



# Business *perspectives*

**October 2015**

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

## **Nominations Open for Chamber's 2016 Awards Banquet**

The Roseburg Area Chamber of Commerce is now accepting nominations for its first citizen recognitions. In addition to honoring a male and female first citizen for long-time contributions to our community, the chamber has added business awards to its annual award and recognition program. All honorees will be announced at the chamber's annual membership meeting and awards banquet on January 21, 2016.

New this year will be Business of the Year recognitions in small, medium and large business categories, chamber volunteer of the year and a business innovation award. These recognitions are available to any business that has been a member of the Roseburg Area Chamber of Commerce for at least two years. Criteria for these awards are listed on the nomination forms on pages 6 and 7.

As most of our members know, first citizens are recognized for their long tenure of volunteerism in our community. First citizens are distinguished by the giving of their time and talents in multiple areas and activities outside their professional vocation. These recognized business and community leaders inspire others with their community-minded dedication. For detailed criteria, please see the first citizen nomination form on page 8.

The deadline for submitting all nomination packets is Tuesday, **November 24, 2015**.

## **Managing Public Lands After Fire at Membership Meeting**

This past summer, our community as well as too many others, experienced a devastating fire season. Since 2004, Communities for Healthy Forest (CHF) has worked with partners across the state and country to change federal administrative rules related to how public lands are managed after a fire or other catastrophic occurrence. The Roseburg Area Chamber of Commerce has

*(continued on next page)*

## **Save this Date!**

**January 21, 2016  
6 to 9 p.m.**

## **RACC's Annual Membership Meeting & Awards Banquet**

Exciting new business recognition awards and restructured evening program. Don't miss the annual premier event honoring the Douglas County business community.

## **Upcoming Events**

**Tuesday, October 13**

**Business After Hours**

5 to 7 p.m.

U S Bank, 619 SE Main Street

**Monday, October 19**

**Communities for Healthy Forests Update Membership Meeting**

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

Community Conference Hall

Douglas County Fairgrounds

*Individual Attendee(s) \$20; Corporate Table (8) \$150; Non-Member Attendee(s) \$30*

Sponsored by:



## 2015 Board of Directors

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### CHAMBER STAFF

**541-672-2648**

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*Membership Development & Relations*

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*Volunteer Coordinator*

Rachael Miller, ext. 24  
*Destination Marketing/Branding Manager*

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*Program & Events Coordinator*

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*Office & Visitor Center Manager*

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**ROSEBURG  
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& Visitors Center

[www.RoseburgAreaChamber.org](http://www.RoseburgAreaChamber.org)

Fax: 541-673-7868

Visitor Center  
541-672-9731  
800-440-9584

## Experts at Economic Forecast

The chamber's Economic Forecast 2016 will explore economic issues from around the state, across the country and other parts of the world that affect Douglas County businesses. The chamber provides this annual program to assist local businesses as they plan for 2016.

A noteworthy slate of presenters will feature experts in their particular field or industry that will forecast what we can expect to see in 2016 and the resulting impacts on local businesses in 2016. This year's program will feature Tom Partin, Jr., president of the Oregon Forest Resource Council; Jason Brandt, president & CEO of the Oregon Restaurant & Lodging Association; and Graham Slater, research division director for the Oregon Employment Department, a regional expert in energy and utilities and a yet to be announced economist.

Economic Forecast 2016 will be held on November 12 at Seven Feathers Casino Resort from 8:15 a.m. to noon. Tickets are on sale now. Cost for Roseburg Area Chamber of Commerce members remains \$35 per attendee. Ticket price for non-RACC members is \$45. Tickets may be purchased online at [www.roseburgareachamber.org/chamber/events.php](http://www.roseburgareachamber.org/chamber/events.php). Reservation deadline is **Friday, November 6**.

An exciting addition to your admission to the Economic Forecast this year is a coupon good for 15% off in any restaurant at Seven Feathers Casino Resort. So stay and relax after the meeting and enjoy their hospitality.

Don't miss this great opportunity to learn about economic trends and projections for 2016.

## Managing Public Lands After Fire

long-supported CHF's efforts to ensure prompt assessment, fuels reduction and restoration of forests on state and federal lands after a fire.

At the October membership meeting, CHF chairman Lee Paterson and executive director Javier Goirigolzarri will bring chamber membership up to speed on the inroads made and plan for work to still be accomplished on the organization's mission.

The chamber's October membership meeting is generously sponsored by **Kruse Farms**. Reservations are required. Cost for chamber members is \$20 for a single ticket and \$150 for a table of eight. For non-RACC members, 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](http://www.roseburgareachamber.org/chamber/events.php). Tickets are not sold at the door. Without an advanced reservation there will be no admittance.

Reservation deadline is **Thursday, October 15, 2015**.



## Welcome New Members

### Applegate Networks

Maranda Peterson  
1276 NE Walnut Street  
Roseburg, OR 97470  
541-680-3394  
maranda.peterson@applegatenet.com  
www.applegatenet.com

#### *Wireless Communication Services*

In business since 2014, Applegate Networks is a one stop shop for cable, internet, and prepaid mobile phones and accessories. Providing customers with Boost Mobile, Dish Network, Direct TV, Charter Spectrum, CenturyLink, Protect America and many more.

### Dave Sabala

*Chamber Associate*

### Smokin' Friday BBQ

Kathy Standridge  
368 NE Garden Valley Blvd.  
522 SE Washington Ave., Ste. 122  
Roseburg, OR 97470  
541-673-4945  
smokinfridaybbq@gmail.com  
www.smokinfridaybbq.com

#### *Restaurants*

In business in Roseburg for six years, we provide fresh, homemade and slow cooked food with daily specials. Service is just as important as the food at our drive-thru or walk-up location. 98% of the menu is gluten free.

## Thank You Reinvesting Members

Brix Grill | Chill | Gather  
Bunnell's Overhead Door, Inc.  
C.H. Bailey House  
Cascade Divide Data Centers  
Coast Professional Services  
Con-Vey  
Douglas Education Service District  
Eugene Airport  
Family Development Center  
Fisher's Hearth & Home  
Garden Valley Insurance  
Garden Valley Liquor Store  
Gene's Brake & Alignment  
Harcourts Integrity Team Real Estate  
HPS Electrical Apparatus  
Murray Services, Inc.  
Northwest Farm Credit Services  
Occasionally Yours Party Rentals, Inc.  
PacificSource Health Plan  
Paul O'Brien Winery  
Rick's Medical Supply, Inc.  
Rodeo Steak House & Grill  
Roseburg Disposal Company  
Slight & Friel, PC, CPA  
Spangler Vineyards  
Ticor Title of Oregon  
UmpquaNut Farm  
United Rental  
Waterscapes Spas & Pools  
Whit-Log, Inc.  
Willamette Dental Group, PC  
YMCA

## 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  
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## Roseburg Area Chamber of Commerce FiveStar Member Club

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**Gordon Wood Insurance & Financial Services, Inc.**

## October Calendar

<b>8</b>	<b>Project Leadership</b> / Natural Resources & Industry Workshop	<b>19</b>	11:30 a.m. <b>Membership Meeting</b> , Douglas County Fairgrounds (see enclosed flyer)
<b>13</b>	7 a.m. <b>Greeter's Committee*</b> , Super 8 Motel Conference Room 5 to 7 p.m. <b>Business After Hours</b> , U S Bank, 619 SE Main Street	<b>22</b>	8 a.m. <b>Chamber 101*</b>
		<b>27</b>	7 a.m. <b>Greeter's Committee*</b> , Super 8 Motel Conference Room

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

### US Bank Hosts Business After Hours

Please join the Roseburg Area Chamber of Commerce and US Bank for Business After Hours on Tuesday evening, October 13 from 5 to 7 p.m. located in downtown Roseburg at 619 SE Main Street. The chamber's business networking event will have delicious hors d'oeuvres such as smoked oysters and pork sliders provided by Smokin' Friday BBQ paired with local wine from Freed Estate Winery.

There is a \$3 cost of admission at the door. Don't forget to bring your business cards to enter for great door prizes, including this month's grand prize, two reserved seat tickets to a U of O basketball game!

### Welcome Project Leadership Roseburg Class

The chamber is proud to announce its Project Leadership Roseburg class of 2015-2016.

This year's class members are: Johanna Blanchard, **Bureau of Land Management**; Tiffany Caisse, **Bureau of Land Management**; Tasha Gill, **Umpqua Bank**; Chris Gray, **Rogue Credit Union**; Cindy Grizzle, **Cow Creek Government Office**; Holly Hill, **Douglas Education Service District**; Crissy Lindsey, **Phoenix School of Roseburg**; Jonda Lorenson, **Lone Rock Resources**; Laurie Meyer, **Rogue Credit Union**; Rachael Miller, **Roseburg Area Chamber of Commerce**; Jason Palmer, **Roseburg Forest Products**; Kelsey Pardon, **Neuner, Davidson & Cooley, LLC**; Sara Ray, **Community Cancer Center**; Amy Rodriguez, **Roseburg High School**; Sylvia Simpson, **VA Roseburg HealthCare System**, Garrett Stembridge, **Douglas Fast Network** and Jorge Valenzuela, Bank of America.

Thank you Project Leadership program sponsors, presenters, facilitators and employers for your support of this business and community-minded program. It is because of all of you that the chamber's Project Leadership program is 27 years strong!

### Meet New Members at Chamber 101

As a member of the Roseburg Area Chamber of Commerce, you are an integral part of the largest business organization in Douglas County. The Roseburg Area Chamber has long served as Douglas County's leader in helping improve the local economy, providing networking opportunities and advocating for business with government.

Your membership comes with many benefits and opportunities. Here is one opportunity to learn how to take advantage of these benefits while meeting and networking with new members.

Thursday, October 22, from 8 to 9 a.m., the chamber will host the final **Chamber 101** for 2015. The event will be held in the chamber's conference room and feature an overview of the chamber's vision and mission, goals, benefits, programs, activities and more. RSVP to 541-672-2648, ext. 23 by **Monday, October 19**.



## Summer Visitors Report

As the summer fades into fall the Roseburg Area Chamber of Commerce gets a first look at this summer's tourism numbers. The initial numbers show that the marketing campaign, planned last fall for 2015, paved the way for strong tourism numbers in Douglas County this summer.

The chamber's advertising, marketing and branding campaign encompasses diverse and varied destination promotions to appeal to a larger audience. The chamber's goal is to increase frequency and length of visitor stays in Roseburg and the Land of Umpqua. Key campaign elements included new broadcast commercials, billboards, national and international magazines, social media expansion and online advertising. The chamber also launched the new VisitRoseburg.com website.

During the three-month summer season, June through August, visitors found their way to the visitor center despite construction. This summer's travel season drew visitors into the visitor center from around the globe, with a 20% increase in international visitors from 2014. Many of the visitors commented about the quality of the center itself.

Although new campaigns take time to adequately measure, we have already started to see results as visitors take interest in Roseburg, particularly online. From June to August, VisitRoseburg.com saw a 36% increase in website visits from last year and a 200% increase in the number of pages viewed. The increase shows this year's marketing efforts are driving potential visitors to the VisitRoseburg website. More importantly, it shows the people visiting the website are genuinely interested in the area and are taking the time to explore the different pages to learn what Roseburg and the Land of Umpqua has to offer.

New marketing strategies and the development of visitor research will ensure positive tourism growth for the future as we present Roseburg and the Land of Umpqua as a premier visitor destination.

## InUmpqua Updates

All of us at the chamber are very proud of our 2016 *InUmpqua* publication and we want to take this opportunity to express our gratitude to many of our members for advertising with us again this year.

The chamber printed a record 16,000 copies of *InUmpqua* and has already distributed 5,000 *InUmpqua* magazines in Douglas County, Southern Oregon and other parts of the state.

Please make note of the following changes/edits:

Correct hours of operation at Wildlife Safari are:

Open seven days a week

March 6 to November 2, 2015 – 9 a.m. to 5 p.m.

November 3 to March 13, 2016 – 10 a.m. to 4 p.m.

Closed Thanksgiving and Christmas

Alison Eggers State Farm Insurance's correct email contact and website is:

alison.egggers.d011@statefarm.com; www.statefarm.com

### Business Member Spotlight

## Architrave Family of Companies

**Brief Business History:** The Architrave Family of Companies was formed in 2013 when the Douglas County Individual Practices Association (DCIPA) and Mercy Medical Center teamed up to form a joint venture to better manage health care in Douglas County by meeting the current and future healthcare needs of the community.

**Business Philosophy:** Architrave will consistently improve the health status of the communities we serve through efficient, effective, high quality, physician driven, integrated care and be the solution of choice for patients, health plans and employers.

**Why Architrave Family of Companies joined the Roseburg Area Chamber of Commerce:** Architrave Family of Companies believes in the health and wellness of the community and we are a big supporter of wellness activities in Douglas County. We feel that our affiliation with the Chamber of Commerce can benefit our recruitment of doctors and other health professionals and, in turn, can help improve the health of the population.

*(Winners are selected each month from a random drawing of chamber members.)* Congratulations to Dan Bain, marketing and communications for Architrave Family of Companies.



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# Business of the Year Nomination Form

## RECOGNIZING BUSINESS EXCELLENCE IN OUR COMMUNITY

Winners will be honored at RACC's annual membership meeting & awards banquet on January 21, 2016

**Small Business**

Chamber member business with 25 FTE employees or less

**Medium Business**

Chamber member business with 26 to 99 FTE employees

**Large Business**

Chamber member business with 100 or more FTE employees

Nominees will demonstrate strategic goals and how they accomplished them. In addition they will show success in company growth including sales, profitability, growth prospects, employment creation and acceptance in the market. They will illustrate their commitment to research and the development of technological advances in the company's industry sector.

Business Name \_\_\_\_\_

Business Address \_\_\_\_\_

Owner/Principal \_\_\_\_\_

E-Mail \_\_\_\_\_ Website \_\_\_\_\_ Phone Number \_\_\_\_\_

Date joined RACC \_\_\_\_\_ Number of years in business \_\_\_\_\_ Number of Employees \_\_\_\_\_

. . . . .

Nominated By (if not self nominated) \_\_\_\_\_ Company Name \_\_\_\_\_

E-Mail \_\_\_\_\_ Phone Number \_\_\_\_\_

**Provide a brief statement below (or on separate sheet) why you nominated this business or are applying for this award:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Criteria:** Businesses that have made a substantial contribution to the community for the last five years or longer, have employees who individually and collectively participate in the community, and the physical presence of the business adds to the economic vitality and livability of our community. Recipient must be a RACC member for at least two years.

(1) Briefly describe the type of product or service this business offers the community. (2) Please describe the success this business has experienced since locating in Roseburg. (3) How is this business involved with the Roseburg Area Chamber of Commerce? (4) How is this business involved in the community? (5) How does this business motivate and retain their employees? **Please attach answers on separate paper. Only fully completed applications will be accepted.**

**Recognition:** Winner will be presented a plaque from the Roseburg Area Chamber of Commerce at the chamber's annual membership meeting & awards banquet in January. The chamber will also announce the selections in a news release and in its *Business Perspectives* newsletter.

**Submit nomination form & a high resolution color logo by 5pm, November 24, 2015 to:**

Roseburg Area Chamber of Commerce  
Attn: Debbie Fromdahl, President & CEO  
P.O. Box 1026, Roseburg, OR 97470  
debbie@roseburgareachamber.org

FAX 541-673-7868 (for more forms, please contact the chamber office)



# Business Innovator Award OR RACC Volunteer of the Year Nomination Form

## RECOGNIZING BUSINESS EXCELLENCE IN OUR COMMUNITY

Winners will be honored at RACC's annual membership meeting & awards banquet on January 21, 2016

### Business Innovator Award

**Criteria:** Roseburg Area Chamber of Commerce member and business person who exceeds the standard for resourcefulness and creativity in the workplace and has significantly improved the operating environment through the development and implementation of an innovative product, process, technology or service within the past five years. Nominee must be a RACC member for at least 2 years (or an employee of the member).

(1) Briefly describe the type of product or service the innovator offers the business community. (2) How has the nominee demonstrated that the use or innovation has been commercialized and is in the marketplace today? (3) How has the innovation contributed to the economic vitality of their business and/or of our business community? **Please attach answers on separate paper. Only fully completed applications will be accepted.**

### Volunteer of the Year

**Criteria:** Roseburg Area Chamber of Commerce member who believes in the role of the chamber both personally and professionally and has volunteered his or her time, talent and energy to the betterment of the Roseburg Area Chamber of Commerce. Has served on a chamber committee, subcommittee, task force and/or board of directors and is recognized as a leader in our business community because of this service. A member who has improved the chamber or business community as a result of his or her volunteer work. Nominee must own or be employed by a chamber member and must be active in the chamber for at least 3 years.

(1) Briefly describe how the nominee has: (1) volunteered with the Roseburg Area Chamber of Commerce (2) through his or her volunteer efforts advanced chamber mission and goals and helped perpetuate growth (3) demonstrated the spirit of service by helping protect and promote Douglas County business through chamber volunteer work. **Please attach answers on separate paper. Only fully completed applications will be accepted.**

Name \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

E-Mail \_\_\_\_\_ Phone Number \_\_\_\_\_

. . . . .

Nominated By (if not self nominated) \_\_\_\_\_ Company Name \_\_\_\_\_

E-Mail \_\_\_\_\_ Phone Number \_\_\_\_\_

**Recognition:** Winner will be presented a plaque from the Roseburg Area Chamber of Commerce at the chamber's annual membership meeting & awards banquet in January. The chamber will also announce the selections in a news release and in its *Business Perspectives* newsletter.

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FAX 541-673-7868 (for more forms, please contact the chamber office)



# 2015 First Citizen - Male or Female Nomination Form

## RECOGNIZING VOLUNTEERISM IN OUR COMMUNITY

Winners will be honored at RACC's annual membership meeting & awards banquet on January 21, 2016

**Criteria:** Outstanding volunteer activity and service over a period of years, continuing to recent years, and in more than one area of community activities. Service or contributions performed outside of the nominee's business, profession or vocation. Possession of a high degree of cooperation in community and civic enterprises. Demonstration of recognizable leadership by inspiration and example in community affairs.

Nominee \_\_\_\_\_

Address \_\_\_\_\_

Occupation \_\_\_\_\_

Number of Years in Current Field \_\_\_\_\_ Other Employment \_\_\_\_\_

High School Attended \_\_\_\_\_

College/University \_\_\_\_\_

Year Graduated and Degrees Earned \_\_\_\_\_

Place of Birth \_\_\_\_\_ Resident of Roseburg Since \_\_\_\_\_

Name & Phone Number of Spouse or Closest Living Relative \_\_\_\_\_

. . . . .

Individual Submitting Nomination \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

**Submission Guidelines:** You may also attach letters of nomination support from others, newspaper or magazine clippings, or other information you believe our selection committee would find useful. Nomination forms and support material will not be returned unless prior arrangement has been made. Nominations should be typed and stapled together, then submitted in a sealed envelope.

Briefly describe the nominee's: (1) years and type of service to the community (2) civic involvement and offices held in service clubs, government commissions or committees, clubs, professional associations, churches, or other community groups (3) examples of leadership qualities and/or cooperative efforts to promote community and civic enterprises (4) other outstanding qualities (5) professional accomplishments. **Please attach answers on separate paper. Only fully completed nominations will be accepted.**

**Recognition:** Winner will be presented a plaque from the Roseburg Area Chamber of Commerce at the chamber's annual membership meeting & awards banquet in January. The chamber will also announce the selections in a news release and in its *Business Perspectives* newsletter.

**Submit nomination form by 5pm, November 24, 2015 to:**  
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