



PRESS RELEASE

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Westside Economic Alliance Elects Ron Johnson as President, 2006 Board of Directors

TIGARD, OR—January 16, 2006—The Board of Directors of Westside Economic Alliance has elected **Ron Johnson** as 2006 President of the economic development organization.

Johnson, Vice President of Customers and Economic Development at Portland General Electric, takes over for 2005 President **Diana Daggett**, Americas Regional Manager for Public Affairs at Intel Corporation.

Ron Johnson joined PGE in 1977, and in 2002, accepted responsibility for PGE's largest customers. He was placed in charge of the company's economic development efforts in 2003. As Vice President of Customers and Economic Development, Johnson currently oversees PGE's efforts to enhance value for all of its customers and the company's economic development activities.

In addition to serving as President of the Westside Economic Alliance, Johnson has served on the Board of the Oregon Food Bank since 2002, and in 2005, was elected board Chair. Johnson also currently serves on the board of Associated Oregon Industries, and previously served on the board of The Dougy Center for Grieving Children.

As the newly elected President of Westside Economic Alliance, Johnson is seeking to

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expand membership to include companies that will benefit from the Alliance's focus on economic development, land use and transportation issues.

“Westside Economic Alliance reflects the economic needs and interests of both the west side business community and west side cities,” stated Johnson. “The Alliance is focused on the economic strategies and transportation and land use solutions that will continue to make the west side a great place to live and do business, and we invite other businesses who share these interests to join Westside Economic Alliance.”

Westside Economic Alliance 2006 Board Officers:

- President—**Ron Johnson**, Vice President of Customers and Economic Development, Portland General Electric
- Vice President— **Jack Orchard**, Partner, Ball Janik LLP
- Treasurer—**Steve Clark**, Publisher, Community Newspapers
- Past President—**Jim Edwards**, Sr. Vice President, Birtcher Development
- Member At Large—**Matt Felton**, President, Felton Properties, Inc.

Newly Elected Members to the 2006 Board of Directors:

- **Jonae Armstrong**, Senior Property Manager, Washington Square Mall
- **Kimberly Fuller**, Managing Director of Property Management, Equity Office
- **Mayor Tom Hughes**, City of Hillsboro
- **Tim Parker**, Broker, Melvin Mark Brokerage Company
- **Edward Trompke**, Attorney, Jordan Schrader PC

About Westside Economic Alliance

Westside Economic Alliance is a member-based, non-profit organization that advocates for a healthy economic climate on the west side of the Portland metropolitan region. Westside Economic Alliance plays a leading role in the development of this high growth region by providing a business perspective in public forums and facilitating the cooperation between the private and public sectors. The result is a unique partnership that is a benefit to both the businesses and communities of the west side. For more information, please visit Westside Economic Alliance at www.westside-alliance.org.