



# Business *perspectives*

**June 2016**

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

## Calling All Future Business Leaders

### RACC Now Accepting Project Leadership Roseburg Applications

The Roseburg Area Chamber of Commerce is now accepting applications for **2016-17 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 Project Leadership which begins its 28th year in September. The chamber has graduated 550 individuals from this distinguished professional development program.

Not your typical leadership program, Project Leadership Roseburg provides participants with a comprehensive awareness 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 is a two-year commitment for participants.



During the first year, participants attend a day-long session 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, education and health care industry, to name a few. Participants will also select, raise funds and complete a small community-benefit project.

After participants "graduate" from Project Leadership Roseburg in May they will support chamber staff with facilitation of a workshop session for a new class of participants, thus fulfilling their second-year commitment to the program.

*(continued on page 5)*

## Upcoming Events

**Tuesday, June 14**  
**Business After Hours**  
**Seven Feathers Casino Resort**  
146 Chief Miwaleta Lane, Canyonville  
5 to 7 p.m.

## Come Play and Connect at Business After Hours

Join the Roseburg Area Chamber of Commerce and **Seven Feathers Casino Resort** for Business After Hours on Tuesday, June 14 from 5 to 7 p.m.

Enter through the main hotel entrance and follow the signs to meet up with friends and fellow business associates. The evening's events will include tours of the K-Bar Steak House, Seven Feathers Trolley, Seven Feathers Hotel guest rooms and the Steelhead Lounge.

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 package of a one-night stay at Seven Feathers, paired with a \$100 River Rock Spa credit and \$75 dining credit.

*(continued on page 6)*

## Reminder

Membership Meetings go dark June through August

Membership Meetings resume on September 19

## 2016 Board of Directors

### EXECUTIVE OFFICERS

#### **Chair**

Kent Rochester, *Big Wrench Media*

#### **Vice Chair**

Angela Brown, *Southern Oregon Credit*

#### **Treasurer**

Rheanna Mosier, *Elwood Staffing*

#### **Secretary**

Debbie Fromdahl, *President & CEO*

#### **Past Chair**

Dori John, *Roseburg Disposal Company*

### DIRECTORS

Pete Carhart, *Knife River Materials*

Diana Knous, *Pacific Power*

Toby Luther, *Lone Rock Timber Company*

Gary Murphy, *Umpqua Bank*

John Murphy, *Farmers Insurance*

Allen Pike, *Windmill Inn of Roseburg*

Barry Robinson, *AmeriTitle, Inc.*

Jeff Stuckey, *Roseburg Forest Products*

### CHAMBER STAFF

**541-672-2648**

Debbie Fromdahl, ext. 12  
*President & CEO*

Patty Conlan, ext. 17  
*Executive Assistant*

Mauricia Case, ext. 15  
*Administrative Assistant*

Wanda Goodell, ext. 14  
*Volunteer Coordinator*

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

John Provosnick, ext. 30  
*Program Coordinator*

Gail Trimble, ext. 22  
*Office & Visitor Center Manager*

Carol Zech  
*Information Specialist*



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

## Message From the President / CEO

### More Challenges for Business

by Debbie Fromdahl, *President / CEO*



Just when you thought it couldn't get any more challenging to grow private sector jobs and business, it happens. On May 18, the U.S. Department of Labor unveiled new overtime regulation. The following is an overview of the new regulation.

- The salary threshold will be increased to \$47,476 annually (\$913/week)—an increase of slightly more than 100% from the current threshold of \$23,660 annually (\$455/week). The originally proposed level was \$50,440 annually (\$970/week).
- There will be no changes to the duties test. The DOL had indicated it was considering adding a quantification component similar to California's that would have required employers to show an employee was performing exempt duties a certain percentage of time to qualify under the specific exemption.
- The salary threshold will be updated every three years and tied to the 40th percentile of full time salaried workers in the lowest wage region of the country (currently the Southeast). The original proposal had the automatic updates happening annually but was unclear on the methodology for the updates.
- Employers will have until December 1, 2016 to come into compliance with the new requirement—a period of about 200 days. The proposal did not include an implementation period but there were suggestions it could be as short as 60 days.
- No indication about how commissions/bonuses/incentive based pay will be treated. The DOL sought comments on whether to give a 10% credit for these types of compensation.

The Roseburg Area Chamber joined 400 chambers and business organizations nationwide advocating with and in support of the U.S. Chamber's push for a much lower salary threshold, no changes to the duties test, an implementation period no less than 6 months and no automatic annual updates. While the chamber remains disappointed in the excessively high salary threshold, the changes made since the proposed regulation reflect points and arguments made by the U.S. Chamber of Commerce in its comments, testimony and meetings with the administration.

In anticipation of the overtime rule, federal legislators introduced bills in both chambers to limit the damage. The Protecting Workplace Advancement and Opportunity Act (S. 2707 and H.R. 4773) would keep the regulation from taking effect and require the Department of Labor (DOL) to perform a better analysis on the impact changes to the overtime threshold will have on small businesses, nonprofits, regional economies, and local governments, in any succeeding proposed rule.

The Roseburg Area Chamber asked members of our state's federal delegation to support this legislation, indicating this new rule will not boost employees' income, but instead will force employers to reduce employees' salaries, flexibility, benefits and growth opportunities.

The Roseburg Area Chamber will continue to keep our members updated with any new information about the new overtime regulations as soon as they become available.

## Knous Added to Chamber Board Leadership

The Roseburg Area Chamber of Commerce is pleased to announce the appointment of Diana Knous to the chamber board of directors, filling a board vacancy. Diana's term on the board began in May and runs through December 31, 2018.

Knous is the regional business manager with **Pacific Power**, a position she has held since 2015. Prior to that, Diana was Pacific Power's local corporate account manager. She has been with the company since 2001.

Diana has been a member of the chamber for nearly 30 years and active in the Roseburg Area Chamber for more than 15 years. She is a 2003 graduate of the chamber's Project Leadership program and serves on the chamber's government affairs team.

Diana is looking forward to serving on the chamber board, supporting and advocating for our local businesses and working toward economic growth and sustainability. Everyone at the chamber is looking forward to working with Diana in her new leadership role on the board. Welcome, Diana Knous.



### Roseburg Area Chamber of Commerce FiveStar Member Club



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Oregon Pacific Bank

Southern Oregon Credit Service, Inc.



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Lamar Outdoor Advertising  
Lone Rock Timber Management Company  
Loon Lake Lodge & RV Resort

Misty Oaks Vineyard  
Northwest Community Credit Union  
Northwest Compounding Pharmacy  
Overhead Door Company of Roseburg  
Phoenix School of Roseburg  
Rogue Credit Union  
Roseburg Cinemas  
Robin Sabala Johnson  
Sherm's Thunderbird #4  
Sherwin Williams Paint Store  
Swanson Group, Inc.  
Travelodge  
Two-Shy Brewing  
Valley Tanning  
The Venue Suites  
Victory Builders, Inc.  
Workmates

## Business Leaders

The Roseburg Area Chamber of Commerce is currently accepting applications for the 2016-17 Project Leadership program. Space is limited. Applicants may be either employer or self-sponsored. The cost for the program remains \$650 for members of the Roseburg Area Chamber and \$850 for non-members. Roseburg Area Chamber members will be given priority. Acceptance is on a first-come, first-approved basis. The 2016-17 Project Leadership Roseburg application is available online at [http://roseburgareachamber.org/pdf/2016-2017\\_PL\\_App\\_FINAL.pdf](http://roseburgareachamber.org/pdf/2016-2017_PL_App_FINAL.pdf). The application submittal deadline is Friday, **August 12, 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.



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

*Business Perspectives*  
Vol. 32 No. 6

## Save the Dates for Fall & Winter Programs

September 8, 2016 Project Leadership Roseburg Begins

September 13, 2016 Business After Hours

September 19, 2016 Membership Meeting

October 11, 2016 Business After Hours

October 17, 2016 Membership Meeting

November 8, 2016 Business After Hours

November 10, 2016 Economic Forecast 2017

November 21, 2016 Membership Meeting



## chamber Leadership Class Builds Pride and Spirit

The Roseburg Area Chamber of Commerce Project Leadership class celebrated the completion of their community-benefit project this past spring. The class collaborated with South Umpqua High School to help kick off their 50th anniversary. The project included a bold new paint job that can be seen from the I-5 corridor to instill school pride and new cement slabs and benches created a seating area for nurturing future friendships.

This year's Project Leadership class delivered a project that will serve students and staff at South Umpqua High School for years to come.

## Play and Connect

Seven Feathers will be providing pick-up shuttle service from Roseburg High School at 400 W. Harvard Avenue to the event at 4:30 p.m. and 5 p.m., and will provide drop-off shuttle service leaving Seven Feathers at 7 p.m. and 7:15 p.m. Or, take your own vehicle to Seven Feathers at 146 Chief Miwaleta Lane in Canyonville and stay after Business After Hours to enjoy dinner and/or a little gaming fun.



## June Calendar

- 14** 8 a.m. **Greeter's Committee\***, Super 8 Conference Room  
5 to 7 p.m. **Business After Hours**, Seven Feathers Casino Resort,  
146 Chief Miwaleta Lane, Canyonville

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

## Congratulations to the Chamber's 2016 Project Leadership Graduates!



**Front Row:** Holly Hill, Sara Ray, Sylvia Simpson, Amy Rodriguez, Cindy Grizzle  
**Back Row:** Crissy Lindsey, Rachael Miller, Tiffany Cassie, Jorge Valenzuela, Kelsey Pardon, Johanna Blanchard  
**Not Pictured:** Tasha Gill, Garrett Stembridge, Jason Palmer

The Roseburg Area Chamber of Commerce proudly graduated its 2015-2016 Project Leadership class at its May membership meeting. Members of the class are: Johanna Blanchard, **Bureau of Land Management**; Tiffany Caisse, **Bureau of Land Management**; Tasha Gill; Cindy Grizzle, **Cow Creek Government Office**; Holly Hill, **Douglas Education Service District**; Crissy Lindsey, **Phoenix School of Roseburg**; Rachael Miller, **Roseburg Area Chamber of Commerce**; Jason Palmer, **Roseburg Forest Products**; Kelsey Pardon, Neuner, **Davidson, Cooley & Rapp LLC**; Sara Ray, **Community Cancer Center**; Amy Rodriguez, **Roseburg High School**; Sylvia Simpson, VA Roseburg Healthcare System; Garrett Stembridge, **Douglas Fast Net** and Jorge Valenzuela, **Bank of the Cascades**. Congratulations to all the participants!

## Marketing Campaign Attracts Visitors

The Roseburg Area Chamber of Commerce has expanded its Portland television broadcast marketing efforts for its 2016 summer campaign. Driven by the success of the campaign implemented in 2014, the expanded promotions are putting Roseburg in front of Portland's television viewers --one of the top tourism markets.

The campaign launched in mid-May with a "weekend getaway for two to Roseburg" giveaway package. The prize package included two-nights lodging, dining, Wildlife Safari tour and animal encounter and four winery tastings. The promotional launch doubled the number of visitors to VisitRoseburg.com on the first day.

Commercials air in the Portland-Metro area throughout the summer and early fall, showcasing attractions in the Land of Umpqua and are designed to peak viewer interest in our area.

Marketing initiatives like the commercial campaign are designed to attract visitors and grow tourism. However, they are also attracting the eye of media writers and increasing the number of articles and editorials about the Roseburg area.

The most recent example is two articles in back-to-back issues of Alaska Airlines *Beyond* magazine highlighting two local wineries -- Hillcrest Winery & Distillery in April (Horizon Air Edition) and Brandborg Vineyard & Winery in May (Alaska Air Edition). Exclusively a result of the chambers advertising relationship with Alaska Airlines, articles such as these peak the attention of some 2.2 million travelers who read the inflight magazine.

## Business Member Spotlight

### Rogue Credit Union

**Brief Business History:** Rogue Credit Union was founded by 10 teachers who knew that together, they were stronger. In an elementary school cafeteria in 1956, they formed Jackson County Teacher's Federal Credit Union, now Rogue Credit Union. Rogue Credit Union has grown to 17 branches across Southern Oregon, including our newest branch in Roseburg on NE Stephens Street.

**Marketing Niche:** Rogue Credit Union is a not-for-profit financial cooperative, serving over 100,000 members across Southern Oregon. Rogue offers full-service financial products, from our Money Mammals children's accounts to checking accounts, mortgages and investment services.

**Business Philosophy:** At Rogue, we're more than an auto loan or a checking account. We're committed to serving Southern Oregon through the products we offer, the service we provide to our members, and the ways in which we support our local communities. Part of the cooperative difference is that every member is an owner, and we exist to serve the needs of our loyal member-owners. We're excited to serve the Roseburg community.

**Why Rogue Credit Union joined the Roseburg Area Chamber of Commerce:** At Rogue, we're committed to living local and experiencing all that Southern Oregon has to offer. We're excited to become actively involved in the Roseburg community, and the Chamber of Commerce is a great place to start.

*(Winners are selected each month from a random drawing of chamber members.)*  
Congratulations to Brett Moyer, branch manager of Rogue Credit Union.



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