

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

The Health Care Industry: An Economic Driver

Careers in the health care industry are booming. A majority of the fastest-growing occupations projected through 2018 are in the health care industry according to Forbes magazine. While doctor and nurse positions are still in demand, the economy has caused a shift in responsibility for assistants and lower-wage workers to pick up the slack. These workers have now become more in demand and represent some of the fastest-growing jobs in the field of health care.

Oregon's health care workforce has not kept pace with the growing demand for health services. Population growth, an aging population, an increase in the number of people living with chronic health care conditions, and an aging health care workforce are major factors contributing to the state's health care workforce shortage.

The Roseburg Area Chamber of Commerce welcomes Kelly Morgan of **Mercy Medical Center**, Brian Rooney from WorkSource Oregon Employment Department and Jo Johnson
(continued on page 12)



Fromdahl Named Oregon 2011 Chamber Exec of the Year

Roseburg Area Chamber president/CEO Debbie Fromdahl has received the 2011 Oregon Chamber Executive of the Year award from the Oregon State Chamber of Commerce (OSCC). This prestigious award has been an honored tradition of the state chamber for more than 20 years.

Criteria for the honor is based on personal character, management excellence (dependability, success, competence and ability to carry out chamber program of work), community relations (service to community and visitors, community and professional development) and leadership (outstanding performance demonstrating leadership, ability to motivate volunteers, enhance and retain membership and generally improve public perception of chamber).
(continued on page 11)

Let Business Voice Be Heard

The Roseburg Area Chamber of Commerce continues to represent the interests of business with government by providing our members with the opportunity to speak directly with our delegation during the 2012 state legislative session.

The chamber will continue to advocate business positions on proposed legislation using its 2011-2012 Public Affairs & Legislative Agenda as a guide.

During the "short-session" of 2012, the chamber will host two conference calls with Co-Speaker Bruce Hanna, Representatives
(continued on page 12)

Upcoming Events

Monday, February 13

Membership Meeting

Healthcare Industry: An Economic Driver

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

Community Conference Hall

Douglas County Fairgrounds

Individual Attendee(s) \$18; Two (2) Attendees \$35; Corporate Table (8) \$135;

Non-Member Attendee(s) \$25

Sponsored by:



Tuesday, February 14

Business After Hours

Wisdom of Wellness Chiropractic & Massage Center, 425 SE Main Street, Ste. A
5 to 7 p.m.

Thursday, February 16

Government Affairs Breakfast

State of the City Report

7:45 to 9 a.m.

Roseburg Country Club

Individual Attendee(s) \$15; Corporate Table (6) \$85; Non-Member Attendee(s) \$20

Sponsored by:



Healthcare Industry: An Economic Driver



Featured Speakers:

- Jo Johnson, Oregon Health & Science University
- Kelly Morgan, Mercy Medical Center
- Brian Rooney, WorkSource Oregon Employment Department

February 13, 2012

11:30 a.m. to 1:00 p.m.

Douglas County Fairgrounds
Community Conference Hall

Sponsored by:



Lunch RSVP required by February 9, 2012

Purchaser: _____ Company Name: _____

Mailing Address: _____ City, State, Zip: _____

*We appreciate advanced payment, but you may pay at the door.
An RSVP is a commitment. You will be required to pay for the lunch whether or not you attend.*

Individual Lunch	\$18 = _____	Bill Me <input type="checkbox"/>
Two (2) Lunches	\$35 = _____	Visa / Mastercard # _____
Table (8) Monthly	_____ X \$135 = _____	Expiration Date _____ <small>Minimum Purchase \$25</small>
Season Pass(s)	_____ X \$130 = _____	Verification Code (3-digits from back of card) _____
Non-Member Lunch(s)	_____ X \$25 = _____	Signature _____

FAX your reservation to 541-673-7868

Membership Meeting

2012 Board of Directors

EXECUTIVE OFFICERS

Chair

Julie Bell, *Fred Meyer*

Vice Chair

Todd Way, *Douglas Fast Net*

Secretary

Debbie Fromdahl, *President & CEO*

Treasurer

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

Past Chair

Norm Gershon, *Retired*

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, *Private Consultant*

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

Nancy Austin, 672-2648 ext. 17

Administrative Assistant

Gail Trimble, 672-2648 ext. 22

Business & Administrative Services Director

Terri Vymislicky, 672-9731 ext. 24

VCB Sales & Marketing Manager



Business Perspectives

Vol. 29 No. 2

Phone: 541-672-2648

Fax: 541-673-7868

www.RoseburgAreaChamber.org

Message from the Board Chair

2012 Priorities

by Julie Bell, Chair



Welcome to 2012, a year which will continue to bring similar economic challenges the past several years have seen. However, I feel very optimistic about what this year will bring as the chamber continues its work with the business community to strengthen economic and business development in the “Land of the Umpqua.” With that being said, I would like to take this opportunity to highlight the chamber’s top priorities for 2012, which clearly reflects our vision—to be the voice of the business community in the greater Roseburg area. Our priorities support the chamber’s mission to strengthen, enhance and protect our members through political advocacy, economic development, community promotion and member programs and services.

Some of these 2012 priorities are:

- Expanding business and economic development activities including monitor and advocate, as appropriate, against current trend of fee institution; host targeted industry gatherings and CEO roundtables.
- Solicit and endorse pro-business candidates for local elected office, implement candidate training program, and support candidates via RACPAC.
- Finish development of new high-tech self-guided downtown “Blast” history tour.
- Develop RACC’s long range plan for

VCB and visitor’s services operation.

The chamber has many other goals and objectives for 2012 as well. We will also continue to provide high caliber informational and educational programs dedicated to the support of our members and the business community including networking events and opportunities. We will encourage our community to “buy local” by shopping with all Douglas County businesses. We will continue to promote and refer our member businesses and provide opportunities for our businesses to promote their products and services. For a more complete list of the chamber 2012 division goals, go to page 10.

Finally, I would just like to express, if possible, what an honor it is to serve as chairwoman of the board of the Roseburg Area Chamber of Commerce. I look forward to working closely with chamber staff, my fellow board members, our businesses and community leaders to make 2012 a successful year! For a look at the chamber’s 2011 accomplishments, check out page 6.

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Welcome New Members

CSA Planning, Ltd.

Jay Harland
4497 Brownridge, Ste. 101
Medford, OR 97504
Ph: 541-779-0569 Fx: 541-779-0114
jay@csaplanning.net
www.csaplanning.net
Consulting – Land Use

CSA provides expert planning and consulting services for the public and private sector. Services include the preparation of quasi-judicial finding of fact and conclusion of law, permit applications, project management services and special studies. CSA Planning has experience in all aspects of land use planning, from land divisions to complex master plans and comprehensive map amendments.

Umpqua Business Center

Rene Toman
2371 NE Stephens, Ste. 100
Roseburg, OR 97470
Ph: 541-492-5211
rtoman@cowcreek.com
www.umpquabusiness.com
Business Incubator

The Umpqua Business and Data Center is a 24,000 square foot building currently being renovated in Roseburg, Oregon. This facility will be the focal point of business development and economic growth for Douglas County. A data center will provide technology and hosting services for local and remote clients. A business incubator will provide a launching point for local entrepreneurs and will house numerous economic development, business training, government and public agencies to assist new businesses.

Government Affairs Breakfasts Begin

February 16 is the date of the chamber's first government affairs breakfast for 2012. For this first program, the chamber welcomes Roseburg Mayor Larry Rich, City Council President Rick Coen and City Manager Eric Swanson for a comprehensive state of the city address. We will hear accomplishments of 2011 and the city's vision and goals for 2012.

Reservations are required for the 7:45 to 9 a.m. breakfast meeting held at the Roseburg Country Club. The cost of the program is \$15 for members, \$20 for non-members and \$85 for a table of six. A buffet breakfast is included. Please fill out the reservation form included in this publication or visit www.roseburgareachamber.org/chamber/events.php and pay online by February 14. The breakfast event is generously sponsored by **Umpqua Training & Employment.**

Thank You Reinvesting Members

Abby's Pizza Inn
Access Answering Service
America's Best Value Inn
Associated Buyers, LLC
Avista Utilities
Barney's Trophy & Award Shop
Callahan Court Memory Care Community
Cascade Community Credit Union
Cascade Denture Center
Casey's Restaurant
CENTURY 21 The Neil Company
Real Estate
Cradar Enterprises, Inc.
Creative Images
CSO Financial
Douglas County District Attorney's Office
Douglas County Farm Bureau
Douglas County Farmers Co-op
Douglas Electric Cooperative
Downtown Fitness & Aerobics Center
Edward Jones Investments, Pam Speta
Richard Embertson, CPA
Evergreen Family Medicine
Express Employment Professionals
Fisher's Hearth & Home
Flegel Moving and Storage

Frontier Village
Garden Valley Retirement Residence
Gerretsen Building Supply
Graphic Dimensions, Inc.
Handyman Hardware
Hayden Homes
Herbert Lumber Company
Hucrest Community Church of God
iSecure, Inc.
Johnson & McKinney, PC
Knife River Materials
KPIC - TV
Le Tip of Roseburg Executives
Lithia Roseburg Auto Center
Long's Building Supply
Macy's
Melrose Vineyards
Mercy Medical Center
Morgan Stanley Smith Barney
NeighborWorks Umpqua
Nelson & Pyle Woodworking
Northwest Outdoors / Northwest Lifestyles
Oregon Pacific Bank
Red Robin
Roseburg Book & Stationery
Roseburg Forest Products

Roseburg Glass Company
Sizzler
Tim's Appliance & Mattress
Tom Thumb Mini-Storage, LLC
TraneOregon
Travel Leaders/Fly Away Travel
Tyree Oil, Inc.
U S Bank
UCC Small Business Development Center
Umpqua Indian Development Corp.
Umpqua Partners – for a drug-free future
Umpqua Valley Winegrowers Association
United Finance Company
VA Roseburg Healthcare System
Verizon Wireless Agent/Phones Plus, Inc.
Waddell & Reed
Watkinson, Laird, Rubenstein, Baldwin
& Burgess, PC
Glenn Wentz Real Estate Appraisal
Wildlife Safari
Gordon Wood Insurance & Financial
Services, Inc.
WorkSource Douglas Employment
Department
Lauren Young Tire Center
Lauren Young Tire Center, Sutherlin

Government Affairs Breakfast

Speakers:

Mayor Larry Rich
City Manager Eric Swanson
Council President Rick Coen

**Roseburg Country Club
February 16, 2012
7:45 to 9 a.m.
\$15.00**

**State of the City
Presentation**

Sponsored by:



Breakfast RSVP required by February 14, 2012

Purchaser: _____ Company Name: _____

Mailing Address: _____ City, State, Zip: _____

*We appreciate advanced payment, but you may pay at the door. RSVP is a commitment.
You will be required to pay for the breakfast whether or not you attend.*

Individual Breakfast (s)	_____ X \$15 =	_____	Bill Me <input type="checkbox"/>
Table (6)	_____ X \$85 =	_____	Visa / Mastercard # _____
Non-Member Breakfast	_____ X \$20 =	_____	Expiration Date _____ VCC Code _____
			Signature _____

FAX your reservation to 541-673-7868.



2011 Chamber Accomplishments

- Implemented chamber's 2011-2012 Public Affairs and Legislative Agenda
- Advocated for pro-business legislation and against anti-business legislation during Oregon's 76th session; including positioning on more than 85 individual bills.
- Examples of targeted advocacy: *opposed* several house and senate bills proposing to change Oregon's transient lodging tax law and a number of house bills proposed by BOLI or Attorney General's office overly burdensome to employers; *supported* bill providing for third Veterans Home in Roseburg (HB 2578), Measure 67 sunset (HB 2970), federal reconnect (SB 301-B), SB 967 (resolved unintended consequences of bill in '05 session), to name a few
- Created "legislative mobilization task force" structure to garner business testimony in Salem on legislative issues, if needed
- Hosted bi-monthly calls with members of legislative delegation during the 2011 legislative session
- Chamber led campaign to keep lodging tax dollars secure and current VCB operations contract with city intact for continued best use of TLT dollars in marketing and promotion of Roseburg and Land of Umpqua as tourist destination
- Expanded chamber's FiveStar Member program
- Worked with other founding partners on reorganization of The Partnership (UEDP), including development of bylaws; membership dues/funding structure; hiring of new executive director; and secured permanent seat for the chamber on The Partnership board
- Roseburg Area Chamber Political Action Committee (RACPAC) successfully continued and expanded fundraising efforts
- Represented the interests of business with government by monitoring federal, state and local political activity, taking positions when appropriate
- Advocated to US Army Corps of Engineers on the need for wetland mitigation opportunities in Douglas County in general and, specifically, with regard to the opportunity at RFP's Dixonville site.
- Chamber's government affairs team reinstated its attendance at and monitoring of city council meetings and activities
- Creating (for implementation in 2012) a candidate school/training for pro-business candidates identified for upcoming city council races
- Produced a quality Business Directory and Community Profile and *In Umpqua* magazine hotel in-room visitor's guide
- Provided membership political awareness via newsletter articles, government affairs breakfasts and legislative calls
- Held Chamber 101 events specifically welcoming new members while including existing members
- Hosted 57th Annual First Citizens Banquet and annual meeting of the membership
- Hosted State of the County and State of City forums
- Provided important information for members regarding new Health Care law requirements/deadlines and information about disaster preparedness
- Completed 22nd year of Project Leadership resulting in "Dig Into History," a children's outdoor activity at the Douglas County Museum and commenced the 23rd year of the leadership program
- Hosted successful programs and business promotional, educational and/or networking events: monthly membership meetings, government affairs breakfasts, 10th annual Dinner in the Park; and, 11th chamber golf tournament. Also hosted 11 Business After Hours, produced 12 editions of *Business Perspectives* and 12 VCB e-newsletters
- Replaced the chamber's former Business Outlook Forum with Economic Forecast 2012—enhanced program and presenters; venue change
- Funds dedicated to niche marketing campaign focused on fishing (fly and bait); expanded to winery niche marketing
- On-going visitor outreach included: more than 14,000 on-site visitors (Visitors Center and Colliding Rivers); 25,000 Visitor Guide mailings (*a nearly 20% increase over 2010*); 55,000 website visits as a result of advertising; more than 1,000 phone calls received on our 1-800 line and approximately 900 e-mail requests for information about the Land of Umpqua
- Expanded current and implemented new "tracking" opportunities for marketing and branding effectiveness including, conducting a survey and conversion study during the third quarter of 2011
- Producing new self-guided, high tech "Blast" tour
- Continued great membership benefits programs: discount card with e-coupons program, member referrals, distribution and tracking of relocation information, participation in grand openings, anniversaries, member visitations and ribbon cuttings
- Continued partnership with DCEC to provide seminars of interest to businesses and employers
- Produced TV ads for out-of-area marketing; updated I-5 billboard promoting visitor attractions and events; produced bi-annual calendar of events brochure; continued social media efforts through Twitter and Facebook
- Provided customer service training for the hospitality industry
- Employability skills panel presented at area high schools
- Continued monthly outreach calls to membership by chamber staff
- Provided support letters for grant opportunities impacting economic and workforce development
- Offered confidential marketing consultations to assist chamber businesses with marketing and promotional issues
- Continued chamber in-kind support and assistance The Partnership (UEDP) in its countywide economic development endeavors

February Calendar

- | | |
|--|--|
| <p>2, 9, 16 & 23 SCORE free business counseling, call 541-672-2648, ext. 17</p> <p>14 & 28 7 a.m. Greeter's Committee*, Manor House, 3400 NW Edenbower</p> <p>13 & 27 7 a.m. Legislative Conference Calls*</p> <p>9 Project Leadership/The Role of Education</p> <p>13 11:30 a.m. Membership Meeting, Douglas County Fairgrounds (<i>see flyer on page 2 for reservation information</i>)</p> | <p>14 8 a.m. Government Affairs Team*
9 a.m. Executive Committee*
5 to 7 p.m. Business After Hours, Wisdom of Wellness Chiropractic & Massage Center, 425 SE Main Street</p> <p>16 7:45a.m. Government Affairs Breakfast, State of the City Report, Roseburg Country Club (<i>see flyer on page 5 for reservation information</i>)</p> <p>20 President's Day, Chamber Business Offices Closed. Visitors Center Open 10 a.m. to 4 p.m.</p> <p>21 7 a.m. Board of Directors*</p> |
|--|--|

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



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Business Perspectives Publication Deadline

Business Perspectives is an official publication of the Roseburg Area Chamber of Commerce published monthly.

⌘

Chamber members are encouraged to submit items for publication. Copy deadline is the 10th of each month preceding the publication date. Information received after that date will be published subject to urgency and space availability.

⌘

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
www.RoseburgAreaChamber.org

Roseburg Area Chamber of Commerce FiveStar Member Club



Renewing FiveStar Members

Avista Utilities

Oregon Pacific Bank

joining

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

Douglas Fast Net

FCC Commercial Furniture

Mahalo Heating and Air Conditioning, LLC

Southern Oregon Credit Service, Inc.

Gordon Wood Insurance & Financial Services, Inc.



Valentines' Day the Wellness Way!

Join the Roseburg Area Chamber of Commerce and **Wisdom of Wellness Chiropractic and Massage Center** from 5 to 7 p.m. on Tuesday, February 14, 2012 for an evening of fun and networking. Wisdom of Wellness Chiropractic and Massage Center is located at



725 SE Main Street in historical downtown Roseburg. Enjoy delicious chocolates, specialty cheeses and wines from our member wineries. Don't forget to enter your business card to win one of several door prizes to be given away throughout the evening, including a dozen long stem roses and a couples' massage package. Complimentary massage and consulting will also be available during the evening! Don't miss this opportunity to make this Valentine's Day a special night to remember!

Business After Hours

Tuesday, February 14, 2012

5:00—7:00 p.m.



Start your Valentines Night off right!

- ♥ Join us for local wine and cheese

- ♥ Delicious Chocolate

- ♥ Enter a drawing to win a dozen long stem roses and a couple's massage!

- ♥ Free Chair Massage

- ♥ Additional Raffles Include:

- Scalp and Facial Massage

- A month of Whole Body Vibration

And more!

Wisdom of Wellness Chiropractic and Massage Center

725 SE Main St., Suite A Roseburg, OR

541-673-3276

Downtown at the Corner of Cass and Main



Bell and Way to Lead Roseburg Chamber in 2012

The Roseburg Area Chamber of Commerce held its annual meeting Thursday evening, January 19 in front of nearly 600 local business members. The chamber presented its executive team for 2012, conveyed its 2011 chamber accomplishments and announced 2012 goals and objectives to the membership. The evening banquet also revealed the chamber's 2011 female, male and future first citizens.

The new officers who took office on January 1 are led by Julie Bell of **Fred Meyer**, who will serve as chair of the board of directors in 2012. Todd Way of **Douglas Fast Net** will serve as vice-chair/chair-elect for the year and Alex Palm of **i.e. Engineering, Inc.** will serve as treasurer and government affairs division chair. Norm Gershon will serve as immediate past chair and membership/business services division chair. The executive team is rounded out by the chamber's president & CEO/board secretary Debbie Fromdahl, Syndi Beavers, tourism division chair and Gary Crowe will chair the chamber's economic development division.

The chamber heads into 2012 with tempered optimism and a clear focus on its mission to serve, promote and protect its constituency, the businesses of Douglas County. The chamber will continue its' work to create a strong local economy; represent the interests of business and expand political advocacy with all levels of government; promote the community and local businesses; and, of course, provide the quality programs and networking opportunities our chamber members have come to expect.

Evelyn Badger-Nores was named the chamber's female First Citizen, honoring her service and involvement with the youth of Douglas County and her dedication to the surviving timber industries. Evelyn was described by one community member as being, "truly a jewel that sparkles brightly among those whose compassion and selflessness make Roseburg a better place to live."

The chamber announced Perry Murray as 2011 male First Citizen. Murray is described as, "having a real 'can do' attitude and an enthusiasm for helping others that exceeds

all obstacles." Perry, a successful businessman in the community, goes beyond normal expectations by supporting the youth and the economic tapestry of Douglas County.

A representative from the Oregon State Chamber of Commerce presented the Roseburg Area Chamber's president and CEO Debbie Fromdahl with the 2011 Oregon Chamber Executive of the Year award. This award is presented annually to an Oregon chamber executive who has exemplified personal character, management excellence, community relations and leadership. *(See related story on page 1.)*

The recipient of the 2011 Future First Citizen scholarship, presented by

Umpqua Bank, the Bruce Family and Mercy Medical Center is Benjamin Goirgolzarri. Ben is the son of Javier and Karen Goirgolzarri. Ben has a natural ability to inspire fellow students. He was voted both most inspirational and captain of the RHS varsity football team. He volunteers with a number of local organizations including; Kiwanis Key Club, Boys & Girls Club and Lions. Ben is planning to go into the field of medicine. He is passionate about helping others and brightens everyone's day with his humor. He was granted a \$10,000 award.

Four other Roseburg High School students each received a \$2000 scholarship. They are: Jordan 'Bruno' Gegenhuber, son of Cathy and Gerry Gegenhuber; Ashlee Hubsy, daughter of Daniel and Kimberely Hubsy; Allison Swanson, daughter of Andrew and Kathi Swanson; and Tessa Van Volkenburg, daughter of Sue and Rhandy Van Volkenburg.





Roseburg Area Chamber of Commerce 2012 Division Goals

Vision: To advocate for and be the voice of the business community in the greater Roseburg area

Mission: To strengthen, enhance and protect our members through political advocacy, economic development, community promotion and member programs and services

Economic Development Division

- Work with The Partnership and other business community partners to foster job creation, expansion of existing local business, development of and support for new business and workforce development
- Support and participate with industry partners to ensure proper forest management which includes harvest and reforestation imperative to economic growth and sustainability
- Expand business and economic development activities including monitor and advocate, as appropriate, against current trend of fee institution; host targeted industry gatherings and CEO roundtable
- Maintain activity and commitment to chamber's transportation initiative to ensure long-range infrastructure needs are met
- Continue to advocate for implementation of city's waterfront development plan with primary emphasis on business/commerce/economic development perspective and blending with downtown master plan and main street efforts
- Continue to involve business leaders in youth workforce development programs

Government Affairs Division

- Monitor issues and activities before local, state and federal governmental entities. When appropriate, support or oppose issues or activities in pursuit of the most pro-business environment possible; hold regular meetings with elected officials
- Keep membership informed of pertinent government affairs issues, particularly through the 2012 Oregon legislative session, via newsletter articles; broadcast "call to action" emails; and, bi-weekly conference calls with legislative delegation
- Advancement of the chamber's 2011-2012 Public Affairs & Legislative Agenda and effectively advocate chamber positions on behalf of business
- Solicit and endorse pro-business candidates for local elected office; implement candidate training program; and, support candidates via RACPAC
- Participate with local, regional and statewide coalitions to oppose anti-business and support pro-business initiatives
- Continue to grow funding of chamber PAC and subsequent PAC activity

Membership & Business Services Division

- Provide high-caliber programs, activities, events and networking opportunities dedicated to the benefit and support of our members and the business community
- Provide membership with informational programs relevant to business at membership meetings and government affairs breakfasts
- Promote and refer members and provide them with opportunities to promote their business, products and services
- Continue long-term communication plan to keep membership informed of Chamber benefits, projects, events and activities and strengthen membership retention
- Expand chamber's FiveStar member program
- Ensure all activities support the chamber's vision and mission to serve its constituency—the business community

Tourism Division

- Promote Roseburg and the Land of Umpqua as a premiere tourist destination, focusing on niche and target marketing, group attraction and extending visitor stays
- Finish development of new high-tech, self-guided downtown "Blast" history tour
- Evaluate impact of existing programs intended to expand visitors' stays; continue attraction of out-of-area meetings/groups
- Continue Land of Umpqua branding campaign with expanded outreach marketing
- Expand, enhance and/or refresh website, print ads, collateral material and visitor center displays

Organization

- Complete implementation of 2010 board organizational restructuring plan
- Develop RACC's long-range plan for VCB and visitors services operation

Oregon 2011 Chamber Exec of the Year

(continued from front page)

The naming of Fromdahl as the 2011 honoree was a unanimous decision by OSCC's selection committee comprised by past recipients and based on the nomination and supporting materials submitted by RACC's board leadership. Among the many accolades lauded on Fromdahl by current and past board chairs for work during her tenure with the RACC, were these noted highlights:

- Moving RACC beyond just hosting events—while maintaining networking opportunities—to a chamber more known for its advocacy efforts in the areas of government affairs, economic development and tourism.
 - Eliminating tired weekly lunch forums and replacing with monthly membership meetings and quarterly government affairs breakfasts resulting in increased member attendance, higher quality programs and increased profitability.
 - Lead RACC board through process of refocusing organization's vision, mission statement, board and administrative restructuring, dues restructuring and the forming of a Political Action Committee.
 - Defense of tourism promotion and best use of promotion dollars in 2011; work with the merging of two downtown business organizations and restructuring of UEDP.
- Fiscal acumen leading to RACC's continued financial strength and stability including continued positive revenue flow and healthy emergency reserve funds.
- Professional development achievements such as graduating from the U.S. Chamber's prestigious Institute for Organizational Management; serving in various leadership positions including past

chair of the board for the Oregon State Chamber of Commerce; and, service on the board of Associated Oregon Industries.

In the nomination, Roseburg Chamber board leadership said of Fromdahl, "She never complains, she acts." She was described as a "consummate professional," "a highly skilled administrator," and one who's "ethical compass is spot on and integrity is unquestioned."

What does Fromdahl have to say about this honor? "It is overwhelming and very humbling. Past honorees are the individuals I have looked up to and looked to for advice over the years and it is rewarding beyond words to have my name listed with theirs."

When it comes to all words of praise from current and past board chairs, Fromdahl says, "Well, first they are being very generous. I

truly am the first to recognize that neither this honor nor all the accomplishments attributed to me belong to me. I am simply the one being recognized. Without the greatness and generosity of so many none of it would have been possible." Fromdahl is quick to recognize the many contributions and roles played by her chamber peers around the state and across the country, the chamber staff she is privileged to lead, the membership and local business community, her family and the dedicated volunteers that have made up the 11 chamber boards she has worked with, in particular the board chairs.



The Economic Development Tool Box: Business Retention & Expansion

A common rule of thumb is that 75-80% of local economic development activity should focus on supporting existing businesses. It is likely that a large majority of new jobs in most communities will come from existing businesses and preventing the loss or closure of an existing business can be just as important—and often more important—than landing a new one.

The ideal balance of the relative emphasis of recruitment versus retention varies from community to community. In Douglas County, considering the large number of vacant former mills, one can make a strong argument that recruitment should not be an after-thought. However, regardless of the exact balance, retention activities are central to our success.

So, what constitutes "retention and expansion?" The core of most retention strategies is a business visitation program. The goal is to collect information, share information and build relationships.

The Partnership conducted about 25 business visits in the past six months, primarily with small- to medium-sized firms that sell goods and services outside Douglas County. Part of the value is in just letting an existing business know that we do care about their

health and success. And, maybe, that might encourage them to toss the next recruitment mailing from the state of Utah a little faster.

The assistance offered to these businesses is often information about programs and opportunities. For instance, the State of Oregon has just begun a new effort to support small businesses in their export efforts (the Oregon "STEP" program), which can support travel to foreign trade shows. Quite often, these kinds of programs are not heavily marketed resources and it is up to The Partnership to put these opportunities in front of local businesses. Most visits result in homework for the Partnership—to provide more information on lending, incentives or energy efficiency programs.

Inevitably the exchange of information is two-way. The contacts and insights gained can be critical in other aspects of the job, in recruitment efforts, as The Partnership works with workforce agencies or deals with other local businesses.

In the end, the work of The Partnership often comes down to building relationships and sharing information.

ARTICLE BY: Alex Campbell, Executive Director of The Partnership

Got News?

A record 780,312 total revenue passengers traveled through the **Eugene Airport** in 2011. That reflects a 6.08% increase over 2010 and a 1.38% increase over the previous record year set in 1997. "This record year would not have been possible without the support of our community partners, the business community, and passengers who are choosing their local airport instead of driving to Portland," said Eugene Airport Director Tim Doll, A.A.E. "Having more passengers supporting EUG makes us more attractive for airlines to add additional service."

Wells Fargo has donated \$50,000 to the nonprofit NeighborWorks Umpqua to help residents in Douglas, Coos and Curry counties avoid foreclosure. Based in Roseburg, the agency will use the funds to provide a wide range of foreclosure housing counseling activities, including foreclosure mitigation, reverse mortgage counseling, foreclosure intervention and mortgage payment assistance.

As a part of **WorkSource Douglas Employment Department**, the Oregon Employer Council, Douglas County is excited to announce March 14, 2012 as the 2012 Employer & Career Expo! This is a great opportunity to meet the public, help the workforce prepare for the future, and most importantly help our labor force stay in our community. Invited are employers, community resource members, educational partners, Veteran Services and the Douglas County Society of Human Resource Managers to offer job related workshops and information.

Workshops & Seminars

February 21 8 a.m. to 12 noon, "**Finding Stability in a World of Change,**" 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.

Chamber Welcomes New Program & Event Manager

Roseburg Area Chamber president/CEO Debbie Fromdahl is pleased to announce that Heather Barklow has joined the professional staff at the chamber as its program and event manager. Heather, who joined the chamber last October, is responsible for the management and development of all chamber member programs and events.

Heather is an Oregon native that grew up in both Douglas and Coos counties. After earning a Bachelor's degree from Oregon State University she held several positions as a program manager at various guest ranches and equine facilities in Oregon, Texas, Montana and Chile. She has a passion to help people and for the greater Roseburg area and its economic vitality. Among other recreational interests, she is an avid equestrian and an advocate for the North Umpqua River.

"Heather has taken on the challenge of this position with enthusiasm and commitment. Her prior experience, education and diverse work background has proven tremendously beneficial during her first four months with the chamber," stated Fromdahl. "We are fortunate to have her as a member of the chamber team." Welcome, Heather!



Health Care Industry

(continued from front page)

of Oregon Health & Science University to the February 13 membership meeting.

The panel of presenters will discuss the many changes that are happening in the healthcare industry and why it is important to educate the next generation on the opportunities that are present. There will be a focus on job retention followed up by statistical data that will project future economic trends of this widely spread and crucial industry.

Reservations are required for the 11:30 a.m. to 1 p.m. membership meeting generously sponsored by **Weston Eye Center** and held at the Douglas County Fairgrounds Community Conference Hall. The cost of the program is \$18 for members or two members for \$35, \$25 for non-members and \$135 for a table of eight. A buffet lunch is included. Please complete the reservation form on page 2 and fax to the chamber office or visit www.roseburgareachamber.org/chamber/events.php and pay online by Thursday, February 9.

Business Voice

(continued from front page)

Tim Freeman and Wayne Kreiger and Senators Jeff Kruse and Floyd Prozanski.

These conference calls will be held in the chamber conference room Mondays, February 13 and February 27 at 7 a.m. in order for our members to interact with state representatives during the session. These calls are a "members only" benefit that allows our business community to ask questions, share concerns and here first hand from our state delegates about activities in Salem.

Deadline Nears for Advertisements

Deadline for advertising in the chamber's yearly publication is February 15, 2012. Contact Cathy Knight, **bbg Marketing** at 541-957-1918 to be included in the chamber's Business Directory & Community Profile which is filled with comprehensive information for chamber members as well as visitors to our community. Your advertisement support makes your directory possible and has helped it to grow into one of the best directories in Oregon.

Business Member Spotlight

Riverview Terrace

An Elegant Retirement Community

Brief Business History: Riverview Terrace opened its new retirement community to active seniors 58 and over in 1998. Located across from Stewart Park on the South Umpqua River, the complex is tri-level, designed in an elegant Victorian style and offers 99 luxurious, private apartments. All units have modern kitchenettes plus safety emergency systems. Personal Care services are provided around-the-clock for 15, first floor units. Various floor plans range in size from studio to two-bedroom, two bath models.

Marketing Niche: Riverview Terrace is for seniors that appreciate the feeling of independence and the freedom from day to day chores. With our open restaurant style dining hours from 7 a.m. to 7 p.m., the menu entrees are both delicious and graciously served. The monthly apartment cost is inclusive of meals in our elegant dining room, weekly personal housekeeping service; convenient transportation to doctor appointments, banking and shopping; professional apartment and ground maintenance; as well as 24 hour staffing and security to give one complete peace of mind. Riverview Terrace offers a monthly calendar of activities as well as fun trips both in and outside of Douglas County. Days can be as busy or as leisurely as one prefers. Our caring and compassionate staff works diligently to provide a special place for our residents which they are proud to call their "home".

Business Philosophy: Our mission statement is to enhance the life of every person we serve. Integrity is a value we place above all others. Our passion for providing quality services to all those we serve is always priority one. We are committed to providing sound management and to increase our resident's enjoyment, choices and freedom, while relieving them of the burden of daily chores. With careful planning, sound management and a commitment to quality, we strive to achieve the perfect balance of our services and programs to ensure that each resident enjoys an excellent retirement experience and lifestyle.

Industry Trend: The retirement community industry has changed over the last several years due to the economy. Seniors are staying in their homes longer. There has been more movement in 2011, and as a result census again seems to be on the upward climb.

Why Riverview Terrace joined the Roseburg Area Chamber of Commerce: Being a Chamber Member has enhanced our marketing efforts in Douglas County as well as build relationships with other businesses in the area.

(Winners are selected each month from the membership meeting drawing of attending member business cards.) Congratulations to Shari Bagshaw, Executive Director at Riverview Terrace.

Increase Your Market Share

Are you looking to increase your market share? Want to know how to get new customers? How your brochure looks? Then you need to contact the chamber's marketing committee. Often, business owners are so entrenched in their day-to-day business that they forget to look for new advertising advice and opportunities. This ad hoc committee consists of chamber leaders who meet with member business owners and managers looking for ideas and feedback regarding marketing questions. This exclusive member only benefit is available by appointment only by calling 541-672-2648, ext. 23.

Mark These on Your Calendar

- Mar. 12 ~ Membership Meeting
- Mar. 13 ~ Business After Hours
- Apr. 9 ~ Membership Meeting
- Apr. 10 ~ Business After Hours
- May 8 ~ Business After Hours
- May 14 ~ Membership Meeting
- May 17 ~ Government Affairs Breakfast
- June 11 ~ Membership Meeting
- June 12 ~ Business After Hours
- Aug. 9 ~ Annual Golf Tournament
- Sept. 6 ~ Dinner in the Park

With a SEASON PASS you will save time and money. There is no reason to RSVP for the chamber's membership meetings (next one coming up on February 13) and the price is discounted when you purchase a Season Pass. This is your final chance to call 541-672-2648, ext. 22 and place your order for SEASON PASSES.

2012 Home & Garden Show

March 2 - 4

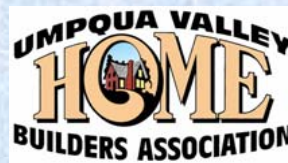


February
25th

Get your Booth Now while they last

Poker Craze!

Sign Up TODAY!
Great Prizes, Fun,
Friends &
Food!



**Early Bird
Registration
Feb 15th**

Call the Fairgrounds

541-440-4359 to select

Your booth and get

GREAT exposure

For your

Business!



\$10,000 Prize Pool

Payouts in pre-paid Visa Gift Cards
All Payouts are subject to Participation

For More Info: www.douglasfairgrounds.com

