



Business *perspectives*

April 2015

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

Is Disposal at Douglas County Landfill Really Free?

That question and many more will be answered at the chamber's April 13 membership meeting. An expert panel will discuss both industry standards and local specifics from collection and hauling to disposal. The costs of current and future operations, monitoring and mitigation, anticipated closure costs, future costs associated with waste exportation (transportation and disposal) and illegal dumping, to name a few.

Presenting on this long and often-discussed local issue will be Patrick Fahey, general manager of Southern Oregon Sanitation, Garry Penning, manager of Rogue Disposal & Recycling and Robb Paul, Douglas County's director of public works.

The membership luncheon sponsored by **Jordan Cove & Pacific Connector**, is held at the fairgrounds from 11:30 a.m. to 1 p.m.

Reservations are required. Cost for chamber members is \$20 for a single ticket and \$150 for a table of eight. For non-members and the general public, the cost is \$30 per person. A buffet lunch is included. Reservations and payment may be made online at www.roseburgareachamber.org/chamber/events.php or by completing the reservation form on page 3 and faxing it to the chamber office. **Without an advanced reservation there will be no admittance.** Tickets will not be sold at the door. Reservation deadline is **Thursday, April 9, 2015.**



Last Call for *InUmpqua* Ad Opportunity

In April, the Roseburg Area Chamber of Commerce will put the finishing touches on *InUmpqua*, its premier business directory, community profile and visitor magazine.

Nearly all of the 15,000 copies published last year have been distributed throughout Douglas County and around the state. Due to the high demand for the *InUmpqua* publication by local businesses, fulfilling relocation, new resident and visitor information requests and distribution to chambers/visitor centers around the state, the chamber expects to increase the number of copies printed this year.

(InUmpqua page 4)

Our Legislators . . . Our Voice

Discussions this month with our members of the Oregon State Senate and House of Representatives are scheduled for Wednesday, April 8 and 22 at 7 a.m. in the chamber conference room. The chamber will continue to advocate on behalf of Douglas County business by opposing proposed legislation that is adverse to business development and job growth and supporting pro-business legislation. Our member businesses and organizations have the opportunity to let the local business voice be heard by participating in these one-on-one discussions.

(Our Legislators page 4)

Upcoming Events

Monday, April 13

Membership Meeting

Is Our Landfill Disposal Really Free?

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

Community Conference Hall
Douglas County Fairgrounds

Sponsored by:



2015 Board of Directors

EXECUTIVE OFFICERS

Chair

Dori John, *Roseburg Disposal Company*

Vice Chair

Kent Rochester, *Big Wrench Media*

Secretary

Debbie Fromdahl, *President & CEO*

Treasurer

Jeff Stuckey, *Roseburg Forest Products*

Past Chair

Alex Palm, *i.e. Engineering, Inc.*

DIRECTORS

Angela Brown, *Southern Oregon Credit*

Pete Carhart, *Knife River Materials*

Toby Luther, *Lone Rock Timber Company*

Rheanna Mosier, *Elwood Staffing*

Gary Murphy, *Umpqua Bank*

John Murphy, *Farmers Insurance*

Allen Pike, *Windmill Inn of Roseburg*

Barry Robinson, *AmeriTitle, Inc.*

Todd Way, *Douglas Fast Net*

CHAMBER STAFF

541-672-2648

Debbie Fromdahl, ext. 12
President & CEO

Heidi Baros, ext. 17
Executive Assistant

Patty Conlan, ext. 15
Administrative Assistant

Wanda Goodell, ext. 14
Volunteer Coordinator

Rachael Miller, ext. 24
Destination Marketing/Branding Manager

Gail Trimble, ext. 22
Office & Visitor Center Manager

Carol Zech
Information Specialist



Fax: 541-673-7868
Visitor Center Direct
541-672-9731
800-444-9584

www.RoseburgAreaChamber.org

President / CEO's Message



Growing Visitor Numbers in the Land of Umpqua

by Debbie Fromdahl, *President & CEO*

A couple of weeks ago, the Roseburg Area Chamber of Commerce had the opportunity to present its annual report to the Roseburg city council on visitor center/visitor services operations for 2014. Here are some of the highlights we presented in that report.

Most of our members are aware of the long-standing partnership between the chamber, city of Roseburg and local hospitality industry and, that in late 1996, the chamber wanted to improve Roseburg's image as a visitor destination and build a new chamber and visitor information center. So, the chamber formed a Foundation, raised more than \$700,000 to build the beautiful facility we have today, affected a strategic marketing study and developed and implemented the Land of Umpqua brand. The chamber further secured increases to the local transient lodging tax, with local industry support, to grow the dollars available to promote Roseburg and the Land of Umpqua as a visitor destination.

The chamber is immensely proud of its important ongoing work promoting Roseburg and the Land of Umpqua as a premier tourism destination. Some notable highlights, activities and accomplishments from 2014 are:

- The transient lodging taxes (TLT) collected in Roseburg in 2014 increased 18.8% (from 2013) and reached an all-time high of more than \$990,000.
- Per independent studies, to ensure return on investment of promotion dollars, we learned:
 - About 60% of visitors learned about Roseburg from promotional/marketing efforts;
 - Duration of time visitors stay in Roseburg has increased by 13% since 2011;
 - The size of travel parties has increased 14% since 2011 when largest percentage were parties of two and now it's groups of three and four;
 - Our average visitor spends about \$160 per day and \$440 per visit;
 - The chamber's advertising investment of \$250,000+ conservatively resulted in more than \$1.5 million in direct visitor spending in our community;
 - 25% of people requesting information about Roseburg, visit Roseburg;
 - 84% of visitors to Roseburg are here on vacation;
 - 92% of visitors would recommend visiting Roseburg to friends and family; and,
 - In the past 10 years, website traffic has increased more than 240%.
- Increased visitor traffic to VisitRoseburg.com website through advertising endeavors. Website traffic increased 8% in 2014 from 2013 with a 35% increase in the number of pages website visitors view. This increase shows that people are not only viewing the website but, they are interested in the content.
- Total visitor requests for information about Roseburg and the Land of Umpqua increased by 19%.
- Continued expanding social media marketing. Engagement grew our Land of Umpqua fan base 40% in 2014.
- Promotion efforts in larger, northern California markets expanded and, for the first time, there was a targeted effort into Portland Metro market utilizing broadcast television and billboard ads. New promotion activities take some time to measure. However, the chamber

(Visitor Numbers page 3)

Thank You Reinvesting Members

Abby's Legendary Pizza
AmericanWest Bank
American Red Cross – Blood Services
AmeriTitle, Inc.
Architrave Family of Companies
bbg Marketing
CSHQA - A Professional Association,
Architectural & Engineering, PC
Charter
Dole, Coalwell, Clark, Mountainspring
& Mornarich, PC
Douglas County Farm Bureau
Fred Meyer
Handyman Hardware
Harvey Engineering, Inc.
KPIC TV
McGovern Metals Company, Inc.
NAPA/Roseburg Auto & Truck Supply
Oregon Pacific Bank
Rose Haven Nursing & Rehab Center
Roseburg Country Club
Roseburg Glass Company
Safeway
SelecTemp Employment Services
US Bank
VA Roseburg Healthcare System

Roseburg Area Chamber of Commerce FiveStar Member Club

renewing

Oregon Pacific Bank

joining

Community Cancer Center

Southern Oregon Credit Service, Inc.

Gordon Wood Insurance & Financial Services, Inc.

Visitor Numbers

was pleased by the 77% increase in visitors to a “Portland-specific” URL after only the first three months.

- The Roseburg Visitor Guide was redesigned with a more modern appeal. The newly launched VisitRoseburg.com website allows for mobile friendly access and the option to download the Roseburg Visitor Guide.
- Adventures Online video campaign through Comcast/Xfinity, resulted in more than 5000 “click-thrus” to VisitRoseburg.com, higher than anticipated results.
- Increased relationships serving as an information resource with the film industry.
- Continued to dedicate maximum hotel/motel tax dollars to visitor destination advertising and marketing due to the chamber’s financial underwriting of more than \$45,000 from its general operations budget.
- Targeted print and broadcast advertising buys resulted in more than \$58,000 worth of digital/online advertising at no cost.

Some promotion expansions and new activities we’ve implemented already this year and some plans for the future include growing significantly our Portland-Metro marketing activities, developing a new 30-second broadcast ad, launching (any day now) the self-guided Roseburg “Blast” app, giving our Self-Guided Tour Map and calendar of events brochures new updated looks, increasing digital marketing and enhanced search engine presence and a number of full-page ad runs in major North American publications covering the US, Canada and Central America.

We’re excited about our future endeavors and about the future of the Land of Umpqua and Roseburg, the heart of the Land of Umpqua, as a visitor destination.

On a final note, the chamber will be conducting its annual exceptional customer service workshop for “front line” employees working in hospitality and visitor-related service industries. For more information check out page 7.

What Our Members Say About Us

“We are a new State Farm Agency and I recently hosted a Business After Hours. We were overwhelmed with the participation by our community businesses and the networking success that will continue ahead! What a great feeling of support and the chamber is so professional in the process!”

Alison Eggers





**Riverview
Terrace**
Retirement Living at Its Best

**Elegant, Resort-Style Retirement
Living For Active Seniors**

Featuring:
Restaurant-style dining ~ Open 7am to 7pm
Luxurious private apartments
~ Pets Welcome ~

Call for a VIP Lunch Tour
541-672-2500 or 800-888-5994
1970 W. Harvard, Roseburg OR
www.riverviewterrace.com

Save These Dates!

May 12

Business After Hours
Abby's Legendary Pizza

May 18

Membership Meeting Luncheon
"State of the Timber Industry" &
"Project Leadership Graduation"

September 10

26th Year of Project Leadership
Roseburg Commences

September 21

October 19

November 16

Fall Membership Meeting
Luncheon Dates

November 12

Economic Forecast 2016



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.



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



For advertising contact 541-672-2648, ext. 23 or email sales@roseburgareachamber.org
www.RoseburgAreaChamber.org

Business Perspectives
Vol. 32 No. 4

April Calendar

- 8 7 a.m. **Legislative Conference Call***
- 9 **Project Leadership** / Communications & Leisure
- 13 11:30 a.m. **Membership Meeting**, Douglas County Fairgrounds (see flyer on page 3 for reservation information)
- 14 8 a.m. **Greeter's Committee***, Super 8 Conference Room
- 22 7 a.m. **Legislative Conference Call***
- 28 8 a.m. **Greeter's Committee***, Super 8 Conference Room

* *Chamber Member Event/Activity. Official chamber meetings are held in the chamber conference room unless otherwise noted.*

Got News?

Two wines from **Reustle-Prayer Rock Vineyards** have been invited to make the long trip to the 2015 Six Nations Wine Challenge scheduled for August in Sydney, Australia. This event features only 100 top wines from each participating nation and the wines for show are selected exclusively by judges.

Cascade Community Credit Union (CCCU) is pleased to announce the selection of Robert "Bob" Dempsey as the credit union's new Chief Executive Officer. Bob has spent the last 11 years as the President/CEO of EWEB Employees Federal Credit Union.

NeighborWorks Umpqua announced that Merten Bangmann-Johnson will replace CEO Betty Tamm upon her retirement this month. Johnson will start in April and formally take charge May.

Get Your Business Name Out There

The Roseburg Area Chamber of Commerce has a couple of Business After Hours opportunities still available in 2015—June 9 and November 10—for eligible and qualified member businesses. If you are interested in applying to host an After Hours business networking event, please request an application form by emailing program@roseburgareachamber.org.

The last opportunity for Roseburg Area Chamber of Commerce members to sponsor a 2015 chamber program will be for Economic Forecast 2016 to be held on November 12. For more information about this sponsorship opportunity, please contact 541-672-2648, ext. 30.

Our Legislators

These conference calls with our local legislators are one of the best benefits of your membership in the Roseburg Area Chamber of Commerce. Don't pass up the opportunity to hear firsthand what's happening in Salem during the session and speak directly with Senators Jeff Kruse and Floyd Prozanski and State Representatives Dallas Heard, Cedric Hayden and Wayne Krieger. We look forward to seeing you at the next call.

InUmpqua

April 24 is the deadline to secure your advertising spot in our 2015-16 edition of InUmpqua. This publication remains one of the best promotional values available to market your business. A copy of the advertising rate sheet is on page 4. If you have any questions, please contact Gail at gailt@roseburgareachamber.org.

Business Member Spotlight

Cascade Divide Data Centers

Brief Business History: Cascade Divide started in 1957 and operated a network that controlled railroad and train movements in North America. The Roseburg Data Center was established in 2013 to pursue managed IT and data center operations and infrastructure in Oregon along with additional expansions into secondary and third-tier markets in the Pacific Northwest.

Marketing Niche: We offer enterprise-class IT colocation environments that are backed by unmatched local service and support to ideally manage risk, cost-effectively and strategically – For companies big and small. Our solutions provide clients with business recovery, cost effective IT platform operations environments and protect two of their most vital assets: Their information and their ability to serve their customers. Always-on functionality and availability, uninterrupted power supplies, redundant systems and vigilant security. Are you ready?

Business Philosophy: It's a complicated world but your IT infrastructure shouldn't be. Our talents become yours, your goals become ours. Our infrastructure – totally secure, available, and perfectly matched to our clients' needs – We're not a mass market provider that offers off-the-shelf solutions. Our pledge; Exceed our clients' expectations one customer at a time.

Industry Trend: Data crunching. The era of big data is just getting started. The rise of machine-to-machine computing could generate as much as a \$1.4 trillion investment by 2017. Much of this investment and demand will be in Data Center Infrastructure and services.

Why Cascade Divide Data Centers joined the Roseburg Area Chamber of Commerce: Cascade Divide Data Centers joined the Roseburg area Chamber of Commerce to help us build strong connections with the local business community. It is important that local businesses understand that they no longer have to look outside of Roseburg and into larger metro areas for strong connectivity, redundancy and world class data storage solutions.

(Winners are selected each month from a random drawing of chamber members.)
Congratulations to Trinity Barney, manager-Southern Oregon for Cascade Divide Data Centers.

Front-Line Customer Service Training

Each year, we welcome more than one million visitors to Douglas County. Whether those visitors extend their stays or make return visits often depends on their first impressions. And, that first impression is typically set by the front-line individuals that greet visitors in our community. Imagine you or your staff at the forefront of turning that first impression into a lasting impression.

On Tuesday, May 19, the Roseburg Area Chamber of Commerce is pleased to hold its annual "Exceptional Customer Service Seminar" for front-line service employees. Whether you employ front-line service staff at a restaurant, gas station, hotel, winery, retail establishment or another business that greets visitors to our community, we hope you'll consider sending them to the chamber's customer service seminar.

This seminar will discuss best practices on how to effectively share information about our community with visitors. Attendees will learn about the activities, events, resources and places of interest to visitors. In addition to strengthening our positive impact on visitors, this customer service class will also enhance local businesses through the training of their front-line employees.

The seminar will be held at the Holiday Inn Express from 2 to 4:30 p.m. The class is FREE to the first 50 people that register. Preference is given to front-line employees and those serving visitors to Roseburg. Seating is limited so, call or email the chamber now at 541-672-9731, ext. 15 or assistant@visitroseburg.com.

Workshops & Seminars

April 14 8 a.m. to 12 p.m., "All the Right Turns", Umpqua Community College Technical Center, Room 119 sponsored by Oregon Employer Council Douglas County, Umpqua Community College and Roseburg Area Chamber of Commerce. Cost \$49 before April 10. To register go to www.eventbrite.com.

April 17 1 to 3 p.m., **Essentials For Starting Your Business**, UBC, 522 SE Washington Ave. Cost FREE. To register for #44795 call 541-440-7662.

April 28 9 a.m. to 12 p.m. & 1 to 4 p.m., **BOLI Prevailing Wage Rate Seminar**, FREE, designed for contractors, subcontractors and public agencies. To register visit www.oregon.gov/BOLI/WH/DPWR/docs/pwrsched.pdf.

Buying? Selling?
Call Us! 541-673-6499
www.HawksCo.com
A 100 Valleys Company
HAWKS & Co., REALTORS®
The Heart of Downtown
612 SE Jackson #2
RMLS Umpqua

RACC's Defense of Business on Proposed Legislation

As bills are filed, introduced and scheduled for public hearings in House and Senate committees, the Roseburg Area Chamber of Commerce weighs in, and will continue to weigh in, its support or opposition on proposed legislation affecting our businesses. The following is a list of House and Senate bills which the chamber has positions on to date:

Support

- HB 2114 Extends sunset for tax credit for employer-provided dependent care assistance.
- HB 2289 Created tax credit for cleanup of brownfield property.
- HB 2501 Annual report by state forester.
- HB 2507 Increases R & D tax credit.
- HB 2752 Increases R & D tax credit.
- SB 0048 Extends sunset for tax credit for employer-provided dependent care assistance.
- SB 0195 Reduces personal income tax rates for certain taxpayers by modifying income tax brackets.
- SB 0197 Reduces threshold for "small business tax cut" qualification.
- SB 0433 Reduces rate of tax on capital gains of personal income and corporate income and excise taxpayers.
- SB 0438 Allows taxpayer to expense certain business assets for income or corporate excise tax purposes.

Oppose

- HB 2005 Requires all employers to implement paid sick leave time for employees.
- HB 2007 Wage transparency bill.
- HB 2008 Increases Oregon minimum wage rate in graduated steps through 2017.
- HB 2009 Increases Oregon minimum wage rate in graduated steps to \$15 per hour by 2018.
- HB 2010 Flex schedule mandate.
- HB 2077 Corporate tax disclosure.
- HB 2079 Requires add-back of highly compensated employee compensation as taxable corporate income.
- HB 2082 Carbon tax.
- HB 2086 Carbon tax.
- HB 2101 Creates or adjusts sunset for certain income & corporate excise tax expenditures not required under federal law or Oregon Constitution.
- HB 2104 Creates or adjusts sunset for certain income & corporate excise tax expenditures not required under federal law or Oregon Constitution.
- HB 2105 Creates and adjusts sunset dates for certain exemptions from property taxation.
- HB 2151 Limits, for purposes of personal income taxation, availability of itemized deductions.
- HB 2152 Limits amount of certain tax expenditures connected to economic development allowed to corporate excise taxpayer to percentage of Oregon taxable income.
- HB 2153 Limits, for purposes of personal income taxation, availability of itemized deductions.
- HB 2158 Increased income and corporate tax rates if high school graduation rates fall below certain percentage.
- HB 2159 Carbon tax.
- HB 2192 Low Carbon Fuel Standards.
- HB 2386 BOLI can issue temporary cease and desist order under certain circumstances.
- HB 2387 BOLI can administratively compel bond by certain employers.
- HB 2398 C Corp tax increase.
- HB 2540 Requires prevailing wage in enterprise zones.
- HB 2542 Included accrued paid vacation and personal business leave in definition of "compensation" for purposes of wage claims.
- HB 2572 Carbon footprint labeling mandates.
- HB 2600 Requires continuation of health insurance for employee on family leave on same terms as when employee is not on leave.
- HB 2606 Family leave to care for siblings.
- HB 2607 Reduces minimum average hours worked for eligibility for family leave from 25 to 24.
- HB 2646 Parental leave for school activities.
- HB 2960 State-run retirement plan mandate.
- HB 3025 Prohibits inquiry about job applicant's criminal history until after a conditional job offer is made.
- HJR0001 Eliminates 3/5 vote requirement for tax increases.
- HJR0009 Eliminates 3/5 vote requirement for tax increases for bills requiring simple majorities.
- HJR0010 Tax on carbon emissions.
- HJR0024 Eliminates 3/5 vote requirement for tax increases for bills requiring simple majorities.
- SB 0324 Low Carbon Fuel Standards sunset repeal.
- SB 0327 Increases Oregon minimum wage in graduated steps through 2017.
- SB 0454 Requires all employers to implement paid sick time for employees.
- SB 0597 Increases Oregon minimum wage rate in graduated steps to \$13.50 per hour by 2017.
- SB 0615 Creates Oregon Retirement Savings Board in office of state treasurer.

If member businesses become aware of proposed legislation that would either advance or hinder our businesses and their endeavors for job creation and economic growth, please email that information to Debbie Fromdahl at the Roseburg Area Chamber.