



# Business *perspectives*

March/April 2020

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

## “Hacked! OMG...What Now?”...

*What Business Needs to Know About Data Breach*

As more and more operations are going digital in the ways we manufacture goods, process timber and store data using things like third party vendors and the cloud, we open ourselves to added potential risks in cyber security. Members will hear about current trends in data breaching and what your legal obligations are as well as how to take preventative measures and hear real life examples of incidences businesses have faced.

The Roseburg Area Chamber of Commerce's March membership luncheon will be on Monday, March 9 from 11:30 am to 1:00 p.m. in the community conference hall at the Douglas County Fairgrounds. The cost for members is \$25 per person and \$180 for a table of eight. For non-member businesses and the general public, the cost is \$35 per person.

Tickets may be purchased online or by returning with the flyer with payment on page (3). Reservation deadline is 5:00 p.m. on Thursday, March 5. Please note reservations are required and tickets will not be sold at the door. The meeting is generously sponsored by Umpqua Training & Employment.

## Chamber 101 *Postponed/Date TBD*

*Maximize your Membership Benefits*

Members of the Roseburg Area Chamber of Commerce have the opportunity to learn more about the long list of benefits and advertising options available to you. The chamber provides its new and existing members the opportunity to meet at Chamber 101 where they will get an in depth overview of the chamber and discuss its programs, services, goals and benefits. Perhaps your business has been a member of the chamber for years but is now under new ownership or management. Find out how to best utilize the tools your chamber provides and make new contacts to expand your social pool. On Wednesday, March 18 from 8:00 to 9:00 a.m. members will meet in the chambers conference room.

If you would like to attend please RSVP by Monday, March 16 to 541-672-2648 ext. 23 or email: [sales@roseburgareachamber.org](mailto:sales@roseburgareachamber.org)

## Best Advertising for Members

Advertising sales for the chamber's 2020-21 publication of *InUmpqua*—a business directory, community profile and visitor magazine, are now being accepted. Thousands of copies of the *InUmpqua* are distributed to residents, businesses and visitors each year throughout Douglas County and across the state of Oregon. This publication remains one of the best advertising mediums

CONTINUE MEMBER ADVERTISING, PAGE 5

## Upcoming Events

### Monday, March 9 Membership Meeting

“Hacked! OMG...What Now?”...

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

Conference Hall, Fairgrounds

*Sponsored by:*



Purchase tickets [online here](#)

### Monday, April 13 Membership Meeting

“TBA”

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

Conference Hall, Fairgrounds

*Sponsored by:*



## What's Happening in State Legislative Session

*Nothing or a Whole Lot?*

Obviously, things change in an instant in Salem during legislative sessions. As of this writing, the 2020 short session is basically frozen due to both Senate and House Republicans leaving Salem... and the state...in opposition of and to prevent passage of proposed cap and trade legislation, SB 1530 and HB 4167. Denying quorum is a tool available to the minority party in Oregon. The Roseburg Area Chamber of Commerce ardently opposes both of these bills.

CONTINUE LEGISLATIVE SESSION, PAGE 2

## 2020 BOARD OF DIRECTORS

### EXECUTIVE OFFICERS

**Chair**

Allen Pike, *Hampton Inn & Suites*

**Vice Chair**

Steve Tavernier, *Roseburg Forest Products*

**Treasurer**

Sam Carter, *Pacific Power*

**Secretary**

Debbie Fromdahl, *President & CEO*

**Past Chair**

Toby Luther, *Lone Rock Resources*

### DIRECTORS

**Melvin Burke**

*DC Farmers Co-op*

**Frank Fisk**

*Rogue Credit Union*

**Brant Guido**

*Umpqua Sand & Gravel*

**Mark Halliday**

*Con-Vey*

**John Robertson**

*Sherm's Thunderbird Market*

**CJ Steinbach**

*First Interstate Bank*

**Tammy Turner**

*Community Cancer Center*

### CHAMBER STAFF

**Debbie Fromdahl**

*President & CEO*

**Ed Brown** ext. 30

*Programs & Events*

**Crystal Hall** ext. 17

*Executive Assistant*

**Laura Studebaker** ext. 23

*Membership Sales & Relations*

**Carol Zech**

*Information Specialist*

## What's Happening in State Legislative Session

*Nothing or a Whole Lot?*

As mandated under Oregon's Constitution, the 2020 session will adjourn no later than 11:59 p.m. on Sunday, March 8. In which case, all of the 2020 bills will die. The upside, so many bills bad for business and the citizens of rural Oregon die. The downside, so do the handful of good bills. With Democrats refusing to give on cap and trade and Republicans vowing to stay away if cap and trade proposals are neither killed or referred to voters, the session appears to be deadlocked. At this point, the next seven days will tell the story of this session.

In February, your Roseburg Area Chamber of Commerce submitted written testimony on the following:

February 6—The chamber opposed SB 1530, cap and trade legislation, with the Senate Committee on Environment and Natural Resources. The chamber's opposition was in defense of local business and the citizens of Douglas County and rural Oregon. To see the written opposition [Click Here](#)

February 12—The chamber opposed HB 4010, legislation proposing to eliminate state incentives for opportunity zones, submitting written testimony to the House Committee on Revenue. If passed, HB 4010 would disconnect Oregon from the federal Opportunity Zone tax incentive included in the federal 'Tax Cut & Jobs Act' passed by Congress in 2017. The chamber recognized maintaining opportunity zones is an important economic development tool. For the chamber's detail written testimony [Click Here](#)

February 19—The chamber reaffirmed its opposition of HB 1530 cap and trade with the Joint Committee on Ways and Means Subcommittee on Natural Resources, adding comments on proposed amendment, including support for amendments to remove the emergency clause and refer the entire bill to the citizens of Oregon for a vote. For the written testimony [Click Here](#)

February 19—The chamber opposed HB 4167, cap and trade (the House-version of SB 1530), in written testimony to the House Committee on Rules, in defense of local business, citizens and rural Oregon. In its written testimony, the chamber stated "Oregon voters are not uneducated or lacking the mental capacity to understand complex issues. To infer such is, at best, disrespectful to the great citizens of this state—at worst, a complete undermining of Oregon voters. Remove the emergency clause and allow voters their right to vote on this issue." For the complete written testimony [Click Here](#)

While not having the opportunity to submit testimony to date, the chamber supported HB 4047, legislation regarding the statewide lodging tax and opposed HB 4007, proposed legislation to allow striking employees to receive unemployment benefits.

The chamber will keep our membership apprised of further developments related to the 2020 short session, as we know them, with "Chamber News" and "Calls to Action" emails.

## Chamber Leadership Program Community Benefit Project

*Family Development Center to Get Exploration Garden*

Each year the Roseburg Area Chamber of Commerce's Project Leadership class selects a community-benefit project that provides them with the opportunity to take on leadership roles in the planning, funding and completion of a project that positively impacts the well-being of our community and its residents.

This year's Project Leadership class has selected a project to create an exploration garden at the Family Development Center which will provide long lasting benefits to the students, parents and community. The goal is to create stable attached relationships between children and their parents which increases social skills and enhances emotional coping skills. This project will also increase family investment in outdoor activities, developing empathy, increasing sense of community and an appreciation for nature.

CONTINUE FAMILY DEVELOPMENT CENTER, PAGE 5



410 SE Spruce St.  
PO Box 1026  
Roseburg, OR 97470  
P (541) 672-2648  
F (541) 673-7868

[www.RoseburgChamber.com](http://www.RoseburgChamber.com)

# **“Hacked! OMG...What Now?”...**

## ***What Business Needs to Know About Data Breach***

Presented by: Brian Sniffen, Wildwood Law Group



March 9, 2020

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

Douglas County Fairgrounds

Sponsored by:



Lunch RSVP required by Thursday, March 5, 2020 by 5:00 p.m.

Purchase your tickets online now  
[www.RoseburgChamber.com](http://www.RoseburgChamber.com)

### **PAYMENT MUST ACCOMPANY RESERVATION**

Please mail flyer with payment to:  
Roseburg Area Chamber of Commerce  
PO Box 1026, Roseburg, OR 97470

Member Lunch \$25

Member Table (8) \$180

Non-Member Lunch \$35

Purchaser: \_\_\_\_\_

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_



## Thank You Reinvesting Members

Abby's Legendary Pizza	KGRV Christian Radio AM 700
Associated Buyers, LLC	Knife River Materials
Avista Utilities	Land Mark Surveying, Inc.
Bigfoot Beverages / Pepsi-Cola Bottling of Roseburg	McMenamins Roseburg Station Pub & Brewery
Cascade Community Credit Union	Neuner Davidson & Co.
Century 21 The Neil Company Real Estate	Northwest Lifestyles
Community Cancer Center	Nova Health
Douglas County District Attorney's Office	Oregon Pacific Bank
Douglas County Farmers Co-op	SAIF
Douglas Electric Cooperative	Silke Communications Solutions, Inc.
Downtown Fitness & Aerobics Center	Sims Electric, Inc.
Richard Embertson, CPA, PC	Solo Web Solutions
Energy Trust of Oregon	Spectrum Cleaning & Restoration
Express Employment Professionals	Staples, The Office Superstore
Family Tree Medical Clinic	Sunrise Enterprise
Farwest Steel Corporation	Super 8 - Roseburg
First American Title Insurance Company	Tom Thumb Mini Storage, LLC
First Community Credit Union	TraneOregon
First Interstate Bank	Trout Wealth Management
Frontier Village	Tyree Oil, Inc.
Gerretsen Building Supply	Umpqua Community College
Gordon Wood Insurance & Financial Services, Inc.	Umpqua National Forest
Graphic Dimensions, Inc.	United Finance Company
Hampton Inn & Suites	US Bank
Heard Family, LLC	Western Title & Escrow
i.e. Engineering, Inc.	Wildlife Safari
Joe's Towing & Recovery, LLC	Worksource Douglas Employment Department

## March/April

- |      |                                                                                             |
|------|---------------------------------------------------------------------------------------------|
| 3/9  | Membership Meeting<br>"Hacked! OMG...What Now?"...<br>11:30 a.m. – 1:00 p.m.<br>Fairgrounds |
| 3/10 | Greeters Committee Mtg*<br>Super 8 Conference Room<br>8:00 a.m.                             |
| 3/12 | Project Leadership<br>Medical and Human Services<br><b>Postponed/Date TBD</b>               |
| 3/18 | Chamber 101* Postponed<br>Chamber Conference Room<br><b>Postponed/Date TBD</b>              |
| 4/9  | Project Leadership<br>Communication & Leisure<br>8:00 a.m.                                  |
| 4/13 | Membership Meeting<br>"TBA"<br>11:30 a.m. – 1:00 p.m.<br>Fairgrounds<br><b>CANCELLED</b>    |
| 4/14 | Greeters Committee Mtg*<br>Super 8 Conference Room<br>8:00 a.m.<br><b>CANCELLED</b>         |

*\*Chamber member only event/activity. Official chamber meetings are held in the chamber conference room unless otherwise noted.*

## Got News?

**Northwest Lifestyles** is now open every Tuesday from 10:00a.m. - 6:00p.m. with fun new pop-up shopping events once a month. Follow them on Facebook or Instagram for event dates and details.



## Send Us Your Got News?

Has your business moved, changed contact information, or expanded? Are you celebrating a company anniversary or receiving an award? Added new staff? Do you have employees who have received a promotion, recognition, award, or completed a specialized training?

These are all potentially newsworthy items that you can submit to be shared in the chamber's "Got News?" section of Business Perspectives. Chamber members are encouraged to submit their business news. Submissions are accepted via email to: [sales@roseburgareachamber.org](mailto:sales@roseburgareachamber.org)

## Welcome New Member

### Reds Electrical Service

Bill Degraffenreed  
1935 SE Stephens Street  
Roseburg, OR 97470  
(541) 671-0684  
[jo@redselectricnw.com](mailto:jo@redselectricnw.com)  
[www.redselectricnw.com](http://www.redselectricnw.com)

Reds Electrical Service is an electrical contractor who specializes in industrial, commercial and residential service. From conveyor systems to disaster relief for industrial and commercial installation Reds Electrical is a large company bringing an abundance of experience capable of mastering projects large or small.

## Member Advertising

available to market your goods and services to other businesses, residents and visitors alike. It also presents an opportunity to support the chamber, as a portion of ad revenues underwrites the chamber's annual operating expenses. The chamber's *InUmpqua* publication is posted on the chamber website which increases visibility and readership.

The *InUmpqua* is a great tool for employers and the community; it is distributed in the visitor center and to chambers and visitor centers around the state. This 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 is on page 8. If you already know the level of your participation this year, please fill out the enclosed contract and return it to Roseburg Area Chamber of Commerce, PO Box 1026, Roseburg, OR 97470 or fax to (541) 673-7868. We look forward to working with you. If you have any questions, don't hesitate to contact the chamber at [roseburg@roseburgareachamber.org](mailto:roseburg@roseburgareachamber.org) or call Laura at (541) 672-2648 ext. 23.

## Project Leadership Creates Exploration Garden

### *Chamber Leadership Program Community Benefit-Project*

The class plans to update the existing planter boxes and sandbox creating ease of access to children and clean-up, install a labyrinth pathway, build a slide incline using rocks and wood log rounds and re-seed the grass.

Project Leadership participants have already formed teams to complete the project by May of 2020. The class will be collecting tax-deductible donations for the next several months to make this project a reality. Those interested in making a contribution to this project may send a check payable to the Roseburg Chamber of Commerce Foundation, PO Box 1026, Roseburg OR 97470. Please note on your donation that it is for the "Project Leadership Class Project."

Project Leadership Roseburg is a business leadership development program of the Roseburg Area Chamber of Commerce. The annual program challenges participants to increase their knowledge about Roseburg and Douglas County and become more actively involved in our community. The chamber's Project Leadership program is in its 31st year. The chamber greatly appreciates the incredible support we continue to receive from our members and the Douglas County business community each year. To make your tax deductible contribution see flyer on page 8, or call (541) 672-2648 ext. 23 for more details.

### 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.

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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.

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

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

*Business Perspectives Vol. 37 No. 2*



## Get Your Brochures/Rack Cards to Us

As a champion for our community we are always looking for ways to promote and refer our members. The informational floor here at the visitor's center is now exclusive to members, as the operation is solely funded by your membership investment dues. If you have any professional brochures or rack cards you would like us to display, please feel free to drop them off to us here at the chamber of commerce located at 410 SE Spruce St. If you have any questions please call (541) 672-2648 ext. 23

An advertisement for Riverview Terrace Retirement Community. The top left features a logo with a stylized sun/moon and the name "Riverview" above "TERRACE" in a purple box, with the tagline "Retirement Living at its Best". To the right, text describes it as "Roseburg's Elegant, Resort-Style Retirement Community" including "15 Apartment Licensed Residential Care Units". Below this, it lists amenities: "Enjoy coming home to: Restaurant-style fine dining for breakfast, lunch &amp; dinner", "Our welcoming staff, devoted to making your life luxurious", and "A studio, one-bedroom or two-bedroom view apartment with kitchenette". The background shows a large, multi-story retirement community building. At the bottom, contact information is provided: "541-672-2500 ~ 800-888-5994 ~ 1970 W. Harvard Avenue ~ www.RiverviewTerrace.com".

*You are invited! An inspiring and interactive educational experience.*



THE  
LANDING  
A SENIOR LIVING COMMUNITY

# Caring is What Makes Us Human

Connecting with those who have dementia

## Location:

Roseburg Senior Center  
1614 SE Stephens  
Roseburg, OR 97470

## Date and Times:

Saturday,  
March 14th

1pm-3pm

- Learn about the power of a person-centered, elder directed culture to create a culture of caring.
- Discover how you can investigate and identify unmet needs based on Maslow's Hierarchy of Needs.
- Uncover the mystery of the limbic brain to stimulate and empower those living with dementia.
- Experience empathetic communication and anchored touch to awaken and connect with those living with dementia.

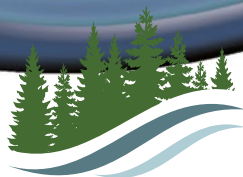
*Seating is limited.*

*Please RSVP by  
Monday, March 9th  
to 541-672-9696 or  
crose@landingsl.com*

## Presenters

**Jean Garboden** is the Marketing and Innovation Leader for Compass Senior Living, in Eugene, Oregon. Jean is also a Certified Eden Alternative® Educator, Elder Advocate, and Reiki Second Degree Practitioner.

**Amira Fahoum** lives in Eugene, Oregon, and is the Education and Programs Leader for Compass Senior Living. She is an Eden Alternative Associate, a level 2 Validation Worker.



THE  
LANDING  
A SENIOR LIVING COMMUNITY

Guided by Goodness, Loyalty, Faith, and Fun





# Project Leadership

The Roseburg Area Chamber of Commerce Project Leadership program is a business leadership development program that challenges local citizens to increase their knowledge of Roseburg and Douglas County and to become more actively involved in the community.

Each year the class participants select, organize, and raise funds to implement a project beneficial to residents of the Douglas County community. This year's class has selected a project to create an exploration garden at the Family Development Center. This project will help to create stable attached relationships which increase social skills and family investment in outdoor activity while developing interactive play and encouraging healthy lifestyle choices through gardening.

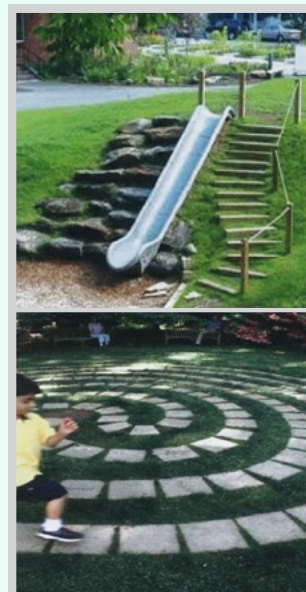
## Current



## Class of 2019-20

- Update three current planter boxes and build a new planter
- Add new stone walkway
- Add paver labyrinth
- Update sandbox
- Develop/build slide on yard incline
- Re-seed grass

## Future



I would like to contribute: ☐ \$50 ☐ \$100 ☐ \$250 ☐ \$500 ☐ Other \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

All contributions are tax-deductible, payable to: **Roseburg Chamber of Commerce Foundation** (tax ID # 91-1852358)

Please mail to:

Roseburg Chamber of Commerce Foundation

PO Box 1026, Roseburg, OR 97470

For additional information about the project please contact Laura Studebaker at the Roseburg Area Chamber of Commerce (541) 672-2648 Ext. 23



## 2020 Roseburg Area Chamber of Commerce *InUmpqua*

We are members of the Roseburg Area Chamber of Commerce in good standing and agree to purchase a \_\_\_\_\_page ad in the Roseburg Area Chamber of Commerce's *InUmpqua*—business directory, community profile and visitor magazine.

### ADVERTISING SPACE

<b>Back Cover</b> (7 1/2"w x 10"h) .....	\$ 2,700.00
<b>Inside Cover</b> (7 1/2"w x 10"h) .....	\$ 2,250.00
<b>Full Page</b> (7 1/2"w x 9 7/8"h) .....	\$ 2,000.00
<b>2/3 Page</b> (4 7/8"w x 9 7/8"h) .....	\$ 1,650.00
<b>*1/2 Page</b> (7 1/2"w x 4 7/8"h) .....	\$ 1,250.00
<b>1/3 Page</b> (4 7/8"w x 4 7/8"h) or (2 3/8"w x 9 7/8"h) .....	\$ 1,000.00
<b>*1/6 Page</b> (4 7/8"w x 2 5/16"h) .....	\$ 850.00
<b>1/12 Page</b> (2 5/16"w x 2 5/16"h) .....	\$ 500.00
<b>Bold Directory Listing</b> .....	\$ 95.00

*\*Ad can be vertical or horizontal for price shown.*

**Advertisements in the *InUmpqua* are also included in the digital copy now available online at [https://roseburgchamber.com/wp-content/uploads/2020/02/2019-InUmpqua\\_FINAL.pdf](https://roseburgchamber.com/wp-content/uploads/2020/02/2019-InUmpqua_FINAL.pdf) with link to advertiser's website.**

**SPECIFICATIONS:** Advertisement must be presented as a high-resolution pdf file. Members should contact directly any external firm/agency used in the past for ad creation. Members are responsible for all cost associated with ad creation.

**TERMS OF CONTRACT:** Invoice will be sent within 30 days of receipt of contract. A 2% per month charge will be added to balances over 30 days late from original invoice.

**CONDITIONS:** Advertisements are accepted on the representation that advertiser and its agents have the right to publish the contents thereof. In consideration of such publication, advertiser and its agents agree to indemnify and hold publisher harmless against any expense by reason of any claims arising out of the publication. Publisher reserves the right to cancel any advertisement, insertion order, space reservation or position commitment at any time. Roseburg Area Chamber of Commerce (RACC) will accommodate placement but it cannot be guaranteed. All materials are the property of the publisher.

**CANCELLATIONS:** 25% of ad rate will be invoiced if RACC is not notified within five working days of the signing of this contract.

**STATEMENT:** I have read and understand the terms of this contract and agree that RACC may exchange information about my obligations with credit references, other businesses or credit reporting agencies. If it becomes necessary to employ legal or other services to obtain payment of this account when past due, I agree to pay reasonable charges for the same, plus court costs, in addition to the amount owed.

**RESERVE YOUR SPACE BY May 15, 2020**

**EMAIL: [roseburg@roseburgareachamber.org](mailto:roseburg@roseburgareachamber.org) or mail to PO Box 1026, Roseburg OR 97470**

*You will be invoiced within 30 days of receipt of contract.*

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Print Company Name

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Phone

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Address

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Date

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Print Name

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Signature