OREGON BUSINESS PLAN

2026 LEADERSHIP SUMMIT: RECKONING & RENEWAL

Welcome: Reckoning & Renewal

David Drinkward, *Chair, Oregon Business Council & CEO, Hoffman Construction*

Oregon has named its challenges, and now we must act on what we know. Reckoning & Renewal asks for both: the courage to look without flinching and the will to build what comes next, because renewal can't happen without the reckoning.

Perspectives on Oregon's Future

Senator Ron Wyden & Senator Jeff Merkley, *United States Senators*

Oregon's U.S. senators discuss opportunities for federal-state partnership, from reducing wildfire risk and expanding housing to strengthening the industries and infrastructure that support Oregon's economy.

ACT I – MAKING ROOM TO GROW

Building the Next Oregon

Led by Juan Carlos González, *President, Metro*

Oregon's land use system helped shape the state we know today. Can it meet the demands of tomorrow? Through a series of linked conversations with leaders in housing, industrial development, and clean energy, we explore how modernization can unlock land for homes, jobs, and investment while protecting what makes Oregon special.

Keynote: The Future of Cities and Economic Growth

Edward Glaeser, *Harvard University; author of Triumph of the City and Survival of the City*

One of the nation's leading urban economists examines what makes places prosperous – and why housing, land use, and the capacity to build matter more than ever. What can Oregon learn from cities and regions that are successfully competing for people, businesses, and ideas?

ACT II – WINNING THE NEXT ECONOMY

Oregon's Next Competitive Advantage

Oregon's next economy is taking shape at the intersection of innovation, talent, and investment. From the vision for a new innovation hub in Portland's Albina neighborhood, to major advances in semiconductor research, a statewide push to grow the life sciences industry, and new approaches to wildfire resilience – this session explores how Oregon can turn its strengths and challenges into new industries, good jobs, and lasting prosperity.

Working Lunch: Oregon's Five Pressures — From Diagnosis to Action

Oregon's five pressures – housing affordability, K-12 underperformance, wildfire risk, an increasingly uncompetitive tax system, and barriers to economic growth – remain central to the state's future. Over lunch, participants will revisit these challenges, assess what's changed over the past year, and explore practical policy solutions to accelerate progress. The goal: moving from diagnosis to action.

ACT III – THE RENEWAL AGENDA

Oregon's Leadership on the Road Ahead

As Oregon looks to the years ahead, this session reflects on the state's economic challenges, the progress made so far, and the work still to be done. It covers priorities for speeding up economic growth, making Oregon more competitive, and turning the Prosperity Council's recommendations into measurable results.

Afternoon Breakouts: Oregon's Next Moves

The afternoon shifts from statewide priorities to the partnerships and initiatives shaping Oregon's future. Interactive sessions explore emerging opportunities in artificial intelligence and data centers, regional economic development, workforce and talent strategies, and the investments needed to support Oregon's youngest and oldest generations. Participants will engage with leaders working to turn ambitious ideas into practical solutions and lasting results.

Reception at the Oregon Convention Center

Join fellow business, civic, and community leaders for conversation and connections at the Oregon Convention Center.