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TIM BOYLE

CEO on growing Columbia, cleaning up Portland and the causes that drive him

BY ROB SMITH | *Special to the Business Journal*

A new honor: The Moore Admirer CEO Award pays homage to the legendary Bob's Red Mill Founder Bob Moore.

Columbia Sportswear CEO and President Tim Boyle proudly remains a trash-talking CEO. Unless you've been following closely, it's not what you think. For the past year, Boyle has implored leaders across Oregon to clean up the trash and graffiti scattered across the state. The state Legislature last session voted to give the Oregon Department of Transportation \$20 million to do just that. Boyle even personally contributed \$200,000 to the effort. "Homelessness. Drug addiction. Those things are not easy to solve," Boyle said. "What's the easiest fricking thing to solve? Pick up the fricking trash. I mean, how tough is it?"

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"Tim's leadership is already one for the history books."

Laurie Kelley, senior vice president and chief philanthropy officer at Providence