



# Business *perspectives*

April 2017

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

## Ford to Discuss Health of Timber and Wood Products Industry

The Roseburg Area Chamber of Commerce April 10 membership meeting program will focus on our timber and wood products industry. Presenting this annual update is Allyn Ford, former president and CEO, and current chairman of the board of Roseburg Forest products. This annual luncheon is a member favorite, so get your reservation before it's sold out.

Ford's presentation will analyze global, national, state, and local occurrences and the resulting impacts on our timber and wood products industry. Topics include industry trends, foreign markets, the ever-changing political landscape and how these and so much more effect this important Douglas County industry.

Ford's career at the family-owned company began more than 40 years ago, as executive vice president, overseeing the manufacturing of building materials and specialty products including lumber, hardwood and softwood plywood, engineered wood products, particleboard and specialty panels.

Allyn has served on the Oregon State Board of Forestry, chaired the Advisory Board for Forestry Intensified Research, and was past chairman of the Douglas Timber Operators steering committee, the Public Timber Purchasers Group and the National Forestry Association.

The chamber's April 10 membership meeting is sponsored by **Douglas Timber Operators**. The luncheon meeting is from 11:30 a.m. to 1:00 p.m. at the fairgrounds. Reservations are required. Cost for chamber members is \$20 for a single ticket and \$150 for a table of eight. For non-members and the general public, the cost is \$30 per person. Tickets are not sold at the door. Reservation deadline is Friday, April 7th at noon.



### UPCOMING EVENTS

#### Monday, April 10

Membership Meeting, 11:30 a.m. to 1 p.m.  
"Timber & Wood Products Industry Update"

Individual Member Attendee(s) \$20;

Member Table (8) \$150;

Non-Member Attendee(s) \$30

Sponsored by:



#### Tuesday, April 11

Business After Hours, 5 p.m. to 7 p.m.

**Bridgewood Rivers Assisted Living,**  
1901 NW Hughwood Dr.

## Information is Key to Power and Success

*Be Sure the Chamber has your Business' Most Current Information*

When promoting or referring member businesses, the chamber is only as effective as the information we have. Annually, we reach out to our members to make sure the chamber has the most up-to-date information on the chamber website and in our *InUmpqua* publication. By now, every member should have received an email or mailing and form for submitting updated information. If you have not, please contact Peggy at the Roseburg Area Chamber of Commerce.

Advertising sales for the chamber's 2017-2018 publication of *InUmpqua*, business directory, community profile and visitor magazine is still underway. More than 15,000 copies of the *InUmpqua* are distributed to residents, businesses and visitors each year throughout Douglas County and the state of Oregon. This publication remains one of the best advertising values available to market your business to other businesses, residents and visitors alike.

The chamber's *InUmpqua* is provided each year to chamber members, local businesses and is distributed in the visitor center and to chambers and visitor centers around the state. The publication is also used for new physician recruitment, relocation information provided to prospective new businesses and residents, various economic development endeavors and distributed by tourist destinations throughout the region.

A copy of the advertising rate sheet/contract and return it to Roseburg Area Chamber of Commerce, PO Box 1026, Roseburg, OR 97470 or fax to (541) 673-7868. Your advertisement needs to be reserved by April 28, 2017.

We look forward to working with you. If you have any questions, please don't hesitate to call or email us at [roseburg@roseburgareachamber.org](mailto:roseburg@roseburgareachamber.org).

## 2017 Board of Directors

### EXECUTIVE OFFICERS

#### **Chair**

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#### **Treasurer**

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Allen Pike, *Windmill Inn of Roseburg*

Barry Robinson, *AmeriTitle, Inc.*

Steve Tavernier, *Roseburg Forest Products*

Michael Widmer, *Umpqua Bank*

### CHAMBER STAFF

541-672-2648

Debbie Fromdahl

*President & CEO*

Christina Baughman, ext. 15

*Administrative Assistant*

Peggy Long, ext. 23

*Membership Development & Relations*

Katrina Carnes, ext. 30

*Programs & Events*

Rachael Miller, ext. 24

*Manager, Destination Marketing/Branding*

Marissa Pancho, ext. 22

*Visitor Services Manager*

Carol Zech

*Information Specialist*

## Message from President / CEO



## Time to Finalize Elliott State Forest Sale

by *Debbie Fromdahl, President/CEO*

For our members who may have missed it, on March 9 The Oregonian published in its daily and online, an Op-Ed from me and Timm Slater, executive director of the Bay Area Chamber of Commerce in Coos Bay. The opinion piece follows:

For more than two years, the Oregon State Land Board, Oregon Department of State Lands and Oregon Legislature have engaged the public and each other in a discussion about the future of the Elliott State Forest. A forest created by the state, and required by the Oregon Constitution, to generate revenue to help fund Oregon schools. Unfortunately, not only has this not happened but, the Elliott has lost the state money in recent years. Acknowledging its Constitutional responsibility, the Land Board recognized, unanimously, the necessity of selling the forest land and investing the proceeds to generate positive cash flow required to support our schools.

In response to the State Land Board decision, entities from our communities came together and submitted a proposal to purchase the Elliott State Forest, keeping the forest in local, Oregon-based ownership. This coalition is comprised of Oregon tribes indigenous to our area, The Conservation Fund and a family-owned, fourth-generation timber management company from Roseburg. Each member bringing to the alliance their own deep connection to southern Oregon forests like the Elliott, united together to protect its value for all the citizens and communities of Oregon.

This partnership will put in place environmental protections to safeguard habitat for a number of species that rely on Oregon's coastal forests. Of the 82,500 acres that are part of the \$220.8 million purchase, 25 percent will be permanently set aside for habitat conservation and older forest protection. The Confederated Tribes of the Coos, Lower Umpqua and Siuslaw Indians will hold this permanent easement and, with guidance from The Conservation Fund, will audit environmental compliance to ensure the wildlife benefits are fully realized.

The rest of the forest will be managed by the Cow Creek Band of the Umpqua Tribe of Indians and Lone Rock Timber Management. Their proposal adheres to progressive principals around sustainable harvests and ensures more trees are left standing around streams than state or federal law requires.

Another important aspect of the proposal is the protection of public access for hiking, hunting and other forms of recreation. Lone Rock Timber Management has a long history of allowing the public access to its land. Under this proposal, Lone Rock has pledged to make at least 50 percent of the land available for hunters and recreationists forever. All Oregonians will continue to have access to these forest lands.

Finally, there is the important issue of jobs for our citizens and the economic benefits that will be shared by our small rural communities. This innovative proposal will ensure expanded opportunities for workers in the woods, both for timber management and conservation, and provide a sustainable supply of wood for Oregon mills. This is significant. It guarantees that the Elliott forest lands benefit all Oregonians.

Discussions about selling the Elliott State Forest started long ago. The decision was made. Highly-regarded local entities stepped forward, united and worked together to create a solution in the best interest of our state. It's time for our elected leaders to honor the protocol they established and move forward.

We support and are appreciative of the favorable vote at the February 14 State Land Board meeting to accept and move this proposal forward. We applaud newly-elected State Treasurer Tobias Read's thoughtful and fair modifications to the venture that, will serve to add further protections for the forest long-term. The Land Board meets again in April and it is certainly our hope its members bring this issue to a conclusion predicated on its February decision.



Visitor Center

541-672-9731 | 800-440-9584

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

# Chamber Advocates for Business at Oregon Legislature

## Join Our Discussions

April 12 & 26 at 7:00 a.m. with  
Senators Kruse & Prozanski,  
Representatives Brock-Smith,  
Heard & Hayden in the  
Chamber Conference Room

The following is a list of bills the Roseburg Area Chamber of Commerce has taken a position on thus far during the 2017 legislative session. Be sure to check out the chambers 2017-2018 public affairs and legislative agenda published in the March issue of *Business Perspectives* or on the home page of the chamber's website.

### RACC Supports:

**SB 559—PERS** reform that would change the calculation of final average salary to use five years instead of three years.

**SB 560—PERS** reform that would redirect employee contributions from an IAP account to be used to pay for the member's pension or other retirement benefits.

**SB 984**—Relating to calculation overtime for employee who exceed maximum allowable hours during workweek, requiring employer in industry with requirement to pay overtime after certain number of hours worked in one day to calculate applicable overtime pay for employee on daily and weekly basis and pay greater of two amounts.

### RACC Opposes:

**SB 165**—Limits small business tax cut passed during 2013 Legislature.

**SB 301**—Would prevent employers from firing employees based on employee's use of marijuana.

**SB 487/HB 2129**—Would increase damage awards in medical malpractice lawsuits.

**SB 557/HB 2468**—Would implement a "cap and trade" system for Oregon manufacturers that emit CO2.

**SB 828/HB 2193**—Would implement a predictive scheduling mandate.

**SB 847**—Relating to state trust lands, creating process for State Land Board, Department of State Lands and Legislative Assembly to coordinate transfer of certain trust lands managed for benefit of Common School Fund that have limited performance potential as assets of Common School Fund to certain other public bodies.

**HB 2019**—Requires the Oregon Department of Revenue to submit to the Legislative Revenue Officer information from Oregon tax returns about certain corporations doing business in Oregon.

**HB 2169**—Would limit award of attorney fees to employee who prevails on a claim against employer in wage and hour and employment cases. Current law allows for the awarding of attorney fees to the prevailing party, regardless of whether that is the employer or employee.

**HB 2180**—Would allow for liens against an employer's real and personal property by claimants alleging unpaid wages. The employee would not be required to prove the validity of their claim prior to filing the lien.

**HB 2181**—Creates rebuttable presumption against employer if employer takes certain adverse actions against employee within 90 days of employee's protected wage-related activity. Requires employer, after termination of employee, to provide to employee within 10 days of employee's written request, reason for termination of employee. Makes violation subject to punitive damages and provides right to jury trial.

**HB 2230**—Would implement a new 0.7% commercial activities tax on Oregon businesses.

**HB 2744**—Relating to expenditure of local transient lodging tax, amending definition of "tourism-related" facility.

**HB 2768**—Relating to local transient lodging tax, expanding the definition of "tourism promotion" for purposes of local transient lodging tax revenue expenditures.

**HB 2774**—Requires the Oregon Department of Revenue to make information contained in central assessment roll available to general public on department's website.

**HB 2876**—Would add a new 13% tax rate for income above \$250,000; significant for small business as business income is typically taxed at the personal income tax rate.

**HB 2952**—Requires disclosures by corporations claiming tax credits. Specifies that corporate taxpayer claiming tax credit consents to disclosure of taxpayer's name and about of credit.

**HB 3087**—Relating to family medical leave insurance benefits, creating paid family and medical leave insurance program to provide covered employee with portion of wages while on family medical or military leave. Requires approval by three-fifths majority.

**SJR 3 / HJR 1**—Would essentially repeal Ballot Measure 50, passed by Oregon voters.

 **ROSEBURG AREA**  
Chamber of Commerce  
**FiveStar Member Club**



**Community Cancer Center**  
**Gordon Wood Insurance & Financial Services, Inc**  
**Oregon Pacific Bank**  
**Southern Oregon Credit Service, Inc.**

**Professional Connections**

Join us April 11  
for Business after  
Hours at Bridgewood Rivers  
Assisted Living Residence, 1901  
NW Hughwood Avenue. Don't miss  
the chambers premier professional  
networking event held from 5 to 7 p.m.,  
Business after hours admittance is still a  
low \$3.00 per person at the door.

Delicious hors d'oeuvres and  
refreshments will be provided as you get  
to know fellow business professionals.  
Bring your business cards for a  
chance at great door prizes. Mark  
your calendar!

See flyer on page 6.

**Got News?**

**Coastal Farm & Ranch**

Kevin Gregory has been announced as the  
new store manager of Coastal Farm & Ranch in  
Roseburg. Kevin replaces Nis Jessen who retired  
after 45 years in the farm supply industry.



**Reustle Vineyards**

Wine Press Northwest Magazine has named  
Reustle Prayer Rock Vineyards as its 2017 Pacific  
Northwest Winery of the Year.



**Send Us Your Got News?**

Has your business changed location or adding a new one? Celebrating an  
anniversary or received an award? These are potentially newsworthy items for the  
chamber's Business Perspective "Got News?" section and a great opportunity to share  
your news with fellow chamber members. Submit your "Got News?" information  
online at [www.RoseburgAreaChamber.org](http://www.RoseburgAreaChamber.org) or email us at  
[sales@roseburgareachamber.org](mailto:sales@roseburgareachamber.org)

*\*The Roseburg Area Chamber of Commerce reserves the right to edit, verify, determine timeliness and publish  
on a space available basis.*

**Thank You  
Reinvesting Members**

- AmeriTitle, Inc.
- Alexis Atchinson, DDS
- Avista Utilities
- Bassett-Hyland Energy Co.
- Casey's Restaurant
- Dole Coalwell Attorneys
- First American Title Insurance Company
- Fred Meyer
- Garden Valley Retirement Residence
- Harvey Engineering, Inc.
- KGRV Christian Radio
- Knudtson's Jewelers
- Land Mark Survey, Inc.
- Marco Pharma International, LLC
- McGovern Metals Company, Inc.
- Motel 6 Roseburg
- Pinnacle Western, Inc.
- Premier Insurance Group, Inc.
- Rogue Credit Union
- Root Family Insurance, LLC
- Roseburg Country Club
- SelecTemp Employment Services
- Sunrise Enterprises, Inc.
- Umpqua Health Management, LLC
- Umpqua Insurance Agency
- Umpqua National Forest
- Western Testing, LLC
- Western Title & Escrow

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## CALENDAR

- 4/10 **Membership Meeting**--Timber & Wood Products Industry Update, Fairgrounds, 11:30 a.m. to 1:00 p.m.
- 4/11 **Business After Hours**--Bridgewood Rivers Assisted Living, 1901 NW Hughwood Ave., 5 p.m. to 7 p.m.
- 4/11 **Greeters Committee Meeting\***--Super 8 Conference Room, 8 a.m.
- 4/12 **Legislative Call\***-- 7 a.m.
- 4/13 **Project Leadership**--Communication & Leisure Workshop
- 4/25 **Greeters Committee Meeting\***--Super 8 Conference Room, 8 a.m.
- 4/26 **Legislative Call\***-- 7 a.m.

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

## Greet Visitors Better with Front-Line Customer Service Training

The number of visitors to the Land of Umpqua continues to increase each year bringing new, and repeat visitors to Douglas County. Visitors to the area get their first impressions from front-line employees offering services visitors seek out. Those impressions can “make or brake” a visit and determine whether or not visitors return to the Roseburg area.



Make the best first impression with great customer service. The Roseburg Area Chamber of Commerce will offer a free customer service training seminar Tuesday, May 2.

Whether you employ front-line service staff at a restaurant, gas station, hotel, winery, retail establishment or another business that greets visitors to our community, we hope you'll consider sending them to the chamber's customer service seminar.

This seminar will discuss best practices on how to effectively share information about our community with visitors. Attendees will learn about the activities, events, resources and places of interest to visitors. In addition to strengthening our positive impact on visitors, this customer service seminar will also enhance local businesses by providing employees the required tools to improve customers'—and visitors'—experience.

The seminar will be held at the Holiday Inn Express from 2 to 4:30 p.m. The class is FREE to the first 50 people that register. Preference is given to front-line employees and those serving visitors to Roseburg. Seating is limited, so call the chamber now at 541-672-9731, ext. 15 to reserve your spot or email [info@visitroseburg.com](mailto:info@visitroseburg.com).

### RSVP TODAY!

Call 541-672-9731, ext. 15 or email [info@visitroseburg.com](mailto:info@visitroseburg.com)

## Volunteer Opportunities Available Now

The Roseburg Area Chamber of Commerce is looking for volunteers to assist visitors with area information. Being a volunteer is a fun way to interact with people and share your knowledge of the area and the great attractions in our community. If you are interested, contact Marissa Pancho, Visitor Services Manager, by phone at (541) 672-9731 ext. 22 or by email [visitorservices@visitroseburg.com](mailto:visitorservices@visitroseburg.com) for more information.

### 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.



Roseburg Area Chamber of Commerce  
P.O. Box 1026 • 410 SE Spruce Roseburg, OR 97470  
541-672-2648 • Fax: 541-673-7868



For advertising opportunities contact 541-672-2648, ext. 23 or email [sales@roseburgareachamber.org](mailto:sales@roseburgareachamber.org) [www.RoseburgAreaChamber.org](http://www.RoseburgAreaChamber.org)

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# Annual Report Proves Successful Efforts to Attract Visitors

The Roseburg Area Chamber of Commerce presented its annual report on its visitor center and visitor services operations to the Roseburg city council last month. The annual report, presented by Rachael Miller, the chamber's manager of destination marketing/branding, delivered positive numbers that demonstrated the chamber's successful marketing efforts to attract visitors.

The chamber is immensely proud of its important ongoing work promoting Roseburg and the Land of Umpqua as a premier tourism destination. Some notable highlights, activities and accomplishments from 2016 include:

- *New advertising outlets were added to expanded promotion efforts in larger markets. Portland Metro market broadcast television campaign ads were expanded to include a sweepstakes giveaway weekend trip for two to Roseburg.*
- *A third-party survey to evaluate marketing efforts revealed over 35% of new website visitors arrived at the website after seeing it advertising by the chamber; as a result of those advertising campaigns, website traffic increased 31% in 2016, page views grew 16% and over 19,250 promotional brochures were downloaded. This increase shows that people are not only viewing the website but, taking the information with them.*
- *The transient lodging taxes (TLT) collected in Roseburg in 2016 increased 11.65% from 2015 and nearly 40% from 2013*
- *Continued to dedicate maximum hotel/motel tax dollars to visitor destination advertising and marketing due to the chamber's financial underwriting of more than \$35,000 from its general operations budget.*
- *Visitor e-newsletter subscriber base increased 77% in 2016*
- *Represented Roseburg and the Land of Umpqua at the Bay Area Travel & Adventure Show. With an average paid attendance of 18,000 in two days, the show is focused on trip destinations providing great exposure to potential visitors.*

The chamber is excited about our future endeavors and about the future of the Land of Umpqua and Roseburg, the heart of the Land of Umpqua, as a visitor destination.

## Business Member Spotlight

### SelecTemp Employment Services

**Brief Business History:** Formed in 1987, Steve Gaughan and Roger Cox knew from their management experience in the wood products industry that manufacturing companies need well-trained, reliable employees on a less than permanent basis at a reasonable cost.

In 2015, Selectemp joined the TalentLaunch network of companies. With TalentLaunch, they are able to access the same high-end resources some of the largest firms in the country are using. Selectemp is able to connect their clients with niche experts in nearly every industry through their partnership with TalentLaunch.

**Marketing Niche:** They service temporary, temp-to-hire and direct hire staffing in many different industries such as Administrative, Construction, Industrial, Millwork, Production, Warehouse, and many more. They participate in many different community associations such as Umpqua Valley HBA, Work Source and many other local associations

**Business Philosophy:** Selectemp believes in matching talent with opportunity. They are committed to helping their employees go from a good job to a great job. They also allow their customers to simplify staffing and focus on what they do best.

**Industry Trend:** Great cultures are what separate great companies from the sea of good companies. As a staffing firm, Selectemp has the chance to interact with so many businesses in this area and help them build cultures that provide them with a sustainable competitive advantage. Selectemp is truly the story of progressive evolution. The only way that they have stayed in business since 1987 is that they continually evolve and because of the constant evolution, Selectemp has been voted the #1 staffing service—in their largest market—for the last five consecutive years.

**Why Selectemp joined the Roseburg Area Chamber of Commerce:** They've been a committed Chamber member since 1998 and are excited to continue to build relationships with local organizations and the leaders of the community.

*(Winners are selected each month from a random drawing of chamber members)  
Congratulations to SelecTemp Employment Services!*