

# SPOSTO

I N T E R A C T I V E

July 22, 2007

Dear Portland Oregon Visitors Association:

I wanted to take this opportunity to drop you a note to tell you what happened during my visit to your city:

Essentially: I spent several days in Portland on business—including attending the Internet Strategy Forum Summit—worked effectively the entire time, took a redeye back to the east coast, and upon arrival, I feel miraculously rested, rejuvenated and calm.

During this trip, I got an unprecedented amount of work done, and yet I feel as if I have been on vacation! In addition, I made no heroic efforts to cut corners, yet I came back significantly under my expense budget.

**Why?** In Portland, the usual things that waste my time and energy, impose on my morale and drain my pocketbook weren't there. In their place were things saved time, were exhilarating and cost comparatively little.

I was no worse for the wear after a business trip to Portland because:

- **Getting around was effortless.** Portland has safe, cheap, efficient public transportation that is unbelievably easy to navigate.
- **I could work wherever I was.** FREE WIFI everywhere made using my laptop a no-brainer! (I worked in snippets and chipped away at big projects throughout the day wherever I was.)
- **I felt *really good every day!*** The mild weather, safe streets and accessible downtown kept me *walking* during my short breaks. So instead of suffering from the usual business-travel-induced sedentary madness, I was able to keep body and soul together!
- **I always felt relaxed and welcome.** The locals were smart and friendly, so I had no apprehensions about asking anyone for directions or other information. Everyone was courteous, and nobody was obtrusive. (As a woman traveling alone, this gets *extra* points!)
- **Fresh surroundings!** I spent three days in a green, lush setting, with lovely architecture, delightful window-shopping, thought-provoking peplewatching and more! Some cities today feel almost interchangeable because they are so filled with generica. On the contrary, Portland felt like a *very special* destination.
- **GOOD, CHEAP FOOD!** I had planned on eating in restaurants, but was constantly seduced by the plethora of ethnic street vendors. As a result, I ate deliciously *healthy* meals that cost about \$5.00 apiece. (i.e. Portland left my pocketbook pleasantly plump and my waistline pleasantly lean!)

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- **Inspiration.** A trip to Portland answered a lot of the “What ifs” that I lie awake thinking about at night. “What if an entire city decided to truly commit to a green lifestyle?” “What if individualism were embraced instead of tolerated?” “What if certain civic resources were shared simply because it was the right thing to do?” I found some real world answers to these idealistic questions.

Oh...by the way, I am a political independent – moderate in my views and conventional in my tastes. If Portland delights me, then it will surely delight most visitors. It feels as if it was made for business travelers who want an effective, economical no-nonsense trip that feels like a reward instead of a punishment or endurance contest.

You can be sure that I will not only go out of my way to enjoy Portland again at the soonest practical opportunity, but that I will enthusiastically recommend it to everyone I know.

Very Truly Yours,

A handwritten signature in black ink that reads "Caroline Sposto". The signature is written in a cursive, flowing style.

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