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The Business Journal

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OCTOBER 10 1998

Wu: A political true believer

Intellectual property attorney David Wu admits he is about to make a step in his career that, from a business standpoint, could be considered quite risky.

In November 1998 he expects to be elected U.S. representative for Oregon's 1st Congressional District, replacing the retiring Elisabeth Furse. He has tentatively set Oct. 23 as the date he will declare his candidacy.

The very fact that Wu is running for office at this stage in his law firm's evolution may be grounds for calling his business acumen into question. Wu admits: "From a business perspective, this is not a smart time to run for office. Business has never been better."

Protecting the wares of software companies is Cohen & Wu's bread and butter. And the software industry has never been hotter.

But Wu justifies his ambitions by noting that he believes a person only gets so many chances in life to act upon the things one finds truly important. He buttresses that sentiment by paraphrasing Oliver Wendell Holmes Jr. writing

home to his father from the front lines of the Civil War: "We must participate in the passions of our times or risk not having lived."

Among Wu's passions is a conviction that, contrary to conventional wisdom, government can in fact make a positive difference in people's lives. That conviction is predicated on Wu's personal experience. He recounted that when his father left China for a new life in the United States he was forced to leave his wife and children behind because American immigration law forbade their relocation. Seven years later they were reunited when John Kennedy was elected president.

"If not for John Kennedy's election in 1960 I certainly would not be running for Congress today. I probably would be speaking accented English if I was speaking English at all," he said. "One of Kennedy's first acts upon coming into office was to change American immigration law by executive order."

Closer to home, he points to the impact retired Oregon Sen. Mark Hatfield had on the state.

"He did a great job of bringing grant money to the state of Oregon, and someone needs to continue in that tradition," he said. "I'd like to do that."

Generally speaking, Wu added: "When people say government doesn't make a difference, I don't believe it and I don't want anybody else to believe it."

Least of all the district's business community, from which Wu hopes to extract significant financial and ballot box support.

Wu's enmeshment to business goes like this: "I think it's important for the business community to have someone in Congress who understands its issues and how those issues affect business people and the formation

of businesses. I'm a strong advocate for those things that can help businesses thrive in the long term."

From Wu's vantage, those issues include: education, transportation, the environment and economic development.

His priorities on economic development likely will fall into line with three issues that Wu says business executives have repeatedly cited as the most important factors in determining where their companies should relocate or expand. Those are: an educated work force, relatively affordable housing and ready-to-go land with utilities and transportation infrastructure that comes right to the edge of the site.

"What I don't like to see our state doing is focusing on things that don't count as much," Wu said, mentioning the lavish tax breaks the state has traditionally used to lure companies to the region. "Let's look carefully at whether that money is better spent on schools and community colleges, road and sewers and transportation infrastructure."

On the transportation front, Wu stressed the importance of continued funding for the operation of the region's light rail system. He's less decisive about a roads construction program.

"I don't think building more roads is the final solution," he remarked. "Frequently by the time you build a new road, it's choked off."

And he deftly walks the tightrope when speaking about the environment.

"If federal law is too stringent, you kill deals," he said. "If it's too lenient, you have orphan sites."

Education is the issue that most stirs Wu's passion. He is devoted to public education, which he calls a community asset. And he believes competition among public schools is a better choice than pushing students into private schools.

"Portland has one of the best healthy urban school districts in the country," he said. "And we are fighting to maintain that."

On the near end of the education spectrum, Wu wants to push greater participation in the Head Start program. Only 29 percent of eligible Oregonians actually take advantage of the program, Wu noted, saying he believes that is due to a shortage of funding.

On the other end of the spectrum is adult education.

"The Portland metropolitan area has a shocking dearth of graduate technical education," Wu said.

"That's why I've been volunteering with Oregon Graduate Institute for so long. I think it's critically important that we have more good technical training in the metro area. There are good jobs being created; I'd like to see some of them going to Oregonians."

Just who will be challenging Wu for the district's seat in Congress is still unclear. What is clear is that Wu is taking a business approach to his political foray.

"This process is like starting a new business," he explained. "You try to raise roughly a million-and-a-half dollars in capital over a year and a half. You build your team and you build your organization, except that at the end of a year and a half you've got to have 50 percent market share plus a little bit. That's a really interesting challenge for a new business." □



Publisher's Notebook

by MIKE CONSOL



Wu for 1st District Demos

Smarts, enthusiasm, high-tech background make David Wu the Democrats' best candidate for a 21st-century 1st District

When political races involve two credible candidates who are fairly close on the issues, the choice can come down to who's got the chops to get the job done.

That's the case in the race for the Democratic nomination for the U.S. House seat being vacated by Rep. Elizabeth Furse, D-Ore., in the 1st Congressional District.

Linda Peters, chairwoman of the Washington County Board of Commissioners and a former teacher, is being challenged by David Wu, a Portland intellectual property attorney whose practice focuses on high technology and international trade. Seaside retiree Harold Sigurdson is also on the ballot. The marginally Democratic district stretches from downtown Portland to the coast and includes parts of Multnomah and Clackamas and all of Washington, Columbia, Yamhill and Clatsop counties.

Peters has the résumé, but Wu has the chops. He displays the sharp intellect and grasp of detail that the job demands, and he exudes the passion and energy that the voters deserve.

He's simply a better fit for the future of this diverse, evolving district.

On the issues, the candidates both emphasize education, understand the importance of Columbia River concerns and are in tune with the district's Democrats on taxes and spending, the environment, transportation and social issues. But Wu's proposals, particularly on education and salmon recovery, seem more concrete, and more appropriate and realistic to bring to the federal level.

Further, his high-tech law background would give Congress instant expertise in a key area of the 21st-century economy. That could bring him credibility and clout with both parties, and serve the district and Oregon well.

Wu does not have Peters' government experience, but neither did Furse.

Election 1998 1st Congressional District

Peters is the one who is acting inexperienced, with a series of missteps that include her failure to meet the deadline for the state Voters' Pamphlet. Despite her early anointment as the Democratic front-runner, she has lost some key individual and group endorsements, including that of the Oregon Education Association.

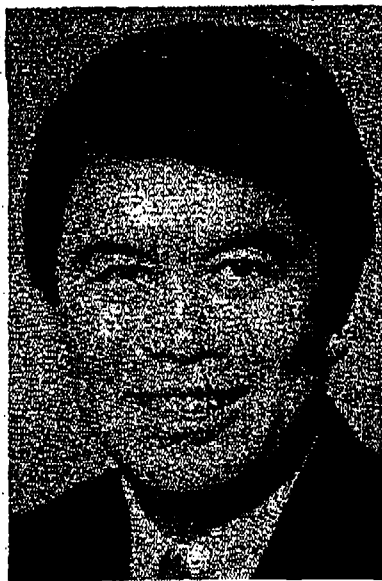
Raising serious questions about her judgment is the disclosure that Peters took a \$3,500 personal loan from developer Homer G. Williams. Voters should be concerned about whether these stumbles reflect the decisions she would make in Congress.

Further, the seat is a key battleground for the national parties in the fall, and whoever wins this primary will face a fierce GOP challenge. Democrats who hope to counter it effectively need a candidate who doesn't supply Republicans with too much ready-made ammunition.

In their campaigns, Peters plays the gender card and Wu plays the race card. The House would certainly benefit either way — if the seat were kept by a woman or if it were filled by the House's first member of Chinese descent — but voters shouldn't allow either candidate many points for such politics.

Some say that Wu comes across as a little arrogant and a lot ambitious. But few successful politicians aren't. If he puts the same brains, focus, organization, commitment and drive into representing his constituents that he's putting into his campaign to win their votes, they can't lose.

Representative in Congress 1ST DISTRICT



DAVID WU

Democrat

OCCUPATION: Law practice helping Oregonians start new businesses, focusing on high technology and international trade.

OCCUPATIONAL BACKGROUND: Attorney; presidential campaign staffer; research and teaching assistant; fishing guide, Yellowstone National Park; shipyard worker; laborer.

EDUCATIONAL BACKGROUND: Stanford University, B.S., 1977; Harvard Medical School, 1977-1978; Yale Law School, J.D., 1982

PRIOR GOVERNMENTAL EXPERIENCE: Commissioner, Portland Planning Commission; Judicial Clerk to Judge Alfred T. Goodwin, U.S. Ninth Circuit Court of Appeals, Portland, Oregon; Staff to Deputy Assistant Secretary for Health, U.S. Department of Health, Education, and Welfare, Washington, D.C.; U.S. Regulatory Council, Executive Office of the President, Washington, D.C.

COMMUNITY INVOLVEMENT: Board of Directors, Portland Youth Philharmonic; Member, Northwest Steelheaders Association, Tom McCall Chapter; Founding President, Delphi Society (Oregon Graduate Institute support organization); Founding President, Portland-Suzhou (China) Sister City Association; Member, Portland Downtown Rotary Club; Past President, Oregon Graduate Center Associates (Oregon Graduate Institute support organization)

FAMILY: David and his wife, Michelle, a sixth generation Oregonian, live with their 10-month old son Matthew, two dogs, and three cats. Michelle has been a school teacher for 10 years.

David is an avid outdoorsman who fishes, hikes, and runs the Hood-to-Coast relay. His dragon boat team is two-time champion of the Portland Dragon Boat Races.

DAVID WU - THE AMERICAN JOURNEY

David Wu has lived the American Dream. He knows from personal experience that freedom, opportunity, and success are not given, but achieved:

"My father came to America with virtually nothing but his will to work. When I arrived, I was almost seven, spoke no English, and knew my father only from photographs. My parents endured six years of separation to bring our family to America. It was a separation which would have been longer if not for a compassionate change in law made by President Kennedy. It's an immigrant story which all American families share. The strength and sacrifice of my parents gives me the courage to face virtually any adversity, and common ground with anyone struggling to succeed, especially if it's against the odds."

"David really epitomizes the American Dream. He is articulate, bright, and endearing. He'll work very hard and represent the district well."

—Tim Josi, State Representative, Oregon Coast

"He was interested in our issues and cared about what we had to say. He really listened to our experience as students. I think he'd do a good job. It's like he wants to be in Congress

for the good of the people. He's a nice, accomplished, and sensitive guy."

—Portland State Vanguard, 1/15/98 quoting William Ek, Student

DAVID IS A PRO-CHOICE DEMOCRAT WORKING TO IMPROVE EDUCATION, GROW THE ECONOMY, AND PROTECT OUR ENVIRONMENT.

DAVID WU - A COMMITMENT TO EDUCATION

- Make safe, affordable child care more available
- Fight for full-funding of Head Start
- Create smaller classes by hiring 100,000 new teachers
- Provide more technology in classrooms
- Improve financial aid to college students
- Support scientific research that benefits our community
- Encourage businesses to provide employee education

"We need someone who is going to fill Elizabeth Furse's shoes. David's passion for improving education and his commitment to our quality of life will make him an excellent representative."

—Kim Katsion, Washington County Commissioner

"There is nothing more important than providing for our children. David's devotion to family issues, from safe, affordable day care to quality early childhood education, is why I think he would make an excellent representative in Congress."

—Gun Denhart, founder, Hanna Andersson children's clothes

"Education is the issue that most stirs Wu's passion. He is devoted to public education."

—Business Journal, October 10, 1997

DAVID WU - REAL BUSINESS EXPERIENCE

"Our law firm, Cohen & Wu, helps people start their own businesses. We create new opportunities and jobs for Oregonians."

"David knows what it takes to create strong and stable jobs in our community."

—Rob Drake, Beaverton Mayor

"David helped me start my environmental and food testing company. He got the job done."

—Jane Boone, CEO, Air, Food, and Water Analysis

"David understands issues that are important to working people. He is committed to representing all of the district."

—Joan Dukes, State Senator, Oregon Coast

DAVID WU - PROTECTING OUR ENVIRONMENT

I am very proud of our environmental endorsements. They reflect a balanced approach. We must serve as good stewards for Oregon's natural heritage by:

- Building an environmentally sustainable economy
- Fighting for salmon and steelhead restoration using the Oregon salmon plan as a model

"I have never seen a Congressional candidate so willing to learn and to do the hard work needed to be well informed about environmental issues."

—Bowen Blair, Trust for Public Land (personal endorsement)

"David loves fish."

—Gary Benson and Dennis Vavrosky, Co-Presidents, Northwest Steelheaders Association (personal endorsement)

"I like David's strong commitment to protecting and enhancing our environment."

—Former Oregon Governor Bob Straub

"American institutions were built by ordinary people who rose to extraordinary challenges. My fundamental faith is that the American Dream doesn't just survive, it thrives, and should be shared. Ordinary people can do extraordinary things, and must, if we are to keep our democracy strong and pass it on to those who follow."

—David Wu

Also endorsed by: Clatsop-Tillamook Central Labor Council

(This information furnished by David Wu for Congress.)

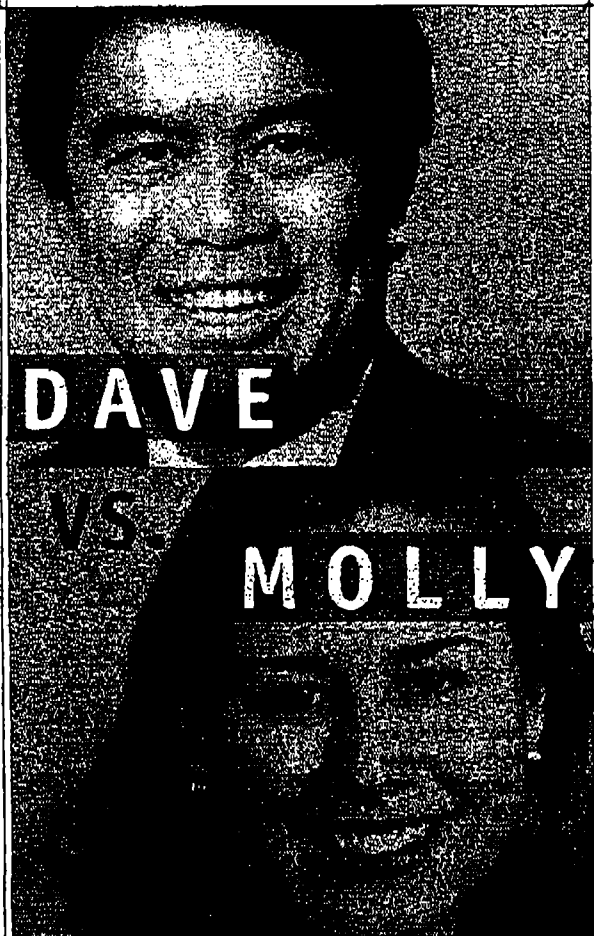
WILLAMETTE

VOLUME 24, ISSUE 41

AUGUST 12, 1998

PORTLAND NEWS AND CULTURE

WEEK



Some differences between Molly Bordonaro and David Wu as revealed in Project Vote Smart's National Political Awareness Test:

- **ABORTION:** Wu says abortions should always be legally available; Bordonaro says, "only when the pregnancy results from incest, rape or when the life of the woman is endangered."
- **BUDGET SURPLUS:** Bordonaro says it should be used for tax cuts; Wu says it should be invested in education. (Both agree that any surplus should also be used for debt reduction and shoring up the Social Security system.)
- **CAMPAIGN FINANCE REFORM:** Wu wants to ban so-called "soft money" contributions from unions, corporations and individuals; Bordonaro wants to limit them.
- **CRIME:** Wu wants to offer job training to prisoners; Bordonaro doesn't. Wu wants to increase penalties for illegal firearms; Bordonaro doesn't.
- **EMPLOYMENT:** Wu wants to hike spending for job-training programs and boost the minimum wage; Bordonaro doesn't.
- **ENVIRONMENT:** Wu wants to increase mining fees on public lands and impose more limits on clear-cuts; Bordonaro doesn't.
- **GUNS:** Wu wants to require manufacturers to provide child-safety locks with firearms; Bordonaro doesn't.
- **HEALTH CARE:** Wu wants to implement a universal health care program to guarantee coverage to all Americans; Bordonaro doesn't.
- **WELFARE AND POVERTY:** Wu favors more spending on homeless shelters and low-income housing projects; Bordonaro doesn't.
- **EDUCATION:** Bordonaro supports giving parents tax breaks to send their children to private and religious schools; Wu doesn't. Bordonaro supports voluntary teacher testing with merit pay as a reward; Wu doesn't.
- **IMMIGRATION:** Bordonaro wants to establish English as the official language of the U.S. government; Wu doesn't.
- **SOCIAL SECURITY:** Bordonaro favors allowing workers to invest their payroll tax in private accounts; Wu doesn't.

■ *Bordonaro deserves bonus points for pinpointing her positions on a handful of questions that Wu did not. She wants to increase defense spending and stiffen penalties for drug crimes; she supports NAFTA and "fast-track" trade authority; and she outlined stands on foreign policy and tax cuts, which Wu did not. The National Political Awareness Test allows candidates like Wu to leave 30 percent of questions unanswered and still make their honor roll. —BY*

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Thanks-

Mark

THE SUNDAY OREGONIAN, JULY 13, 1997

READER FORUM

Newly born on 4th of July

On Sunday, July 6, I stood before the congregation at St. Andrews Church and said the following:

My wife, Michelle, and I would like to thank the congregation for its prayers, for which we asked last Sunday. By the grace of a beneficent God, our prayers have been granted for a healthy baby and an easy birth — as such things go, of course.

Baby Wu was born on the 4th of July at 8:32 a.m. and, if you would indulge the enthusiasm of a new father, I would like to tell you about the name we chose for Baby Wu.

He shall be called Matthew Jeffrey Adam, but his legal name is Matthew Jefferson Adams Wu.

As you already know, Matthew is the first book of the New Testament. Also, back when I was single, I was taken to telling people that I wanted enough children to name one after each of the 12 apostles. (Sometimes, I was even taken to telling first dates about this wish of mine. Eventually I noticed that when I told that story, I frequently didn't get a second date.)

Jeffrey — Jeffrey is really Jefferson or Jeffrey Adam is really Jefferson Adams. Thomas Jefferson is a hero of mine, at least in prose. A great American, a good enough American for me to name a dog after, and if I can name a dog after a person, by golly, it's a good enough name for my first son.

We called him Jeffrey because, to tell you the truth, Matthew Jefferson Adams was not the name that we had in mind when we showed up at the hospital.

I had to work with my wife a little bit to convince her that this new name is a good thing. Like my father, she thought that Jefferson was a big name for a small child. It turned out that Jeffrey (Jeffrey Jensen) is the name of the obstetrician who delivered Matthew, and that helped with Mom.

It also helped that Grandma Wu really liked the name Jeffrey because of Chinese traditions. It is a tradition, at least in some Chinese families, for some great ancestor to set the second character for each generation for 10 or 20 generations to come. As you know, in China, things are turned backwards and the last name comes first. Usually there are three characters (three words) for a person's name, the last name comes first and then there is a middle character and a third character.

Each person in my father's generation had the middle character Keh. My father's Chinese name is Wu Keh Chang, Wu being the last name and Keh Chang the source of his initials, K.C., and the source of his English name, Casey.

The middle character of my generation is Tsen and my Chinese name is Wu Tsen Wei.

For the name of the next generation, Matthew's generation, the middle character is Jah. My mother thought that it was just great that Jeffrey and Jah sounded similar.

We thought about Chinese names for little Matthew, and Wu Jah — or Wu, the family name, Jah the generational name — that part is already set. My parents have suggested Mei as the third character — Wu Jah Mei.

Mei means two things. It means "beautiful." Also, in Chinese, the name for America is Mel Guo or beautiful country.

We haven't decided yet, but Wu Jah Mei is a very good candidate as Matthew's Chinese name.

The third name, Adam. Adam and Adams. The legal name is Adams, from whose family



MICHELLE, DAVID and MATTHEW JEFFERSON ADAMS WU

my wife claims descent. I am careful to discount this claim. I think we all have some kings and some horse thieves in our families. As between kings and horse thieves, I think none of us would care to know which category is in the preponderance.

Also, Adams and Jefferson had a very special relationship. They were two of the committee of six who wrote the Declaration of Independence in 1776. It also happens that Thomas Jefferson and John Adams died on the same day, July 4, 1826, exactly 50 years after the Declaration of Independence was signed.

We are very proud. This is the first Wu born in America. This is the first Wu born an American citizen. It is still hard for me to say this without tearing up, but this is the first Wu born free, as all children should be.

I thank you for your prayers.

David Wu is a Portland lawyer.

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VOLUME 14 NUMBER 33

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5175 Square Corner 2 Street

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