



Business *perspectives*

November/December 2020

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

Last Call for Project Leadership

Application Deadline is November 6th

As most of you know, due to safety guidelines and restrictions currently in place, the chamber moved the start of the 32nd year of its distinguished professional development leadership program to January 2021.

A few changes to the program, other than starting in January, include extending the program a month, ending in June. and having two workshops in the month of April, the second workshop will be held on the fourth Thursday.

Detailed information about the rearranged workshop schedules for 2021 will be available later this month. The deadline for Project Leadership participant application submittal is Friday, November 6, 2020. For more information about the chamber's leadership program and to download the application, please go online to [PROJECT LEADERSHIP](#).

Mark Your Calendars

Thursday, November 12
Economic Forecast 2021
Virtual Program
9:00 a.m. to 11:15 a.m.

.....

Monday, November 16
VIRTUAL Membership Meeting
"2021 State & Federal Legislative
Insights"
11:45 a.m. to 1:00 p.m.

Sponsored by:



Economic Forecast 2021

Get Your Reservation Now...Before Time Runs Out!

Economic Forecast 2021 will take a look at 2020 and the economic impacts resulting from the COVID-19 pandemic, civil discord, devastating wildfires and a national election. Our presenters will explore these issues, and more, having significant economic impact on our businesses. Our panel of experts will share crucial information about ongoing impacts and trends to help assist members to strategically plan the best they can for 2021 and beyond.

see economic forecast, page 4

2021 State and Federal Legislative Preview

Make Your Reservation Now

The chamber's November membership program will feature post-election insights into what business can expect to see from the Oregon Legislature and United States Congress in 2021. Join us virtually on Monday, November 16 from 11:45 am to 1:00 pm, and hear first hand from those on the ground in Salem and Washington DC about what issues and agendas appear to be on the legislative horizon post November's general election.

see legislative preview, page 4

Recognizing Outstanding Businesses and Individuals

Nominations Open for Businesses of the Year and First Citizen Honors

The Roseburg Area Chamber of Commerce is now accepting nominations for outstanding businesses, chamber volunteer of the year and first citizen recognitions. Honorees will be announced on March 18, 2021.

"Business of the Year" recognitions include three categories for small, medium and large-size chamber-member businesses. The chamber will also recognize an outstanding individual as its volunteer of the year and a local business for its innovation. These honors are bestowed on businesses that have been a member of the chamber for at least the past two years.

see nominations, page 6

2020 BOARD OF DIRECTORS

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2020 Has Been a Long Decade

Debbie Fromdahl, President & CEO



When I sat down to write this year-end message for the chamber's November/December newsletter, my first thought was, "How can I be brief about a year that felt like a decade?" My second thought was, "I'm going to write this thing and then something's going to change next week and then again two weeks from now and then probably several times next month, and by January 1, I will probably have edited it 17 times"...because this year has been like a decade.

When we kicked off 2020 with our annual celebration of business and awards dinner in January, little did we know that all the plans, programs and new activities soon to be launched, would be, for lack of a better word, stifled...muted...muffled, like with a mask. We could never have anticipated the depth and breadth of the pandemic and, certainly not a duration beyond the anticipated "couple" of weeks.

I don't need to recount the litany of what our community, state and country has faced since March of this year; you, we all lived it...every closure, mandate, guideline...new guidelines...no, that's-not-quite-it-updated guidelines, acronyms (EIDL, PPP, PPE, COVID), social distancing, virtual, Zooming, phases, reopening, etc. And, as if the pandemic was just the tip of the iceberg, civil discord, devastating wildfires and politics overload tied to a national election have been seen, heard and felt in our everyday lives. 2020 has been a long decade.

I was asked a couple of times, obviously by those younger, "So what has been done in the past when something like this happened?" or "What will the 'other side' of this look like and how do we get there sooner?" My oft irreverent response was to first indicate that while older, I wasn't around during the Great Depression and, even that, wasn't this. "This" was/is something completely new and different. A near complete shutdown of business, schools, government sectors and more, pretty much overnight and for such long periods of time, was and is, uncharted territory.

While most everything this past year was unexpected, the quick response of your chamber, our local governments and our businesses was, as expected. I've honestly never been more proud of this organization. When we needed to switch gears, change strategy, become the resource businesses needed to deal with the pandemic, the chamber did so unflinchingly and immediately. While there have been times when doors were lock for safety purposes, there was not a single day of shut-down at your chamber.

RACC became the repository of information and resource assistance for entities and agencies from all over the state and country, charged with sorting through it all and disseminating it to local businesses and organizations. RACC immediately established the online Business Recovery Resource library, walking members through a number of processes, developed the "Business Resource Guide for Reopening" for members and lobbied in Salem and Washington DC on behalf of business, to name a few. RACC took on a similar role during recent wildfires. Much of this work continues today and will into the near future.

We recognize and extend our gratitude to our local governments, special districts and area non-profits that stepped up and stepped in, as has never been necessary before and, yet, as we would expect and have come to rely upon them to do so . . . as brilliantly as humanly possible.

And, saving the best for last, we applaud our local businesses. For what they have endured, for what they have done to keep their doors open or reopen when they could, for working to keep so many residents employed, for how they supported each other, they have been nothing short of remarkable.

continue message, page 3



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

www.RoseburgChamber.com

Message from the President/CEO (Continued)

When things are so incredibly tough, to tirelessly act with generosity, grace under pressure, strength and resilience, speaks volumes about our businesses. Whether we attribute business' ability to power through—what felt like insurmountable odds—to “stick-to-it-iveness,” being strong-willed or just plain stubborn, we’ve got it here. And, we are so thankful, we do!

As we look to 2021, we know that “normal” isn’t going to happen when the ball drops on December 31. It is going to take a little time. We also know that we will get there and we will get there together. We will rise from the ashes of devastating wildfires, rebuild from unimaginable loss, plow head-on through the adversity that has impacted so many, and grow in new and different directions while holding firmly to the rural roots and values that bind us together as a community. I am looking for good things in 2021.

I think I’ve shared before that I don’t “do” new-year resolutions. I begin each year, each day actually, with a commitment to myself to strive to do better, to choose joy, reject or avoid what doesn’t bring peace, be present and be thankful. This year, however, I have already made a resolution; one, to vanquish certain words or phrases from my vocabulary. Here are a few: non-essential businesses or workers (*there’s no such thing!*), unprecedented (*can you spell understatement?*), pivot (*unless it’s an episode of Friends*), social distancing (*we may need to physical distance, but never EVER should we social distance*)...oh, there’s more!

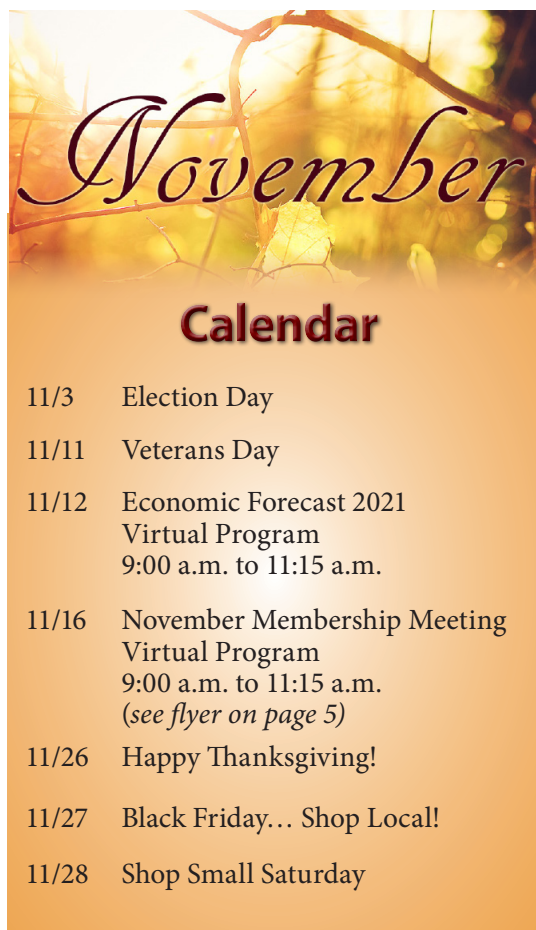
All of us at the Roseburg Area Chamber of Commerce wish you, our members, their employees and families the happiest and healthiest holiday season. We will endeavor together to meet every challenge and obstacle and begin 2021 with determination and the will to succeed.

Grow Your Business in 2021

Exclusive Shop Chamber & Save Member-to-Member Program

There are so many reasons why it is great to be a member of the Roseburg Area Chamber of Commerce. We live here...we work here...we play here...we do business here...and most importantly, we love this community. As part of the chamber, we all share a common goal, to see our local businesses succeed.

We can accomplish this together! One of the ways we do this is through our Shop Chamber & Save member to-member discount program. Build clients, customers and rapport in our business community and support other member businesses by shopping locally. To offer a chamber member-to-member discount in 2021, please see the flyer on page 10, and call us if you have any questions.



November

Calendar

11/3	Election Day
11/11	Veterans Day
11/12	Economic Forecast 2021 Virtual Program 9:00 a.m. to 11:15 a.m.
11/16	November Membership Meeting Virtual Program 9:00 a.m. to 11:15 a.m. (see flyer on page 5)
11/26	Happy Thanksgiving!
11/27	Black Friday... Shop Local!
11/28	Shop Small Saturday



December

Calendar

12/10	Hanukkah begins
12/21	First Day of Winter
12/24	Christmas Eve
12/25	Merry Christmas!
12/26	Kwanzaa begins
12/31	New Years Eve

S M A L L B U S I N E S S

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NOV 28

Legislative Preview (Continued)

Discussing state election recaps and the 2021 Oregon Legislative Session will be JL Wilson, principal with Public Affairs Counsel and lead for the Oregon State Chamber of Commerce in Salem. Addressing the national results, as they are known, and what we can expect to see from the United States Congress in 2021 and possibly 2022, will be Chris Eyler. Eyler is executive director for congressional and public affairs for the U.S. Chamber of Commerce.

The chamber's virtual November membership meeting program, sponsored by **Pacific Power**, is from 11:45 am to 1:00 pm. The cost for members is \$10 per person; for non-member businesses and the general public, the cost of registration \$20 per person. Reservations may be secured [online here](#) or by submitting payment with the flyer on page 6. Reservations are required to receive a one-time access link for the virtual November 16 membership program. The deadline for reservations is November 10. Season pass holders are already registered and your access links will be emailed prior to November 16. If you have any questions, please call us at 541.672.2648, ext 23 or email us to roseburg@roseburgareachamber.org.

Economic Forecast (Continued)

This year's noteworthy presenters include: John Tapogna, president of EcoNorthwest, and John Horvich, with DHM Research, and we are pleased to welcome back, from a few years' absence, member-favorite Brian Rooney, with the Oregon Employment Department. This year's virtual program is Thursday, November 12 from 9:00 to 11:15 am. Reservation deadline is 5:00 pm on November 10. [Make your reservation now.](#)

Thank you to our generous Economic Forecast 2021 program sponsors: **Addcox Heating Center, Bowers Industrial, Gordon Wood Insurance & Financial Services, Inc., Lone Rock Resources, Roseburg Forest Products and Umpqua Bank.**

Welcome New Members

Weese Dermatology, P.C.

Dr. Kaylan Weese
2440 NW Edenbower Blvd.
Roseburg, OR 97471
(541) 957-1141

Weese Dermatology is a private medical practice providing quality dermatological care. Services include medical, surgical, cosmetic as well as the treatment of many dermatologic ailments.



Save the Date ... March 18, 2021

Annual Celebration of Business

**Three Programs to Choose From...
One Day**

MATRIX Business Resource, Inc.

Trinity L. Clark
176 NW Wood Duck St.
Winston, OR 97496
(610) 334-8229
www.matrixresource.net

MATRIX Business Resource, Inc. partners with our clients to provide specialized business development and marketing support services for leadership and executive leadership development companies, CEO/peer advisory boards, and other management training and coaching organizations.



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Including 15 Apartment Licensed
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ROSEBURG AREA Chamber of Commerce

Membership Meeting

2021 State & Federal Legislative Insights

Presenting:

2021
Oregon Legislative Session



J.L. Wilson
Public Affairs Counsel
Oregon State Chamber of Commerce

2021
United States Congress



Chris Eyler
Executive Director for Congressional &
Public Affairs, U.S. Chamber of Commerce

November 16, 2020
11:45 am to 1:00 pm

Sponsored by:



POWERING YOUR GREATNESS

Purchase your access tickets online now!
www.RoseburgChamber.com

Program reservation is required on or before November 11, 2020

If mailing, PAYMENT MUST ACCOMPANY THIS FORM

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

Member (per person) Access \$10

Non-Member (per person) Access \$20

Purchaser: _____

Company Name: _____

Mailing Address: _____

City, State, Zip: _____

Daytime Phone: _____

Thank You Reinvesting Members!

Advanced Skin Center
Ashley Home Store
Aviva Health
Bay Cities Ambulance
Boys & Girls Club of the Umpqua Valley
Cardinal Services, Inc.
Central Oregon & Pacific Railroad
Comfort Inn Roseburg
Con-Vey
Cooper's Pest Control
Eugene Airport
Family Development Center
Fisher's Hearth & Home
Gene's Brake & Alignment
Girardet
Housing Authority of Douglas County
HPS Electrical Apparatus
Long's Flowers
Makena Beach Tan & Boutique
Northwest Farm Credit Services

Novus Glass
One Peak Medical Clinic
Oregon Mountain Guides/Umpqua's Last Resort
Planet Fitness Roseburg
Alanson Randol, DDS
Rick's Medical Supply, Inc.
River Place MHC
Roseburg Disposal Company
Roseburg Public Schools
Roseburg U-Haul Moving & Storage
Roseburg Urban Sanitary Authority
Silke Communications Solutions, Inc.
Spring Hill Press
Stanley Security Solutions
Alison Eggers State Farm Insurance
Ten Down Bowling & Entertainment
Umpqua Dairy Products Co.
Valley Tel Service, Inc.
Whit-Log Inc.

Nominations *(Continued)*

Criteria for these recognitions are provided on the nomination forms on page 7 and 8. [Check out past chamber volunteer and business of the year honorees.](#) Submittal deadline for nominations is January 29, 2021.

The chamber is also seeking nominations of deserving individuals for our community's highest honor, First Citizen. The chamber is honored to present this recognition to local residents for their long tenure of volunteerism in our Douglas County community. First citizens are distinguished by the giving of their time and talents in a variety of areas and activities, outside their professional vocation. These recognized business and community leaders inspire other with their community-minded dedication. Take a look at the list of our past [First Citizen honorees](#). For details about first citizen nomination criteria, please see the nomination form on page 9. The submittal deadline for first citizen nomination packets is January 29, 2021.

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.

~

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
www.RoseburgChamber.com

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





2020 Business of the Year Nomination Form

RECOGNIZING BUSINESS EXCELLENCE IN OUR COMMUNITY

Honorees will be announced on March 18, 2021

☐ **Small Business**

Chamber member business with
25 FTE employees or less

☐ **Medium Business**

Chamber member business with
26 to 99 FTE employees

☐ **Large Business**

Chamber member business with
100 or more FTE employees

Nominees will demonstrate strategic goals and how they accomplished them. In addition, they will show success in company growth including sales, profitability, growth prospects, employment creation and acceptance in the market. They will illustrate their commitment to research and the development of technological advances in the company's industry sector.

Business Name _____

Business Address _____

Owner/Principal _____

E-Mail _____ Website _____ Phone Number _____

Date joined RACC _____ Number of Years in Business _____ Number of Employees _____

.

Nominated By (if not self nominated) _____ Company Name _____

E-Mail _____ Phone Number _____

Provide a brief statement below (or on separate sheet) why you nominated this business or are applying for this award:

Criteria: Businesses that have made a substantial contribution to the community for the last five years or longer, have employees who individually and collectively participate in the community, and the physical presence of the business adds to the economic vitality and livability of our community. Recipient must be a RACC member for at least two years.

(1) Briefly describe the type of product or service this business offers the community. (2) Please describe the success this business has experienced since locating in Roseburg. (3) How is this business involved with the Roseburg Area Chamber of Commerce? (4) How is this business involved in the community? (5) How does this business motivate and retain their employees? ***Please attach answers on separate paper. Only fully completed applications will be accepted.***

Recognition: Honorees will be recognized at the Roseburg Area Chamber of Commerce annual celebration of business events on March 18, 2021. The chamber will also announce the honorees in a news release, in its *Business Perspectives* newsletter, on the chamber website and via social media.

Submit nomination form & a high resolution color logo by 5pm, January 29, 2021 to:

Roseburg Area Chamber of Commerce
Attn: Debbie Fromdahl, President & CEO
P.O. Box 1026, Roseburg, OR 97470



2020 Business Innovator Award OR 2020 RACC Volunteer of the Year Nomination Form

RECOGNIZING BUSINESS EXCELLENCE IN OUR COMMUNITY

Honorees will be announced on March 18, 2021

☐ Business Innovator Award

Criteria: Roseburg Area Chamber of Commerce member and business person who exceeds the standard for resourcefulness and creativity in the workplace and has significantly improved the operating environment through the development and implementation of an innovative product, process, technology or service within the past five years. Nominee must be a RACC member for at least 2 years (or an employee of the member).

(1) Briefly describe the type of product or service the innovator offers the business community. (2) How has the nominee demonstrated that the use or innovation has been commercialized and is in the marketplace today? (3) How has the innovation contributed to the economic vitality of their business and/or of our business community? **Please attach answers on separate paper. Only fully completed applications will be accepted.**

☐ Volunteer of the Year

Criteria: Roseburg Area Chamber of Commerce member who believes in the role of the chamber both personally and professionally and has volunteered his or her time, talent and energy to the betterment of the Roseburg Area Chamber of Commerce. Has served on a chamber committee, subcommittee, task force and/or board of directors and is recognized as a leader in our business community because of this service. A member who has improved the chamber or business community as a result of his or her volunteer work. Nominee must own or be employed by a chamber member and must be active in the chamber for at least 3 years.

(1) Briefly describe how the nominee has: (1) volunteered with the Roseburg Area Chamber of Commerce (2) through his or her volunteer efforts advanced chamber mission and goals and helped perpetuate growth (3) demonstrated the spirit of service by helping protect and promote Douglas County business through chamber volunteer work. **Please attach answers on separate paper. Only fully completed applications will be accepted.**

Name _____

Business Name _____

Address _____

E-Mail _____ Phone Number _____

.

Nominated By (if not self nominated) _____ Company Name _____

E-Mail _____ Phone Number _____

Recognition: Honorees will be recognized at the Roseburg Area Chamber of Commerce annual celebration of business event(s) on March 18, 2021. The chamber will also announce the honorees in a news release, in its *Business Perspectives* newsletter, on the chamber website and via social media.

Submit nomination form & a high resolution color logo by 5pm, January 29, 2021 to:

Roseburg Area Chamber of Commerce
Attn: Debbie Fromdahl, President & CEO
P.O. Box 1026, Roseburg, OR 97470

2020 First Citizens Nomination Form

RECOGNIZING VOLUNTEERISM IN OUR COMMUNITY

Honorees will be announced on March 18, 2021

Criteria: Outstanding volunteer activity and service over a period of years, continuing to recent years, and in more than one area of community activities. Service or contributions performed outside of the nominee's business, profession or vocation. Possession of a high degree of cooperation in community and civic enterprises. Demonstration of recognizable leadership by inspiration and example in community affairs.

Nominee _____

Address _____

Occupation _____

Number of Years in Current Field _____ Other Employment _____

High School Attended _____

College/University _____

Year Graduated and Degrees Earned _____

Place of Birth _____ Resident of Roseburg Since _____

Name & Phone Number of Spouse or Closest Living Relative _____

.

Individual Submitting Nomination _____

Address _____

Phone _____

Submission Guidelines: You may also attach letters of nomination support from others, newspaper or magazine clippings, or other information you believe our selection committee would find useful. Nomination forms and support material will not be returned unless prior arrangement has been made. Nominations should be typed and stapled together, then submitted in a sealed envelope.

Briefly describe the nominee's: (1) years and type of service to the community (2) civic involvement and offices held in service clubs, government commissions or committees, clubs, professional associations, churches, or other community groups (3) examples of leadership qualities and/or cooperative efforts to promote community and civic enterprises (4) other outstanding qualities (5) professional accomplishments. **Please attach answers on separate paper. Only fully completed nominations will be accepted.**

Recognition: Honorees will be recognized at RACC's annual celebration of business event on March 18, 2021. The chamber will also announce the honorees in a news release, in its *Business Perspectives* newsletter, on the chamber website and via social media.

Submit nomination form by 5pm, January 29, 2021 to:

Roseburg Area Chamber of Commerce
Attn: Debbie Fromdahl, President & CEO
P.O. Box 1026, Roseburg, OR 97470



2021 Shop Chamber and Save Annual Agreement

The Roseburg Area Chamber of Commerce's *Shop Chamber and Save* member-to-member discount program gives our members an effective, low-cost way to expose their business to new clients and customers. ***Deadline to Submit: December 4, 2020.***

Promotional value:

- Shop Chamber and Save membership discount cards are available to all qualified chamber members and their employees.
- Increases local walk-in traffic.
- Participating members are recognized routinely in the chamber's *Business Perspectives* newsletter and on the chamber website.

Program management:

- Program offered on calendar year, with changes made in December, commencing with a January 1 start date. Dropped members will be removed from program immediately. New members may be added quarterly.
- Businesses offering discounts to customers should ask to see a Chamber Membership Discount Card at the time of purchase.

1. Program participant commitment:

- ☐ I am a Roseburg Area Chamber of Commerce member-in-good-standing.
- ☐ I will honor discounts for one year.

2. 2020 offer (If you wish to offer the same as last year, indicate "same"): _____

Examples: Restaurants - Buy one entrée; get one free, any day, any time. Retail Stores & Products 15% off all purchases on Mondays & Fridays. Professional Services 20% professional fee discount to Chamber members. Larger Product Companies \$50 off your purchase of \$300 or more.

3. Business contact information:

Business Name

Mailing Address, City, State, Zip

Contact Person/Title

Telephone #

Email Address

Fax #

4. I hereby authorize the above discount be offered to Roseburg Area Chamber of Commerce members and their employees.

Authorized Signature (RACC Voting Member)

Date

Return to: P.O. Box 1026, Roseburg OR 97470 or
roseburg@roseburgareachamber.org