



# Business *perspectives*

January 2012

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

## In Business For Business is Chamber Mandate and Dinner Theme

The Roseburg Area Chamber of Commerce is in business for business. And, on January 19 the chamber will celebrate our local business community at its 58th annual meeting of the membership and First Citizens banquet. The chamber proudly hosts the premier event of the new year at the fairgrounds' Douglas Hall.

The evening's theme will, of course, be **"In Business For Business."** The evening reception begins at 5:45 p.m. with dinner at 6:45 p.m. Tickets for the event are \$60 per person and \$575 for a table of 10. Full tables will have priority seating and must be paid for in full at the time of registration. Reservations and payments will be accepted online on January 2, 2012 at [www.roseburgareachamber.org/chamber/events.php](http://www.roseburgareachamber.org/chamber/events.php). The chamber office will take reservations and payments beginning on January 3.

The festivities of the chamber's annual membership meeting and First Citizens banquet will include the ceremonious passing of the gavel from immediate past board chair Norm Gershon to 2012 board chair Julie Bell. The chamber's 2012 leadership will be introduced and the organizations 2011 accomplishment and 2012 goals and priorities will be highlighted during the evening's program.

Title sponsors for the evening are **Umpqua Bank** and **Umpqua Insurance Agency**. **ATRIO Health Plans**, **bbg Marketing** and the **Cow Creek Bank of Umpqua Tribe of Indians** share the honor as corporate sponsors.

*(continued on page 5)*

## Laurance to Give State of the County Address

Douglas County Commissioner Joe Laurance will present the annual State of the County address at the chamber's Monday, January 9, 2012 membership meeting. Commissioner Laurance will review and evaluate county issues from 2011 and update chamber members on the projected county business plans for 2012. Our community is in a time of change and you will not want to miss this opportunity to ask questions of one of our most appreciated commissioners.

Reservations are required for the 11:30 a.m. to 1 p.m. membership meeting generously sponsored by **Roseburg Forest Products** and held at the Douglas County Fairgrounds Community Conference Hall. The cost of the program is \$18 for an individual member ticket, \$35 for two member tickets, \$25 for non-members and \$135 for a table of eight. A buffet lunch is included. Please fill out the reservation form included in this publication or visit [www.roseburgareachamber.org/chamber/events.php](http://www.roseburgareachamber.org/chamber/events.php) and pay online by January 5, 2012.

## Upcoming Events

**Monday, January 9**

**Membership Meeting  
State of the County Address**

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

Community Conference Hall  
Douglas County Fairgrounds

*Individual Attendee \$18; Two (2) Attendees \$35; Corporate Table (8) \$135;  
Non-Member Attendee(s) \$25*

Sponsored by:



**Thursday, January 19**

**58th Annual Meeting of the Membership &  
First Citizens Banquet**

Douglas Hall, Douglas County Fairgrounds  
5:45 p.m. Reception  
6:45 p.m. Dinner

Title Sponsors:



**A SEASON PASS** for all  
2012 Chamber Membership  
Meetings will save you time  
and money. With a season  
pass, there's no need to  
RSVP and the price is  
discounted. Call 541-672-  
2648, ext. 22 today.

# 2012 Board of Directors

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Julie Bell, *Fred Meyer*

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Todd Way, *Douglas FAST Net*

### Secretary

Debbie Fromdahl, *RACC President & CEO*

### Treasurer

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

### Past Chair

Norm Gershon

## DIRECTORS

Debi Ashley, *Wells Fargo Home Mortgage*

Syndi Beavers, *Henry Estate Winery*

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

Gary Crowe, *FCC Commercial Furniture*

Scott Folk, *Roseburg Forest Products*

Mike Hansen

Gary Lewis, *Gary's Guide Service*

Toby Luther, *Lone Rock Timber Company*

Harold Sheeran, *Avista Utilities*

Dan VanSlyke, *Wildlife Safari*

Karen Volk, *Karen Volk Realty*

## CHAMBER STAFF

Debbie Fromdahl, 672-2648 ext. 12

*President & CEO*

Heather Barklow, 672-2648 ext. 30

*Program & Event Manager*

Wanda Goodell, 672-9731 ext. 14

*VCB Volunteer Coordinator*

Jean Kurtz, 672-9731 ext. 13

*VCB Director*

Teri Phillips, 672-9731 ext. 15

*VCB Administrative Assistant*

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

*Administrative Assistants*

Gail Trimble, 672-2648 ext. 22

*Business & Administrative Services Director*

Terri Vymislicky, 672-9731 ext. 24

*VCB Sales & Marketing Manager*

## Message from the President & CEO



## We're "In Business for Business"

by *Debbie Fromdahl*

There is a saying in the "chamber world"... if you've seen one chamber of commerce you've seen one chamber of commerce. In short, while at the core of every chamber is its commitment to business, how to go about it differs from chamber to chamber. No two chambers are the same; each develops its own unique priorities, activities and programs to meet the needs of its own business community.

Roseburg Area Chamber leadership has established key priorities, division goals, internal and external objectives for 2012 but, to put it very simply, the Roseburg Area Chamber of Commerce is in business for business. And, ***In Business for Business*** just happens to be the theme for the chamber's annual meeting of the membership and First Citizens banquet on Thursday, January 19, 2012.

The chamber heads into 2012 with tempered optimism and a clear focus on its mission to serve, promote and protect our constituency, the businesses of Douglas County. We will continue working to create a strong local economy; represent the interests of business and continue political advocacy at all levels of government; promote our community and

the businesses within our community; and, of course, provide the quality programs and networking opportunities our members have come to expect.

We look forward to sharing our 2012 priorities at the annual membership meeting/ First Citizens banquet on the 19th and in greater detail in your February edition of *Business Perspectives*. In addition to our expanded focus on business and economic development, as this is an election year many of the chamber's activities will revolve around government affairs activities and political advocacy.

As the voice of the Douglas County business community the Roseburg Area Chamber will continue to promote shopping local. We have so many great businesses in Douglas County—large and small—and all these businesses deserve our support and patronage. If you're looking for the best local business guide, pick up your chamber directory or check it out online at [www.roseburgareachamber.org](http://www.roseburgareachamber.org) and buy local! The chamber is very pleased and proud to welcome three new members this month! Check them out on page 3.

## In This Issue

January Events .....	1
President & CEO's Message .....	2
New Members / Renewals .....	3
Chamber News / Events.....	4, 5
Calendar / Workshops .....	4
Visitors & Convention News .....	7



***Business Perspectives***

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Phone: 541-672-2648

Fax: 541-673-7868

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

## Welcome New Members

### Brian's Import Auto, LLC

Brian Blackford  
761 SE Stephens Street  
Roseburg, OR 97470  
Ph: 541-672-1005 Fx: 541-492-1478  
briansimportauto@yahoo.com  
www.briansimportauto.com

#### *Automobile Services*

An appointment only, premium repair facility independently specializing in Honda and Acura vehicles. With 34 years of auto repair experience, the last 21 having been dedicated solely to Honda / Acura vehicles, Brian is well-equipped to handle all aspects of your car repair and maintenance needs.

### Littlejohn Financial Services

David Littlejohn  
2435 NW Kline Street  
Roseburg, OR 97471  
Ph: 541-675-0898  
david@littlejohnfs.com  
www.littlejohnfs.com

#### *Financial Services*

Investment management, financial/retirement planning and business consultant for 10 years. LJFS is an independent financial services firm specializing in risk-managed investment strategies and helping individuals and small businesses find financial solutions and options.

### Schwans Home Services

Ben Tabler  
211 Rifle Range Road  
Roseburg, OR 97470  
Ph: 541-698-0104 Fx: 541-677-0939  
ben.tabler@schwans.com  
www.schwans.com

#### *Home Delivery Service – Food*

Known by many, seen by all! Schwans Home Service has been delivering high quality frozen foods to homes for 60 years. Delivering over 450 different products right to your front door, including beef, pork, seafood, pizza, entrees, appetizers and breakfast items.

## Thank You Reinvesting Members

Altrusa International, Inc. of Roseburg  
Amedisys Home Health & Hospice  
Brown's Shoe Fit Co.  
C & D Lumber Company  
Dennett Consulting Group  
Dole, Coalwell, Clark, Mountanspring & Mornarich, PC  
Douglas Consumer Credit Counseling  
Douglas Fir Printing  
Durham School Services  
Farmers Insurance, John Murphy  
Lonnie Ferber Real Estate Appraiser  
Fine Things Catering  
First American Title Insurance Company  
The Ford Family Foundation  
Randolph Lee Garrison  
i.e. Engineering, Inc.  
Illahee Inn, Restaurant & Bakery  
Ken's Drycleaning & Shirt Laundry  
Monteith Equipment Company  
New Visions Eyecare  
Richard B. Nichols  
Nordic Veneer, Inc.  
Ragon and Sons, Inc.  
Rose Haven Nursing & Rehab Center  
Roseburg Radiologists  
Roseburg Sister Cities, Inc.  
Sims Electric, Inc.  
State Farm Insurance, Blair Sturgill  
Steamboat Inn  
Ten Down Bowling & Entertainment  
Umpqua Community College  
Umpqua National Forest  
Umpqua Sweets & Treats / Candy Bouquet  
Umpqua Symphony Association  
Umpqua Valley Nursing & Rehabilitation Center  
Umpqua Valley Republican Women  
Karen Volk Realty  
Western Title & Escrow  
Wicks Emmett, LLP  
Wilhite Insurance Brokerage, LLC

## Roseburg Area Chamber of Commerce

### FiveStar Member Club

*Renewing FiveStar Member*

**Gordon Wood Insurance & Financial Services, Inc.**

*joining*

**Avista Utilities**

**Paul L. Bentley Architect A.I.A., PC**

**Douglas Fast Net**

**FCC Commercial Furniture**

**Mahalo Heating and Air Conditioning, LLC**

**Oregon Pacific Bank**

**Southern Oregon Credit Service, Inc.**

**THANK  
YOU**

## January Calendar

- |  |  |
|--|--|
| <p><b>5, 12, 19 &amp; 26</b> SCORE free business counseling, call 541-672-2648, ext. 17</p> <p><b>10 &amp; 24</b> 7 a.m. <b>Greeter's Committee*</b>, Manor House, 3400 NW Edenbower</p> <p><b>9</b> 11:30 a.m. <b>Membership Meeting</b>, Douglas County Fairgrounds (<i>see registration flyer on page 2</i>)</p> <p><b>10</b> 8 a.m. <b>Government Affairs Team*</b><br/>9 a.m. <b>Executive Committee*</b></p> | <p><b>12</b> <b>Project Leadership</b> - Law Enforcement / Criminal Justice Workshop</p> <p><b>17</b> 7 a.m. <b>Board of Directors*</b></p> <p><b>19</b> <b>58th Annual Meeting of the Membership &amp; First Citizens Banquet</b>, 5:45 p.m. Reception, 6:45 Dinner, Douglas County Fairgrounds, Douglas Hall</p> |
|--|--|

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

## Workshops & Seminars

**January 10** 8 a.m. to 12 noon, “**Team Building**,” presented by Oregon Employer Council Douglas County, Roseburg Area Chamber of Commerce and Umpqua Community College. Umpqua Community College Technical Center, Room 119, \$49. Contact 541-672-2648, ext. 22 to register.

### 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.



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)

## Economic Trends

	Oct 2011	Oct 2010	Nov 2011	Nov 2010
Total Employment, DC	40,383	40,036	40,435	40,032
Total Unemployment, DC	5,519	6,284	5,324	6,743
Unemployment Rate	13.4%	14.8%	12.8%	14.5%
<b>City of Roseburg Building Permit Values</b>				
Residential	\$529,193	\$353,432	\$30,117	\$46,342
Commercial/Public	\$423,900	\$851,779	\$514,935	\$412,482
Total	\$953,093	\$1,205,211	\$545,052	\$458,824
Relocation Requests Received	9	8	12	10
Lumber Composite Price (per 1000bf)	\$260	\$257	\$260	\$274
Structural Panel Composite Price (per 1000sf)	\$295	\$276	\$294	\$273

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

## Increase Visibility Through Sponsorship

The Roseburg Area Chamber of Commerce welcomes your business to increase its visibility in the Douglas County business community by sponsoring one of our highly reputable events or programs. Some event options include membership meetings, Dinner in the Park, government affairs breakfasts, our annual golf tournament and Economic Forecast. The chamber strives, through sponsored events, to provide our member businesses with numerous opportunities for networking and growth while maintaining a healthy balance between dues and non-dues revenues. In addition to cash sponsorships, chamber members can also increase business exposure by donating goods and/or services. These in-kind sponsorships would be used as door prizes or auction items at chamber events. Call 541-672-2648, ext. 30 for details on how your organization can increase its visibility in the community through sponsoring with your local Roseburg Area Chamber of Commerce.

## Got News?

**Wisdom of Wellness Chiropractic & Massage Center** has changed their name from Wisdom of Wellness & Chiropractic Center to reflect that they now have two massage therapists on location providing deep tissue, Swedish, hot stone, Lomi Lomi Hawaiian spiritual massage and couples massage.

Douglas County now has an additional option to rid their homes of expired and unwanted medicines. **Umpqua Partners – For a drug-free future** purchased a permanent MedReturn drug collection unit for the Myrtle Creek Police Department. The unit has been installed and is open to the public, effective immediately. The MedReturn unit provides a safe and practical solution to collect unwanted or expired household medicine and prescription drugs on a continuing basis.

**Oregon Pacific Bank** announces that Cindy Kent, Commercial Relationship Manager for their office located at 2555 NW Edenbower Blvd. in Roseburg, was promoted to Vice President. Cindy has been with Oregon Pacific Bank for over five years and is truly the cornerstone of our local success.

The **City of Roseburg** Visitors and Convention Commission will be accepting applications for the funding of tourism related projects within the Roseburg area. All applications submitted must fulfill the objective of the Visitors and Convention Commission to attract visitors to Roseburg. The grant submission deadline has been extended to January 9, 2012. Information may be obtained by contacting city administrative offices at 541-492-6866, Roseburg City Hall, 900 SE Douglas Avenue, Roseburg, OR 97470.

*Legislative Conference Calls will be held in the chamber conference room during the month of February. Look for more information about this great member benefit in the February issue of Business Perspectives. This is a member only benefit.*

## Chamber Mandate & Dinner Theme

*(continued from front page)*

The evening's celebrations will include the presentation of 2011 First Citizen honors on two much-deserving community leaders. Continuing the tradition of recognizing outstanding Roseburg High School seniors will be the Future First Citizen scholarship awards generously sponsored by the **Bruce Family, Mercy Medical Center and Umpqua Bank.**

Contact the Roseburg Area Chamber of Commerce for more information.

## Shop Chamber and Save / e-coupons

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! Over 30 chamber businesses offer discounts to chamber members. Call the chamber office and request your 2012 discount cards for you and your employees. Some restrictions apply. Please call 541-672-2648, ext. 22 for more information on this great opportunity. You can also increase walk-in traffic to your business by participating in the Shop Chamber and Save Program. See page 9 of this newsletter for a list of participating chamber members and their offers or visit our website at [www.roseburgareachamber.org](http://www.roseburgareachamber.org) and click on "More" under "Live", then click on "check out our e-coupons."

## Promote Your Business With Advertising

Advertising is one of the many benefits the Roseburg Area Chamber of Commerce offers to its members. Internet ads, newsletter inserts, and ads in the e-newsletter, Business Perspective, are all great ways to get your message to other chamber members and other shoppers in the community. If you would like more information on advertising opportunities with your chamber, please call 541-672-2648, ext. 23.



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# Shop CHAMBER and SAVE!

Show your Roseburg Area Chamber Discount Card at these participating members!  
Discounts good thru December 31, 2012

## Alexander's Greek Cuisine

643 SE Jackson

10% off your bill

*(Excluding alcoholic beverages and specials)*

## Bailey Veterinary Clinic

248 NW Garden Valley

10% off all flea & tick products

## Barb's Flowers, Premier

Tanning & Nail Salon

1440 NW Valley View

10% off all silk or fresh floral arrangements *(excludes wedding & sympathy)* Buy one tan get on free plus tax

## Express Employment

Professionals

541-680-7258

*"Your Only Locally Owned Staffing Company"*

Four free hours on any placement

## Hanson Jewelers

709 SE Jackson

10% off regular retail price  
*(Except Pandora)*

## Henry Estate Winery

687 Hubbard Creek

25% off case purchase

*(Cases can be a mix of wines)*

## Home Helpers #58362

541-229-5263

Two hours free when you schedule 10 hours or more

## Joe's Towing & Recovery

541-672-4388

15% off retail towing services

## 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)*

## Macy's

Roseburg Valley Mall

10% discount on your purchases at Roseburg Macy's  
*(Cannot be combined with any other discount and normal exclusions apply)*

## Makena Beach Tan

and Boutique

940 NW Garden Valley, Ste. 102

One free Level 1 or Level 2 tan for new clients. \$5 off Mystic

Tan session *(Cannot be used with any other discount or coupons)*

## MegaByte Computer

Services & Cyber Cafe

962 W Harvard

Save \$10 to \$100 on new or used computers and laptops...see store for details.  
*(Can not be combined with any other offers.)*

## Northwest Lifestyles

*"Styles That Fit Your Life"*

445 SE Jackson

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

## Northwest Outdoors

*"Where Your*

*Adventure Begins"*

435 SE Jackson

10% off regular priced merchandise  
*(Some restrictions apply)*

## Occasionally Yours

Party Rental

412 SE Jackson

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 coverings 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

## Pyrenees Vineyard & Cellars

15332 Old Hwy 99S,

541-863-7797

10% discount on all Pyrenees Vineyard & Cellars wine

## Quality Inn

427 NW Garden Valley

15% off rack rates!

*(May not be combined with other discounts)*

## Alanson Randol, DDS

1100 NW Garden Valley

Free exam and x-rays with new patient appointment

## Bruce Roman, DDS PC

500 SE Douglas

10% discount on all Orthodontic services and custom snoring/sleep apnea appliances for new patients

## Sims Electric

721 SE Oak

10% off service work!  
*(Mention this discount when requesting service)*

## 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 2012

## Westwood Stables

541-784-8403

Buy one lesson, get one FREE!  
Use one of our gentle lesson horses or bring your own.

## Wildlife Safari

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

## Windmill Inn of Roseburg

1450 NW Mulholland

10% off standard rate for chamber members

## 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, contact 541-672-2648, ext. 22.

## U.S. Travel Association Releases Forecast For 2012

The U.S. Travel Association's latest forecast looks for continued moderate but slowing growth in domestic leisure travel - up 2.2 percent in 2011, 1.5 percent in 2012 and 1.8 percent in 2013. Leisure travel will continue to set new records in terms of volume over the next few years.

Also expected are slow but steady gains in business travel - up 1.4 percent this year and up a bit more in 2012 and 2013. We should see an improvement in business travel volume, but it will remain below the 1998 peak.

Overall, U.S. Travel's forecast calls for about a two percent gain in domestic travel in 2011, less than the 3.4 percent growth enjoyed last year. This will slow even more over the next few years. This year, the U.S. travel industry should finally surpass its previous domestic travel volume record set in 2007.

Expect to see continued strength in the international arena, both globally and to the U.S., but growth will slow to about half the rate of last year. This year, U.S. Travel forecasts a 4.1 percent gain in total inbound travel and a 5.9 percent increase from overseas markets, and slowing to three-to-four percent range in the outer years of this forecast.

The expected growth in inbound tourism could be even stronger when Brand USA, Inc. (formerly the Corporation for Travel Promotion) gets its campaigns in the field. The Brand USA campaign is targeted to launch at the ITB Berlin travel show in March 2012.

Click the following link for a closer look at the latest forecast:

<http://www.ustravel.org/sites/default/files/page/2009/09/ForecastSummary.pdf>



## Business Members Spotlight Community Cancer Center (CCC)

**Brief Business History:** For over 30 years the Community Cancer Center has offered state-of-the-art cancer care for patients in Douglas County. It was organized in 1979 by a group of community leaders who recognized the need to offer quality cancer care that was close to home for area residents. CCC is unique in that it is a community owned and operated non-profit facility, completely independent of any other organization and operates without taxpayer funding. This allows CCC freedom and flexibility in responding to the needs of patients and the community. CCC is accredited by the American College of Radiology and the American College of Surgeons Commission on Cancer and it was the first radiation oncology facility in Oregon to achieve this high distinction.

In 2009, after one of the most successful fundraising campaigns in Douglas County history, CCC relocated from its original site on Umpqua Street to a beautiful new 39,000 square foot facility adjacent to Mercy Medical Center. The move allowed CCC to consolidate all area cancer services into one central location, while expanding its technological capabilities and ancillary services. Patients and their care givers need not travel to multiple locations around town or leave Roseburg to receive the highest quality cancer care available.

Five oncologists (cancer doctors) have practices at CCC. These nationally renowned physicians, utilizing the most advanced technology available, deliver treatment in a professional, yet warm and friendly manner. CCC is home to the American Cancer Society Resource Center, Douglas County Cancer Services and Treva Hoffman Foundation. An in-house laboratory adds an extra dimension of convenience for patients. CCC also provides transportation for patients unable to drive and housing assistance for out-of-town patients.

**Marketing Niche:** CCC provides a complete range of cancer care services including medical oncology (chemotherapy) and radiation oncology (x-ray). We are the sole provider of these cancer services in Douglas County.

**Business Philosophy:** "To give hope, when life is challenged by cancer and to care for all who need it in Douglas County." – Bruce Hanna, Past President, Community Cancer Foundation

**Industry Trend:** One out of three Americans will develop cancer during their lifetime. With Roseburg being an important retirement center, the need for our services is expected to grow.

**Why the Community Cancer Center joined the Roseburg Area Chamber of Commerce:** Membership allows us an opportunity to more fully interact with the business, as well as the medical community.

*(Winners are selected each month from the membership meeting drawing attending member business cards.)* Congratulations to Mel Cheney, director, Community Cancer Center.