



# THE NAVIGATOR

MONTHLY NEWSLETTER

December 2025

## Message from OMEP President Mike Vanier

This month, Governor Tina Kotek released Oregon's [Prosperity Roadmap](#), a statewide strategy designed to position the state for a decade of stronger economic growth and improved affordability. She is unvarnished in her concern over the challenges our state faces, sluggish job growth, elevated unemployment, slowing population trends, and business outmigration, but also knows we have incredible assets here to turn the tide if leaders act together with purpose.

The Prosperity Roadmap is the product of feedback from over 350 businesses this year, combined with the latest revenue forecast and recent studies from the University of Oregon and ECONorthwest. It's designed to remove roadblocks and open doors for home grown businesses in manufacturing, technology, agriculture and more, while also creating an environment in Oregon to attract new business.

Oregon's economic foundation remains strong, with innovative industries, a skilled workforce, leading research universities, and strategic global access to Pacific Rim markets. The roadmap seeks to align these advantages under a coordinated vision for statewide growth.

OMEP and I, as the organization's President, truly believe this is a tremendous step forward for Oregon. Strengthening our economy and making Oregon a great place to do business is a bipartisan priority, and it is clear from my recent interactions with the Governor and state leaders that this commitment is genuine. These are not hollow words. There is real momentum and shared resolve behind these efforts.

Many of the topics highlighted in this initiative are the very issues we have been discussing for years: creating living wage jobs, retaining and growing Oregon businesses, accelerating the permitting process, reducing barriers to investment, reviewing our tax structure, strengthening partnerships both across the state and beyond Oregon's borders, and addressing workforce shortages. These are all essential elements that I believe will shape the Prosperity Roadmap moving forward,

which is why I felt it was important to share this with the broader manufacturing ecosystem.

Far from a partisan issue, it is a bipartisan priority, and it deserves clear communication and active participation from organizations and companies across the state. We should all find this encouraging and be prepared to speak into this plan, offering solutions to the challenges our business community faces. The way I view it, we as Oregonians are helping create a plan for not only ourselves, but for our children and grandchildren, laying the foundation for long-term prosperity across our communities.

Specifically, the roadmap will advance the following strategic goal and next steps:

### Strategic Goals

#### **1) Accelerate Oregon's Economic Growth**

The roadmap sets a target of raising Oregon's GDP growth rate from **1.7% to 2.2%**, potentially generating more than **\$4 billion** in additional general fund resources during the 2029–31 biennium.

#### **2) Create More Living-Wage Jobs**

To strengthen Oregon's workforce and expand access to high-opportunity careers, the plan aims to elevate Oregon from **#23 into the top 10** in the CNBC Workforce Ranking.

#### **3) Retain and Grow Oregon Businesses**

The roadmap calls for improved access to capital, technical assistance, and infrastructure to help Oregon companies expand. The goal is to move Oregon from **#39 into the top 10** in CNBC's Top States for Business.

### Next Steps

#### **1) Recruit Leadership**

- Establish a **Chief Prosperity Officer** within the Governor's Office
- Form the **Governor's Prosperity Council**, a statewide advisory group of industry, labor, and community leaders

#### **2) Launch a FastTrack Program**

In 2026, the Governor will propose legislation modeled on successful federal and state programs to accelerate permitting and support large, job-creating projects.

#### **3) Reduce Barriers to Investment**

- Streamline permitting, licensing, and certification processes

- Expand investment in energy, broadband, transportation, water systems, and industrial site readiness
- Strengthen region-led economic development initiatives

#### **4) Modernize Economic Development Tools**

Update enterprise zones and the Strategic Investment Program, and direct Business Oregon to complete a comprehensive statewide economic development strategy.

#### **5) Develop Targeted Tax Recommendations**

The Chief Prosperity Officer and Prosperity Council will prepare proposals for the 2027 legislative session to support job creation and GDP growth.

#### **6) Strengthen Partnerships with Businesses and Communities**

Establish a **Global Trade Desk**, increase outreach to major employers, and prioritize key projects through the Regional Solutions Program.

#### **Moving Forward**

Governor Kotek emphasizes that this roadmap represents the beginning of a multi-year effort to strengthen Oregon's economy. Its success depends on collaboration across communities, industries, and regions. With shared commitment, Oregon can build an economy where innovation thrives, businesses grow, and opportunity reaches every corner of the state.

As these plans take shape, we will keep you informed about the opportunities and resources that emerge for Oregon's manufacturing community. We are optimistic about the positive impact this work can have on small and mid sized manufacturers throughout the state. OMEP will continue to champion your interests and stand beside you as Oregon builds a stronger economic future.

**From all of us here at OMEP, we wish you a very happy holiday!**

*- Mike Vanier*

FROM MCMINNVILLE, OREGON

**Ready or Not! with the McMinnville Economic Development Partnership**



The **Ready or Not Business Simulation Game** continues to demonstrate how powerful hands-on learning can be.

This past fall, thanks to our friends at the McMinnville Economic Development Partnership, **students in the Yamhill County School District stepped into the role of a manufacturing leadership team, made real business decisions, and experienced how those choices affected profit, customers, and operations.** Their results and enthusiasm were incredible.

While this session was hosted for students exploring manufacturing and business careers, the impact mirrors what we see every time the Ready or Not Game is delivered to Oregon companies and the wider business community.

[GET THE FULL STORY](#)

This business simulation gives participants a safe space to experiment, learn from mistakes, and see how their choices affect cost, cash flow, customer demand, and profit.

OMEP regularly brings Ready or Not games to manufacturers across the state, both as a public event and as an on-site experience for entire teams.

**If your organization wants to strengthen leadership, improve teamwork, and learn how the business really runs in a fun, hands on, high energy format, let's talk!**

[LEARN MORE ABOUT READY OR NOT](#)

## Save Your Spot! Virtual Sales Training Cohort Starts Jan 7th



Starting in January, OMEP is launching a **virtual Sandler Sales Training Cohort** to help our clients drive revenue and level up their selling skills.

These **weekly, virtual sessions** are built on the proven Sandler Selling Methodology, focusing on building confidence, improving closing rates, and shifting the sales mindset from price-based to value-based selling.

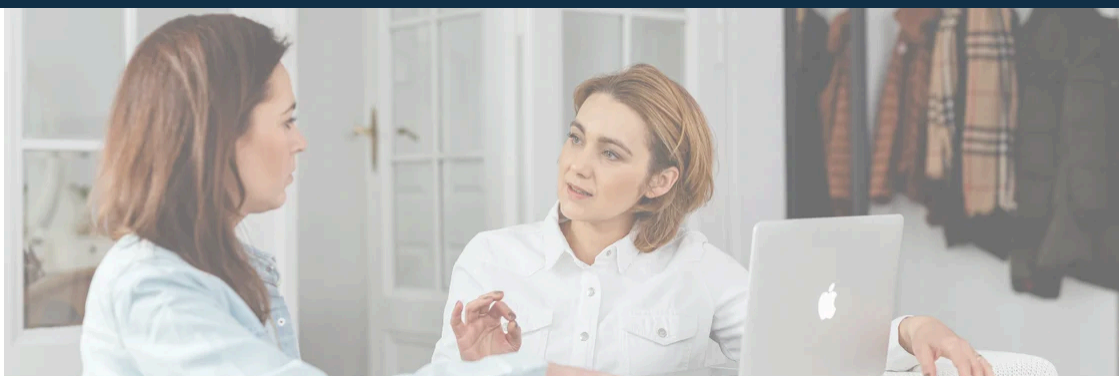
Designed for **salespeople, managers, and business owners**, these cohorts aim to equip you and your team with practical techniques to overcome common challenges like long sales cycles, pricing pressures, and stalled deals.

Whether you're looking to increase your team's effectiveness or foster a more consultative sales approach, these programs are your ticket to higher performance and revenue growth.

**Contact Bob Cannon at OMEP, today to reserve your spot and elevate your sales results.**

**Our first cohort starts January 7th, from 10am - 11:30am PT. We look forward to seeing you!**

## A Better Way to Sell with Sandler: Webinar on January 22



**Selling Has Changed. Has Your Strategy?**

What worked in the 20th century economy does not always work today. If your sales process feels longer, more frustrating, or overly dependent on discounts, it may be time for a new approach.

Join us on **January 22** for a live webinar with **Jeff Schneider of Sandler Training**, where you will learn how the Sandler Selling System helps sellers take back control of the sales conversation.

This proven approach focuses on identifying ideal prospects, shortening the sales cycle, gaining clear yes or no decisions, and eliminating unpaid consulting.

Sales is like a dance. Someone leads and someone follows. Traditional selling often puts sellers in a reactive role, pitching, chasing, and hoping. The Sandler approach flips the script, positioning you as a trusted advisor through purposeful questioning, disqualifying when appropriate, and creating mutual agreements.

If you want to sell with more confidence, clarity, and profitability, this webinar is for you.

👉 [\*\*Learn more and register today.\*\*](#)

## Stuck in Operational Firefighting? OMEP Can Help!



**Schedule your No-Cost Assessment with OMEP consultants and get a clear picture of where change will have the biggest impact.**

**Is your team stuck putting out fires instead of making lasting improvements?** Our experienced operations consultants are ready to work with you to build smoother, more reliable systems so work gets done on time, quality improves, and teams stop feeling overwhelmed.

We offer **complimentary, no-cost assessments** to outline the greatest opportunities for improvement. Maybe these struggles sound familiar:

- Production delays, missed delivery dates, or inconsistent quality
- Too much time spent on manual paperwork and slow office processes
- Bottlenecks that drive up overtime and cut into margins
- Leaders stuck in firefighting mode instead of driving improvement

OMEP consultants apply practical, proven tools like continuous improvement methods, value stream mapping, office process improvement, and leadership skill development, all tailored to your business's unique challenges.

**Ready to see where improvements can stick and deliver results?**

Schedule your **No-Cost Operations Assessment** and get a clear picture of where your biggest gains are hiding and how to unlock them.

[Request Your No-Cost Assessment](#)



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