



Business *perspectives*

August 2015

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

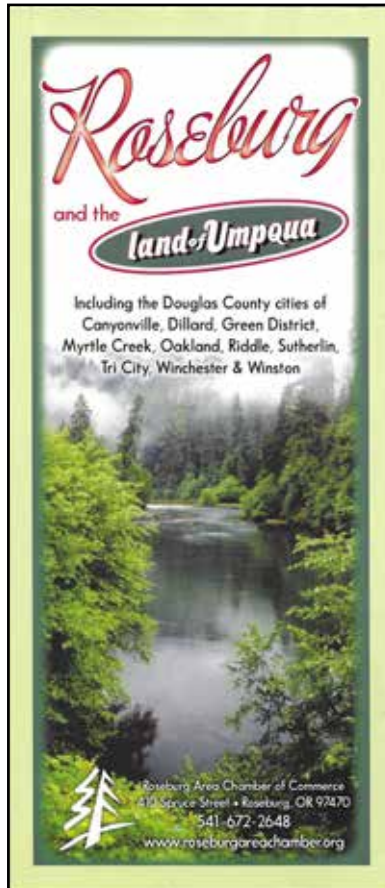
Roseburg and Douglas County Map

Last year, the Roseburg Area Chamber of Commerce partnered with long-time chamber vendor and member, **Spring Hill Press**, to create a beautiful color map of Roseburg and the surrounding area. Ad sales and design occurred over the summer months, with the map “unfolded” in the fall. To date, over 10,000 of these maps have been distributed throughout Douglas County and the state.

Due to the overwhelming success of our 2014 map, the chamber is excited to announce commencement of development of the 2015 Roseburg map. Spring Hill Press representatives will be contacting Roseburg Area Chamber members with the opportunity to advertise on this 24” x 36” full-color, high-gloss map. In addition, the map is produced online. A link will be provided to the chamber to take web visitors to the online map.

Users can select a member business from the list of advertiser’s and the map will pan to the selected location. Once the selected location has been displayed, the ad will be displayed with the advertiser’s information; users can then click on the link to the advertiser’s website. When the page is viewed on a smart phone, users will be able to click on the advertiser’s phone number and it will call the advertiser.

A Spring Hill Press representative will be more than happy to explain the project to you when they call. If you have any questions or concerns, or would like a copy of last year’s map, please call us at the chamber at 541-672-2648, ext. 22. Spring Hill Press is the chamber’s only authorized vendor contacting our members about map advertising.



Chamber Accepting Applications From Future Leaders

The Roseburg Area Chamber of Commerce is accepting applications for Project Leadership Roseburg. If you or one of your employees is a future Douglas County business leader, then you’ll want to be part of this important chamber program. Project Leadership will begin its 27th year this September. The chamber has graduated over 500 individuals from this distinguished professional development program.

Not your typical leadership program, Project Leadership Roseburg provides participants with a comprehensive awareness

(continued on page 6)

Mark Your Calendar

September 8
Business After Hours

September 21
Membership Meeting

October 13
Business After Hours

October 19
Membership Meeting

November 10
Business After Hours

November 12
Economic Forecast 2016

November 16
Membership Meeting

Upcoming Event

August 21

5 p.m. Project Leadership Roseburg & Project Leadership
Community Project Applications Due

2015 Board of Directors

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CHAMBER STAFF

541-672-2648

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Administrative Assistant

Belinda Humbert, ext. 23
Membership Development & Relations

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
541-672-9731
800-440-9584

www.RoseburgAreaChamber.org

Message From the President / CEO



Elections and Legislative Sessions Have Consequences

by Debbie Fromdahl

I am occasionally asked, “What is a chamber of commerce?” Now, I’ve been involved in chambers—both sides of the desk—for more than 25 years. So, after my “internal” eye roll, I explain who we are and what we stand for.

I’ve previously discussed, in detail, what chambers’ role and responsibilities are to local business. The short version is we protect, defend, support and promote business. What I typically fail to mention is that the chamber itself is also a business. We provide products and services. We have to market to earn customers—we call them members—and we have to work hard and show value to retain them. We have to be current. We have to evolve and grow, if we want to continue to be relevant.

Like most local businesses, we work to find the right employees. We manage every penny as well as humanly possible to keep folks employed and provide them with benefits, where we can. Like most local businesses, we would love to offer our employees more but, are often constrained by the fact that we also have to manage, and live within, a budget.

The Roseburg Area Chamber has spent significant time the past six months advocating for business during Oregon’s 78th Legislative Assembly. It has not been an easy task. It has not been kind to business. There are way too many bills to detail here. Let’s just say the adverse financial and administrative impacts to employers grew almost daily with each newly passed legislation.

How do I know this? Because, the Roseburg Area Chamber of Commerce is just another Oregon small business impacted by actions of the Oregon legislature. In early June, SB 454 Mandatory Paid Sick Leave was passed. Due to passage of SB 454, the Roseburg Area Chamber had to end an agreement with our local Bureau of Land Management office. A partnership that had been in effect for nearly 20 years.

What many people don’t know is that under an agreement, the chamber has employed part-time, seasonal personnel to operate the Colliding Rivers Information Center in Glide from April through September. However, with the passage of SB 454, the agreement can no longer continue due to the financial and administrative burden it would place on the chamber.

The additional employees needed for the Colliding Rivers Information Center pushes the chamber’s staff numbers over the mandatory paid sick leave criteria employee count. Without the Colliding Rivers operation, the chamber maintains an employee count under the mandates of the bill. This was not an easy decision for the chamber to make. But, sadly, one a number of small businesses across Oregon will be forced to make in the coming months.

We will continue to face unfriendly business challenges in the state legislature by elected officials who have little real-world understanding of how business—translate “employers”—works as the foundation of any society. We know with certainty that we will face job-killing initiatives at the ballot box. The Roseburg Area Chamber will not be deterred in its advocacy on behalf of business as we face these future challenges. Some days, some years are easier than others. As was predicted last winter, these past few months have been a doozy! Here’s to a future where elections and legislative sessions retain and create jobs for our citizens, not the opposite.

Welcome New Members

Best Western Garden Villa

Aman Sandhu
760 NW Garden Valley Boulevard
Roseburg, OR 97471
541-672-1601

Lodging

Rooms are clean, comfortable and spacious. Enjoy a pool and hot tub, perfect for soothing those sore muscles after a day of exploration. A free hot breakfast is available daily all topped off with endless 100% Arabica coffee and cold juices.

Bowers Industrial, Inc.

Amber Bowers
PO Box 2127
1941 NW Mulholland
Roseburg, OR 97470
541-672-6246

Industrial Contractors

Construction millwrights in the wood processing industry providing equipment installation and modification, onsite fabrication, millwright maintenance assistance, process piping and concrete.

August Calendar

11 7 a.m. **Greeter's Committee***,
Super 8 Conference Room

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

Umpqua Symphony Association

Megan Hansen
PO Box 241
Roseburg, OR 97470
541-863-2102

Non-Profit Organizations – Cultural

For more than half a century the Umpqua Symphony Association has been dedicated to bringing top quality live music to our community. The Association's goal is to promote music education for young people through operation of the Douglas County Youth Orchestra.

Wells Fargo Bank

Frank M. Fisk
1701 NW Garden Valley Blvd.
Roseburg, OR 97471
541-464-7700

Banks & Banking Associations

An American multinational banking and financial services holding company offering consumer and business banking, corporate banking, credit cards, auto lending, dealer services, finance and insurance, foreign currency exchange, investment banking, commercial loans, mortgage loans, private banking, private equity and wealth management.

Thank You Reinvesting Members

AAA Oregon
Between the Buns
CCD Business Development Corporation
Chi's Chinese Restaurant
Douglas County Bottling Company
Douglas ESD | South-Central Early Learning Hub
Elwood Staffing
Exposure
Goodwill Industries, Southern Oregon
Imagine Solutions for Business
Industrial Tire, Inc.
Knoll Terrace Home Sales
Charles F. Lee, PC
Thomas Leech, OD, PC
McDonald's Restaurant / Eads Enterprises
Mahalo Heating & Air Conditioning, LLC
Mercy Medical Center
Occuhealth
Pita Pit
Quality Glass Care Window Cleaning & Janitorial
Alanson Randol, DDS
Rising River RV Park
Spectrum Prosthetics and Orthotics
Stanley Security Solutions
Subway on the Parkway
Superior Carpet Cleaning of Oregon, LLC
Umpqua Valley Fire Services
Umpqua Valley Liquor Outlet
Wilson's Chapel of the Roses



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FiveStar Member Club



Community Cancer Center
Oregon Pacific Bank
Southern Oregon Credit Service, Inc.
Gordon Wood Insurance & Financial Services, Inc.

When Planning Your Advertising Budget, Don't Forget Chamber Options

Advertising with the chamber places your company's sales message directly in front of the Roseburg and Douglas County business community.

The chamber offers **web banner advertising** on the chamber website (average 1800 unique visitors monthly), or you can purchase advertising space in the chamber's monthly e-newsletter that is delivered to over a 1,000 individual business members. In the e-newsletter, Business Perspectives, you can choose to advertise with a **full-page flyer** insert, or opt for a smaller business ad that is placed within the body of the e-newsletter. **What a great way to get your sales message to your fellow chamber members!**



Let us show you how to maximize the impact of your membership through advertising with the chamber. Want more information on these highly-targeted advertising opportunities? Call Belinda at 541-672-2648, ext. 23.

Got News?

Two local non-profits announce their leadership for the 2015-16 fiscal year:

The **Greater Douglas United Way** is pleased to announce the following as their incoming board of directors: Tamara Osborne, president; Shaun Ryan, president-elect; David Littlejohn, vice president and Cheryl Martin, treasurer.

The **Zonta Club of Roseburg** announces their following leadership: Roxanne Kelly, president; Rosa Mohlsick, president-elect; Muriel Richardson, secretary; Gail Trimble, treasurer and Carolyn Kemp and Karen LaValley, directors.

Business Member Spotlight

Harvey Engineering, Inc.

Brief Business History: Harvey Engineering, Inc. is a structural engineering and architectural engineering firm serving Douglas County and Southern Oregon. We have had a successful first year providing engineering services, and we have established some great relationships with architects, designers, contractors and property owners. We are looking forward to the remainder of 2015 and into 2016 as the economy continues its slow but consistent climb.

Marketing Niche: We provide structural and architectural engineering design services for all building types: commercial, agricultural, residential, educational, government, industrial, parking structures, storage, religious and community centers. We provide structural engineering services to support infrastructure work to include, bridges, water containment and distribution, and waste water treatment facilities. Our services include structural engineering, project management and code compliance. We are more diversified than most structural engineering firms in order to meet the many needs of a smaller community. Harvey Engineering is able to draw upon 20 years of engineering experience from projects over Oregon, Washington and California.

Business Philosophy: We know that time is money and job completion in a timely manner is everything to us. We will do whatever it takes to deliver our projects complete and on time. We also do not stop at project delivery. Harvey Engineering is there during permitting and construction to make sure the project is a success.

Industry Trend: The construction industry has taken its licks over the past years; however, we see a slow, steady climb of the economy. We feel we are providing a needed service in this community to keep contractors working when it is there to be had. We are able to remove a road block that has been an issue in this area for some time.

Why Harvey Engineering, Inc. joined the Roseburg Area Chamber of Commerce: Harvey Engineering, Inc. has always been a strong supporter of our community. We look at the tools available to help our struggling community grow. We see Umpqua Community College and UCC Workforce, the Umpqua Business Center, Umpqua Training and Employment and many similar organizations who support business and employment. The Roseburg Area Chamber falls right into that category. We are happy to be chamber supporters and in so doing, to support our community.

(Winners are selected each month from a random drawing of chamber members.)
Congratulations to Scott Harvey, owner of Harvey Engineering, Inc.

Community Project Application Available

The chamber is seeking community project applications for its 2015-16 Project Leadership program. Project Leadership Roseburg is a business leadership development program of the Roseburg Area Chamber of Commerce that challenges participants to increase their knowledge about the Roseburg area and to become actively involved in their community. In addition to attending nine monthly day-long workshops, the participants work as a team to complete a service project that supports a community-based, not-for-profit organization.

The chamber is now taking applications from Douglas County non-profits to be considered for the upcoming Project Leadership class project. The community service project should promote the active involvement of Project Leadership class members in planning, fundraising, project completion and, must involve collaboration with the partnering non-profit organization. The application process is open to any private or public not-for-profit organization that provides service or support to residents of Roseburg and Douglas County.

Criteria for the class project must: enhance the quality of life of residents, provide recognition for the Roseburg Area Chamber of Commerce and its leadership program, allow class members to be directly involved in the planning, funding and implementation of the project including “sweat equity” towards the project completion. Planning, fundraising and project completion must occur during the class year that runs from September to May. The chamber’s Project Leadership total fundraising expectations for the project, monetary and in-kind donations, will not exceed \$10,000 or lower as presented in selected project application.

Application for the 2015-16 Project Leadership Project is available at http://roseburgareachamber.org/pdf/2015-2016_PL_CommunityBenefitProject_App.pdf.

Applications must be submitted by 5 p.m., Friday, August 21, 2015.

Summer is Better in the Land of Umpqua!

Year-round recreation fun can always be found in Roseburg and the Land of Umpqua. The added variety of events and festivals this time of year make summers an even better time in the Land of Umpqua. Here are just a few of the events happening in August.

The Oregon Musical Theatre Festival continues their 2015 musical season at Umpqua Community College with an assortment of engaging musical performances on three different stages.

- Kiss Me, Kate – Oregon Musical Theatre Festival, July 30 - August 2
- Choir Girls: On the Road – Oregon Musical Theatre Festival, July 30 - August 3
- Schoolhouse Rock Live! – Oregon Musical Theatre Festival, August 1 - August 2

Your summer is not complete without a visit to the Douglas County Fair Wednesday, August 5 through Saturday, August 8. One of the "Best County Fairs in the Country", entertainment is free with general admission that includes performances by rock legends Lynyrd Skynyrd, Kansas, alternative rockers Chevelle and country music artist Martina McBride. The Douglas County Fair has something for everyone, from hypnotist to dancers, singers, jugglers and much more, you'll be entertained at every turn.

Other great local events include:

- Music on the Half Shell, August 4, 11 & 18
- Sutherlin Blackberry Festival, August 14-16
- Celtic Highland Games, August 14- 16
- Umpqua River Run, August 15
- Music on the Vines at Melrose Vineyards, August 20 & 27
- Douglas County Speedway Championship Night, August 22

For more information on these and other events, go to VisitRoseburg.com.

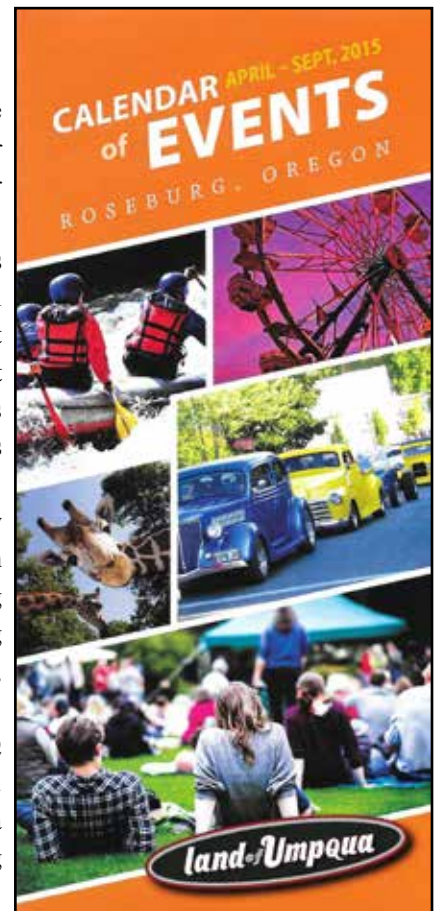
Chamber Needs Events for Fall/Winter Calendar

The Roseburg Area Chamber of Commerce invites you to share event information for Roseburg activities of interest to visitors to our community.

The semi-annual calendar of visitor events brochure for October 2015 thru March 2016 will be going to print soon. The brochure is given out at the visitor center and distributed throughout Roseburg and the Land of Umpqua. Event details will also be posted to the online calendar of events on the Visit Roseburg website.

Submittals need to be made to the chamber by September 2 for consideration by the chamber in advance of our printing deadline. When providing event information please include the following details: official event title, date, time, location, cost and contact phone number.

Please email information to assistant@visitroseburg.com or call 541-672-9731 ext. 15. Information may also be mailed to Roseburg Area Chamber of Commerce, PO Box 1262, Roseburg OR, 97470.



The Bounty of the Land of Umpqua

by Alex Campbell, Executive Director

The Partnership for Economic Development in Douglas County

Given the uncertainties around water supply in California, Douglas County is very well-situated to see significant new investments in a variety of crops and livestock. The Land of Umpqua possesses the longest growing season in western Oregon—and two reservoirs that were developed with a great deal of foresight. The brand of Oregon is of tremendous value in food products, and Douglas County is home to pioneering exporters who have taken advantage of the Asian market.

Ranching remains the biggest contributor, in terms of total value of production, in Douglas County. As of 2012 (the last year for which really good data is available), livestock production was about twice the value (at \$40+ million) of all crop production in Douglas County. The return of a USDA-inspected processing facility to the area was a welcome development, particularly for smaller local producers. Continued investment by the larger operations in the most modern farming techniques positions them to compete in a wide range of markets.

Over the past few years, over 1,000+ acres have been put into new production between grapes and blueberries. Similarly, the number of growers focused on providing fresh produce to local consumers has grown with the expansion of local farmers markets and CSA programs (through which consumers pre-purchase a “share” of the coming year’s harvest). In addition, outlets like Sherm’s Thunderbird, the Seven Feathers Casino Resort, Mercy Medical Center and many others are making the extra effort to sell locally produced food.

Production is only one side of the story. With grapes, for example, local wineries are anticipating additional economic activity in winemaking. The Oregon Wine Board’s most recent analysis estimated the impact of the local wine industry, including wages in tens of millions of dollars for the state. The continued development of “farm-to-table” producers, horticulturists and nurseries is important, as well, as the area continues to attract and retain professionals, retirees and visitors. Kruse Farms is not just a great asset for local consumers; it is a tremendous gateway for a visitor as they enter the beautiful Melrose area.

Umpqua Community College has put together a program to allow local students, who have benefited from the tremendous 4-H and FFA programs in the county, to pursue a career in agriculture at UCC. In the fall, UCC will be enrolling students in a new Agriculture Business Associate of Science degree program. The program was designed in cooperation with the OSU’s Department, and will allow students to transfer into a four-year Agriculture Business program.

It is exciting to see how many members of our community recognize that agriculture is not just part of our past but a very vital part of our future.

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.



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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. 8

Future Leaders

of the many aspects of Douglas County and a deeper understanding of how our community works directly from our leaders.

The nine-month program not only shares knowledge about our region, but fosters dedication to our community as participants learn about how they can get involved to help create a more vibrant future for Douglas County. Project Leadership Roseburg is a two-year commitment for participants.

During the first year, they attend nine day-long sessions each month from September through May. The full-day workshops range from panel presentations to tours on a variety of subjects and include leadership and teambuilding activities. The subjects include in-depth glimpses at economic drivers such as natural resources, manufacturing tourism, utilities, education, government and health care industry, to name a few. Participants will also select, raise funds and complete a community-benefit project.

After participants “graduate” from Project Leadership Roseburg in May 2016 they will assist chamber staff with facilitation of workshop sessions for a new class of participants starting in September of 2016.

The Roseburg Area Chamber of Commerce is currently accepting applications for the 2015-16 Project Leadership program. Space is limited. Applicants may be either employer or self-sponsored. The cost for the program is \$650 for members of the Roseburg Area Chamber of Commerce. Acceptance is on a first-come, first-approved basis. The 2015-16 Project Leadership participant application is available online at http://www.roseburgareachamber.org/pdf/2015-2016_PL_App_FINAL.pdf.

The applications are due by Friday, August 21, 2015.