



# Business *perspectives*

**March 2010**

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

## **Attorney General John Kroger Discusses Business Issues**

Attorney General John Kroger is coming to the Roseburg Area Chamber of Commerce membership meeting to discuss Oregon's business climate and ways in which government can work more closely with small businesses to create jobs. Kroger has made promoting a more positive business and employment climate in Oregon one of his primary objectives.



“With Oregon’s unemployment rate among the highest in the nation, one of our greatest long-term challenges will be to develop a more robust, prosperous and stable economy,” said AG Kroger. He believes that we can build a more prosperous state without abandoning Oregon’s vital commitments to the environment, consumer protection and worker safety.

The Monday, March 8 luncheon is sponsored by **Oregon Pacific Bank** and will be held at the Douglas County Fairgrounds beginning at 11:30 a.m. **Advance reservations** for the membership meetings are required. The cost of the program is \$15 for members, \$20 for non-members and 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 541-672-2648, ext. 22. **Reservations must be received by March 4.**

## **Chamber 101 - Getting Informed**

As a member of the Roseburg Area Chamber of Commerce, you are an integral part of the largest organization of business professionals in Douglas County. On Thursday, March 18 at 8 a.m., the chamber will host the first of two annual "Chamber 101" gatherings to acquaint attendees with benefits and opportunities available to its members. The event will be held in the chamber conference room at 410 SE Spruce. The chamber’s mission statement, vision, division goals, programs and events, advertising promotion and participation opportunities will be presented in this one-hour program. All chamber members are invited to attend this event. Please RSVP to 541-672-2648, ext. 23 by Monday, March 16.

## **Red Cross Hosts Business After Hours**

Excellent food by **Brix 527**, delicious **Melrose Vineyards** wines sponsored by **ORCA Investment Management, LLC**, door prizes, education and opportunities to network with other chamber business leaders will guarantee an exceptional evening for all at the Tuesday, March 9 Business After Hours.

Donors are busier than ever but their desire to help others hasn’t lessened. **The American Red Cross - Blood Services** is pleased to present new technology, a double-red-cell donation, where only red blood cells are collected, allowing the remaining blood components, along with saline, to be returned to the donor.

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### **Upcoming Events**

**Monday, March 8**

Sponsored by:

#### **Membership Meeting**

#### **Business Issues with the Attorney General**

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

Community Conference Hall,

Douglas County Fairgrounds

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



**Tuesday, March 9**

#### **Business After Hours**

5 to 7 p.m.

American Red Cross – Blood Services

780 NW Garden Valley, Ste. 310

## 2010 Board of Directors

### EXECUTIVE OFFICERS

#### **Chairman**

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

#### **Vice Chairman**

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#### **Treasurer**

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### DIRECTORS

Debi Ashley, *Wells Fargo Home Mortgage*

Syndi Beavers, *Henry Estate Winery*

Julie Bell, *Fred Meyer*

Neal Brown, *Umpqua Bank*

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

Dan Endicott, *Good Vibrations*

Dell Gray, *Roseburg Clinic, PC*

Greg Henderson, *Oregon Pacific Bank*

Gary Lewis, *Gary's Guide Service*

Toby Luther, *Lone Rock Timber Company*

Kathleen Nickel, *Mercy Medical Center*

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

Harold Sheeran, *Avista Utilities*

Dan VanSlyke, *Wildlife Safari*

Karen Volk, *Karen Volk Realty*

Todd Way, *Douglas FAST Network*

### CHAMBER STAFF

Debbie Fromdahl, 672-2648 ext. 22

*President & CEO*

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*

## Got News?

Karen Wright has marked 30 years with **Knudtson's Jewelers** in Roseburg. Karen was recently awarded the title of Certified Gemologist-Appraiser from the American Gem Society.

► **Umpqua Insurance Agency Inc.** is pleased to announce the appointment of Mike Carter to its agent staff. Brian Pargeter President/Principle Owner of the agency said, "UIA had been looking for an opportunity to grow market share in Douglas County. Mike's background in business and his relationships in the business community will be a great asset for the agency."

► **Abacela Winery's** 2006 Tempranillo was recently named in a list of ten "Hot Small Brands of 2009" by the Wine Business Monthly. The WBM ranking gravitates toward wineries and brands that represent market trends or innovation, take a leadership position in their regions, or make unusual varietals or unexpected wines.

► The business community welcomes Debbie Fitchett as the new Business & Employment Services Field Office Manager of **WorkSource Douglas Employment Department**. Fitchett began her work with the Oregon Employment Department in 1990 as a Job Service Representative and in 1993 became an Employment Specialist. In 2001, Fitchett became a lead worker in the Roseburg office.

► **Umpqua Community College** welcomes Dr. Ali Mageehon to Douglas County. Dr. Mageehon has over ten years experience working in non-traditional education settings. She currently directs the adult basic skills development program at Umpqua Community College.

► It is impossible to predict exactly when natural disasters will occur, or the extent to which they will affect a community. Businesses play a critical role in the recovery planning process. The **Douglas County Sheriff's Department** would like you to know that The Oregon Partnership for Disaster Resilience (OPDR) is currently assisting Douglas County in the development of long-term post-disaster recovery plans. A local forum is planned on April 15 from 10 a.m. to 3 p.m. for local input. For more information please contact Josh Bruce at [jdbruce@uoregon.edu](mailto:jdbruce@uoregon.edu).

► **Roseburg Country Club** is proud to welcome their bright new PGA golf pro, Randy Potter. He has been in the community for one and a half months coming most recently from the Wenatchee Golf and Contry Club in Wenatchee, WA where he was their pro for four years.



*Mike Carter*

## After Hours

*(continued from front page)*

All your questions and more will be answered at the Tuesday, March 9 Business After Hours at 780 NW Garden Valley, Ste. 310 in conjunction with the Roseburg Area Chamber Greeters. Please join us on the east side of the Garden Valley Shopping Center parking lot.

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Phone: 541-672-2648  
Fax: 541-673-7868

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

## Welcome New Member

### Mystic Earth

Michelle and Ron Suttan  
509 SE Jackson Street  
Roseburg, OR 97470  
Ph: 541-229-8899  
mysticearth@cmspan.net  
*Gifts/Specialty Shops*

A metaphysical book and supply store with some of the most unique items available anywhere in Douglas County. Carrying candles, incense, gemstones, sterling jewelry, tarot decks and books, import clothing, posters and tapestries, over 200 bulk herbs and spices, essential oils and aromatherapy supplies, statuary and much more. Also offering tarot readings, harmonic crystal attunements and custom made perfume blends. Our grass-roots juice bar offers a selection of delicious organic juices, smoothies, coffee and espresso.

## Thank You Renewing Members

AdVenture Graphics, Inc.  
Alpaca Breeders of the Umpqua Valley  
American Red Cross – Blood Services  
Associated Business Systems  
Avista Utilities  
Barney's Trophy & Award Shop  
Best Toner Cartridge Remanufacturing & Recycling  
Bureau of Land Management  
Jeff Byers  
C H 2 M Hill OMI  
Charter Communications  
CitiFinancial  
Cobb Children's Learning Center  
Community Cancer Center  
Cradar Enterprises, Inc.  
Dennett Consulting Group  
Douglas County Fairgrounds Complex  
Douglas Medical Equipment Supply  
Douglas Resident Training Facilities, Inc.  
Gerd Esche

Express Employment Professionals  
Flegel Moving & Storage  
Gerretsen Building Supply  
Good Vibrations  
Handyman Hardware  
Herbert Lumber Company  
Industrial Finishes and Systems, Inc.  
JC Penney  
K G R V Christian Radio  
Land Mark Survey, Inc.  
Le Tip of Roseburg Executives  
Liberty Tax Service  
John Loosley  
Shelley Briggs Loosley & Steve Loosley  
Macy's  
McDonald's Restaurant / Eads Enterprises  
Richard G. Mitchell, CPA, PC  
Neuner, Davidson & Cooley, LLC  
Northwest Quality Cars, Inc.  
Oregon First Community Credit Union  
Partnership for the Umpqua Rivers  
Pepsi-Cola Bottling of Roseburg  
Rose Haven Nursing & Rehab Center  
Roseburg Refrigeration  
Roseburg Sister Cities, Inc.  
The Salvation Army  
Sleep Inn & Suites  
State Farm, Brown Insurance & Financial Services, Inc.  
Sunrise Enterprises, Inc.  
Tim's Appliance & Mattress Sleepsource  
True Colors Carpet Cleaning  
Steve Tuchscherer, CPA, PC  
U S Bank  
U S Cellular  
Umpqua Community College  
Umpqua Valley Winegrowers Association  
Wells Fargo Advisors  
Wildlife Safari  
Windmill Inn  
Wolf Creek Job Corps  
Donna Woolley  
WorkSource Douglas Employment Department

### What Our Members Say About Us...

"All that advice we got from the chamber's marketing committee is really paying off!"

*Kym Overacker,  
Home Helpers*

"You told me my business would increase if I joined the chamber, but I have been really surprised at how many new people have been coming in."

*Megan Kozlowski,  
Booster Juice*



## Roseburg Area Chamber of Commerce FiveStar Member Club

**Avista Utilities  
Douglas Fast Network  
FCC Commercial Furniture  
Oregon Pacific Bank**



## March Calendar

- 4, 11, 18, 25** SCORE free business counseling, call 541-672-2648, ext. 17 for appointment
- 9, 23** 7 a.m. **Greeter's Committee\***, Manor House, 3400 NW Edenbower
- 2** 11:30 a.m. to 1 p.m. **RWIB Quarterly Forum & Board Meeting**, Topic: New Oregon Trail Compact, Holiday Inn Express. RSVP to 541-672-2648, ext. 31
- 3** 8 a.m. **Transportation Task Force\***, Chamber Conference Room
- 8** 11:30 a.m. **Membership Meeting**, Douglas County Fairgrounds sponsored by Oregon Pacific Bank (see enclosed flyer)
- 9** 8 a.m. **Government Affairs Team\***, Chamber Conference Room
- 9** 9 a.m. **Executive Committee\***, Chamber Conference Room  
5 – 7 p.m. **Business After Hours**, American Red Cross – Blood Services, 780 NW Garden Valley, Ste. 310
- 11** **Project Leadership – Medical / Human Services Workshop**
- 16** 7 a.m. **Board of Directors\***, Downtown Fitness & Aerobics Center  
8:15 a.m. **RWIB Executive Committee\***, Chamber Conference Room  
12 to 5 p.m. **Employer & Career Expo**, Douglas County Fairgrounds
- 17** 8:30 a.m. **Marketing Committee\***, Chamber Conference Room
- 18** 8 a.m. **Chamber 101\***, Chamber Conference Room  
12 noon **Project Leadership Planning Committee**, Chamber Conference Room

\* Chamber Member Only Event / Activity

## Economic Trends

	Nov 2009	Nov 2008	Dec 2009	Dec 2008
Total Employment, DC	39,582	41,126	39,670	40,759
Total Unemployment, DC	6,872	5,375	6,945	6,080
Unemployment Rate	14.9%	11.7%	14.2%	12.4%

### City of Roseburg Building Permit Values

Residential	\$56,053	\$71,544	\$206,346	\$337,099
Commercial/Public	\$92,032	\$585,200	\$513,950	\$66,400
Total	\$148,085	\$656,744	\$720,296	\$403,466

### Relocation Requests Received

	9	13	8	15
Lumber Composite Price (per 1000bf)	\$241	\$224	\$250	\$210
Structural Panel Composite Price (per 1000sf)	\$268	\$273	\$274	\$253

*Information compiled from various sources. Some figures may be preliminary estimates.*



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to shine!**

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[www.umpqua.edu](http://www.umpqua.edu).



Umpqua Community College is an equal opportunity educator and employer.

## Is Your Business Under Control? Top ten things you should do to make sure it is

In these very tough economic times, every dollar counts. You can't afford to be losing money to fraud or mistakes that go undetected. Luckily, there are steps every business can take—no matter how small—to protect the bottom line. Consider the following –

**1. Mind your own business** – Perhaps one of the best steps a business owner can take to protect the company's hard earned income is to be involved in the finances. While you likely hire a bookkeeper or internal accountant to keep your records, you want to delegate the work—not the responsibility. Make sure you review regular reports from your accounting system—a balance sheet and income statement will tell you a lot. Ask questions about anything that doesn't look right. Trust your instincts—if something doesn't sound right, it may not be. This is a great place to enlist the help of your CPA.

**2. It's time to reconcile** – You have to reconcile your bank account each month (if not more often). If it's not being done now—or you don't know—get this process started. This is a key process to control your cash. If you're the business owner, I would recommend that you have the bank send the bank statement directly to your house. Open it up and take a look for anything out of the ordinary before giving it to your staff to reconcile. Flip through the cancelled checks. Pick out a few and ask to review supporting invoices or other documents if you haven't already. If your bank does not provide cancelled checks, ask for scanned copies on paper or electronic copies on CD.

**3. No autographs** – Speaking of your bank account—who are your authorized signers? Limit this list as much as possible. Whomever you have reconcile the bank statement should not be a signer. You should separate access to any company assets from access to the records of those assets. Make

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## Business Member Spotlight

### Knife River Materials

**Brief Business History:** We have been serving Douglas County since 1946. When John Loosley started working for Mr. William Lassiter in 1955, the company made its asphalt and was housed in a small plant tucked away on the riverside of the southgate area in Roseburg. John Loosley became the owner in 1965. In the 1970's a supply of aggregate was added when John Loosley purchased Beaver State Sand & Gravel, Inc. and Beaver State Ready Mix. In 1976 the company moved to its present location in the Green District. In 2008 we fell under the umbrella of Knife River and became Knife River Materials, a division of MDU Resources Company.

**Marketing Niche:** Knife River Materials provides the following: asphalt paving, road construction, grading and utilities, sand & gravel and ready mix concrete.

**Business Philosophy:** With integrity, Knife River Corporation will create superior shareholder value by being a World Class leader in safety and customer satisfaction by providing outstanding construction materials and services while being a great place to work.

Building is fundamental to our industry and describes the work we do. Through that work, we will build "opportunities" for our employees and their families, our customers, our subcontractors and suppliers and the Southern Oregon communities where we live and work. By living our vision, we will help to build a more livable southern Oregon.

**Industry Trend:** The construction and building materials businesses have seen a private sector slow down over the past few years. Last year, most of the active projects have been publicly funded. Early in 2010, we are anticipating the same trend until consumer confidence increases toward private sector investment. We are cautiously hopeful the economic trough is behind the construction industry.

**Why Knife River Materials joined the Roseburg Area Chamber of Commerce:** Knife River is actively involved in supporting the community. Being a member of the Chamber gives us the opportunity and provides tools necessary for networking, finding new marketing options and referrals, volunteering opportunities and generally just getting to know the businesses and citizens of Douglas County.

*(Winners are selected each month from the Membership Meeting drawing of attending member business cards.)* Congratulations to Linda Belding-Sheridan, Accounting Manager, Roseburg Operations.

Think Green

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## Work in Progress

### \$2.6M Becomes Oregon Green

“Oregon is internationally known as a leader in progressive land use, environmental laws, cutting-edge mass transit systems, renewable energy, sustainable building practices and built environment, and for its overall ‘green’ lifestyle. As the world seeks innovative solutions that will ensure a sustainable future, it looks here – to Oregon, because *this state is where sustainability is taught, tested, and practiced.*”

This is the opening paragraph of the Green Jobs Council’s Charter. A powerful statement, a statement which contributed to the ARRA of 2009: State Energy Sector Partnership and Training Grants awarding \$2.6M to Oregon for targeted green training and certification. And rural Oregon is invested in the process and development of the training! Douglas County workforce partner Pete Bober, **Umpqua Community College** co-leads the project team charged with developing the Oregon Green Tech Certificate.

Locally workforce partners **Umpqua Training & Employment** and **WorkSource Douglas Employment Department** will coordinate trainee success, leverage support, placement and retention services. They will also participate on the Green CRC advisory council piloted in rural Oregon. With the anticipation of 1,039 participants and approximately 811 participants being placed into employment, industry leaders such as **Pacific Power** also serve on the Green CRC advisory committee.

The Roseburg Area Chamber and its workforce partners are continually seeking ways to create jobs, skill up the workforce and serve those with employability needs.

*NOTE: “Work in Progress” is brought to you by the Douglas County Regional Workforce Investment Board. Contact [workforcemgr@roseburgareachamber.org](mailto:workforcemgr@roseburgareachamber.org) for more information.*

## National Geographic Society Unveils Central Cascades Geotourism Mapguide

The National Geographic Society unveiled its latest Geotourism MapGuide, which highlights the sustainable places and attractions in the Central Cascades region of the Pacific Northwest.

Based on recommendations of local residents and business owners, the MapGuide showcases authentic and sustainable ways to experience the dynamic landscape, pioneering culture and recreational treasures of the Central Cascades areas of Washington and Oregon.

The Central Cascades MapGuide will be available in the West Coast edition of the May/June issue of National Geographic Traveler <http://traveler.nationalgeographic.com/magazine>, as well as through a new website: [www.TheCentralCascades.com](http://www.TheCentralCascades.com).

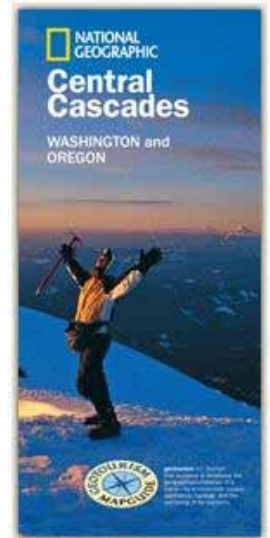
The MapGuide features more than 200 geotourism sites selected by the National Geographic Society <http://www.nationalgeographic.com/> and regional committees, based on more than 1,200 nominations from local residents.

Points of interest include cultural, recreational, agricultural, natural and geological attractions and activities that promote sustainable travel throughout the Central Cascades. The MapGuide also features full-color photography from Northwest photographers and famed National Geographic cartography.

The Central Cascades, as designated by the National Geographic Society, stretches from Mount Rainier National Park in Washington to Crater Lake National Park in Oregon and is loosely bounded by Highway 97 to the east and Interstate 5 to the west.



More information about the Central Cascades MapGuide, including ordering information and details on the National Geographic Society’s geotourism program, can be found at [www.TheCentralCascades.com](http://www.TheCentralCascades.com) and [www.nationalgeographic.com/travel/sustainable](http://www.nationalgeographic.com/travel/sustainable).



## Business Top Ten

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sure you also know whom the bank has as authorized to initiate electronic transactions. These sometimes escape the normal controls, which can be costly.

**4. Show me the money** – How does your accounts receivable look? Many frauds take place by manipulating the records for amounts owed to the company. Among the reports you review on a regular basis, include an accounts receivable schedule. This should show amounts due to your company by customer and indicate how long each invoice has been outstanding. If you notice your customers taking longer to pay, this is obviously a bad sign – but is it a problem at your customer’s place of business or yours? Call them up and ask. If they sent you the check a couple weeks ago, find out what happened when it came in your door.

**5. Is inventory an asset?** – You know you want to manage your inventory so you’re not paying the bank to store inventory for your vendors. Keep an eye on anything that starts to accumulate. This may be an important operational issue – or your purchasing manager may be getting a kickback from a supplier. Keep a list of vendors you have approved for

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## Business Top Ten

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business. Make sure your employees are only buying from vendors you have done your due diligence on.

**6. Trust but verify** – Ronald Regan may have said this about the Soviets in the 1980's but it's still true today. You may trust your twenty-year employees and know that they would never steal from you—but what if a kid got sick with unreimbursed medical bills? What if a family member got in trouble and needed a loan? You only do your employees a disservice by making it easy for them to “borrow” without asking. Something could come up to test their integrity—help them pass the test by making sure you have good procedures in place to protect your company. You also want to keep an eye out for any sudden lifestyle changes. Drug, gambling or other addictions often lead to fraud to fund the habit. Finally, everyone is human. Even if you trust your employees' integrity, they can make a mistake. Having processes in place that catch a mistake earlier will save you money. Mistakes that go undetected for extended periods usually cost more.

**7. It's all about tone** – You probably have heard the term “tone at the top” referring to the example set by the owner and management in a company. It is critical that you lead by example. If employees perceive that the boss cuts corners when convenient or is willing to take advantage of a customer, they are likely to learn from this behavior and copy it.

**8. But you didn't ask** – In a number of the high profile frauds that have taken place over the years, subsequent investigations

have found that employees within the organizations had concerns or suspicions about what was going on. When asked why they didn't speak up and report their concerns—they said “no one asked me about it”. Take the time to talk with your staff on occasion. Ask them if they have any concerns. Make sure they know your door is always open.

**9. They're from the government and they're here to help** – Keep an eye on your payroll tax withholdings and deposits as well as any 401(k) withholdings from employees. The government is very serious about these items being paid timely. Don't let these items fall behind. If you get any type of government notice, ask your CPA or attorney. Don't let your staff tell you “it's no big deal” or “it's under control”.

**10. It's okay to ask for help** – Managing the financial side of a business is not easy—especially when you're focused on increasing your sales and other operational issues. Ask your CPA for help. He or she can take a look at the above items with you and help you implement controls that make sense for your business. It doesn't matter how small your business is or how few employees you have. There are always steps you can take to protect your hard earned income.

*Reprint of article from the The Chamber of Medford / Jackson County's Business Review newsletter courtesy of Jason Lukaszewicz, CPA, Partner, Moss Adams LLP*

### 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 541-672-2648, ext. 23.



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Roseburg, OR 97470  
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Email: [salesmgr@roseburgareachamber.org](mailto:salesmgr@roseburgareachamber.org)  
[www.RoseburgAreaChamber.org](http://www.RoseburgAreaChamber.org)

## Workshops & Seminars

**March 10** 8 a.m. to 12 noon “**Profitable Dialogue™ – Tools for Reducing Conflict and Empowering Teams,**” Holiday Inn Express, sponsored by Douglas County Employer Council, Umpqua Community College and Roseburg Area Chamber of Commerce, \$49. To register call 541-672-2648, ext. 22.

**March 16** 12 to 5 p.m. **Employer & Career Expo**, Douglas County Fairgrounds

## Help Fund the Project

The Roseburg Area Chamber of Commerce 2010 Project Leadership Class continues fundraising efforts for their community project to provide a face-lift and new signage at Fir Grove Elementary.

Those interested in making a tax-deductible donation to the project for needed materials (*like these sample silhouettes*) may contact Chris Guastaferrero, 541-784-3660, ext. 24 or Patrice Glasscock, 541-672-1616. Donations may also be sent to the Roseburg Chamber Foundation, PO Box 1026, Roseburg, OR 97470.

