. Vincent Medical Center
Portland

Louie, a Portland native, is among the first physicians in the state credentialed for a new form of breast cancer treatment — MammoSite Radiation Therapy, which involves less than a week of consecutive radiation doses rather than the traditional therapy lasting five to seven weeks.

EXTRACURRICULARS: American Brachytherapy Society, American Society for Therapeutic Radiology and Oncology, American Medical Association.

READING: Besides medical journals, *The Bonesetter's Daughter* by Amy Tan, *The American Academy of Pediatrics: Caring For Your Baby and Young Child*, J.K. Rowling's Harry Potter series, and lots of children's books with my daughter.

SHE SAYS: "My parents, immigrants from China, had a strong influence on my professional and personal style. My parents were very poor and impressed upon my four siblings and me through their long hours of hard work and dedication the importance of commitment, hard work and education."



STUART MULLENBERG

PIONEER

KEVIN CARROLL

Author and katalyst
Katalyst Consultancy
Portland

This 47-year-old katalyst (the "k" is for Kevin) is a former Nike executive and one-time Philadelphia 76ers trainer. Carroll is a play advocate. His book *Rules of the Red Rubber Ball* encourages readers to find their passion.

WEEK OFF: Work out, play cello, watch sports and go to the movies with my family. It's a tradition with my family to go to movies together.

HE SAYS: "Oregon is a creative respite. You have time to process ideas without all the noise of many urban settings. The lack of diversity is a drawback —

diversity of thought, diversity in general."

TO-DO LIST FOR GOVERNMENT:

The education budget and honoring teachers are top priorities. Within the education budget, no haggling over money — make certain that athletics and the arts are not afterthoughts. Honor teachers by providing salaries that demonstrate we value them.

OREGON'S THEME SONG:

From the rapper, Ludacris: *Number One Spot*. It goes: "You'd better watch out, we're coming for your number-one spot." That's Oregon. It's a sleeping giant.





PIONEER
BART MASSEY

Assistant professor of computer science
Portland State University

Massey, 41, is one of just a handful of academics with expertise in open source software and he's putting it to work at PSU. He's also adviser to the rocket builders (really) in the Portland State Aerospace Society.



READING: Slashdot.org; Web comics; *Guards! Guards!* by Terry Pratchett; magazines *Wired*, *Linux Journal*, *Dr. Dobbs Journal*, *Comics Review*, *Abstract Games*; student theses, papers, weblogs.

HE SAYS: "Oregon's natural and social environment is attractive. The intellectual level of the citizenry is outstanding. The unwillingness of the voters to commit tax money, though, is slowly devouring the infrastructure business needs to thrive."

WANTED TO BE WHEN HE GREW UP: A college professor, believe it or not.

PIONEER
MICHELE LARSEN

publisher, Purple Turtle Press
Vancouver



When Larsen, 37, detected a need for a women-owned business directory, she launched one. This year, she followed it up by starting a monthly business newspaper, *NW Women's Journal*.

TO-DO LIST FOR GOVERNMENT:
Find a way to subsidize childcare so it doesn't cost more than a mortgage payment. Spend more money on public schools now so we can spend less on prisons later. Beef up art and music education in public schools. Protect personal freedoms.

WORK STYLE: Circular, purpose-driven.

READING: *Be Free Where You Are* by Thich Nhat Hanh for sanity; *West Wind* by Mary Oliver for poetry; *Bless Me Ultima* by Rudolfo Anaya for magic.

NETWORKING
THAT
WORKS

"OEF helped us turn what was already a cool product into one that's really hot."



John Ott and Hal Alles, Co-Founders
Home Comfort Zones

It's a cold, hard fact, but making it in today's business climate takes more than a good idea or a great new product. Which is why, even before introducing its revolutionary heating and A/C system that provides independent temperature control, room by room, Home Comfort Zones turned to Oregon Entrepreneurs Forum for advice, assistance and support.

By leveraging expertise gained at OEF's business plan review and attending their annual Angel Oregon event with its extensive investment network, Home Comfort Zones succeeded in raising \$2 million in funding – an infusion which helped the company introduce its climate control system at 2004's prestigious Street of Dreams.

It's that kind of success that's made OEF a must-join for first-time hopefuls who learn from their more seasoned peers, successful entrepreneurs looking for new talent, and investors searching for companies poised for growth and ready for funding. To see how you might profit, call us at 503.222.2270 or visit www.oef.org. To borrow a phrase from John and Hal's company, you'll feel right at home.



oregon entrepreneurs forum