

Roseburg Area Chamber of Commerce

67th Meeting of the Membership

&

Awards Dinner

"Boldly Forward"



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PRESS PACKET

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Press Release



FOR IMMEDIATE RELEASE
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Chamber Celebrates Accomplishments, Local Business Success and Distinguished Service

Roseburg, OR - The Roseburg Area Chamber of Commerce held its annual meeting of the membership and awards dinner on Thursday, March 24. Along with presenting its executive team for 2022, chamber leadership also shared the organization's activities and accomplishments during 2020 and 2021, as well as some of the chamber's key priorities for 2022 and beyond. The chamber's annual event celebrated Roseburg and Douglas County businesses and provided the chamber the opportunity to recognize business excellence and distinguished service of individuals in our community.

The Roseburg Area Chamber of Commerce board of directors is pleased to announce Tammy Turner from the Community Cancer Center will continue as chair of the board for 2022. Also holding leadership positions in 2022 are Gabe Crane of Roseburg Forest Products as vice chair and Sam Carter of Pacific Power as treasurer. They join Allen Pike, Hampton Inn & Suites, as the immediate past board chair and chamber president & CEO Debbie Fromdahl, as the five corporate officers for the Roseburg Area Chamber in 2022.

The Roseburg Area Chamber key priorities for 2022 are founded in its mission to serve, promote and protect the businesses of Douglas County. The chamber will continue its work to create a strong local economy; representing the interests of business through political advocacy; promote the community and our member businesses; and, of course, provide the quality programs chamber members have come to expect. In 2022, the chamber focused on defeating anti-business legislation and promoting pro-business legislation during Oregon's 2022 legislative session. The chamber will continue to participate in local and statewide coalitions for economic development and government affairs endeavors. Chamber priorities in 2022 include bringing all programs, events and committee back to in-person, implementing some new programs, expanding member and business resources and opportunities on the chamber's new website and launching new business councils.

During the evening's festivities, the chamber recognized three local companies for their excellence in business. The 2021 small business of the year award went to Gordon Wood Insurance & Financial Services. Douglas County Farmer's Co-op was recognized as the chamber's medium-sized business of the year for 2021, with Lone Rock Resources celebrated as the 2021 large business of the year award recipient. Board chair Turner shared that a future plaque at the chamber of commerce and the chamber website will list honorees for each category for every year the business of the year awards are presented. The exception will be for the year 2020. There was simply no way to choose one business over another in a year where businesses were fighting to get their doors open, keep their doors open, keep

workers employed, keep customers and employees safe, all while managing ever-changing operating mandates; a year where many businesses were fighting for survival. And, so, for the year 2020 under each category...small, medium and large business of the year...it will read, "Every Douglas County Business."

Since the pandemic postponed and, ultimately, shuttered the chamber event last year, the chamber recognized its first citizens for both 2020 and 2021. Sue Van Volkenburg and Steve Loosley received 2020 First Citizen honors for their longtime service and outstanding volunteer activity in our community. Loosley was recognized as a true servant leader whose community volunteerism included the YMCA, Casa de Belen, the Community Cancer Center, Southern Oregon Goodwill, the Legion Field turf project, Umpqua Community College board of trustees and more.

Van Volkenburg previously served on the Roseburg Chamber board of directors and a number of chamber committees. She has a long service association with Battered Persons Advocacy, LeTip, and local youth sports to include the Cal Ripkin board and coaching girls' volleyball. A Roseburg Rotarian for more than 16 years where Van Volkenburg's service includes "being Mama Duck" and a Rotary Youth Exchange Officer, where she's been instrumental in coordinating both local youth exchange and setting up hosting families for international exchange students.

Andrea Zielinski and Dave Leonard were honored as the chamber's 2021 First Citizens. Zielinski was recognized for service as a Roseburg city councilwoman since 2015, including chairing the Historical Review and Roseburg Library commissions. She serves on the boards for the Family Development Center, Greater Douglas United Way and Douglas County Traffic Safety Commission. She volunteers time and talents to both the Music on the Half Shell committee and Friends of Umpqua Valley Police K9 programs committee. Zielinski is a Roseburg Chamber Project Leadership graduate.

Leonard was honored for his more than 30 years of volunteer service in our community. He served on the Mercy Medical Center and Mercy Foundation board of directors, four years as Mercy Medical Center's chairman. Leonard served on a variety of commissions and board for the city of Roseburg and Douglas County. Generous with his professional expertise as an engineer, Leonard is also known for designing the Marion Carl Memorial at the airport, Saving Grace Pet Adoption Center, the Half Shell Amphitheater, Fish Ladder at Winchester Dam, Children's Fort at River Forks Park and more projects throughout Douglas County than can be counted. Leonard also served on the Roseburg Chamber board of directors and chamber Foundation board, serving as the chamber's chair of the board in 2002.

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2020-2021

Roseburg Area Chamber of Commerce

Activities & Accomplishments



ROSEBURG AREA CHAMBER OF COMMERCE

2020-2021 ACTIVITIES & ACCOMPLISHMENTS

- Became the “go to” business resource for COVID-19 pandemic information and resources through its online “Covid-19 Business Resource & Recovery Center Library,” expedient membership email blasts with essential information related to the pandemic and responding to phone and email inquiries from both member and non-member businesses
- Partnered with the city of Roseburg to provide needed PPE to Roseburg-area businesses
- While at time necessary/required to have the building closed to the public, chamber staff worked on-site on behalf of Douglas County businesses daily throughout the pandemic. The chamber did not close during 2020 or 2021
- Due to long-term, conscientious management of chamber funds, including ensuring adequate emergency operating reserves, the chamber remained operational and worked to protect the interests of business and fulfill its obligations to its members, despite the inability—due to the pandemic—to generate non-dues revenue
- The Roseburg Area Chamber of Commerce remains financially stable and secure
- Continued progressing the 2019-20 Public Affairs & Legislative Agenda, specifically during the 2020 Oregon Legislative Session and 21-22 Agenda during the 2021 session, to oppose anti-business legislation and support pro-business legislation
- Hosted State of the County, Legislative Preview, State of the Timber/Wood Products Industry and other programs in-person and virtually in 2020, a virtual State of the County in early 2021, with in-person membership meeting programs returning in November 2021
- Represented the interests of business with government monitoring federal, state and local political activity, taking positions when appropriate, with an emphasis on lessening and eliminating mandates to get our businesses fully open and advocating for short-term and long-term financial support and restoration
- Provided membership political awareness, especially during both the 2020 and 2021 Oregon legislative sessions, via newsletter articles, “Call to Action” emails, and in-person and virtual membership meetings
- Increased social media posts, member email blasts and website updates
- Continued to upgrade and expand chamber communications, specifically its electronic newsletter, “Chamber News” emails and “Calls to Action”; produced six editions of Business Perspectives in addition to expanding current news on website
- Hosted the 66th meeting of the membership and awards dinner in January 2020, presenting RACC’s awards for business recognition program at the event
- Publish updated, online editions of the InUmpqua (business directory, community profile & visitor magazine); continued to provided printed edition to chambers and visitor centers around the state
- Countywide “shop local” messaging; advocated “shop local” for Black Friday and “shop small” on Small Business Saturday and throughout the holiday season
- Completed 31st year of Project Leadership Roseburg, with “The Exploration Garden” class project for the Family Development Center in late Spring 2020 and brought the 2021-22 leadership program back in September 2021
- Hosted virtual Economic Forecast 2021 program in 2020 and Economic Forecast 2020 was back in person in the Fall of 2021
- Provided visitor information on-site at the Roseburg Area Chamber of Commerce & Visitor Center during “high” season in 2020 and from June 2021 forward
- Provided relocation information and visitor information in response to mail, phone and email requests
- Produced Roseburg/Douglas County map for local, regional and statewide distribution
- Provided additional member-benefit programs: Shop Chamber & Save discount program, member referrals

Roseburg Area Chamber of Commerce

2022 Priorities



2022 Roseburg Area Chamber of Commerce Goals & Priorities

Our Vision:

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

Our Mission:

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

Roseburg Area Chamber of Commerce priorities are consistently reviewed to best serve local business, with special focus in 2022 related to pandemic/post-pandemic emergence. Some key priorities for 2022:

- Advocate for business during Oregon's 2022 Legislative Session and advance RACC's 2021-2022 Public Affairs & Legislative Agenda, participate with local, regional and statewide coalitions to oppose anti-business and support pro-business initiatives, with specific focus on short and long-term assistance for business adversely impacted by pandemic shutdowns and for liability protections during and post-COVID.
- Where deemed appropriate and/or necessary, endorse candidates for local and state races based on the chamber's established criteria and candidate's pro-business voting/track record.
- Local business "go-to" for information and resources related to the pandemic and post-pandemic recovery. Timely distribution of information to business members via email blasts, social media and website updates. No-cost PPE distribution to area businesses through partnership with the city of Roseburg.
- Create business resource libraries for emergencies/catastrophes (i.e. Covid, wildfires) and for general best business practices. Future, add "member-only" access.
- Monitor issues and activities at the local, state and federal government levels. Actively support and oppose issues in order to advance the most pro-business environment possible. Hold regular meetings with elected officials.
- Keep membership informed of government affairs issues, particularly during Oregon's Legislative Session via newsletter articles, broadcast "Call to Action" emails, membership email blast updates, website "Current News," and programs/forums, as needed.
- Expanding member outreach and interaction including quarterly "9 at 9" with members. Increase business visitations and retention activities.
- Meet with local businesses to survey needs and barriers related to business retention and future potential expansion for our businesses, and to foster family-wage job creation and economic growth.
- Advocate for effective forest management on public lands to include increased harvest and reforestation, imperative to economic growth, long-term sustainability, and to curtail the significant increase in catastrophic wildfires seen in recent years; and advocate for proper management after a fire or other catastrophic event.
- Promote member businesses products and services through referrals, online member directory and printed directory, advertising opportunities, social media posts, "Shop local" promotion and member brochures on information floor.
- Launch new business councils this fall: Douglas County Lodging Industry, Douglas County Manufacturing Industry and Douglas County Retail Industry councils, others as needed.
- Programs/events priority one is getting back in person; consider new annual membership meeting/awards format, After Hours, complete Project Leadership 2021-22 and launch 2022-23, membership meeting programs with new component in February (2023) and back-to-back with Economic Forecast program in November.
- Promote our community as the best place to live, work and visit through onsite informational displays, online recreation, events and amenities information, statewide distribution of InUmpqua publication and Roseburg/Douglas County map; Land of Umpqua Facebook page and visitors/information center. Provide information to individuals and businesses looking to relocate through online, phone, email, mail and on-site inquiries and mailing of relocation information packets.

2021 Small Business of the Year

2021 Small Business of the Year



Gordon Wood Insurance was founded in 1961 by Gordon Wood. Gordon Wood Insurance & Financial Services provides personal and business insurance needs of individuals, families and businesses, also offering financial services to assist in planning for the future. The business is now owned and operated by Kelsey Wood, Gordon's son. Gordon Wood Insurance is known for their integrity, reputation, commitment to serving their clients, and years....and years...of the active involvement of both owners and their employees, in our Douglas County community. This local business, and when we say local, we mean local, from father to son, to now a third generation working in the business, the Roseburg Area Chamber's small business of the year has been a recognizable name in this community for 60 years...an anniversary celebrated in 2021.

Congratulations, Gordon Wood Insurance & Financial Services!

2021 Medium Business of the Year

2021 Medium-Sized Business of the Year



Since 1921, Douglas County Farmers Co-op has been supporting and growing with Douglas County's community. The Co-op has had several names and moved around town (most noticeably after the Co-op was leveled in the 1959 Blast). This business was once a small business with a pretty specific customer. Over the years, DC Farmers Co-op has grown in size, locations, product offerings and customer base, all while never forgetting their core clientele. Having celebrated its 100th anniversary last year, the Roseburg Area Chamber's medium-sized business of the year has been serving Douglas County ranchers, farmers and homeowners since 1921, and will continue to do so long into the future, especially with the anticipated completion and opening of a new location in Winston later this year. The Co-op offers a full line of feed and farm supply products, an expansive lawn and garden department, wide assortment of equine, livestock and pet supplies, and so much more. Their motto is, "Good people, good products, good advice." But, let's be honest, for many of us it's all about spring time and the arrival of the baby chicks!

Congratulations, Douglas County Farmers Co-op!

2021 Large Business of the Year

2021 Large Business of the Year



LONE ROCK RESOURCES

Lone Rock Resource was founded by Fred and Frances Sohn. Fred emigrated from Germany as a young man in 1936, eventually making his way to the Pacific Northwest with wife, Frances. In 1950, the Sohns built a sawmill on the banks of the S Umpqua River. Fascinated with technology, Fred hired the best talent and used innovation to differentiate his company in the competitive world of post-World War II lumber manufacturing.

Over the next 50 years, Fred's passion for innovation would change mill production worldwide. Taking the unprecedented step of assembling an electronics research team, Fred created the industry's first fully computerized sawmill and later patented 3-D scanning technology to maximize log recovery. Today, every production mill in the world relies on that computer technology. Fred's zeal for finding a better way extended to forest management as well. In the 1970s, the company aggressively began buying cut-over lands and restoring them, planting up to 1 million seedlings a year.

The 1990's were a time of transition. Two of Fred's five sons, Howard and Rick, moved into company leadership positions as the family and the company looked to the future. Continued investment in manufacturing was matched with significant additions to the forest land base. Company land holdings more than doubled over a 10-year period.

Transitions continued as a new century began. In 2001, the Sohn family moved away from its manufacturing foundations selling its sawmill and veneer plant. Fred retired and his sons assumed leadership of the company focusing on its forest lands. The culture Fred established through investment in people, research, equipment, and technology remain integral to the company's success today.

Rick Sohn's retirement as president in 2008 marked a successful transition to non-family leadership. The board expanded to include directors with experience managing family businesses, as well as welcoming third-generation Sohn family members.

Today under President and CEO Toby Luther, Lone Rock is a balanced and diversified real assets and natural resources investment company. This family-owned business is not only a standout leader in its industry, but the organization's support of business, industry, local non-profit organizations; and, community and youth activities, is unparalleled. Lone Rock encourages its employees to be involved in our community resulting in the active participation with more than 40 local non-profit organizations, programs and events. During the 2020 Labor Day fires, this industry leader had 72 employees with nearly 7000 hours over 10 days, working to help contain the Archie Creek fire. Also deserving mention is Lone Rock's aggressive diversification strategy, a diversification that added wine and Abby's Pizza, under their already distinguished and respected brand.

Congratulations, Lone Rock Resources!

2020 Female First Citizen

RACC 67th Meeting of the Membership & Annual Awards Dinner 2020 Female First Citizen Introduction

Tonight I have the great honor of introducing the chamber's 2020 female First Citizen. Being named a First Citizen is a recognition few in our community receive and there are none more deserving than our four honorees this evening.

Our 2020 honoree has been giving back to our community for nearly 25 years, pretty much since she arrived in Roseburg. She has served on a variety of boards, committees and just plain actively involved, without a title, in a multitude of local organizations, programs and activities. The list is long, and impressive.

Nearly as impressive as the list of community involvement, are the amazing attributes others use to describe our 2020 honoree....qualities such as "energetic, passionate and focused," "thoughtful," "hardworking," and "a good, kind example for others." Upon learning this recognition would be bestowed, one past recipient exclaimed, "She is so very deserving of this honor!"

Our first citizen is also known for her integrity and compassion. To know this first citizen is to know her "selfless" desire to make the lives of others better, and our businesses and our community, more prosperous.

Tonight's honoree previously served on the board of directors for the Roseburg Area Chamber of Commerce, including several committees and executive committee service. She has been actively involved with Battered Persons Advocacy for the past 10 years and with LeTip and Roseburg Rotary for more than 15 years.

While our first citizen's service in this community has been vast and varied over the years, there has been a particular passion for youth. During her long-standing and ongoing participation with Roseburg Rotary, our honoree has served as Mama Duck for the Rotary Duck Race benefiting so many local organizations, and, as a Rotary Youth Exchange Officer, she has been instrumental in coordinating both local youth exchange and setting up hosting families for international exchange students. She has served on the Cal Ripken board of directors, been a Girl Scout leader, a volleyball coach, past Fullerton IV Booster Club president, and so much more.

Our 2020 female First Citizen is not just known for the civic and charitable organizations she has jumped in to assist and support over the years. But, as important, she is known for the positive way she leads and inspires everyone around her. In so many ways, our 2020 first citizen is quite obviously, head and shoulders above the rest. Ladies and gentlemen, please help me recognize and welcome to the stage, the chamber's 2020 female First Citizen, Sue Van Volkenburg.

2020 Male First Citizen

RACC 67th Meeting of the Membership & Annual Awards Dinner 2020 Male First Citizen Introduction

I am honored and humbled this evening to speak about and introduce the Roseburg Area Chamber of Commerce's male First Citizen for 2020.

Our 2020 honoree is described as a person "of the highest moral and ethical standards." Someone who jumps in when and where there is a need, with his time, expertise and whole heart. As someone put it, he is always there to answer the call in wherever needed and seeks no credit or attention. A true "Servant Leader." Just what one would expect from a first citizen.

The list of our honoree's contributions and good deeds during his years of community service in Douglas County is impressive. Tonight, I will share just some of the highpoints of his legacy of giving to our community.

While our honoree's community activities and service has a varied range, from his involvement with Casa de Belen and the YMCA, to capital campaigns and serving on a multitude of local non-profit boards, there is much to recognize about his dedication to the enhancement and betterment of our community.

Our honoree's civic and community involvement includes serving on the boards of the Community Cancer Center, Southern Oregon Goodwill and Umpqua Valley Community Development. Our first citizen has been heavily involved in a number of capital project campaigns including the new YMCA addition and renovation and was instrumental in the completion of the American Legion Field turf project.

Our male first citizen has served on a number of industry boards over the years and is a past chair of the Oregon Asphalt Pavers Board. Our first citizen is active in his church, Redeemers. And, of course, our first citizen is chair of the board of trustees of Umpqua Community College. Of this role, our honoree is said to be "selfless, tireless, inspirational and caring." And, about 25 other adjectives that most of us can only strive to exude.

In words written by so many others, tonight's honoree, in everything he does and every community service he participates in, he only does so for the betterment of and in the best interest of our community. Our honoree has spent more than 30 years volunteering to our community and done so largely "under the radar," never expecting recognition or anything in return for the time and talents he has rendered so selflessly to our community.

Many of you have guessed by now the name of our 2020 male First Citizen. For those, and those who have not, will you all please help me recognize and applaud our first citizen for 2020, Steve Loosley?

2021 Female First Citizen

RACC 67th Meeting of the Membership & Annual Awards Dinner 2021 Female First Citizen Introduction

I now have the great privilege to tell you a little about the Roseburg Area Chamber of Commerce's 2021 female First Citizen. Tonight's honoree has been dedicated to service in our Roseburg and Douglas County community for more than 20 years.

There is no question that our 2021 recipient possesses the characteristics of a first citizen . . . She has rarely met a civic or charitable organization, or community project, activity or need where she would say anything but, "Yes, I'm in!"

Our 2021 female First Citizen is known as a dedicated community volunteer, not just by the pages-long list of community involvement, but by her infectious, visible enthusiasm and desire to make our community stronger and better, and to enhance the lives of every citizen in the greater Roseburg area.

Words and phrases used by others to describe our honoree include, "kind-hearted, selfless, passionate and reliable." She possesses the talent of bringing out the best in others. She knows when to take the lead and when to play the supporting role; it is never about the praise or recognition. She is described as an incurable optimist, with a gung-ho attitude, making her the kind of positive community leader everyone can look up to.

Our first citizen is a graduate of the chamber's Project Leadership program and the Ford Institute Leadership program. She has assisted with a number of local events and activities including the downtown Neewollah and Veterans parades, information booths at the Douglas County Fair, junior high and high school career days, Special Olympics Torch Run, community clean-up events and more.

Our honoree has served on the board of Umpqua Partners for a Drug Free Future and the Douglas County 2-1-1- advisory board. She currently serves on the board of directors for the Family Development Center, the Greater Douglas United Way and the Douglas County Traffic Safety Commission. She also serves on the Music on the Half Shell committee and the Friends of Umpqua Valley Police K9 programs committee.

Our 2021 first citizen has chaired the city's Historic Resource Review Commission, is the current chair of the Roseburg Library Commission and, of course, our honoree is a current member of the Roseburg city council, a position she's held since 2015.

As there really is no doubt at this point . . . Ladies & gentlemen, it is my honor and my pleasure to introduce the Roseburg Area Chamber of Commerce female First Citizen for 2021, Andrea Zielinski...

2021 Male First Citizen

RACC 67th Meeting of the Membership & Annual Awards Dinner 2021 Male First Citizen Introduction

It is my honor to present the final recognition of the evening, and introduce the Roseburg Area Chamber of Commerce's male First Citizen for 2021.

For more than 30 years, this year's honoree has been giving, and giving back, to our community. He is described as "reliable," "intelligent," "unselfish with his time," "tireless," "wise" and "humorous." He is the finest example of a leader. The long list of organizations, non-profits, capital projects, events, causes and activities supported by our first citizen clearly demonstrates what "dedication to community" really means.

Our honoree has served on both the city of Roseburg's Airport and Economic Development commissions. He has served on the CCD Business Development and Douglas County Industrial Development boards, serving as the DCIDB chair for three years. Our first citizen served on the board of Communities for Healthy Forest, and was one of the organization's founding members.

Our 2021 first citizen served on the Mercy Medical Center board of directors for 10 years, four years as its chairperson. He served on the Mercy Foundation board for four years, the Umpqua Health board for three years and took a turn as chairperson of the Umpqua Health Authority board of directors.

And, of course, near and dear to our heart, our first citizen served several terms on the board of directors for the Roseburg Area Chamber of Commerce and the Roseburg Chamber of Commerce Foundation board. He was chair of the chamber board in 2002 and chaired the chamber Foundation board in 2003. His past committee and division service with the chamber is nearly unequalled.

Many of our first citizen's choices related to his civic activities and service reflect an individual's passion for his community, and an endless willingness to share his time, professional expertise and financial support. The list of community groups and projects our first citizen provided professional expertise include: design of the Marion Carl Memorial at the Roseburg Airport; design of Saving Grace Pet Adoption Center and multiple additions and enclosures at Wildlife Safari; design of the Family Development Center, components of the Boys & Girls Club and projects for Umpqua Community College; design of the Half Shell Amphitheater, the Festival of Lights Nutcracker, the Fish Ladder at Winchester Dam and the Children's Fort at River Forks Park, just to name a few. Even after retirement from two local businesses he founded, our first citizen continues to this day to be a valued resource and advisor to so many in this community.

A dedicated family man, a retired Marine Veteran who served in Vietnam, a public servant, a local businessman, a philanthropist and so much more. The words of another sum up our 2021 first citizen best, "Occasionally, a few times throughout our lives, we experience a community member driven to serve." "Dave Leonard is one of those people." Please join me in welcoming our 2021 male First Citizen, Dave Leonard.