



Business *perspectives*

November 2009

...to strengthen, enhance and protect our members through political advocacy, economic development, community promotion and member programs and services.

Banking Industry One Year Later

The Roseburg Area Chamber of Commerce welcomes chief executive officer and president of **Umpqua Bank**, Ray Davis, as the speaker at the next membership meeting. Mr. Davis will present information on the current status of the banking industry one year after the Federal stimulus packages were introduced.

The November 16 luncheon is sponsored by **Umpqua Community College** and is held at the Douglas County Fairgrounds beginning at 11:30 a.m. Reservations for the membership meeting are required. The cost of the program is \$15 for members, \$20 for non-members and a buffet lunch is included. You may register online at www.roseburgareachamber.org/chamber/events.php, complete the flyer in this publication or call 672-2648, ext. 22. Reservations must be received by November 12.

2010 Business Outlook Forum

The chamber's annual Business Outlook Forum, held on November 12, 2009, will be an opportunity to learn about the current economic climate and projections for 2010.

The chamber invites speakers with a wide range of knowledge to the annual program where economic indicators are examined to assist members in forecasting and strategizing for the upcoming year.

This year's forum welcomes Tom Potiowsky, State of Oregon economist; Graham Slater, economic analyst for WorkSource Oregon Employment Department; Mark Henderson, director of business services at ecos Consulting and Peter Threlkel, director of the Corporate Division of the Secretary of State's office.

Thank you participating sponsors: **Avista Utilities; C&D Lumber; Douglas Fast Net; Douglas Timber Operators; Mahalo Heating and Air Conditioning, LLC; Nordic Veneer, Inc.; Oregon Pacific Bank; The**

(continued on page 3)

Upcoming Events

Tuesday, November 10 Business After Hours

5 to 7 p.m.

Weston Eye Center
2435 NW Kline Street

Thursday, November 12 Business Outlook Forum

7:45 to 12 noon, UCC Whipple Fine Arts Center
Members \$30; Non-Members \$40

Monday, November 16

Sponsored by:

Banking Industry One Year Later Membership Meeting

11:30 a.m. to 1 p.m.

Community Conference Hall
Douglas County Fairgrounds

Individual Attendee(s) \$15; Corporate Table (8) \$110; Non-Member Attendee(s) \$20



Thursday, November 19

Sponsored by:

Defining Cap-and-Trade Government Affairs Breakfast

7:45 to 9 a.m.

Community Conference Hall
Douglas County Fairgrounds

Individual Attendee(s) \$15; Corporate Table (8) \$110; Non-Member Attendee(s) \$20



Defining the Oregon State Budget

Come to the November 19 Government Affairs Breakfast, sponsored by **Watkinson, Laird, Rubenstein, Baldwin & Burgess, PC**, and learn where the 55 billion dollars approved for the 2009-2011 Oregon state budget is slated to come from. The presentation will include information regarding procedures, as well as historical and current facts employed to calculate the Oregon budget. Join State Representative

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2009 Board of Directors

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Helga Conrad, 464-3527

Director

Liz Thomason, 492-2821

Land Certification Specialist

2010 Chamber Leadership Named

The Roseburg Area Chamber Board of Directors is pleased to announce Mike Hansen of **Douglas County Fire District #2** as the 2010 board president. Also named for 2010 are Norm Gershon, **Umpqua Training & Employment** as vice president and Bob Desrochers, **Roseburg Forest Products** as treasurer. They join Chris Burnett, **Steve Tuchscherer, CPA, PC** as past president and Debbie Fromdahl, the chamber's executive director as secretary, to serve as the five corporate officers of the Roseburg Area Chamber.



Chief of Douglas County Fire District #2, Hansen holds an Associate of Science Degree in Fire Service Technology; Bachelor of Science in Fire Service Administration; and an MBA in Business Administration. Mike has been very active in the Roseburg Area Chamber for the past several years as Chair of its Economic Development Committee and a member of its Government Affairs Team. He has coached a number of boys and girls youth sports teams; is a current member of Lions International and a past member of Rotary International and the Roseburg High Booster Club. Mike has lived in the Roseburg area for 16 years and believes that "quality organizations attract quality people. And, quality people demand quality services. The Roseburg Area Chamber of Commerce has both!"



The "Eyes" Have It!

Join the chamber Greeter's and Drs. Jon-Marc Weston and Steve Tronnes for Business After Hours and the official welcome of Dr. Ron Slocumb to the practice, on November 10 from 5 to 7 p.m. Tour Weston Eye Center at 2435 NW Kline Street and learn about new and innovative ways medicine has improved our ability to see. Surprises and prizes await around every corner, with drawings and give-aways, wine tasting with Abacela Winery, Girardet Wine Cellars and Spangler Vineyards and tempting hors d'oeuvres by Sandy's Place. Winners will be stylin' in their new RayBan, Maui Jim or Oakley sunglasses. Pick up your treasure map and have it stamped at each station, then enter the "need-not-be-present-to-win" drawings for...it's a surprise!! You won't want to miss this Business After Hours. It will be fun, informative and a great chance to network with business leaders in our community.

Plan to attend the
56th Annual First Citizens Banquet
and Meeting of the Membership on
January 21, 2010 at the Douglas
County Fairgrounds.

Shop Chamber and Save / E-coupons

As a member in good standing of the Roseburg Area Chamber of Commerce, you have the opportunity to participate in the Shop Chamber and Save Program. Join the program and offer a discount on your products or services to other chamber members and their employees or visit participating members and take advantage of their discount offers. Please call 672-2648, ext. 23 for more information on this great opportunity to increase walk-in traffic to your business.

2010 Business Outlook Forum

(continued from page 1)

Partnership; Seven Feathers Casino Resort; Slight, Klimowicz & Friel, CPA; Umpqua Community College; Umpqua Insurance Agency; Umpqua Training and Employment; United Community Action Network; and US Bank.

Tickets are \$30 for chamber members and \$40 for non-members to attend this half day, 7:45 a.m. to 12 noon, seminar held in the Whipple Fine Arts building on the Umpqua Community College campus. Purchase tickets at www.roseburgareachamber.org/chamber/events.php or complete the registration form in this publication.

Defining the State Budget

(continued from page 1)

Tim Freeman for an educational dialogue to decipher, what does this mean to business?

The RACC government affairs breakfasts are held quarterly at the Douglas County Fairgrounds, 7:45 to 9 a.m. The cost of the program is \$15 for members, \$110 for a table of eight, and \$20 for non-members. Reservations are required and a buffet breakfast is included. Please fill out the reservation form included in this publication or visit www.roseburgareachamber.org/chamber/events.php to pay online.

Got News?

Each year, Oregon Pacific Bank awards a \$1,000 scholarship to a high school or community college student located in each community served by the bank. This year, the 2009 Oregon Pacific Bank Roseburg scholarship recipient is Alex N. Daniels of Roseburg. Currently, Alex is attending Umpqua Community College and plans to go to Oregon State University to study to be a pharmacist.



Head Start Body Start National Center for Physical Development and Outdoor Play announced **United**

Community Action Network Head Start as one of 351 recipients of a \$5,000 grant to improve the outdoor play space at their Sutherlin center.

In October, Patricia C. (Patsy) Smullin, owner and president of California Oregon Broadcasting, Inc. (**KOBI TV**), received the Governor's Gold Award. The Governor's Gold awards are presented annually to individuals by Governor's Atiyeh, Kitzhaber, Roberts and Kulongoski and are presented to recognize the extraordinary achievements of Oregon businesses, public and civic leaders, communities and citizens.

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Workshops & Seminars

November 4 – 8 a.m. to 12 noon,
Generations in the Workforce: Who Are They and Why Should I Care Seminar,
Holiday Inn Express sponsored by Douglas County Employer Council, Umpqua Community College and Roseburg Chamber, \$49. To register call 672-2648, ext. 22.

Thank You Renewing Members

Armadillo Self Storage
Barrett Business Service
Battered Persons' Advocacy
Boys & Girls Club of the Umpqua Valley
Bunnell's Overhead Door, Inc.
Susan Comerford Studio
Delfino Vineyards Bed & Breakfast
Douglas County Board of Commissioners
Douglas County Sheriff's Office
Douglas Education Service District
Enterprise Rent-a-Car
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Maurices
Northwest Farm Credit Services
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Roseburg Disposal Company
Slight, Klimowicz & Friel, PC, CPA
SMART Program
Southern Oregon Credit Service
Spangler Vineyards
Superior Carpet & Upholstery Cleaning
Chuck Swarm & Family Auto Repair
Ten Down Bowling & Entertainment
Travelodge of Roseburg
Umpqua Community Health Clinic
Univera Life Sciences
Value Clean Laundromat / Umpqua Aqua
Wells Fargo Home Mortgage
Whit-Log, Inc.
Whitestone Vitamin & Health Center
Willamette Dental Group, PC
Wilson's Chapel of the Roses
YMCA

2009 Membership Directory Additions

Remember These Members When Shopping Chamber

Advertising & Marketing

Creative Media Group

Rod Severson 673-1492
725 SE Lane Street, Roseburg 97470

Airports

Eugene Airport

Cathryn Stephens (541) 682-5430
28855 Lockheed Drive, Eugene 97402

Architects

Buglin' Heights Drafting and Design, Inc.

Gary Fadness 459-4998
PO Box 762, Sutherlin 97479

Bicycle Sales / Service

Canyon Creek Bicycles

Jack Christman 492-1690
447 NE Stephens Street, Roseburg 97470

Bookkeeping Services

Murray Services, Inc.

Perry Murray 677-7400
1720 NW Hughwood Street, Roseburg 97471

Child Care Resource & Referral

Family Connections of Lane & Douglas Counties

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4000 E. 30th Avenue, Eugene 97405

Coffee Kiosk

Empire Coffee Company

Corrie Dinnetz 672-5180
2210 Stewart Parkway, Roseburg 97471

Commercial Equipment Sales & Service

Tim Allen Commercial Equipment Repair

Tim Allen 672-3409
1721 SE Stephens Street, Roseburg 97470

Computer Sales & Service

Digital Insights

Robert Moore 229-2952
2713 W. Harvard Avenue, Roseburg 97471

Dentists

Jeffrey A. Kobernick, DMD, PC

1600 NW Hughwood Court, Roseburg 673-6525
..... 97471

Direct Sales Marketing

Vector Marketing

Timothy Kelly 673-0033
1048 W. Harvard Avenue, Roseburg 97471

Employment Services

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..... (541) 951-1762
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UmpquaNut Farm

William R. Miller 459-3196
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Hardware

Harrison's Hardware, Inc.

Sharon Harrison 679-8380
PO Box 1227, 124 Douglas Boulevard, Winston 97496

Home Delivery Service – Food

Schwan's Home Service

Denny Justice 673-4347
211 SE Rifle Range Road, Roseburg 97470

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Investments & Securities

D.A. Davidson & Co.

Jerry Duncan 677-7600
1495 NW Garden Valley, Ste. 201, Roseburg 97471

Lodging

Best Western Hartford Lodge

Jessica Vaughn 459-1424
150 Myrtle Street, Sutherlin 97479

Non-Profit Organization – Animal Advocacy

Umpqua Valley Humane Society

John Vermeer 672-5240
930 SE Stephens Street, Roseburg 97470

Non-Profit Organizations – Professional

Douglas County Society for Human Resource Management

Rosemarie Wess 440-4405
PO Box 2539, Roseburg 97470

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Roseburg Hydroponics

Gregory Baird 229-1420
853 SE Stephens Street, Roseburg 97470

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Wendy Reeves 672-3497
419 SE Main Street, Roseburg 97470

Real Estate Developers & Investors

Rifle Range Road Corporation

Georgia Stiles 464-2796
PO Box 2129, Roseburg 97470

Restaurant

Red Robin

Tommy Graham 673-2636
2200 NW Stewart Parkway, Roseburg 97471

Wineries

Julianna Vineyards

Henry Russel 680-7084
1532 Echo Drive, Roseburg 97470

Misty Oaks Vineyard

Christy Simmons 459-3558
1310 Misty Oaks Lane, Oakland 97462

Wireless Communication Services

Wireless Ventures, LLC

Corrie Dinnetz 229-2355
1444 NW Garden Valley, Roseburg 97471

November 2009

- 5, 12, 19 SCORE** free business counseling, call 672-2648, ext. 17
- 10 & 24 Greeter's Committee***, Manor House, 3400 NW Edenbower
- 4** 8 a.m. **Economic Development Committee***, Chamber Conference Room
8 a.m. to 12 noon – **Generations in the Workplace: Who Are They and Why Should I Care Seminar**, Holiday Inn Express. Register call 672-2648, ext. 22.
- 9** 4 p.m. **Executive Committee***, Chamber Conference Room
- 10** 8 a.m. **Government Affairs Team***, Chamber Conference Room
5 to 7 p.m. **Business After Hours**, Weston Eye Center, 2435 NW Kline Street
- 11** 4 p.m. **Emerging Workforce Meeting**, TBA
- 12** 7:45 a.m. **Business Outlook Forum**, Whipple Fine Arts Center at Umpqua Community College
- 12 Project Leadership** – Transportation & Utilities Workshop 4 p.m. **Tourism Advisory Committee***, Chamber Conference Room
- 16** 11:30 a.m. **Membership Meeting**, Douglas County Fairgrounds
- 17** 7 a.m. **Chamber Board of Directors***, Downtown Fitness & Aerobics Center
8:15 a.m. **RWIB Executive Committee***, Chamber Conference Room
- 18** 8:30 a.m. **Marketing Committee***, Chamber Conference Room
- 19** 7:45 a.m. **Government Affairs Breakfast**, Douglas County Fairgrounds
12 p.m. **Project Leadership Planning Committee**, Chamber Conference Room
- 26 Happy Thanksgiving!** Chamber / Visitor Centers Closed
- 27** Chamber Offices Closed / Visitor Center Open 10 a.m. to 4 p.m.

* Chamber Member Only Event / Activity



Christmas
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Business Tip

Eleven Tips For Start Up Entrepreneurs From the Pampered Chef

by Terry Swagerty

1. Follow your passion. It is easier to put up with disagreeable tasks if you can find something you love.
2. Have a clear idea about what you want to do. Focus upon your core business.
3. Find a niche; offer a service/product niche that is not now being filled. (Easier said than done.)
4. Be the best you can be.
5. Make a difference; find something to do with a purpose that goes beyond just earning a living.
6. Keep it simple. Stick to the basics. Try not to get sidetracked by distractions.
7. Watch your overhead. Establish a budget and stick to it.
8. Go with your instincts. If one has to work too hard to sell themselves on an idea, it's probably not a good idea.
9. Value your time and be a good time manager.
10. Brush up on your computer skills...which are necessary even away from work.
11. It's only a business. Remember to take a breather and realize your family is your number one priority.

(Source: Doris Christopher, The Pampered Chef: The Story of One of America's Most Beloved Companies, 2005, Random House, Inc. p 41-48)

Terry Swagerty is the Director of the UCC Small Business Development Center, 2555 NE Diamond Lake Blvd., Roseburg; 440-4669; terry.swagerty@umpqua.edu

Active Partnership Aids Area Businesses Growth

by Helga Conrad, Director, The Partnership



Douglas County has good companies, operating and doing their best to weather the recession. The Partnership, as a part of our core programs, meets with Douglas County companies on a regular basis to work on retention and expansion goals. In spite of the recession, we have local companies taking advantage of the economics of the times and moving forward with boldness. They are to be commended.

Brunswick closed the Douglas County Bayliner production site last December. Within a year, the former Bayliner building was purchased by the owners of Orenco Systems. The Partnership worked with the listing agent in marketing the building. The building, at 130,000 square feet, is one of the largest manufacturing buildings in Douglas County. In addition, the site has room for expansion. While Orenco may not have immediate plans to occupy the entire space, they do have a vision for the future.

Morgan Built Trailers closed their Green district site in August of 2008. Harbor Wholesale decided to expand. The Partnership worked with the company in the search for a new site. Harbor Wholesale purchased the 100,000 square foot building in April of 2009. The location is good for the business and the company has been busy retrofitting it for their use. Harbor Wholesale is a regional warehouse and distribution company serving about 400 small stores from Salem to Eureka, California. The company has a vision of expanding their market and adding more jobs here in Douglas County.

These two companies have much in common. Both have been in business for many years and are successful. The companies are privately held family businesses, and have great leadership and vision for the future. Both have ambitious plans for growth. Douglas County has many companies like these visionary leaders and because of this, Douglas County will not only survive the current recession but thrive in the future. The Partnership is proud to have played a small role in assisting these two companies. For more information about The Partnership please visit us at www.uedpartnership.org

Economic Trends

	July 2009	July 2008	Aug 2009	Aug 2008
Total Employment, DC	40,833	42,743	40,398	42,289
Total Unemployment, DC	7,462	4,354	7,461	4,431
Unemployment Rate	16.3%	9.7%	16.7%	10.2%
City of Roseburg Building Permit Values				
Residential	\$817,057	\$1,529,041	\$683,654	\$669,290
Commercial/Public	\$103,085	\$488,076	\$90,490	\$206,573
Total	\$920,142	\$2,017,117	\$775,144	\$875,863
Relocation Requests Received	19	24	20	16
Lumber Composite Price (per 1000bf)	\$238	\$270	\$241	\$285
Structural Panel Composite Price (per 1000sf)	\$263	\$299	\$287	\$316

Information compiled from various sources. Some figures may be preliminary estimates.

Work in Progress New Oregon Trails- Compact for Collaboration

For over 25 years Douglas County workforce partners have been diligently serving employees and employers with training and educational opportunities, as well as conversing with each other to ensure these needs are met.

Local workforce partners are working together to find new ways to provide for the current influx of educational needs. Their relationship is strong and focused, something unheard of in other rural communities around the state, and is frequently cited as a model effort of collaboration.

Recognizing the need for stronger collaboration throughout rural Oregon, Umpqua Community College and Blue Mountain Community College, who represent rural community colleges on The Oregon Consortium/Oregon Workforce Alliance (TOC/OWA), proposed a summit be held between the nine rural community colleges and the TOC/OWA Workforce Investment Act service providers to discuss forming a collaborative training and education effort in the 24 rural counties TOC/OWA serves to address the workforce needs of rural Oregon.

Those discussions have brought forth the “New Oregon Trails - Compact for Collaboration,” which was recently signed into effect by Department of Community Colleges and Workforce Development’s Commissioner Dr. Cam Preus and TOC/OWA’s Chief Executive Officer Kris Latimer.

The compact will aggregate local and regional assets across the state; leveraging resources in order to support economic development, increase educational broadband, initiate sector-specific projects and advocate for public policy to support rural workforce needs.

Pete Bober, UCC Director of Workforce and Community Education, stated, “We have demonstrated here in Douglas County

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Business Member Spotlight PremierWest Bank

Brief Business History: PremierWest Bank was created following the merger of the Bank of Southern Oregon and Douglas National Bank in May of 2000. Through several strategic acquisitions, the bank has grown to a network of 48 full service banking offices presently covering a territory from Eugene to south of Sacramento and east to the central Oregon communities of Klamath Falls, Bend and Redmond.

Marketing Niche: We are committed to being the best community bank throughout Southern Oregon and Northern California, and we have the employees and no-hassle service to prove it. As our banking offices multiply, so does our commitment to providing exceptional customer service in each and every community. We provide a wide array of convenient, affordable financial services for individuals and business.

Business Philosophy: What puts the community into a community bank? In short, **It’s People Doing Business with People!** It’s a friendly smile when you enter the bank and a thoughtful can-do attitude when you apply for a loan. It’s somebody who remembers your name and approaches each transaction with a smile. It’s the willingness to go the extra mile!

Industry Trend: At a difficult economic time for many of the communities we serve, we believe that our people make all the difference! Our bank is based here in Southern Oregon and we live here as your friends and neighbors. We’ve combined the knowledge and experience of sound community banking with our friendly locally-based attitude to help our customers navigate this new financial landscape. We take local deposits, and we make local loans. That’s our business, and to us, local means local, right here in Douglas County.

Why PremierWest Bank joined the Roseburg Area Chamber of Commerce: PremierWest Bank is committed to serving the financial needs of this community. The Roseburg Area Chamber of Commerce offers the ability to network with other businesses through many events including Business After Hours, monthly membership meetings and other events. It’s important for our bank to support this vital business organization.

(Winners are selected each month from the Membership Meeting drawing of attending member business cards.) Congratulations to Charley Thompson, Vice President and Manager of PremierWest Bank, Kane Street Branch.



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**Oregon State vs. Oregon
2010 Civil War!**

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No purchase necessary. Must be 18 years of age or older to enter. Chances of winning depend on number of total entries received. Drawing will be held January 31, 2010. PremierWest employees, directors, board members, affiliates, and agents and their immediate families (spouse, parents, children and siblings and their respective spouses), and individuals living in the same households, whether related or not, of the above are not eligible to win. Winner is responsible for the payment of taxes on the prize. By entering the Sweepstakes, entrants agree to the use by PremierWest Bank of their names, cities and states of residence and photographs/likenesses for advertising and promotional purposes. Only one entry per person, per day permitted. Member FDIC. Equal Housing Lender.

Douglas County Celebrates Oregon's Sesquicentennial

In 2009 Oregon celebrated its 150th birthday, known as a sesquicentennial, with a party 150 years in the making. On September 26, the Douglas County Fairgrounds hosted a community event to honor the history, diversity, breathtaking landscapes and seascapes that formed the first 150 years of Oregon's Douglas County.

Local Douglas County communities gathered in the Floral Building at the Douglas County Fairgrounds to display booths on the past, present and future of their areas. Through historical pictures, artifacts and pamphlets, the communities shared the unique aspects of the communities.

Guests were treated to local entertainment throughout the day and historical re-enactors displayed what life was like 150 years ago. Everyone made sure to gather around an authentic covered wagon, outfitted as a chuck wagon, and watch how food was cooked over an open fire. For those looking for excitement, a knife thrower showed off his skills and a weaver demonstrated turning shorn wool into thread. Kids were treated to historical crafts and activities and the Douglas County Museum showed artifacts from the era; a toothbrush made from bone and boar bristles and a brick of tea.

Also on hand was a Clydesdale horse to pull the covered wagon in a parade around the grounds, as well as numerous local goats and an adult bison. Muskets were fired during a demonstration by Civil War re-enactors.

The event culminated with a performance by the US Navy Band. For more information on how the state celebrated Oregon's 150 sesquicentennial please visit <http://www.oregon150.org>.



From left to right: Retha Kirby, VCB Volunteer; Amy McKillop VCB Sales & Marketing Manager; Bev Dull, VCB Volunteer

Fall/Winter Calendar of Events Available

Pick up the Fall/Winter Calendar of Events brochure at the Roseburg Visitors Center. Published twice a year, it features events that are of interest to visitors that come to the Land of Umpqua. You may also access the Calendar of Events online at www.visitroseburg.com.

Compact for Collaboration

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the tremendous results when the local community college and workforce providers work collaboratively. I am excited about the potential of the Compact creating similar results in other parts of rural Oregon!"

To see the entire compact visit www.tocowa.org click on News & Events then Rural Collaboration Moves to Next Level in Oregon.

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Business Perspectives Publication Deadline

Business Perspectives is an official publication of the Roseburg Area Chamber of Commerce published monthly.



Chamber members are encouraged to submit items for publication. Copy deadline is the 10th of each month preceding the publication date. Information received after that date will be published subject to urgency and space availability.



For advertising contact 672-2648, ext. 23



Roseburg Area Chamber of Commerce
P.O. Box 1026 • 410 S.E. Spruce
Roseburg, OR 97470
(541) 672-2648 • Fax: (541) 673-7868



Email: salesmgr@roseburgareachamber.org
www.RoseburgAreaChamber.org

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Business Perspectives
Vol. 26 No. 11
Phone: (541) 672-2648
Fax: (541) 673-7868

www.RoseburgAreaChamber.org