



# Business *perspectives*

October 2009

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

## Benefits to Business Through Tourism

The Roseburg Area Chamber of Commerce welcomes Kari Westlund, President and CEO of Travel Lane County and current president of the Oregon Tourism Commission, as speaker for the October 19 membership meeting. Tourism is a multi-billion dollar industry in our country. Come learn about the benefits and relationships tourism has with chamber businesses and the business community overall.

The October 19 luncheon is sponsored by **Wildlife Safari**. The 11:30 a.m. meeting will be held at the Douglas County Fairgrounds. Reservations for the membership meeting are required. The cost of the program is \$15 for members, \$110 for a table of eight and \$20 for non-members. A buffet lunch is included. You may register online at [www.roseburgareachamber.org/chamber/events.php](http://www.roseburgareachamber.org/chamber/events.php) or call 672-2648, ext. 22. Reservations must be received by October 15.



## Chamber Members Elect Seven to Board

The membership of the Roseburg Area Chamber recently elected seven members to serve a three-year term on the board of directors from January 1, 2010 through December 31, 2012. Those elected are Debi Ashley, **Wells Fargo Home Mortgage**; Gary Crowe, **FCC Commercial Furniture**; Norm Gershon, **Umpqua Training and Employment**; Gary Lewis, **Gary's Guide Service**; Harold Sheeran, **Avista Utilities**; Karen Volk, **Karen Volk Realty** and Todd Way, **Douglas Fast Network**. The newly-elected directors are officially welcomed by the membership at the First Citizens Banquet and annual meeting on January 21, 2010.

## Economic Forecast on Tap

The chamber will present the 2010 Business Outlook Forum next month on Thursday, November 12 in the Whipple Fine Arts Building at Umpqua Community College. The Business Outlook Forum forecasts upcoming economic trends. Local businesses can apply this information in their strategic planning for the new year and beyond.

Featured speakers include Secretary of State, Kate Brown; Tom Potiowsky, Oregon state economist; Graham Slater, Economic Analyst from the WorkSource Oregon Employment Department; Jim Gamble, president of the Oregon Home Builders Association; and Mark Henderson, Director

*(continued on page 6)*

## Welcome New Project Leadership Class!

The chamber is proud to announce the Project Leadership Class of 2010. This year's class members are Linda Boice, **WorkSource Douglas Employment Department**; Janelle Brown, **Roseburg Motel 6, LLC**; Rudy Butler, **Knife River Materials**; David Campos, **Neuner, Davidson & Cooley, LLC**; Stacy Dompier, **Cow Creek Band of Umpqua Tribe of Indians**; Sherri Edwards, **Express Employment Professionals**; Scott Elefritz, **Umpqua National Forest**; Ryan Forsloff, **Avista Utilities**; Patrice Glasscock, **G. Stiles Realty**; Chris Guastaferrero, **Area Health Education Center**; Linda Hall, **United Community Action Network**; Teri Hansen,

*(continued on page 5)*

## Upcoming Events

**Tuesday, October 13**

**Business After Hours**

5 to 7 p.m.

Shaw Heart & Vascular Center at Mercy Medical Center

**Monday, October 19**

**Membership Meeting**

**How Tourism Benefits Business**

Kari Westlund, President & CEO, Travel Lane County

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

Community Conference Hall

Douglas County Fairgrounds

Sponsored by:



*Individual Attendee(s) \$15; Corporate Table (8) \$110; Non-Member Attendee(s) \$20*

## 2009 Board of Directors

### EXECUTIVE OFFICERS

#### **President**

Chris Burnett, *Steve Tuchscherer, CPA, PC*

#### **Vice President**

Mike Hansen, *Douglas County Fire Dist. #2*

#### **Secretary**

Debbie Fromdahl, *Executive Director*

#### **Treasurer**

Norm Gershon, *UT & E*

#### **Past President**

Dell Gray, *Roseburg Clinic, PC*

### DIRECTORS

Dick Baltus, *bbg Marketing*

Syndi Beavers, *Henry Estate Winery*

Julie Bell, *Fred Meyer*

Neal Brown, *Umpqua Bank*

Dan Clark, *Dole, Coalwell, Clark, et.al.*

Bob Desrochers, *Roseburg Forest Products*

Chris Doan, *Knife River Materials*

Dennis Eberhardt, *ImageStream Productions*

Dan Endicott, *Good Vibrations*

Greg Henderson, *Oregon Pacific Bank*

Gary Leif, *Leif Photography*

Gary Lewis, *Gary's Guide Service*

Kathleen Nickel, *Mercy Medical Center*

Alex Palm, *i.e. Engineering, Inc.*

Harold Sheeran, *Avista Utilities*

Dan VanSlyke, *Wildlife Safari*

Sue Van Volkenburg, *NAPA/Roseburg Auto Supply*

### CHAMBER STAFF

Debbie Fromdahl, 672-2648 ext. 12

*Executive Director*

Diana Harvey, 672-2648 ext. 30

*Program & Event Manager*

Jean Kurtz, 672-9731 ext. 13

*VCB Director*

Mary Long, 672-9731 ext. 14

*Volunteer Coordinator*

Amy McKillop, 672-9731 ext. 24

*VCB Sales & Marketing Manager*

Teri Phillips, 672-9731 ext. 15

*VCB Administrative Assistant*

Nancy Austin/Serena Smart, 672-2648 ext. 17

*Administrative Assistants*

Gail Trimble, 672-2648 ext. 22

*Business & Administrative Services Director*

Jill Waltenspiel, 672-2648 ext. 23

*Sales & Marketing Manager*

Joy Yori, 672-2648 ext. 31

*Workforce Development Manager*

### THE PARTNERSHIP (UEDP)

Helga Conrad, 464-3527

*Director*

Liz Thomason, 492-2821

*Land Certification Specialist*

## Executive Director's Message

### Campaign to Save Jobs Starts Now!

by Debbie Fromdahl, Executive Director



Thanks to the incredible response of our members and business people around the state, Oregonians Against Job-Killing Taxes was able to submit on Sept. 26 two petitions carrying more than twice the number of signatures required to refer to voters two recently passed tax measures.

Now, on January 26, voters will get their chance to say "NO" to the biggest business and personal income tax increases in Oregon history.

After collecting more than 250,000 signatures on two petitions, the work in the trenches really begins. Supporters of this important endeavor will be asked to post campaign signs, write letters to the editor and make financial contributions to keep the campaign momentum growing. Your chamber will take its role in the trenches very seriously.

The Roseburg Area Chamber wholeheartedly supports our local governments and schools and will continue to work along side these entities to achieve common goals. The chamber cannot, however, forsake its core mission to protect and promote business or its responsibility to work to create a strong local economy.

We, of course, know that a strong local economy begins with strong local businesses. And our very reason for being is to preserve those businesses and the jobs they provide in our community. We cannot sit on the sidelines when poor tax policy and legislation penalizes those businesses and individuals working to create local jobs!

Your chamber stands with so many other organizations around the state, ready to do its part to support the campaign to stop these tax increases at the ballot box and send the message to the state legislature that we want to get Oregon's economy back on track. To that end, the Roseburg Area Chamber Political Action Committee is pledging funds to this important effort.

We now look to you, the members who have so much at stake in this issue, to help make our contribution significant. *For more information about our effort and how you can provide financial support see contribution form on the next page.* Help us help the campaign to save jobs in our community.

### In This Issue

Chamber News / Events .....	1, 3, 4
Executive Director's Message .....	2
Member Renewals .....	4
Business Tip / Work in Progress .....	5
New Members / Calendar .....	6



*Business Perspectives*

Vol. 26 No. 10

PO Box 1026

Roseburg, OR 97470

Phone: (541) 672-2648

Fax: (541) 673-7868

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

# Support Your Chamber's Efforts To Stop Job-Killing Taxes!

The Roseburg Area Chamber of Commerce is joining other Oregon Chambers in support of Oregonians Against Job-Killing Taxes.

OAJKT is the statewide coalition working to refer to voters the recently passed legislation imposing new permanent taxes on Oregon businesses and many individuals. Funds are desperately needed for a public awareness campaign if this issue does go before voters next January (and all signs point to OAJKT being successful to this end).

The new Roseburg Area Chamber Political Action Committee (RACPAC) is pledging \$2,000 toward this important effort, and we are asking our concerned business and individual members

to support our efforts by making a donation to help us make an even more significant contribution to this cause.

If the new corporate tax is kept in place, forecasters say as many as 80,000 jobs could be lost. Chambers of commerce in Salem and Medford are so concerned about the ramifications of these taxes they have pledged \$100,000 and \$50,000 respectfully in support of OAJKT's efforts.

We hope you will help the Roseburg Area Chamber of Commerce make our own meaningful contribution. Just fill out the form below (required by law) and mail it back to us with your contribution of any size.

## CONTRIBUTION FORM

**ALL CONTRIBUTORS MUST COMPLETE INFORMATION BELOW.**

Name \_\_\_\_\_

Occupation \_\_\_\_\_ Employer \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Work Phone \_\_\_\_\_ Home Phone \_\_\_\_\_

My contribution of \$ \_\_\_\_\_ is attached.

Please make checks payable to RACPAC and return to:  
Roseburg Area Chamber of Commerce  
P.O. Box 1026, Roseburg, OR 97470

PAC ID: 13156



## IT'S DIRECTORY TIME!



ADVERTISING SALES BEGIN  
this month for

The 2010 Roseburg Area Chamber  
of Commerce Community Profile  
& Business Directory.

Watch your mail for your 2010 contract,  
or call today to reserve your space.

**957-1918**



**DON'T MISS THIS GREAT  
ADVERTISING OPPORTUNITY!**  
[www.bbgmarketing.com](http://www.bbgmarketing.com)

## Leadership Class

*(continued from front page)*

**Cow Creek Band of Umpqua Tribe of Indians;** Shannon Johnson, **Umpqua Bank;** Tena Lammers, **United Community Action Network;** Gary Murphy, **Pre-mierWest Bank;** Mark Nunnelee, **Bureau of Land Management;** Carolyn Rhodes-Rapant, **VA Roseburg Healthcare System;** Vince Robinson, **US Bank;** Robin VanWinkle, **Umpqua Community College;** Jon Vradenburg, **Douglas Fast Network;** Jeremy Weist, **Roseburg Forest Products;** Victoria Wilkins, **Bureau of Land Management;** and Herman Ziebarth, Ingram Book Company.



Thank you employers and class members for your participation!

## Seeking Nominations for First Citizen

Do you know an outstanding person that has spent years volunteering in our community? That is just the type of individual the chamber is looking for as First Citizen.

The chamber is currently accepting nominations for its 2009 Male and Female First Citizen to be presented at the chamber's annual meeting and First Citizens Banquet, Thursday, January 21, 2010.

Great volunteers don't expect recognition for their service; however, recognition is exactly what every great volunteer deserves. Take advantage of this opportunity to say, "thank you."

Nominations received in the last two years will need to be updated for reconsideration. You may request an application form by calling 672-2648, ext. 30. The deadline for entries is Friday, November 13, 2009.

## Business After Hours It's "A State of the Heart" Affair

Mercy Medical Center's Shaw Heart and Vascular Center will be the site of the October 13 Business After Hours. Join us for a tour of the center, the opportunity to meet their talented team of heart specialists and a chance to network with other chamber business leaders. You are in for a real treat with delicious food offerings from Mercy's Food and Nutrition Service. There will be door prize drawings throughout the evening, with the Grand Prize being a beautiful basket from Kruse Farms. The event will be from 5 to 7 p.m., at the Shaw Heart and Vascular Center on the second floor of Mercy Medical Center.

It's time  
to shine!

Whether it's a passion for theatre, success in business or a desire to make the next big discovery, Umpqua Community College has programs to get you started.

**DISCOVER YOUR BRILLIANCE.**

Visit us at  
[www.umpqua.edu](http://www.umpqua.edu).



Umpqua Community College is an equal opportunity institution and employer.

People doing business with people.

*That's the way of the West.*



For locations contact us at:  
440-2600 or [www.PremierWestBank.com](http://www.PremierWestBank.com)

Member FDIC Equal Housing Lender

## Thank You Renewing Members

Alexander's Greek Cuisine  
 Amedisys Home Health & Hospice  
 Big K Guest Ranch & Guide Service  
 Bold Ink Fine Prints  
 Brix 527  
 Core Technologies  
 Douglas County Fire District #2  
 Douglas House  
 Durham School Services  
 Exposure  
 Farwest Steel Corporation  
 Fisher's Hearth & Home  
 Mary Kent Hart  
 Hi 5 Music  
 Lowes Home Improvement  
 Medcom Ambulance Authority  
 Megabyte Computer Services  
 & Cyber Cafe  
 Mercy Foundation, Inc.  
 OCE Corporate Printing Division  
 Riverside Center  
 Riverview Terrace  
 City of Roseburg  
 Safe Haven  
 Saint Paul Lutheran Church & School  
 Seven Feathers Casino Resort  
 Shelby Miguelena Construction  
 Company  
 Southgate Deli & Market  
 State Farm Insurance, Kelley Janzen  
 Subway on the Parkway  
 Ticor Title  
 Umpqua Valley disAbilities Network  
 United Community Action Network  
 West Harvard Furniture, Inc.  
 Wild Rose Vineyard

## Got News?

**Fisher's Hearth & Home**, located at 2583 W. Harvard Ave., was recently recognized as Oregon's top dealer for 2008 by Hampton Cast Iron Fireplaces, Inc. This award is given to the dealer who demonstrates not only outstanding sales ability, but follows up the sale with quality service and technical knowledge.

**Misty Oaks Vineyard** earned the highest honors at Southern Oregon's two biggest wine competitions with their 2007 Cabernet Franc crowned Best in Show at The World of Wine and their 2006 Pinot Noir earning the only Platinum Medal at Greatest of the Grape.

**SOFCU Community Credit Union** is pleased to announce that Marty Ray is their new branch manager. Marty relocated from northern California in August and brings to the credit union over 20 years of banking experience with an emphasis in mortgage lending. SOFCU will be holding a "meet the manager" barbecue on Friday, October 2 from 11 a.m. to 2 p.m.

The Energy Trust of Oregon chose **Mahalo Heating and Air Conditioning, LLC** to participate in a new incentive program called "Savings Within Reach" aimed at moderate income homeowners. They were chosen from a large pool of applicants based on criteria which included geographical coverage, Home Energy Solutions program knowledge, quality control history, commitment to moderate income participants, breadth of services offered, certifications and awards.

## Economic Forecast

*(continued from page 1)*

of Business Services at ecos Consulting.

Participating sponsors are **Avista Utilities; C&D Lumber Company; Douglas Timber Operators; Mahalo Heating and Air Conditioning, LLC; Nordic Veneer; Oregon Pacific Bank; The Partnership; Seven Feathers Casino Resort; Slight, Klimowicz & Friel, CPA; Umpqua Community College; Umpqua Insurance Agency; US Bank, United Community Action Network** and **Umpqua Training and Employment.**

## Workshops & Seminars

**October 6** – 8 a.m. to 12 noon, **Confronting Conflict Constructively Seminar**, Holiday Inn Express sponsored by Douglas County Employer Council, Umpqua Community College and Roseburg Chamber, \$49. To register call 672-2648, ext. 22.

**October 15** – 4 to 7 p.m., **Write Your Business Plan**, UCC Workforce Training Center, 2555 NE Diamond Lake, \$58. To register for #26920 call 440-7744.

Now Selling & Delivering  
Locally Manufactured

# Wood Pellets

**Fisher's**  **Call Now!**  
**Hearth & Home, Inc.** **672-0306**  
 2583 W. Harvard  
 www.fisherhearthandhome.com

[www.graphicdimensions.us](http://www.graphicdimensions.us)   
**(541) 672-3812**

**PRINTING  
GRAPHIC DESIGN  
BINDERY & MUCH MORE**

 **Graphic Dimensions**   
*Celebrating 30 Years in Business.*

## Work in Progress

# Building a Voice for Oregon Manufacturing

After an annual decrease of almost 1,000 jobs in manufacturing, Douglas County has seen a small seasonal uptick over the past few months. An industry typically of strength and sustainability, continues to decline both statewide and nationally. Fortunately for Douglas County, the industry mix has diversified.

Yet even with the diversification, the county's industry structure is still highly dependent on manufacturing. WorkSource Douglas Employment Department statics show total manufacturing as having the second leading industry growth over the past three months. Timber, metal fabrication, recreation vehicles, labor and educational agencies are part of a manufacturing coalition striving to improve their industries. The manufacturing industry is continually evolving as it develops quality employees, contributes to the success of our economy and engages a variety of manufacturing clusters.

In 2004, the Manufacturing 21 Coalition was formed to create support and advocate for Oregon's manufacturing economy. Its focus is the desire to create a pipeline of skilled employees, a region educated on the role manufacturing plays and to provide a clear voice about industry needs.

At the chamber's Wednesday, October 7 RWIB quarterly meeting, Norm Eder, Executive Director of Manufacturing 21 Coalition and partner at Conkling Fiskum & McCormick, will discuss how the coalition approaches the problem of creating a stronger voice for manufacturing--successes, failures and challenges over the past six years.

The meeting begins at 11:30 a.m. at Elmer's Restaurant. RSVP is required by October 2 for provided lunch. Email [workforcemgr@roseburgareachamber.org](mailto:workforcemgr@roseburgareachamber.org) or call 672-2648, ext. 31.

*NOTE: "Work in Progress" is brought to you by the Douglas County Regional Workforce Investment Board.*

## Business Tip

### The Value of Time

by Terry Swagerty



*(The following has been around awhile, but I love it and thought it might be worthwhile to read again.)*

- To realize the value of one year, ask a student who has failed his exams;
- To realize the value of one month, ask a mother who has given birth to a pre-mature baby;
- To realize the value of one week, ask an editor of a weekly newspaper;
- To realize the value of one day, ask a daily wage laborer who has ten kids to feed;
- To realize the value of one hour, ask the lovers who are waiting to meet;
- To realize the value of one minute, ask a person who has missed the train;
- To realize the value of one second, ask a person who has survived an accident;
- To realize the value of one millisecond, ask the person who has won a silver medal in the Olympics.

...Anonymous

Terry Swagerty is the Director of the UCC Small Business Development Center, 2555 NE Diamond Lake Blvd., Roseburg; 440-4669; email: [terry.swagerty@umpqua.edu](mailto:terry.swagerty@umpqua.edu)

## What is Oregon Bounty?

What is Oregon Bounty? It is celebrating what makes Oregon taste so good! Coinciding with the August through November harvest season, Oregon Bounty features events and activities at craft breweries, wineries, artisan distillers, restaurants and lodging properties in all seven regions of the state. Visitors have the opportunity to meet a variety of artisan producers including winemakers, brewers, distillers and farmers who create Oregon's culinary wonders. Oregon Bounty is a program of the Oregon Tourism Commission, dba Travel Oregon, in partnership with Oregon's many destination marketing organizations and industry guilds.

Travel Oregon's new comprehensive culinary trip planning website will provide a compelling and flavorful gateway into everything there is to see and do in Oregon--from wineries, distilleries and breweries to chefs, artisan producers, farmers markets and more--all in a searchable database available at <http://bounty.traveloregon.com/>. Itineraries, ranch tours, farm stays and other travel information will be available for visitors interested in experiencing Oregon's farm-to-table culture on their next vacation.



Culinary travelers can either map out all foodie spots in a particular Oregon location or plan a trip by interest category--whether that's dedicating an entire trip to cheese, stopping at every brewery in the state or buzzing between Oregon Coast coffee shops.

## Welcome New Members

### Buglin' Heights Drafting and Design, Inc.

Gary A. Fadness  
903 Hawkview Lane  
Oakland, OR 97462  
PO Box 762  
Sutherlin, OR 97479  
Ph: 459-4998 Fx: Same  
[gary@oregon-home-design.com](mailto:gary@oregon-home-design.com)  
[www.oregon-home-design.com](http://www.oregon-home-design.com)

#### Architect

While specializing in custom home design, they also do home remodel and design of small commercial buildings. After graduating from Sutherlin High School, Gary attended school in Arizona then worked with an architectural firm for 15 years in Phoenix, Arizona. Gary has been in business locally since 2002.

### Harrison's Hardware, Inc.

Sharon Harrison/Kathy Stutzman  
124 Douglas Boulevard  
PO Box 1227  
Winston, OR 97496  
Ph: 679-8380 Fx: 679-6911  
[harrisonshardware@yahoo.com](mailto:harrisonshardware@yahoo.com)

#### Hardware

A hardware store specializing in paint, plumbing, fasteners, lawn and garden supplies and just about everything else. Smiles and good advice included for free.

### Schwan's Home Service

Denny Justice  
211 SE Rifle Range Road  
Roseburg, OR 97470  
Ph: 673-4347 Fx: 677-0939  
[dennyjustice@schwans.com](mailto:dennyjustice@schwans.com)

#### Home Delivery Service – Food

Over 400 different quality products, including meats, entrees, pizzas and frozen treats, brought directly to your door with great customer service. Featuring fundraising opportunities for local organizations.

### UmpquaNut Farm

William R. Miller  
14300 Garden Valley Road  
PO Box 42  
Umpqua, OR 97486  
Ph: 459-3196  
[biller53@aol.com](mailto:biller53@aol.com)  
[www.umpquanut.com](http://www.umpquanut.com)

#### Ranches/Farms

UmpquaNut Farm rests near the end of Garden Valley Road and encompasses 38 acres of hazelnuts along the Umpqua River. Bill and Elin Miller started buying back this family farm 15 years ago. They began developing their hazelnut orchard in 2000, while commuting from various parts of the United States. As of January 2009, they both have made Umpqua their home.

### 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.



For advertising contact 672-2648, ext. 23



Roseburg Area Chamber of Commerce  
P.O. Box 1026 • 410 S.E. Spruce  
Roseburg, OR 97470  
(541) 672-2648 • Fax: (541) 673-7868



Email: [salesmgr@roseburgareachamber.org](mailto:salesmgr@roseburgareachamber.org)  
[www.RoseburgAreaChamber.org](http://www.RoseburgAreaChamber.org)

**1, 8, 15, 22, 29** SCORE free business counseling, 672-2648, ext. 17

**13 & 27** Greeter's Committee\*, Manor House, 3400 NW Edenbower

**6** 8 a.m. to 12 noon – **Confronting Conflict Constructively Seminar**, Holiday Inn Express. To register call 672-2648, ext. 22.

**7** 11:30 a.m. to 1 p.m. **RWIB Quarterly Forum and Board Meeting**, Elmer's Restaurant. Registration required to 672-2648, ext. 31.

**8** **Project Leadership** - Natural Resources / Industry Workshop  
4 p.m. **Tourism Advisory Committee\***, Chamber Conference Room

**12** 4 p.m. **Executive Committee\***, Chamber Conference Room

**13** 8 a.m. **Government Affairs Team\***, Chamber Conference Room  
5 to 7 p.m. **Business After Hours**, Shaw Heart & Vascular Center at Mercy Medical Center

**15** 12 noon **Project Leadership** Planning Committee, Chamber Conference Room

**19** 11:30 a.m. **Membership Meeting**, Douglas County Fairgrounds

**20** 8:15 a.m. **RWIB Executive Committee\***, Chamber Conference Room

**21** 8:30 a.m. **Marketing Committee\***, Chamber Conference Room

**28** 7:30 a.m. Douglas County Employer Council Meeting, Employment Department

\* Chamber Member Only Event / Activity

O  
C  
T  
O  
B  
E  
R  
  
2  
0  
0  
9