



Business *perspectives*

August 2016

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

Project Leadership Application Due for Future Leaders

The Roseburg Area Chamber of Commerce is accepting applications for its 2016-2017 Project Leadership Roseburg program. If you or an employee is a future Douglas County business leader, then Project Leadership is for you. Project Leadership Roseburg begins its 28th year on September 8.

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 fosters dedication to our community as participants learn 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 subjects include in-depth glimpses at economic drivers such as natural resources, manufacturing, tourism, education and health care industry. Participants will also select, raise funds and complete a small community-benefit project. After participants “graduate,” they will support chamber staff’s facilitation of a workshop session for the following class participants, fulfilling their second-year commitment to the program.

Applicants may be either employer or self-sponsored and space is limited. 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 application is available online at http://www.roseburgareachamber.org/pdf/2016-2017_PL_App_FINAL.pdf. The application submittal deadline is **Friday, August 12, 2016**.



Mark Your Calendar

September 13
Business After Hours

September 19
Membership Meeting

October 11
Business After Hours

October 17
Membership Meeting

November 8
Business After Hours

November 10
Economic Forecast 2017

November 21
Membership Meeting

Community Project Application Available

The Roseburg Area Chamber of Commerce is seeking community-benefit project applications for its 2016-17 Project Leadership program. The application process is open to any private or public not-for-profit organization that provides service or support to residents of Roseburg and/or Douglas County. The service project should promote the active involvement of Project Leadership class members in planning, fundraising, project completion and must

(continued on page 5)

Upcoming Events

August 12

Project Leadership Roseburg Applications Due

August 19

Project Leadership Community Benefit Project Applications Due

2016 Board of Directors

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541-672-2648

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Carol Zech
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Fax: 541-673-7868

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

www.RoseburgAreaChamber.org

Make Your Dollars S T E T C H With Chamber Member Discounts

As a qualifying member of the Roseburg Area Chamber of Commerce you have the opportunity to be a part of the **Shop Chamber and Save Program!**

You can also increase walk-in traffic to your business by offering a discount through the Shop Chamber and Save Program. See page 6 of this newsletter for a list of participating chamber members and their offers or visit our website at <http://www.roseburgareachamber.org/chamber/coupons.php>.

Having a Grand Opening/Ribbon Cutting?

During July the Roseburg Area Chamber of Commerce participated in two ribbon cutting ceremonies for our members.

If you are planning a ribbon cutting or know of a chamber member that is planning a ribbon cutting, please contact us at 541-672-2648, ext. 22. The RACC has put together a great brochure on the best time of day to plan your event, people to contact and further ideas on how to promote your event.

Pictured top: *Shane Kalar, Executive Director at Sunrise Enterprises at their new location, 2331 NE Stephens.*

Bottom: *Roseburg City Council President Tom Ryan cuts the ribbon along with dignitaries at Coastal Farm & Ranch's new location, 782 NE Garden Valley.*



Thank You Reinvesting Members

Applegate Place
Ashley Manor
Banner Bank
Big Wrench Media
Cardinal Services, Inc.
Coastal Farm & Ranch
Cooper Ridge Vineyard
CSO Financial
Diamond Lake Resort
Douglas County Bottling Co.
Douglas Timber Operators
Dutch Bros. Coffee
Eastern Oregon University,
Regional Center
Goodwill Industries, Southern Oregon
Howard Johnson Express Inn
In-Print/Photo Frogg
K L S R-TV FOX / K E V U-TV
Charles F. Lee, PC
Thomas Leech, OD PC
The News-Review
Olsson Industrial Electric Inc.
Oregon Department of Transportation
Oregon Serigraphics
Quality Glass Care Window Cleaning
& Janitorial
Alanson Randol, DDS
Rising River RV Park
Roseburg Forest Products
Seven Feathers Casino Resort
Spring Hill Press, LLC
Stanley Security Solutions
Tinker's Pump Service, Inc.
Umpqua Homes for the Handicapped
Umpqua Training & Employment
Umpqua Valley Fire
United Community Action Network
Wilson's Chapel of the Roses

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 541-672-2648, ext. 23.

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.

Got News?

In June, **Geneva Academy** received K-12 accreditation by AdvancED, the organization that accredits most public and private schools in Oregon. This will make it easier for students to transfer high school credit and it will eliminate some extra steps in college admissions. Geneva Academy also graduated their first class of seniors in June.

Two local non-profits announce leadership for the 2016-17 fiscal year. The **Greater Douglas United Way** revealed the following as their incoming board of directors: Shaun Ryan, president; David Littlejohn, president-elect; Graham Hebisen, vice president and Cheryl Martin, treasurer.

The **Zonta Club of Roseburg** announces their following leadership: Roxanne Kelly, president; Rosa Mohlsick, president-elect; Shon Garrison, secretary; Gail Trimble, treasurer and Alison Eggers and Carolyn Kemp, directors.



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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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Booked Hotels Confirm Growing Interest in Roseburg and the Land of Umpqua

Local hotels were booked in May and June, and not just on Friday and Saturday nights. Local hoteliers started seeing hotel rooms sell out on Mondays and Tuesdays; something, they say, happened a lot earlier this year than in past years. Comments from visiting guests to hotel staff combined with the growth of local transient lodging tax (TLT) dollars collected, confirms the effectiveness of the chamber's marketing and advertising campaign.

We talk to hotel managers and front-desk staff on a regular basis to learn what they hear from guests. We're interested in the nature of their visits and what they are planning to do while in Roseburg. This information provides insight that is used alongside our data sources to craft future campaigns to continue growth of visitor attractions.

Promotional efforts by the chamber are reflected in the continued growth of transient lodging tax dollars collected. The growth in hotel revenue from the June Travel Oregon Lodging Report shows a year-to-date increase of 8.4% for Douglas County; the national average was 4.7%. Because of those efforts, the chamber is able to expand promotional efforts further to increase visitor awareness and grow as a tourism destination in the Roseburg area.

Constructing a campaign for the entire year isn't a one-time event. It's an ongoing process. In 2016-2017, our campaign is expanding in the Fall, Winter and Spring. Although the chamber commits marketing funds nine to ten months in advance of each campaign, there is much left to do to ensure a successful campaign. The chamber continuously tracks the performance of each advertising campaign while simultaneously collecting a multitude of information from user trends and specific interest on the VisitRoseburg website, to the location and type of promotional brochures distributed across the state and country. All of this information is compiled and analyzed to target and re-target specific audiences, ensuring visitors know how much Roseburg and the Land of Umpqua has to offer.

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Community Project

involve collaboration with the partnering non-profit organization.

The project must enhance the quality of life for residents. Criteria requires the project must be able to be completed during the class year that runs from September to May and provide recognition for the Roseburg Area Chamber of Commerce and its Project Leadership program. Fundraising expectations for the project will not exceed \$10,000, which include monetary and in-kind contributions.

The application is available at http://www.roseburgareachamber.org/pdf/2016-2017_PL_CommunityBenefitProject_App.pdf. The deadline for submitting a completed application to the chamber is **5 p.m., Friday, August 19, 2016.**

Event Dates Needed For Fall/Winer Calendar

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

The semi-annual Calendar of Visitor Events brochure for October 2016 thru March 2017 will be going to print soon. The brochure is distributed to area motels, attractions and winery tasting rooms throughout Roseburg and the Land of Umpqua. Event details will also be posted to the online calendar of events on the Visit Roseburg website.

Event coordinators need to submit information to the chamber by Thursday, September 1 for 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.

Send Us Your News

Has your business changed location or contact information? Expanded? Received recognition or awards?



Has your business added new staff? Have employees that received recognition, awards or specialized training?

These are newsworthy items for the chamber's *Business Perspective* **Got News?** an opportunity for you to share your news with chamber members for FREE!

You can find the Got News? form at www.roseburgareachamber.org or email your information to gait@roseburgareachamber.org.

The Roseburg Area Chamber of Commerce reserves the right to edit, verify, determine timeliness and publish on a space available basis.



Business Member Spotlight

AHM Brands

Brief Business History: AHM Brands was founded in 2004 by Roseburg resident Derek Adams. AHM has grown to more than 20 employs working in its Eugene headquarters and a satellite office in Bend. In February, AHM merged with Roseburg-based BBG Marketing and in August the agency will open a third office at 603 SE Jackson in downtown Roseburg

Marketing Niche: AHM is a full-service brand development and creative firm that offers project-based or turnkey solutions to a diverse range of clients of all size. The AHM footprint spans the entire West Coast, from the Canadian border to Bakersfield, CA and reaches as far east as Norwalk, CT. AHM's client roster now includes Coastal Farm and Ranch, University of Oregon, Washington State University, Nike, TrackTownUSA, Adapt, City of Roseburg (www.theumpqualife.com), City of Eugene, Samaritan Health Systems and Hop Valley Brewing.

Business Philosophy: A solid brand strategy is the foundation of effective communication. AHM employs a proven brand-development process that defines and prioritizes target audiences, determines key differentiating characteristics about each client and then translates these findings into unique marketing communications that set our clients apart from their competition.

Why AHM Brands joined the Roseburg Area Chamber of Commerce: We joined the chamber to continue the tradition of support started in Roseburg 19 years ago by BBG Marketing and because we share the Chamber's vision of helping local businesses grow and prosper.

(Winners are selected each month from a random drawing of chamber members.)
Congratulations to Dick Baltus of AHM Brands.

Shop CHAMBER and SAVE!

Show your Roseburg Area Chamber Discount Card at these participating members!

Discounts good thru December 31, 2016

Absolute Sound & Music

2210 NW Stewart Parkway
25% off on video transfers

Bailey Veterinary Clinic

248 NW Garden Valley
10% off all flea & tick products

Barco Supply of Roseburg

4024 E. Douglas Avenue
541-672-8251
10% off total purchase

Express Employment Professionals

541-673-3332

"Your Only Locally Owned Staffing Company" Four free hours on any placement

Hanson Jewelers

709 SE Jackson
10% off regular retail price
(Except Pandora)

Holiday Inn Express

541-673-7517

10% off of best available rate

Joe's Towing & Recovery

541-672-4388

15% off retail towing services

Knudtson's Jewelers

535 NE Stephens St.
10% off regular retail price
(except consignments)

Leif Photography

516 SE Jackson

20% discount for chamber members

Long's Flowers

864 NW Garden Valley
541-673-0929
10% off any purchase
(Excluding wire orders)

Makena Beach Tan and Boutique

940 NW Garden Valley, Ste. 102
One free Level 1/Level 2 tan for new clients. \$5 off Mystic Tan session
(Can't be used with any other discount or coupons)

North Umpqua Outfitters /

Swiftwater Park Guesthouse

541-496-3333

10% off lodging or whitewater rafting

Northwest Lifestyles

"Styles That Fit Your Life"
445 SE Jackson

10% off all regular price clothing, shoes & accessories
(Some restrictions apply)

Occasionally Yours Party Rental

405 SE Rose Street

541-680-0903

10% off rentals, excluding linens

Oregon Tool & Supply

276 SE Stephens

10% off regular priced merchandise
(Excludes services & special orders)

Overhead Door Company

of Roseburg

541-673-4802

5% off window covering purchases

Pacific Air Comfort, Inc.

1440 NE Dee, 541-672-9510
15% off standard service price for repairs on heating and cooling equipment

Party Time Rentals

563 SE Jackson

10% off any regular priced merchandise

Alanson Randol, DDS

1100 NW Garden Valley

Free new patient exam and x-rays at your first appointment

Umpqua Sweets & Treats

1157 NE Stephens St., Ste. 4

10% discount to chamber members.
Free samples to everyone!

Umpqua Valley Fire Services

541-229-0911

10% off all sales & services; 15% off all sales & services for chamber members joining in 2016

Wildlife Safari

541-679-6761

Buy one drive-thru ticket and get one free - 20% discount in gift shop & cafe
(Not valid with other offers)

Wintergreen Nursery,

Landscaping & Florist

8580 Old Highway 99S, Winston

10% off regular priced merchandise

If your company would like to participate in this program and have more "chamber member" customers, email gailt@roseburgareachamber.org or call 541-672-2648, ext. 22.