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The (Surprising) Power of Partnerships: *The Oregon Experience, Get Connected*

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The Good News: We're Back

- International visitation to the United States (one night or longer) **increased 4 percent to 51.1 million visitors in 2006**, just shy of the previous record also set in 2000 when the United States welcomed 51.2 million international visitors.

The Bad News: Many will get shut out

- “Ask any travel agent how consumer trends are driving mash ups, consolidation, packaging, and aggregation and you will get an ear full—that is if you can find a travel agent...”
 - Anthony Bourdain

You're All Alone...

It's You and the ball



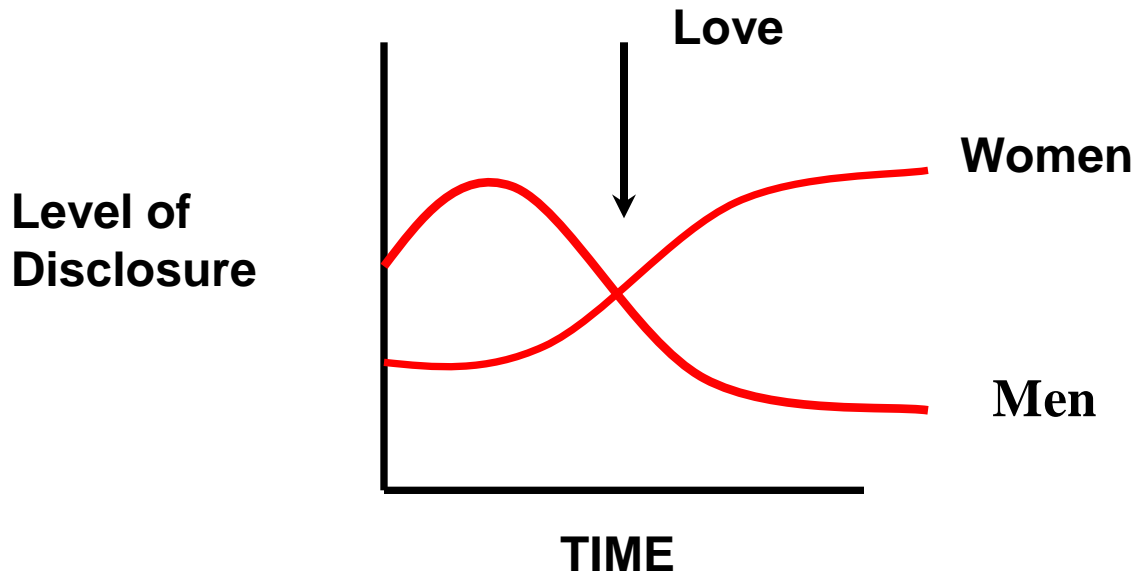
- Trainer
- Greens keeper
- Caddy
- Opponents
- Spouse
- Physician
- Beer Maker
- Sport Clothes
- Foot Spray Company
- Travel Agent
- Hotel
- Airline
- TV Weather Person

Partnerships

- Shared acknowledgement of interdependence.
- Shared Goals
- Shared resources
- Shared obstacles



Partnership demands Relationship
Relationship demands Communication
Disclosure is a Key



**Reciprocity, Relationship Development,
Manipulation, Catharsis**



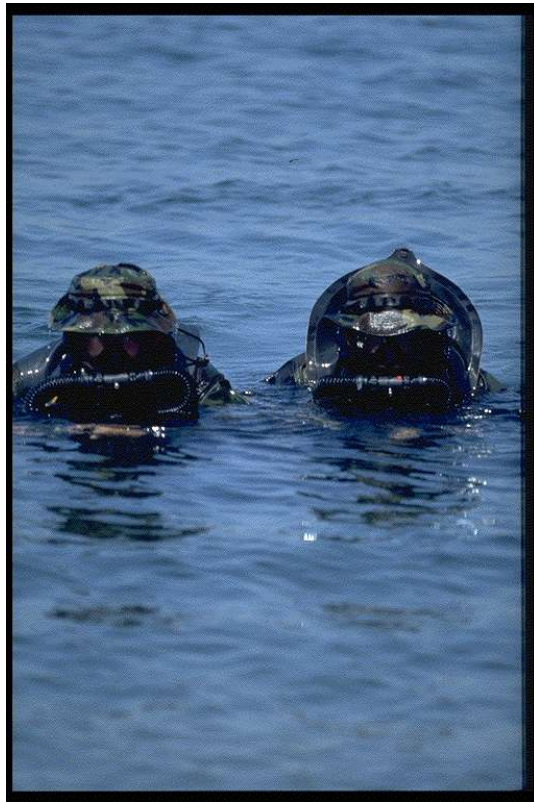
There are plenty of choices,
but the fit must enhance your
Credibility,
Potential, and/or
Bottom Line?

When the Going Get's Weird, The Weird Go Professional

- Welcome to the new world of rapid consolidation and mutated mash ups.



Partnership development is a characteristic in high performance organizations:



**Two is One
and One is
None**

Partnerships

Indirect

Direct

Informal

**Let's Do
Lunch**

**Let me
buy you
lunch**

Formal

**It's the
Right
Thing to
Do**

Sign This

Partnership Cultures

Complementary Cultures

- High Stability and Interdependence
- Slow to Change
- Based on differences

Symmetrical Cultures

- Based on similarity
- Easy to change
- Low stability

Parallel Cultures

- Based on pragmatics and balance
- Committed to the relationship
- Somewhat more stable than Symmetrical

Just say “Slides!”

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