



Business *perspectives*

December 2015

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

Chamber Opposes Crater Lake Wilderness Proposal

This past month the Roseburg Area Chamber of Commerce advised all members of Oregon's congressional delegation of its opposition to Oregon Wild's Crater Lake Wilderness Area proposal. Oregon Wild's proposal is to designate 500,000 acres encompassing Crater Lake National Park and surrounding forest service lands in the Umpqua and Rogue-Siskiyou National forests.

The chamber board of directors opposed the proposal after reviewing information on the proposal and recommendations from both the chamber's government affairs team and executive committee to oppose. The board believes opposing the wilderness area proposal is a clear statement of support of Crater Lake National Park for the continued enjoyment of visitors and citizens.

The board's decision is based on a number of factors including:

- The forest within the proposed area is categorized as high risk for catastrophic fire.
- Much of the area is a high-use recreational area around Diamond Lake and Crater Lake for summer and winter activities, almost all include motorized uses—boats, snowmobiles.
- Much of the surrounding forest service land is roaded and provides recreational and hunting opportunities for citizens who may be physically challenged.

(continued on page 4)

Mission: IsPossible...and Necessary... To Defeat IP28

At its November meeting, based on review of information and the recommendations of the chamber's executive committee and government affairs team, the board of directors voted to oppose a number of initiative petitions targeting the November 2016 ballot. Among these, is Initiative Petition 28 (IP28). If you haven't heard of IP28 yet, you are certainly going to, and not in a good way.

IP28 is an effort by Oregon's public employee unions (let's not confuse this with our public employees), to gather signatures and place on the November ballot a measure that would impose—another—significant gross (yes, gross not net) receipts tax on hundreds of companies doing business in Oregon, including local businesses here in Douglas County.

If passed, IP28 would represent the largest tax increase in Oregon history and make our state one of the worst states in the country to do business. According to the nonpartisan Legislative Revenue Office, IP28 is anticipated to generate \$5.3 billion every biennium, an increase to the state's General Fund budget of nearly 30%.

IP28 will essentially impose a 2½% gross receipts (sales) tax on most corporate sales above \$25 million in the state, in addition to other business taxes. Because the tax is on gross sales and not profits, businesses would be forced to pay the tax whether they make a profit

(continued on next page)

Save the Date!

The Roseburg Area Chamber of Commerce's 62nd annual membership meeting and awards banquet will be held on Thursday, January 21, 2016. Mark your calendars now. Tickets go on sale online on December 31, 2015. This year's theme is MISSION: **IMPOSSIBLE.**

Holiday Closures

Friday, December 25
Roseburg Area Chamber of
Commerce & Visitor Center
Closed



Friday, January 1
Roseburg Area Chamber of
Commerce & Visitor Center
Closed

2015 Board of Directors

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541-672-2648

Debbie Fromdahl, ext. 12
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Angela Brown, ext. 15
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Rachael Miller, ext. 24
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John Provosnick
Program & Events Coordinator

Gail Trimble, ext. 22
Office & Visitor Center Manager

Carol Zech
Information Specialist



Fax: 541-673-7868

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800-440-9584

www.RoseburgAreaChamber.org

Message from President/CEO

Mission: IsPossible... and Necessary

or not. This proposal also unfairly harms hundreds of businesses with high sales and low profit margins such as grocery stores, construction businesses, automobile dealers, restaurants, pharmacies, hardware and other retail stores, a number of industrial/manufacturing companies and many others.

What we will need to explain to our fellow citizens is that this initiative would not only take revenue from businesses. The fact is, most of the revenue would come from the pockets of average citizens. Neither large nor small businesses, especially in rural Douglas County, have the deep pockets to cover increased tax payments to the state of Oregon. A good share of the additional taxes would have to come from the pockets of employees and citizens via increased prices for goods and services, decreased wages and benefits and, unfortunately, job losses.

This is not even taking into account the inevitable loss of Oregon businesses if IP28 is placed on the ballot and passed. Several years ago, chambers and business organizations around the state engaged in a battle against measures 66 and 67. While we won the battle in Douglas County, we lost the war on a statewide basis. Passage of 66 and 67 resulted in diminished revenue for companies, lack of funds for investment in future growth and job losses in rural Oregon where economic recovery from the Great Recession had not yet occurred.

Passage of 66 and 67 also saw businesses and successful entrepreneurs leave Oregon for more business-welcoming states. A number of businesses have already gone on record that if this gross sales tax passes, Oregon will lose even more business; its citizens, private-sector employees, school districts and public services will suffer. If passed, what happens to our economic development efforts? If we, as a state, jeopardize keeping our existing businesses in Oregon, how can we expect to attract new



ones to come here?

In addition to IP28, the Roseburg Area Chamber of Commerce also opposed two other potential initiative petitions:

IP 26 – Personal income tax measure (that would also affect business owners, S-corps, partnerships and LLCs). The tax measure would raise the personal income tax rate to 10.8% for income above \$125,000 and 11% for income above \$250,000.

IP 24 – Personal income tax measure (that would also affect business owners, S-corps, partnerships and LLCs). The tax measure would raise the personal income tax rate to 11.5% for income over \$125,000, 13.5% for income above \$250,000 and 15.5% for income above \$500,000.

If one of these initiatives passes, the individual owners of S-corporations, owners of limited liability companies and partners of partnerships in Oregon would experience a significant increase in their Oregon income taxes to the estimated amount of \$1.25 billion.

The combined proposed tax increases of IP28 and IP26 (or IP24) are 12 times larger than measures 66 and 67. Measures 66 and 67 raised personal income and business/corporate taxes by \$540 million.

We will also be combating attempts to significantly increase Oregon's minimum wage either during next February's legislative session or at the ballot box in November. Oregon private-sector employers and the chambers of commerce that work for them are going to face these battles and more in 2016. I believe our businesses will stand up to the challenge—for economic growth, job growth, economic vibrancy and stability for our community and our state. We have a mission. Together, our mission is possible. . . MISSION: **IS** POSSIBLE.

Thank You Reinvesting Members

Absolute Sound & Music
Bailey Veterinary Clinic
Boys & Girls Club of the Umpqua
Valley
Bureau of Land Management
Cooper's Pest Control
Douglas C.A.R.E.S.
Douglas County Sheriff's Department
Douglas Fast Network
Driver Dentistry
Edward Jones Investments, Pam Speta
Evergreen Family Medicine
FCC Commercial Furniture
Fisher's Flowers & Fine Arts
Norm Gershon
Harvard Avenue Drugs
Jackson Street Mall
Kruse Farms
Makena Beach Tan and Boutique
Marks-Murray, LLC
Nordic Veneer, Inc.
Offices of Vocational Rehabilitation
Services
ORCA Investment Management, LLC
Oregon Tax Specialists, Inc.
Pacific Air Comfort, Inc.
Roseburg Public Schools
Roseburg Urban Sanitary Authority
Sleep Inn & Suites
State Farm Insurance, Alison Eggers
The Steel Outlet, Inc.
Umpqua Bank
Umpqua Indian Development
Corporation
Umpqua National Forest
Weston Eye Center

Welcome New Members

Barrett Business Services, Inc.

Leanne Reynolds
2198 NE Stephens Street, Ste. 100
Roseburg, OR 97470
541-440-3076
leanne.reynolds@bbsihq.com
www.barrettbusiness.com
Employment Services – Staffing
Providing business solutions for companies and organizations including strategic planning, human resource consultation; workers compensation insurance; risk management and mitigation; safety consulting; claims management; payroll processing; employee recruiting and employee staffing.

Roseburg U-Haul Moving & Storage

Donald Bancroft
1182 NE Stephens Street
Roseburg, OR 97470
541-672-6864
donald_bancroft@uhaul.com
www.uhaul.com
Moving & Storage
U-Haul moving and storage of Roseburg is the choice for truck, trailer, cargo van rentals and U-Box containers; offering self-storage, boxes, moving supplies, hitch installations & sales, propane and online reservations. The Roseburg store has been open since 1981.

You Too Could Be a FiveStar Member

On the chamber's website, in the chamber directory, at our annual banquet in January and every month in the chamber newsletter we recognize our "FiveStar Members." You know who they are. Ever wonder what they are? They are members who beyond paying annual dues, supporting the chamber PAC, sponsoring and/or advertising with the chamber, have taken one more step in their dedication to the growth of the chamber and the economic health of our community.

The opportunity to join as a FiveStar member is only offered to members in good standing and at the time of their annual membership renewal. You only have one shot each year to be part of this distinguished group of members. If you're interested in learning more about the benefits expressly reserved for FiveStar Members or want to find out your company's eligibility date, please call Gail Trimble at the Roseburg Area Chamber of Commerce.

Roseburg Area Chamber of Commerce FiveStar Member Club

Community Cancer Center

Oregon Pacific Bank

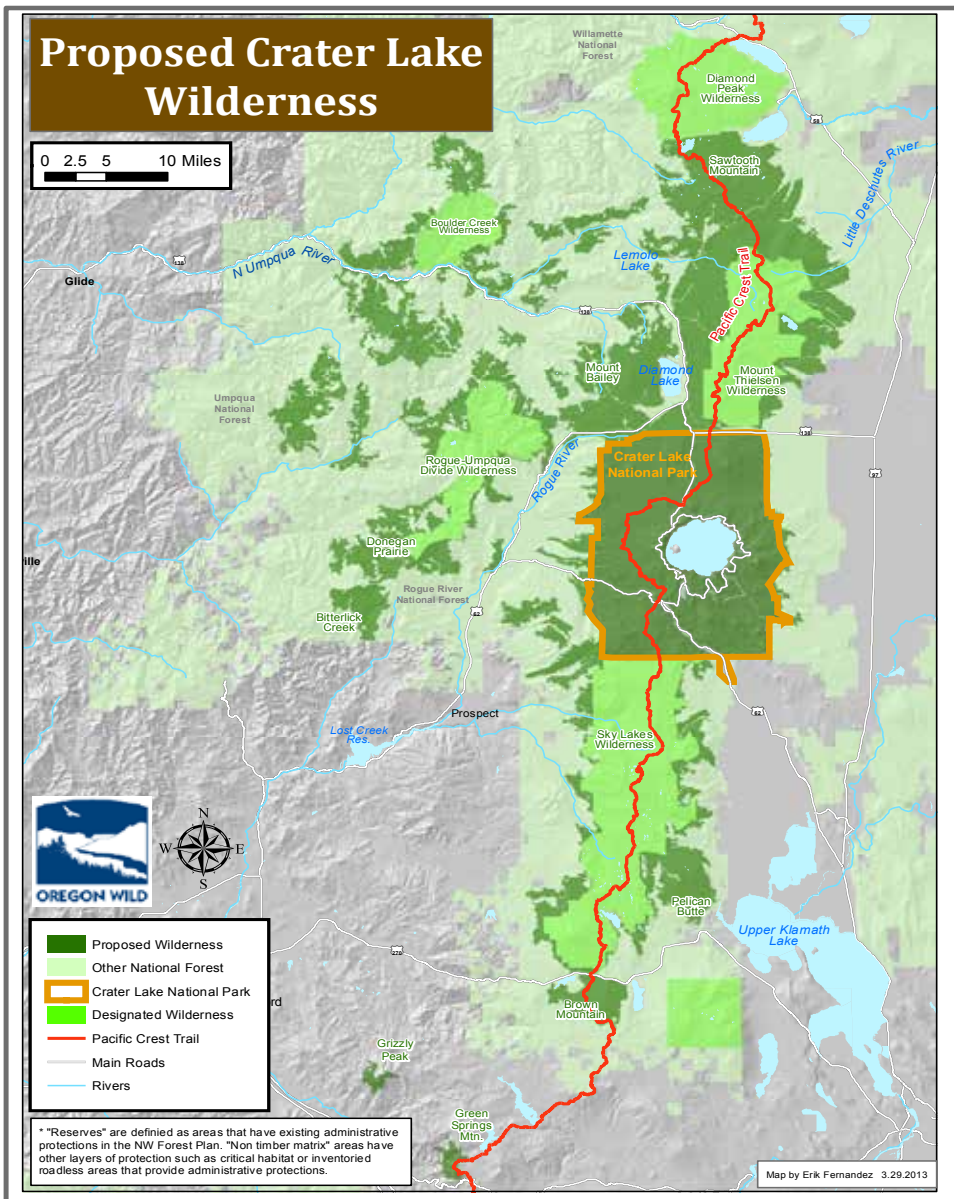
Southern Oregon Credit Service, Inc.

Gordon Wood Insurance & Financial Services, Inc.

Crater Lake Wilderness Proposal

- The Umpqua National Forest has identified 50,000 acres of dead and dying Lodgepole Pine in the middle of the proposed wilderness area and has only been successful at treating less than 20% of that area because of legal challenges by the same environmental activists who are proposing this designation.
- Both the Umpqua and Rogue-Siskiyou National Forests have recently developed restorative vegetation management projects within much of the proposed wilderness areas that would be otherwise prohibited under the wilderness designation.
- Crater Lake National Park has a “let burn” policy and this summer a lightning strike ignited a catastrophic fire that burned 20,000 acres in the northwest corner of the park, most of it during an uncontrolled run in mid-August.
- USFS campgrounds were closed for public safety and owners of summer cabins along Diamond Lake were under an evacuation watch for several days and would have been forced to leave with very short notice if the fire would have crossed the Medford/Crater Lake Highway.
- The U.S. Forest Service would not have attempted to stop the fire on the ground if it crossed Highway 230 because there were no safe evacuation routes for fire fighters or public as the fire approached the Diamond Lake Recreation Area.
- No fire protection exists for structure fires in the area and all of the recreational structures including campground facilities, cabins and lodges would be at risk of destruction by fire.
- The Medford/Grants Pass Air Shed which has been impacted by smoke from recent wildfires and the smoke from a wildfire in the Diamond Lake Basin will flow into the Medford/Grants Pass Air Shed.
- While the proposal would not directly impact Rim Village or the three highways into the area, the rest of the National Park, including the lake & caldera, would be managed as Wilderness with prohibitions on boat tours in the lake, snowmobiles and even mountain bikes on existing trails.
- The National Park is currently able to use motorized vehicles and equipment for their land management activities, including thinning of brush, hazard trees, setting and managing prescribed burns and fighting wildfires like this year’s National Fire. The Wilderness designation would restrict and even eliminate the use of those tools.

It is for these reasons and more that the chamber opposes this Wilderness proposal. We urge our members to contact members of our Congressional delegation and voice your opposition to this proposal. See the map for more detail about the specific areas included in Oregon Wild’s proposal for Crater Lake Wilderness Area.



Chamber Strengthens Business with PAC

Still Time for Tax-Deductible Contribution

The Roseburg Area Chamber Political Action Committee (RACPAC) was formed to support pro-business issues and to oppose those initiatives and ballot measures the chamber believes is harmful to local and statewide business. The RACPAC has also financially supported business-friendly candidates for local and state offices whose endorsements have been approved by the chamber board of directors.

As the chamber gears up to face a number of initiatives and ballot measures in 2016 we know will be harmful to all local businesses and employers, like Initiative Petition 28 (see related story/information under the Message from the President/CEO on page 2), the Roseburg Area Chamber Political Action Committee will be raising funds to fight these job-killing initiatives.

The RACPAC, since its inception has been funded by specific contributions, not chamber dollars. And, our members have contributed generously to the RACPAC over the past seven-and-a-half years both during annual membership renewal and for specific issues.

Individuals, businesses or nonprofit organizations can make PAC contributions at any time. While any gift over \$100 must be reported to the state and donor information will become a matter of public record, Oregon is the only state in the nation that allows a dollar for dollar tax credit (\$50 for single filers and \$100 for joint filers) for PAC contributions.

If you haven't used your \$50 or \$100 yet this calendar year there's still time to make that tax-deductible contribution. So, please consider joining us and encourage your employees and fellow business leaders to do the same. You'll be joining many local businesses and individuals who have said yes to the Roseburg Area Chamber PAC.

The chamber has a long history of political advocacy in support of business. Saying yes to the RACPAC this year will help the chamber as it represents the interests of Douglas County businesses by financially supporting business-friendly candidates, supporting pro-business measures and legislation . . . or opposing anti-business measures and legislation in the future.

If you have any questions about the RACPAC, please give us a call at the Roseburg Area Chamber of Commerce.

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

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December Calendar

- 10** **Project Leadership** / The Role of Government Workshop
- 25** **Merry Christmas!** Roseburg Chamber and Visitor Center Offices Closed
- 31** **Happy New Year!** 2 p.m. Roseburg Chamber and Visitor Center Closed

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



All of us at the Roseburg
Area Chamber of Commerce
wish you and yours a very
Merry Christmas and
a successful 2015!

Couldn't Do It Without You!

The Roseburg Area Chamber would like to thank all of its members for their dedicated support and participation in the chamber. We recognize that this involvement is a choice and all of us at the chamber are truly honored by the faith and confidence our members place in the Roseburg Area Chamber of Commerce.

The chamber would not be able to accomplish the many great things we do each year without the support of our members that donate products and services; sponsor or host programs and events; and, of course, our many members and their employees who generously contribute their time serving on chamber task forces, committees or action teams; giving presentations, facilitating a program or emceeding an event.

And just in case there is any question about the impact our members' involvement has on the success of this organization, we compiled a list of our members and their employees who contributed time, products, services or sponsorship gifts to the various chamber programs and activities in 2015. These generous companies, organizations and individuals are:

Abby's Legendary Pizza	Douglas Timber Operators
Jeff Ackerman, <i>The News Review</i>	Eamon Driscoll, <i>KPIC TV</i>
Manny Anaya, <i>Salud Restaurant & Brewery</i>	Alison Eggers, <i>State Farm Insurance</i>
Ashley Anderson, <i>Roseburg Forest Products</i>	FCC Commercial Furniture
Donna Arnold, <i>Cardinal Services, Inc.</i>	Debbie Fields, <i>Umpqua National Forest</i>
Avista	Allyn Ford, <i>Roseburg Forest Products</i>
Mike Baker, <i>Oregon Department of Transportation</i>	Jim Forrester, <i>Dole, Coalwell, Clark, Mountainspring & Mornarich, PC</i>
Banner Bank	Grant Forsyth, <i>Avista</i>
Bill Bartlett, <i>Roseburg Public Schools</i>	Cameron Frasnely, <i>Douglas Electric Cooperative</i>
Connie Benham, <i>Zonta Club of Roseburg</i>	Mike Gardner, <i>History Makers, Inc.</i>
Johanna Blanchard, <i>Bureau of Land Management</i>	Katrena Garoutte, <i>Umpqua Indian Development Corporation</i>
Debbie Boswell, <i>Mercy Medical Center</i>	Tasha Gill, <i>Umpqua Bank</i>
Bowers Industrial, Inc.	Javier Goirigolzarri, <i>Communities for Healthy Forests</i>
Ron Breyne, <i>Phoenix School of Roseburg</i>	Chris Gray, <i>Rogue Credit Union</i>
Angela Brown, <i>Southern Oregon Credit Service</i>	Lori Grimmitt, <i>Seven Feathers Casino Resort</i>
Janelle Brown, <i>Motel 6 Roseburg</i>	Cindy Grizzle, <i>Cow Creek Government Office</i>
Susan Buell, <i>Umpqua Training & Employment</i>	Tammy Hagedorn, <i>Community Cancer Center</i>
Capt. Jim Burge, <i>Roseburg Police Department</i>	Sheriff John Hanlin, <i>Douglas County Sheriff's Office</i>
Chris Burnett, <i>Lone Rock Timber Management Company</i>	Dr. Scott Hendy, <i>Parkway Animal Hospital</i>
Tiffany Caisse, <i>Bureau of Land Management</i>	Lucero Hernandez, <i>Umpqua National Forest</i>
Cheryl Caplan, <i>Umpqua National Forest</i>	Holly Hill, <i>Douglas Education Service District</i>
Pete Carhart, <i>Knife River Materials</i>	Travis Hill, <i>Seven Feathers Casino Resort</i>
Dan Clark, <i>Dole, Coalwell, Clark, Mountainspring & Mornarich, PC</i>	Michael Hinrichs, <i>Jordan Cove & Pacific Connector</i>
Lance Colley, <i>City of Roseburg</i>	John Hokanson, <i>Hokanson's Bed & Breakfast</i>
Community Cancer Center	Samantha Holtti, <i>West Harvard Furniture</i>
Don Cook, <i>Express Employment Professionals</i>	Dori John, <i>Roseburg Disposal Company</i>
Cow Creek Band of Umpqua Tribe of Indians	Hilda Jones, <i>Umpqua Valley Winegrowers Association</i>
Marilyn Coxon, <i>Altrusa International</i>	Jordan Cove & Pacific Connector
Officer Todd Crouse, <i>Roseburg Police Department</i>	Ciera Keith, <i>Douglas County Fairgrounds</i>
Gary Crowe, <i>FCC Commercial Furniture</i>	Roxanne Kelly, <i>Umpqua Community College</i>
CSO Financial	Scott Kelley, <i>Paul O'Brien Winery</i>
D.A. Davidson & Co.	Diana Knous, <i>Pacific Power</i>
Brian Davis, <i>City of Roseburg</i>	Michelle Kronner, <i>Mercy Medical Center</i>
Todd Davis, <i>Roseburg Forest Products</i>	Jeff Kruse, <i>Oregon State Senate/Kruse Farms</i>
Officer Ryan Dingman, <i>Roseburg Police Department</i>	K-9 Officer Lago, <i>Roseburg Police K-9 Unit</i>
Douglas County Bottling Company	Charles F. Lee, Attorney

Leif Photography
 Gary Lewis, *Gary's Guide Service*
 Crissy Lindsey, *Phoenix School of Roseburg*
 Kathy Linn, *Republican Party of Douglas County*
 Lone Rock Timber Management Company
 Long's Flowers
 Jonda Lorenson, *Lone Rock Timber Management Co.*
 Toby Luther, *Lone Rock Timber Management Co.*
 Melva Mackey, *Northwest Community Credit Union*
 Jeff McEnroe, *Bureau of Land Management*
 Laurie Meyer, *Rogue Credit Union*
 Jess Miller, *Umpqua Community College*
 Rheanna Mosier, *Elwood Staffing*
 Gary Murphy, *Umpqua Bank*
 John Murphy, *Farmers Insurance*
 Neuner, Davidson & Cooley, LLC
 Clint Newell Auto Group
 Mike Nores, *Douglas C.A.R.E.S.*
 Andrew Oltman, *Enterprise Rent A Car*
 Pacific Power
 Alex Palm, *i.e. Engineering, Inc.*
 Jason Palmer, *Roseburg Forest Products*
 Kelsey Pardon, *Neuner, Davidson & Cooley, LLC*
 Brian Pargeter, *Umpqua Insurance Agency*
 Lee Paterson, *Communities for Healthy Forests*
 Doug Paxton, *VA Roseburg Healthcare System*
 Nicole Pettengill, *KPIC TV*
 Susan Piekarski, *Mercy Medical Center*
 Allen Pike, *Windmill Inn of Roseburg*
 Bob Ragon, *Douglas Timber Operators*
 Terhren Randleas, *Goodwill Industries, Southern Oregon*
 Sara Ray, *Community Cancer Center*
 Larry Rich, *City of Roseburg/Roseburg Public Schools*
 Barry Robinson, *AmeriTitle, Inc.*
 Kent Rochester, *Big Wrench Media*
 Amy Rodriguez, *Roseburg High School*
 Rogue Credit Union
 Andrea Romine, *United Community Action Network*
 Michael Rondeau, *Cow Creek Government Office*
 Lieutenant Root, *Douglas County Sheriff's Office*
 Roseburg Disposal Company
 Roseburg Forest Products
 Shaun Ryan, *Inersehen, LLC*
 Tom Ryan, *City of Roseburg*
 Seven Feathers Casino Resort
 Sylvia Simpson, *VA Roseburg Healthcare System*
 Graham Slater, *Oregon Employment Department*
 Slight & Friel, PC, CPA
 Tim Smith, *Brooke Communications*
 Southern Oregon Credit Service, Inc.
 Garrett Stembridge, *Douglas Fast Net*

Jeff Stuckey, *Roseburg Forest Products*
 Charlene Stutes, *Family Development Center*
 Pat Sublette, *Douglas Education Service District*
 Detective Josh Sullivan, *Douglas County Sheriff's Office*
 Terra Firma Foundation Systems
 Ron Thames, *Roseburg Urban Sanitary Authority*
 Trout Wealth Management
 Jason Troxel, *Umpqua Bank*
 Umpqua Bank
 Umpqua Community Health Center
 Umpqua Insurance Agency
 Umpqua Sand & Gravel
 Umpqua Sweets & Treats
 Umpqua Training & Employment
 United Rental
 US Bank
 Jorge Valenzuela
 Cindy VanRiper, *Selectemp Employment Services*
 Dan Van Slyke, *Wildlife Safari*
 John VanWinkle, *City of Roseburg*
 Robin VanWinkle, *Umpqua Community College*
 Steve Vincent, *Avista*
 Todd Way, *Douglas Fast Net*
 Richard L. Wesenberg, Jr., *Douglas County District Attorney's Office*
 Gillian Wesenberg, Jr., *ESD So-Central Early Learning Hub*
 Cynthia Wicks, *Roseburg Public Schools*
 Kat Wise, *Super 8 Motel*
 Deb Young, *Greater Douglas United Way*
 Betsy Yraguen, *KEZI 9*

If by chance we inadvertently missed your name, please accept our sincere apology and our thanks. On behalf of the professional staff at the Roseburg Area Chamber of Commerce, "THANK YOU" for your unyielding support and participation!

Not Too Late to Participate

It is not too late to provide discounts to other members of the chamber and their employees through the Shop Chamber and Save program.

Follow this link <http://www.roseburgareachamber.org/chamber/coupons.php> to the chamber website to see what businesses are offering discounts for 2015 and then determine what discount you would like to offer to members of the chamber in 2016.

Submit your discount of products and/or services by December 19 to be included in the 2016 program. Please call 541-672-2648, ext. 22 for more information on this great chance to increase walk-in traffic to your business.

Business Member Spotlight

Terrain Tamers Chip Hauling, Inc.

Brief Business History: Terrain Tamers is a family owned trucking business incorporated in 1972 by Darrel and Jackie Boyer. Starting out with only a single truck and focusing on superior customer service, Darrel and Jackie expanded the operation into a thriving fleet of approximately 70 trucks and two locations. Our headquarters are located in Dillard, Oregon while our second terminal is in Salem, Oregon. In 2007, their son, Brant Boyer, took over as owner and president of the company, continuing the family tradition.

Marketing Niche: We are a local company based in Dillard, which allows us to give more efficient service to customers.

Business Philosophy: Our philosophy is to provide superior customer service while transporting wood by-products for all the major wood products manufacturers in Oregon and southern Washington. Our dedicated team of drivers, dispatchers, shop mechanics, administrative personnel and managers strives for timely service in the most safe and efficient manner possible.

Industry Trend: The number one problem in trucking is finding qualified and experienced drivers. Nationally the shortage is expected to reach 48,000 by the end of 2015. As a company we not only have to recruit drivers but minimize the turnover of current drivers. At Terrain Tamers we treat our staff and drivers right. We supply great wages and benefits, making our drivers among the most highly compensated in the area.

Why Terrain Tamers Chip Hauling, Inc. joined the Roseburg Area Chamber of Commerce: We believe that being part of the Roseburg Chamber has allowed us to be part of a network that allows us to stay connected and build a stronger community.

(Winners are selected each month from a random drawing of chamber members.)
Congratulations to Christie Wuerst, safety director at Terrain Tamers Chip Hauling, Inc.

Where Are They Now?

In 1987, Richard D. Eisenhauer, superintendent of the Roseburg Public Schools served as chair of the board of directors for the Roseburg Area Chamber of Commerce.

Richard retired in 2006 following a 43-year career in education including 28 years as superintendent. Richard was Roseburg's superintendent from 1983-1993 and left Roseburg to take a superintendent position in Wisconsin followed by Washington and Nebraska. In each community he continued to stay active in community affairs with the chamber, economic development boards, United Way, scouting, etc. Giving back to the community was always important to Richard.

Besides the Roseburg Area Chamber of Commerce 1998 Male First Citizen honor Richard was also named Nebraska Superintendent of the Year, Distinguished Alumni of the College of Education and Human Science of the University of Nebraska as well as the Silver Beaver award from Boy Scouts.



Richard and his wife, Ardith, currently live outside of Marysville, Washington. Their daughter Melissa (RHS graduate) and her family are there; their son Matt's family is in Bellevue and their oldest son Mike lives in Casper, Wyoming.

Richard and Ardith spend a good deal of time travelling utilizing their fifth-wheel camper seeking sunshine in winters interspersed with other trips to other countries. Richard still misses working in schools and with kids, but indicates "as most retirees will tell you, there are more projects and things to do than I can keep up with."



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Strategic Advertising Plans Attract Publicity for Land of Umpqua Attractions

Marketing initiatives implemented by the Roseburg Area Chamber of Commerce continue to attract publicity for attractions in Roseburg and the Land of Umpqua.

The number of articles published about tourism-related activities in the Land of Umpqua have seen an impressive increase this year from previous years and can be attributed to the success of a strategically-designed marketing campaign.

To the basic consumer, our marketing campaign is designed to attract visitors and, that is correct. But there is an alternate agenda at work, too. Set aside the internal number crunching and the compiled demographics coupled with economic statistics, travel trends and visitor surveys that underlie every media plan, and there is a design also meant to attract and inspire journalists, freelance writers and more.

A well-designed advertising campaign can lead journalists to want to write about something they discover or enjoy, particularly if it appeals to their lifestyle.

New advertisements placed in popular publications such as *Wine Enthusiast*, *Sunset* magazine and *Alaska Beyond* Alaska Airlines magazine in 2015 are not only attracting visitors to the Roseburg area but are intriguing other media outlets. By stimulating other media outlets, even those without paid advertising, the chamber is able to reach new markets which draw visitors to Land of Umpqua. It could be a simple paragraph that highlights Roseburg's wine region from the *Chicago Tribune* "Offbeat Grapes Making Their Way in American Vineyards" or a six-page article on fishing spring chinook in the Umpqua River in *Salmon & Steelhead Journal* "Worth the Wait."

As seasons change advertising initiatives shift in focus accordingly. New articles begin to surface relating to attractions featured in newly presented ads. During the peak tourist seasons advertisements for the area cover diverse attractions in the Land of Umpqua and these additional articles are a supplement. A good example of this is a piece published in AAA's *Via Magazine* "Weekender" section, highlighting Roseburg's wineries, waterfalls, migrating salmon, restored roadsters, outdoor attractions and local restaurants.

Articles such as these continue through the year as advertising outlets target different attractions. Advertising changes the dimensions of the articles it encourages—from fishing to wine and everything in between.

Some Happening's in December

- 4-6 Christmas Craft Fair, Douglas County Fairgrounds
- 6 UCC Chamber Choir & Roseburg Concert Chorale
- 7-16 A Charlie Brown Christmas, Betty Long Unruh Theatre
- 7 Umpqua Singers & Bighorn Jazz Band, UCC Centerstage Theatre



- 19-20 Wildlights & Safari Nights, 26-27 Wildlife Safari
- 20 John Doan Victorian Christmas, Umpqua Symphony Association





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