



Business *perspectives*

June 2010

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

Allyn Ford Gives State of Timber Address

It is time once again for the State of Timber Address. Join us as Allyn Ford, president and chief executive officer of **Roseburg Forest Products**, speaks to members regarding the current status of the timber industry at the Roseburg Area Chamber of Commerce's Monday, June 14, membership meeting.

Ford's career at the family owned company began over forty years ago, as executive vice president prior to becoming president and CEO. He has served on the Oregon State Board of Forestry and chaired the Advisory Board for Forestry Intensified Research, an organization dedicated to advancing reforestation in southwestern Oregon. Additionally, he is a past chairman of the Douglas Timber Operators steering committee, the Public Timber Purchasers Group, and the National Forestry Association.

Roseburg Forest Products manufactures building materials and specialty products, including lumber, hardwood and softwood plywood, engineered wood products, decorative melamine, fiberboard, particleboard and specialty panels.

Monday's meeting will also graduate the chamber's 2010 Project Leadership class, for completing its nine-month leadership development and business/community awareness program.

The meeting is sponsored by **Douglas Timber Operators** and will be held at the Douglas County Fairgrounds beginning at 11:30 a.m. Reservations for the membership meeting are required. The cost of the program is \$15 for members, \$20 for non-members and a table of eight for \$110. A buffet lunch is included. You may register online at www.roseburgareachamber.org/chamber/events.php or call 541-672-2648, ext. 22. Reservations must be received by June 10.

Project Leadership Accepting Applications

Project Leadership, a program of the Roseburg Area Chamber of Commerce, creates in its class participants a comprehensive and objective awareness



of our community in action and builds our future business leaders. The program fosters commitment to our region and develops leaders to meet the demands of the

future. Since its inception in 1989, more than 400 people have graduated from this distinguished and popular program.

The program is a two-year commitment with the first year comprised of nine educational sessions that begin in September and conclude in May. Participants meet once a month, for a full day's curriculum including lunch, centered on a main topic area delivered via tours, lectures and briefings. During the second year, participants assist in program planning and facilitation for the next Project Leadership class. Topics include

(continued on page 7)

Upcoming Events

Tuesday, June 8

Business After Hours

Roseburg (Scrap) Book & Stationery

549 SE Jackson Street

5 to 7 p.m.

Monday, June 14

Membership Meeting

State of Timber Address &

Project Leadership Graduation

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

Sponsored by:



REMINDER

Membership

Meetings are not held in July and August. We will return with new programs on Monday, September 20.

2010 Board of Directors

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Joy Yori, 672-2648 ext. 31

Workforce Development Manager

100 Years and Counting!

Many important events took place in 1910. Barney Oldfield set the land speed record of 131.7 mph at Daytona; Father's Day was first celebrated in Spokane, Washington; the electric washing machine was patented and Roseburg Book Company was opened for business at 549 SE Jackson Street by R.C.H. Woods.

In, 1922 Mr. Woods sold the store to S.J. Shoemaker. In 1945, Chester Morgan bought the store from Shoemaker, David Morgan took over the store after his father's death in 1981 and finally, in 1993, Gary and Janice Quist bought the store. Today, Roseburg Book Company is still going strong with some significant changes. The name is now **Roseburg (Scrap) Book & Stationery** and they are a whole lot more than an office products store.

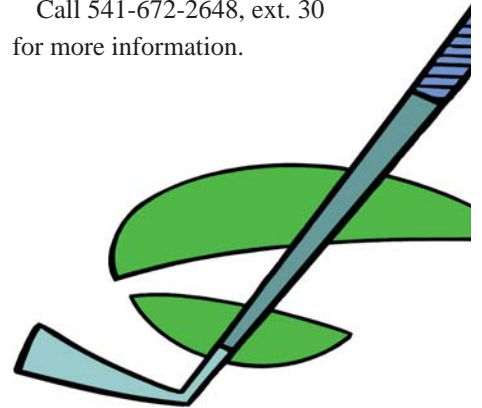
Join Roseburg Chamber Greeters and owners Janice and Gary Quist, along with their staff, at the Tuesday, June 8 Business After Hours from 5 to 7 p.m. An evening of visiting with business acquaintances, sampling hors d'oeuvres and participating in door prizes and tours.

Tee Time!

The Roseburg Chamber's 10th annual golf tournament will be held at Umpqua Golf Resort on Thursday, August 12, 2010. This tournament is possible through the generous support of title sponsors, **Mahalo Heating and Air Conditioning, LLC** and **Umpqua Bank**. Step out of the office and onto the green to golf, network, support your chamber and have fun. Look for the golf flyer and registration form in this newsletter!

Interested in getting your name in front of 144 golfers? Consider promoting your business by sponsoring a tee and green sign at this fun-filled scramble.

Call 541-672-2648, ext. 30 for more information.



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Interested in showcasing your business through advertising opportunities the chamber provides exclusive to members? Contact Jill at 541-672-2648, ext. 23 or salesmgr@roseburgareachamber.org!

In This Issue

June Events	1
Chamber News / Events.....	2, 3
Member Renewals	4
Calendar	5
RWIB Editorial	6

ROSEBURG AREA
 Chamber of Commerce

Business Perspectives
 Vol. 27 No. 6

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

www.RoseburgAreaChamber.org

Got News?

CSO Financial announced that Lynne Weaver has joined the company as manager of marketing and sales. Ms. Weaver comes to the company with extensive background in marketing communications and sales and will represent their products and services in the Southern Oregon region including Douglas, Coos, Curry, Josephine and Jackson counties. In addition, Ms. Weaver will work to further focus the company's marketing communications and brand identity to target markets.

Zonta Club of Roseburg is pleased to announce the installation of officers for the 2010-2011 year. The membership will be led by Gail Trimble, president; Muriel Richardson and Shari Bagshaw, vice presidents; Sherry Cooley, treasurer; Linda Mooney and Libby Shoopman, secretaries; and Pam Bunnell, Kerry Jo Edwards, Alison Eggers and Rochelle Kennedy as directors.

The Oregon Chapter of the American Planning Association has presented to Brian Davis, Community Development Director for the **City of Roseburg**, the award of Distinguished Leadership by a Professional Planner for 2010 in recognition of his outstanding contributions to the field of planning and to his community.

M. Jeremy Gilliam, of the financial services firm **Edward Jones** since 2008, has announced plans to move to a new office at 1122 NW Garden Valley Blvd., Ste. 201. The new office will open for business on June 3, 2010. The phone number will be 541-672-5004.

Wilson's Chapel of the Roses announces that as of April 5, Jeff Parrack has taken the position of funeral director for the Roseburg and Sutherlin locations. Parrack has worked in the funeral business since 1998 and graduated from Mt. Hood Community College in the mortuary science program and received a bachelor of management from the University of Phoenix.

Project Leadership Class of 2010 Graduates

The Roseburg Area Chamber of Commerce and **Umpqua Community College** will proudly present the graduating class of 2010 at the June 14 membership meeting. Class graduates are Linda Boice, **WorkSource Douglas Employment Department**; Janelle Brown, **Motel 6 Roseburg, LLC**; Rudy Butler, **Knife River Materials**; David Campos, **Neuner, Davidson & Cooley, LLC**; Meagan Conry, **Bureau of Land Management**; 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 Guastaferrro, **Area Health Education Center**; Linda Hall, **United Community Action Network**; Teri Hansen, **Cow Creek Band of Umpqua Tribe of Indians**; Shannon Johnson, **Umpqua Bank**; Tena Lammers, **United Community Action Network**; Gary Murphy, **PremierWest Bank**; Carolyn Rhodes-Rapant, **VA Roseburg Healthcare System**; Robin VanWinkle, **Umpqua Community College**; Jon Vradenburg, **Douglas Fast Net**; Jeremy Weist, **Roseburg Forest Products** and Herman Ziebarth, **Ingram Book Company**.

The chamber thanks its partner, Umpqua Community College for its dedication to this program, all our program sponsors and these great businesses and organizations for investing in their employees through the Project Leadership program and making a commitment to the future leadership of our business community.



Non-Profit Project Applications Accepted

The Roseburg Area Chamber of Commerce Project Leadership program, celebrating its 22nd year, would like to announce an opportunity for non-profit organizations in Douglas County to get assistance on projects. The class of 25 business leaders from our community is offering its time and expertise to an agency.

Douglas County non-profit agencies may submit applications for projects that meet the following criteria: 1) the application shall describe how the project will enhance the quality of life for residents; 2) the project will provide recognition of the Project Leadership program; 3) the class members will be directly involved in planning, funding and implementation; 4) project implementation shall include opportunities for class members to contribute "sweat equity" to the project completion, as well as planning and fundraising; 5) the project will be completed during the class year (September to May); 6) project funding will be identified and committed prior to implementation; 7) and fundraising requirements must be \$10,000 or less.

To apply, contact 541-672-2648, ext. 30, write to PO Box 1026 or email programmgr@roseburgareachamber.org to request an application. Application deadline is August 9, 2010.

Thank You Renewing Members

99 Productions, Inc.
 Abacela Winery
 American Family Insurance Agency,
 Timothy Beaty
 Paul Bentley, AIA, PC
 Bridgewood Rivers Assisted Living
 Residence
 Caddock Electronics, Inc.
 D.A. Davidson & Co.
 Del's Building Supply – True Value
 Edward Jones Investments, Jeremy Gilliam
 Full City Coffee Roasters

G. Stiles Realty
 Garden Valley Corporation
 Gary's Guide Service
 Hanson Jewelers
 Hometown Drugs
 Knoll Terrace Home Sales
 Lakes Trading Company, Inc.
 Lone Rock Timber Management Company
 Love's Travel Stops & Country Store
 Lynx Group, Inc.
 Northwest Community Credit Union
 Oregon Department of Transportation

Overhead Door Company of Roseburg
 Bruce W. Roman, DDS, PC
 Roseburg Rental, LLC
 Sherm's Thunderbird #4
 Springhill Press, LLC
 Tinker's Pump Service, Inc.
 TMS Call Center
 Workmates

2010 Business Directory & Community Profile Edits

In an effort to inform the membership and correct any oversights in this publication, please note the following changes:

- Page 20--**Alpaca Breeders of the Umpqua Valley**-renee@flyingwalpacas.com
- Page 22 & 34--**"db" Pro Audio & Video**
- Page 29--Add **Saint Paul Lutheran Church & School**, Becki Dockett, 750 W. Keady Ct., Roseburg, 97471, 541-673-7212
- Page 30 & 46--**Stanley Security Solutions** - 541-302-7780
- Page 32--**Wells Fargo Advisors** – contact is Todd Marsh
- Page 45--**O'Farrell's**

Accepting Applications

(continued from front page)

government, education, communications, tourism and business and industry.

A key program requirement is the completion of a community project, selected by the class participants and involving the talents of each individual to bring the project to fruition.

The chamber is currently accepting applications for the 2010-2011 class year. Applicants may be employer-sponsored, self-sponsored or sponsored through a local organization. The cost for chamber members is \$600 and non-member participants will be accepted at \$725. Once again, the chamber is pleased to have Umpqua Community College as a partner in this program. Applications are available by calling 672-2648, ext. 30 or emailing programmgr@roseburgareachamber.org and are due back by August 9, 2010.

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June Calendar

- | | |
|--|---|
| <p>3, 10, 17, 24 SCORE free business counseling, call 672-2648, ext. 17 for appointment</p> <p>8, 22 7 a.m. Greeter's Committee*, Manor House, 3400 NW Edenbower</p> <p>1 11:30 a.m. to 1 p.m. RWIB Quarterly Forum & Board Meeting, Holiday Inn Express</p> <p>2 8 a.m. Transportation Task Force*, Chamber Conference Room</p> <p>8 8 a.m. Government Affairs Team*, Chamber Conference Room
9 a.m. Executive Committee*, Chamber Conference Room
5 to 7 p.m. Business After Hours, Roseburg (Scrap) Book & Stationery, 549 SE Jackson Street</p> | <p>10 4 p.m. Tourism Advisory Committee*, Chamber Conference Room</p> <p>14 11:30 a.m. Membership Meeting, Douglas County Fairgrounds sponsored by Douglas Timber Operators (<i>see enclosed flyer</i>)</p> <p>15 7 a.m. Board of Directors*, Downtown Fitness & Aerobics Center
8:15 a.m. RWIB Executive Committee*, Chamber Conference Room</p> <p>16 8:30 a.m. Marketing Committee*, Chamber Conference Room</p> <p>17 12 noon Project Leadership Planning Committee, Chamber Conference Room</p> |
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* Chamber Member Only Event / Activity



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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Email: salesmgr@roseburgareachamber.org
www.RoseburgAreaChamber.org

Business Member Spotlight

Oregon First Community Credit Union

Brief Business History: In January of 1957, 12 school employees from the south coast met in Bandon and formed Coos Curry Teachers Federal Credit Union. Several months after the credit union's formation, Clyde Head, a Coquille math teacher, was asked to serve as manager/treasurer. Soon, his wife, Barbara, began helping and quickly became an integral part of the credit union. Barbara and Clyde were the heart and soul of the credit union, managing it from their Coquille home for the first eight years. In 1965, the first office was purchased in Coquille and the credit union officially moved from the Head's home. Now called Oregon First Community Credit Union, we are currently operating 23 branches throughout Oregon.

Marketing Niche: Oregon First is member owned and open to everyone in the communities we serve. The credit union offers a full array of financial products and services to consumers and small businesses; delivered by local professionals and through convenient technology.

Business Philosophy: Our motto is "Not for profit, not for charity, but for service" and we strive to put people before profits in everything we do.

Why Oregon First Community Credit Union joined the Roseburg Area Chamber of Commerce: Oregon First joined the Roseburg Area Chamber to better serve the community and its residents and to join with other people that work to keep the Roseburg area successful, friendly, safe and prosperous.

Recession's Effects on Oregon's Youth Employment

by Guy Tauer, Regional Economist, WorkSource Oregon
an excerpt; www.qualityinfo.org
Published March 23, 2010

During the recent recession and jobless recovery many analysts and economists' forecasts show one group having been especially hard-hit, young workers. In January 2010, a sobering statistic was published by the Bureau of Labor Statistics: The employment-to-population ratio for those ages 16 to 24 reached 42.6 percent - the lowest on record going back to 1948 and down 7.5 percentage points in two years.

A similar trend is evident in the labor force participation rate. Although there has been a downward trend since 2000, the peak was a decade earlier. There are a number of factors responsible for the decline. More youth are enrolling in post-secondary education, and therefore not in the workforce. School enrollment for 16 to 19 year olds has risen to 83 percent, up from 78 percent in the mid-1990s. And yet currently the more disturbing factor is the economy.

While career and vocational counselors preach the merits of establishing solid work histories and gaining work ethics and other soft skills that can be acquired by having a job, many youth are unable to compete with older workers. Older workers may have more skills and experience, and be willing to take jobs that were typically held by younger workers when economic conditions were better.

Digging deeper into youth employment trends, the Census Bureau's Local Employment Dynamics (LED) data provides a detailed source of information regarding Oregon industry employment by age group. The data is not as current as U.S. unemployment rates by age group; yet it does allow us to peer into industry employment trends from the first part of the recession, through the first quarter of 2009.

LED data enables us to see which age groups lost the most private-sector payroll jobs and which industries employ the largest numbers of youth workers. Between the first quarter of 2008 – about the peak employment in Oregon – to the first quarter of 2009 the overall private-sector payroll jobs for all ages declined by 6.3 percent. While this data does not capture the entire depth of the recession's impact on youth, the trends here are clear. Hardest hit, and by a large margin, were teen workers who saw their job numbers fall by 22 percent in just four quarters. On the other end of the age spectrum, the 55 and older group saw only a 1 percent decline in employment. In a statement from the Time article, In a Tough Job Market, Teens are Suffering the Most, "With fewer jobs to go around, older workers are settling for jobs that used to go to teens. Baby boomers, hurt by recent stock-market downturns, are hanging around longer." The article goes on to note, "From 2000 to 2007, the number of 55 to 64 years olds working in the retail industry rose by 553,000. At the same time, the number of teens who were able to snag jobs at stores fell 419,000."

Not only are Oregon's young job seekers being crowded out by older workers during this recession, many industries typically employing large numbers of young workers have been hurt by the broad-based nature of the deep downturn in the economy. Overall, youth comprised only about 15 percent of all private-sector employment in the first quarter of 2009.

Data and statistics are not just numbers; they represent individuals who are impacted in many ways by the recession. Even this data fails to capture all of the cutbacks that Oregon's youth are facing during this recession. Access entire report at www.qualityinfo.org, Industry Trends.



Tips for Business-to-Business Selling

Listen well. Let your customers talk, so you can learn their needs and determine how your products or services can help them.

Learn as much as you can about your prospects' industry. You may come up with ideas to help them that they haven't thought of before.

Make yourself a part of their team. Demonstrate that you are there to help them increase their bottom line.

Emphasize the benefit of your products or services. Show how you can help customers cut costs, increase profits, or beat the competition.

Follow up. Keep customers coming back by making sure your products or services work well for them. If not, show concern and fix things cheerfully.

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