Roseburg Area Chamber of Commerce

68th Meeting of the Membership

&
Awards Dinner

"No Limits"





Roseburg Area Chamber of Commerce 68th Meeting of the Membership & Awards Dinner

"No Limits"

PRESS PACKET

Press Release

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Press Release





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Roseburg Chamber Celebrates Local Businesses, Distinguished Service and Accomplishments at Annual Awards Dinner

Roseburg, OR - The Roseburg Area Chamber of Commerce held its 68th annual awards dinner and meeting of the membership on Thursday, March 23. Along with presenting its executive team for 2023, chamber leadership also shared the organization's activities and accomplishments for 2022, as well as some of the chamber's key priorities for 2023. This annual celebration of local businesses provided the chamber the opportunity to recognize business excellence and distinguished volunteer service of individuals in our community.

At the event, the Roseburg Area Chamber of Commerce introduced its executive leadership for 2023. Chelsea Buckbee of Rogue Credit Union will serve as chair of the board in 2023 and 2024. Also holding leadership positions in 2023 are Guy Kennerly, Umpqua Insurance Agency and Umpqua Valley Tractor as vice chair and Jami Seal, Lone Rock Resources, as treasurer. They join immediate past chair Tammy Turner from the Community Cancer Center and chamber president & CEO Debbie Fromdahl as the five corporate officers for the organization this year.

Roseburg Chamber priorities always originate from 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 2023, the chamber will focus much of its efforts on defeating anti-business legislation and promoting probusiness legislation during Oregon's 82nd Legislative Assembly. The chamber will continue its participation in local and statewide coalitions for economic development and government affairs endeavors.

The evening saw the chamber recognized three local companies for their excellence in business. The 2022 small business of the year recognition went to Cascade Community Credit Union. Douglas Electric Cooperative was honored as the chamber's medium-sized business of the year for 2022, with Con-Vey receiving large business of the year honors. Con-Vey subsidiary 7robotics was celebrated with the chamber's Excellence in Business Innovation recognition.

Dori John and Toby Luther received First Citizen honors for their longtime service and outstanding volunteerism in our community. John was recognized for her service and commitment to area youth including serving on numerous program/project teams and the board of directors for both the Boys & Girls Club of the Umpqua Valley and YMCA of Douglas County. Other community involvement includes Future Business Leaders of America, youth sports and music programs, Umpqua Bank regional board and previous tenure on the Roseburg Area Chamber board of directors, serving as board chair in 2015. Dori is general manager of Roseburg Disposal.

Luther served as Roseburg Chamber board chair in 2018. His community service includes serving on the boards of Mercy Medical Center, Wildlife Safari and The Ford Family Foundation, for which he is the current board chair. He is actively involved with Umpqua Valley Christian School, Covenant of Life Fellowship and numerous industry organizations and councils. His wide and varied volunteer activities include past service with the Riverside Center, Umpqua Community Health, the United Way, Cap Ripken, UCC Strong and the turf project for Legion Field, to name a few. Toby is president and CEO of Lone Rock Resources.

2022

Roseburg Area Chamber of Commerce Activities & Accomplishments



2022 ROSEBURG AREA CHAMBER OF COMMERCE ACTIVITIES & ACCOMPLISHMENTS

- Brought all Roseburg Area Chamber of Commerce programs, events and activities back to exclusively in-person.
- Defended and advocated for our local business community under the chamber's 2021-22 Public Affairs & Legislative Agenda, specifically during the 2022 Oregon Legislative Session, opposing anti-business legislation and supporting pro-business legislation.
- Endorsed business-friendly candidates and incumbents vying for local and state elected offices. All RACC-endorsed candidates were elected or re-elected.
- Opposed Oregon Department of Forestry's draft Habitat Conservation Plan (HCP) and associated draft Environmental Impact Statement (DEIS).
- The chamber's membership lunch programs hosted the annual state of the county update, a federal legislative/election update, education in Douglas County, timber and wood products industry update and other programs.
- Represented the interests of business with government monitoring federal, state and local political activity, taking positions when appropriate.
- Provided membership political awareness, especially during the 2022 Oregon legislative sessions via newsletter articles, "Call to Action" emails, and membership meeting programs.
- Increased social media posts, member email blasts and website updates to expand communication of chamber programs, activities and positions to businesses and the general public.
- Comprehensive update of all website sections and subsections; expanded online membership business directory to include business logos for additional business promotion and recognition and launched an online "Job Board" for RACC members to assist with recruitment of much-needed workforce.
- Due to previous long-term conscientious management of chamber funds, including ensuring emergency operative reserves, the Roseburg Area Chamber of Commerce remains financially stable and secure.
- 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.
- Moved the chamber's annual awards dinner to March and hosted the 67th meeting of the membership and awards dinner presenting RACC's small, medium and large business of the year awards and First Citizen honors for 2020 and 2021.
- Publish updated, online editions of the InUmpqua (business directory, community profile & visitor magazine); continued to provide printed edition to chambers and visitor centers around the state.
- "Shop local" messaging; advocated "shop local" for Black Friday and "shop small" on Small Business Saturday and throughout the holiday season, during November and December.
- Completed the 32nd year of Project Leadership Roseburg, and began our 2022-23 (33rd) leadership class program year in September 2022.
- Hosted Economic Forecast 2023 in late fall of 2022.
- Provided visitor information on-site at the Roseburg Area Chamber of Commerce & Visitor Center.
- Provided relocation information and visitor information in response to mail, phone and email requests.
- Distributed Roseburg/Douglas County map locally, regionally and statewide.
- Member-benefit programs: Shop Chamber & Save discount program, member referrals.

Roseburg Area Chamber of Commerce
2023 Priorities



2023 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

While the chamber's priorities and objectives are constantly under review to best serve local business, every year Roseburg Area Chamber of Commerce leadership has planning sessions to determine its primary objectives and priorities for the upcoming year and the future. The chamber's key priorities are:

- Advocate for business during Oregon's 2023 Legislative Session under RACC's 2023-2024 Public Affairs & Legislative Agenda; provide written or in-person testimony on proposed legislation; and, participate with local, regional and statewide coalitions to oppose anti-business and support probusiness initiatives.
- Expand online business resource libraries with urgent/crisis information and information for best general business practices. Add business programs to provide members with best practices information.
- 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.
- 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.
- Add a chamber staff member focused on expanding member outreach and interaction with individual members, increase member-business visitations and retention activities.
- 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, social media posts, "Shop local" promotion and member brochures on information floor. Provide members with promotional opportunities through sponsorships, advertising and website corporate banners.
- Focus for chamber programs/events including annual membership meeting/awards dinner, membership lunches, networking events, 2023-24 Project Leadership and Economic Forecast 2024, in addition to providing quality programs, is to grow attendance in post-pandemic environment. Support members ribbon cutting and grand opening events.
- Promote our community as a great place to live, work and visit through onsite displays and information, online recreation, events and amenities information, statewide distribution of InUmpqua publication and Roseburg/Douglas County map; responding to phone and email inquiries and mailing the chamber's visitor magazine.
- Provide information to individuals and businesses looking to relocate, via online, phone, email, mail and on-site inquiries and mailing of relocation information.

2022 Small Business of the Year



2022 Small Business of the Year



Cascade Community Credit Union began as DougCo Schools Credit Union in 1928; a credit union for the educators of Douglas County. This small charter was made up of 15 educators who kept the sum of their assets in a shoebox locked in a closet.

Starting as an institution of educators shaped Cascade's values to this day. Their priorities lie in helping our community make informed decisions best for their needs. Those educators also created a culture that believed serving locally is how we help our community grow.

Over the years, credit union began to serve Douglas County as a whole and merged with other institutions to form Cascade Community Credit Union. Their name changed, but their ideals never did. Cascade Community Credit Union continues to serve teachers, farmers, ranchers, business members and the families of Douglas County. Cascade Community Credit Union, celebrates 75 years of service this year, and it all started with 15 teachers and a shoebox.

Congratulations, Cascade Community Credit Union!

2022 Medium-Size Business of the Year



2022 Medium-Size Business of the Year

DOUGLAS ELECTRIC COOPERATIVE

In 1936, Congress acted to remove rural areas from the "Dark Ages" by creating the Rural Utilities Service (RUS), formerly the Rural Electrification Administration (REA). Initially, low-interest REA loans were made available to commercial power companies for the purpose of electrifying rural areas.

When the power companies failed to take advantage of REA loans, the agency turned to providing loans to locally-owned electric cooperatives. On September 7, 1939, West Douglas Electric Cooperative began supplying power to 209 members. On July 15, 1941, North Douglas Electric Cooperative began supplying power to 125 members. A merge of the two young cooperatives was ratified on June 20, 1942, to form the present day Douglas Electric Cooperative.

Douglas Electric Cooperative (DEC) is a private, not-for-profit electric utility owned by the members it serves. It was established to provide its members with the most reliable electric service at the lowest possible cost. DEC serves just over 11,000 meters in a service area that covers 2,500 square miles in western and northern Douglas County, with small portions in northeast and southeast Coos County and south Lane County, excluding the city of Drain.

Douglas Electric is a small cooperative made up of less than 40 employees. The folks at Douglas Electric are our neighbors, friends and family who are dedicated to serving the people of Douglas County, with consistency, integrity and hard work for more than 80 years, and they are proud to call Douglas County home!

Congratulations, Douglas Electric Cooperative!

2022 Large Business of the Year



2022 Large Business of the Year



Con-Vey opened its doors over 75 years ago as a fabrication and machine shop focusing on repair work for the local wood mills. Since their beginnings in 1946 as Keystone Machine Works, the company has shifted and combined forces with manufacturing professionals to become the world-class solutions company for industrial equipment.

From steel fabrication to robotic automation, customers know they can go to Con-Vey for high-quality products at a competitive price. Con-Vey's commitment to innovation has facilitated their expansion into material handling and robotics for building products, automation technology, bulk and biomass handling, environmental projects and agricultural processing.

Con-Vey prides itself on handling demanding projects, creating innovative custom machinery and integrating effective solutions for its customers. Today, Con-Vey is a proven, high-quality supplier with proprietary machinery in nearly 20 countries.

Con-Vey is a significant supporter of local youth education and building awareness of our manufacturing sector, which ultimately supports many local businesses and industries.

Congratulations, Con-Vey!

Recognition for Business Innovation



2022 Excellence in Business Innovation



Con-Vey's subsidiary, 7robotics was started in 2019 by the team at Con-Vey. As a longtime integrator for robotic and automated systems in the wood products industry, Con-Vey's extensive background and expertise acted as a springboard for 7robotics to enter into new markets and processes. Con-Vey's 7robotics takes pride in collaborating with new customers and partners to create technology and automation solutions to fit the customers' needs.

The team at 7robotics uses their industry knowledge and perspective to create unique solutions to meet customer needs. They take pride in building relationships and collaborating with their customers and partners. They are continually improving and creating new innovative ways to serve their customers, community and employees.

Congratulations, Con-Vey's 7robotics!

Female First Citizen

RACC 68th Annual Awards Dinner & Meeting of the Membership 2022 Female First Citizen Introduction

Tonight I have the great privilege to tell you a little about the Roseburg Area Chamber of Commerce's 2022 female First Citizen.

Our honoree epitomizes what being a first citizen means . . . outstanding volunteer activity and years of service, in a variety of community activities; possessing a high degree of cooperation and leadership; and, being an inspiration and example to others. Our first citizen has all of these attributes and more.

Words used by others to describe our honoree include, "generous, tireless, passionate, dependable and innovative." She possesses the talent to inspire others and works hard on every project she undertakes, of which there are many. Often the first to volunteer, our first citizen has "proven her value to the community as an incredible human being and joyful personality who works tirelessly."

Her passion for children has led to her involvement as a board member for the Boys & Girls Club of the Umpqua Valley and the YMCA of Douglas County. Her service of youth includes support of local music programs and community youth sports teams and events, PTO, Future Business Leaders of America and the Make a Wish Foundation.

To quote another member of our community who tonight's honoree has inspired, . . . she "is an exceptional civic leader, mentor and role model and our community is a much better place because of her deep commitment to us and our families."

Tonight's honoree has been dedicated to service in our community, almost from the day she returned to Roseburg in 2011.

Our first citizen's community involvement and service expands into the business sector as well, with long-standing involvement in a variety of industry organizations and associations. She serves on the Umpqua Bank regional board and previously served on the Roseburg Area Chamber of Commerce board of directors, including serving as chair of the board of directors. And, let's not forget the "too-many-times-to count" roll-off dumpsters, garbage service and more have been donated to support local community organizations and events.

There should be 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 2022, Dori John.

February 3, 2022

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

Ms. Fromdahl:

I am honored to submit this application on behalf of Dori John for the 2022 Roseburg First Citizen. Ms. John fulfills the criteria in a wide variety of ways. Her volunteer activity includes service on the boards of the Boys & Girls Clubs of the Umpqua Valley, the YMCA of Douglas County and Umpqua Bank. Dori is a previous Board Chair for the Roseburg Area Chamber of Commerce and has an extensive background as a successful business manager.

Dori is a third-generation manager for Roseburg Disposal. She started by working summers while in school and helped develop recycling and safety programs for Roseburg Disposal. Dori attended Oregon State University and graduated in 1993 with a BA in Business Administration. After graduation, she spent 17 years in the highly competitive recruiting business, working as Employment Manager for Arizona Biltmore Resort and Spa and Recruiting Manager for two leading law firms in Arizona. She was eventually recruited and hired as Director of Attorney Recruiting for Schwabe, Williamson & Wyatt in Portland, Oregon. While residing in Portland, Dori was a Wish Granter for the Make a Wish Foundation.

Since returning to Roseburg in 2011, Dori has immersed herself in the community and the company, familiarizing herself and learning all aspects of the operational and administrative functions. She assumed full responsibility for Roseburg Disposal in 2012 after her father, Doug John, semi-retired into a consulting role. Since assuming this responsibility, she has expanded Roseburg Disposal's charitable giving while working towards shrinking its carbon footprint by exploring the inclusion of electric vehicles into its fleet. Whether it's sponsoring events and sports teams, actively participating in her twin daughters' Parent/Teacher Organization, or providing dumpsters for clean-up events, Dori's involvement and generosity make major impacts within our community.

Thank you for considering Ms. John for this award. If I can provide any additional information to support her application, please let me know.

Sincerely,

Nikki Messenger

City of Roseburg, City Manager

nekhi messey

Attachments: Application Letters of Support (3) February 2, 2023

Roseburg Area Chamber of Commerce c/o Debbie Fromdahl

Dear Ms. Fromdahl:

It is with great admiration that I write this letter in support of Ms. Dori John's nomination for the Roseburg Area Chamber of Commerce's First Citizens Award in recognition of her outstanding community leadership and tireless efforts in her volunteer work and community programs.

I currently sit on the board for a local non-profit with Dori and have had the pleasure of working closely with her in various degrees over the past 6 years. During the time that I have known Dori, I have found her to be equally passionate about both her family and her community.

Dori is currently the General Manager of Roseburg Disposal and employs 16 individuals. Through Roseburg Disposal, Dori promotes a healthy work life balance for her team and their families and participates in many community projects both financially and with donated services. Dori also leads a large effort to implement programs that increase recycling, and lower greenhouse gas emission for the betterment of our community.

Dori also sits on the board for the Umpqua Boys and Girls Club and the Y.M.C.A of Roseburg where she devotes her time to leading, building, and participating in a wide range of programs for our community's youth. She is also actively involved in various local music programs, community sports programs as well as leadership programs such as the Future Business Leaders of America.

Dori is an exceptional civic leader, mentor, and role model and our community is a much better place because of her deep commitment to us and our families. Dori has not only earned the First Citizens Award, but also the gratitude of those for whom she serves, her family, her neighbors, and her peers in the community. As one of those peers whom Dori has inspired and motivated to service, I strongly urge you to award her the 2022 First Citizens Award.

Sincerely,

Joshua J. Knox

General Manager

Systech Consulting

541-784-7224

Bryan Lake

bryanglennlake@gmail.com • 661.803.7618

February 1, 2023

Roseburg Chamber First Citizen's Selection Committee Roseburg Chamber of Commerce Roseburg, OR 97470

Dear Members of the First Citizens Committee:

I am writing in support and recommendation for Dori John as Roseburg's First Citizen. My introduction to Dori occurred as I served as the executive director of the Boys & Girls Club of the Umpqua Valley between 2016 and 2022. Dori was very involved with the Club and even enrolled her own daughters in the afterschool programs. She joined our board of directors in 2018 and immediately volunteered to chair the facilities committee. She recruited her own employees to do numerous improvements at the Club to ensure that the children had a safe place to attend. Dori was always first to volunteer for other assignments or ad hoc work. Not only has Dori been very generous with her time, but she found many opportunities to sponsor events and activities. Our sports programs and special events were always blessed to have the support of Roseburg Disposal.

Dori has proven her value to the community as an incredible human being and joyful personality who works tirelessly for the success of our organization. She is dependable, exceptionally organized, passionately innovative, and deeply committed to the well-being of Roseburg. I believe that she thoroughly deserves the honor of this recognition.

Sincerely,

Bryan Lake

To Whom It May Concern:

This letter is in support of Dori John's nomination for First Citizen. I have known Dori since her high school days. She epitomizes that which we hope for all our younger citizens.

After high school and college she worked out of state in motel management. Following that she returned to Oregon, settling in Portland where she worked in HR for a law firm. Dori left there, returning to Roseburg. The "Big City" was traded for the quality of life that Roseburg provides.

Since her return she has been active in the Chamber of Commerce, even serving as President of that organization. She has been on the YMCA Board and very active with the Boys and Girls Club.

Dori left Roseburg, saw the world and returned, settling back in Roseburg, and raising her twin daughters.

Bob Cotterell

1052 W, Nebo, Roseburg

541 430 0945

Bcotterell51@outlook.com

2022 Male First Citizen

RACC 68th Annual Awards Dinner & Meeting of the Membership 2022 Male First Citizen Introduction

I have the immense pleasure this evening of introducing you all to our 2022 male first citizen. Okay, "introduction" is probably not the right word, since I'm pretty sure there isn't a single person in this room who doesn't know, or know of, tonight's honoree.

Sometimes the biggest challenge in presenting this honor, besides keeping the secret, is whittling down 20-plus-years of community service to several paragraphs, when in reality, the list of activities and involvement would fill a book. This is

certainly the case with tonight's honoree.

This year's male first citizen is described as "an influencer," "passionate," "selfless," "passionate," "a visionary," and, did I mention "passionate," because in his nomination packet, that word was mentioned about 17 times? In fact, he is everything you would expect a First Citizen to be. As someone put it, our honoree is a "leader and catalyst," with "a gracious spirit." "There is no stronger advocate of our community."

As I mentioned, the list of our honoree's activities, involvements and contributions for the past two decades is a long and impressive legacy of service to

our community. Here we go ...

Our honoree's community wide and varied activities and service includes: past service with the Riverside Center, Umpqua Community Health, the United Way,

Umpqua Training and Employment, Cal Ripken, and UCC Strong.

Our first citizen is active with Umpqua Valley Christian School, Covenant Life Fellowship and is a founding member of the Vision Group. He is a current board member for Mercy Medical Center, Wildlife Safari and The Ford Family Foundation, of which he is currently its board chairman. Our first citizen actively participates in at least 10 state and national professional, educational and industry-related organizations, associations and councils.

And, of course, he previously served on the Roseburg Area Chamber of Commerce board of directors, including service as board chairman. Our first citizen has done all this in and for our community while also being a nationally-recognized

leader in his industry . . . 'Cuz, you know, he has that day job.

To quote one of the many individuals inspired by tonight's honoree . . . our first citizen deserves "all the credit for the artificial turf at Legion Field." He "is a talented leader who cares about our community and is willing to put in the work even while receiving no recognition. No one is more deserving of being recognized as our First Citizen."

As you have now all guessed, it is with such great joy I welcome to the stage our 2022 First Citizen, Toby Luther.

Steve Loosley 1940 NW Excello Dr. Roseburg, OR 97471

January 28, 2023

Re: Toby Luther Nomination for First Citizen 2022

To Whom It May Concern:

Recently, I overheard Nikki Messenger lament, "Someone needs to nominate Toby for First Citizen." I am not sure how we've overlooked Toby, but this is the time to recognize someone who exemplifies what it means to be a "first citizen." It's my honor to nominate Toby Luther for the 2022 First Citizen.

As the letters of support and application will demonstrate, Toby is worthy of being recognized as our First Citizen by any measure. For decades he's consistently given of his time freely. You get a glimpse of this in his community service, but you meet the real Toby, when you look behind the scenes and learn about his selfless service that goes without recognition.

Let us begin with his community service. Toby is currently the chair of The Ford Family Foundation Board. What is most amazing about this honor is Toby was among the first class of Ford Scholars, a spectacular example of what this foundation aspired to accomplish—local talent growing and returning to our community. In 2004, Toby received the Gerald E. Bruce Community Service Award, an honor presented annually to an outstanding Ford Family Scholarship alumnus.

In addition to serving on TFFF Board, Toby makes time to participate on the Wildlife Safari Board of Directors as well as the CHI Mercy Health Board. Each of these organizations add value to our community because of the leadership of people like Toby.

Toby has been Chair of the Roseburg Area Chamber of Commerce Board, and he has served on the boards of the Riverside Center, Umpqua Community Health Center, United Way, Umpqua Training and Employment, and Umpqua Valley Cal Ripken—all important organizations to our community.

As if this isn't enough, Toby has coached youth sports teams for twenty years including football, basketball, and baseball teams through the YMCA, the Boys and Girls Club, Cal Ripken, and Umpqua Valley Christian School (UVC). He's been a member of his church, Covenant Life Fellowship, since 2017, where he and his wife, Christina, lead a Bible study. He's the founder, Chair and champion of the UVC First Citizen award.

Professionally, Toby serves his company and industry at the local, state, and national level. He is an active member of the Young Presidents Organization (YPO) Evergreen Chapter where

young leaders connect, learn, and support one another. He serves on and is a past chair of the Oregon Forest & Industry Council board, the state's largest forest industry trade association. He recently played a key role in negotiating the Private Forestry Accord, what Toby called "a new vision for forestry in Oregon" about how forests should be managed while protecting the environment. If you've been involved with the Chamber, you've heard him speak about the state of the timber industry.

At the national level, he has a leadership role with the National Alliance of Forest Owners, the country's largest trade association for forest landowners. He recently was invited to join the Forest Landowners Association, another national organization focused on private forest landowner success.

Behind the scenes, no one is a stronger advocate and friend of our community than Toby. He has intentionally developed relationships with diverse political and business leaders in Oregon and across the country. In a state as divisive as Oregon has become, Toby has successfully established connections with people from Oregon's executive branch to our US Senators and Representatives who could easily be viewed as opponents. Through consistent examples of sharing honest and insightful perspectives, he can quietly represent our community in meaningful ways.

He's a founding member of the Roseburg Vision Group, a grassroots organization striving to build a better version of our community for tomorrow. Recently, he brought critical leadership to developing a plan for community turf fields, an indoor multi-use facility, and an organizational structure to coordinate recreational teams and activities. As one letter makes clear, without Toby, the Legion Field wouldn't be turfed. Toby was the leader and catalyst who made it happen.

Whenever I'm involved in a fundraising campaign, Toby is among those I turn to for support. You can count on Toby and his wife to help support local projects and initiatives.

To sum up, Toby Luther cares deeply about our community. He serves on numerous boards and committees and works tirelessly and selflessly, often behind the scenes, to make our community stronger and better. Wherever he gets involved, he naturally assumes a leadership role. Whether it is the governor, the state treasurer, a congressman, local nonprofit, or friend, we all turn to Toby for his wisdom and leadership. Toby's a rare person with natural leadership talents, a strong moral compass, and a gracious spirit who is always willing to help. It's a tremendous honor for me to recommend him as Roseburg's First Citizen for 2022.

Yours truly.

Steve Loosley

January 15, 2023

To Whom It May Concern:

I am writing to enthusiastically support the nomination of Toby Luther for Chamber of Commerce's First Citizen award. Toby serves on the Board of Directors of several of our community's major organizations, is a generous donor, and volunteers for many other local civic activities.

Toby is the chairman of the Board of Directors of The Ford Family Foundation. I am the CEO/President of the organization so I can speak directly to the incredible investment of time and wisdom that Toby provides. Our Board meets five times per year for two days and Toby leads all of those meetings: he is always deeply informed; he is trusted and respected by the other Board members and staff; he runs the meetings professionally; he ensures that we are true to the intentions of our founders (Kenneth and Hallie Ford) and that our foundation has maximum impact in our community and throughout Oregon; and he skillfully leads the Board to the decisions that need to be made and in ways that provide important guidance to the staff. Outside the context of the Board meetings, Toby is a key advisor to me around all the business of The Ford Family Foundation. I would estimate that Toby devotes least 14 days each year in his role as Chair of the Board of Directors, which is amazing given that he is the CEO of a major company in our community!

From my vantage point, I also have some insight into the other ways Toby donates to our community. Although I'm sure I am not capturing everything, here are some of the things I know about: he is on the Board of Mercy hospital and Wildlife Safari; he has provided leadership around the Doc Stewart baseball field upgrade; he was very active as a parent of students at Umpqua Valley Christian school; he is a generous personal donor to many local charities and events, and he leads Lone Rock's charitable giving at, for example, the Festival of Trees.

Recently, Toby also stepped up to be part of a business leadership group focusing on a vision for the future of Roseburg. This "Roseburg Vision Team" has now expanded to include others who are working to pull together energy across many groups and interests.

Toby is an example of someone who has built his own success in life. He was selected by Kenneth Ford to be in the first class of Ford Scholarship recipients, and he went on to graduate from OSU. He has risen to the position of CEO of Lone Rock, where is recognized as a state and national leader. He is on the Board of a company in Chicago. He was selected as a member of the Young Presidents Association, an organization for CEOs of major companies who are under the age of 45. Many of our state's leaders (Governor, Treasurer) turn to him for his guidance and wisdom.

Toby Luther is a fabulous candidate for the First Citizen award! I would be pleased to offer any additional information.

Sincerely,

Anne Kubisch President January 30, 2023

Alex M. Palm

P.O. Box 1271

Roseburg, OR 97470

Roseburg Area Chamber of Commerce

P.O. Box 1026

Roseburg, OR 97470

RE: RACC 2022 First Citizen

To Whom it May Concern:

I'm writing this letter in support of the nomination of Toby Luther for the prestigious Roseburg Area Chamber of Commerce's First Citizen Award for 2022. I've known Toby and have had the great privilege of working and volunteering with him for the past twenty years. Toby steps up in our community over and over again whenever he is called upon. If Toby had a "No-Coach" to help him navigate everything our community asks of him, that No-Coach should have been fired long ago. Toby's always available to help and our community is a better place because of him and all his hard work and efforts.

Over the years Toby has served on many community boards and local foundations such as the United Way, Roseburg Area Chamber of Commerce Board, UCC Strong Board, Cal Ripken Board, Riverside Center Board, The Ford Family Foundation Board, Mercy Hospital Board, and the Wildlife Safari Board of Directors. At the state and national level he has represented Roseburg and our interests on the National Alliance of Forest Owners Board, Oregon Forest and Industries Council Board, OSU Department of Forestry Board of Visitors, OSU College of Business Council of Excellence, and the Forestry Landowners Association just to name a few. Toby has been a huge contributor to all of these organizations.

Toby's also had a huge influence with many of our area's youth with the many sports teams he has coached, and helped travel and play over the years. If a kid can't afford to play a sport, or buy a pair of basketball shoes, or travel to a weekend tournament; Toby is the person who silently steps up and makes those problems disappear. Toby was also a key player on getting turf installed at Legion Field, which will benefit our area's youth for decades to come.

One important note about Toby is everything mentioned above are things that Toby did in the prime of his life and career, while he was in his 20's, 30's and 40's and raising a family and working insane hours as CEO of Lone Rock Timber. These aren't things he did after his kids left home for college and he retired from work and all of the sudden had some free time. These are all things he did when in all reality he didn't have time to do them, which makes it all the more impressive and deserving of the award.

Toby Luther is a deserving candidate for the First Citizen award!

Yours truly,

Alex M. Palm



Members of the Roseburg Area Chamber of Commerce:

I am writing this letter for a First Citizen recommendation for Toby Luther. I have known Toby in a variety of areas in our lives: I'm his pastor, his son's baseball coach, a community servant, and a friend. In all these areas Toby has exhibited integrity, fortitude, and genuine care for people.

In our church, Toby has served on our Financial Advisory Team, has taught "Financial Peace University" by Dave Ramsey, and has volunteered to help with after-church service administration. In all of these areas, he's been insightful and helpful. Anytime we've asked Toby for advice on ideas or opportunities we're considering, he has given his input with humility and care. When he's teaching classes, he genuinely cares about the people he's teaching and it shows in his willingness to help them outside of class. He is a joy to have in our church.

But I've also been involved with Toby in the game of baseball. I have coached both of his sons, Jacob and Josh, at Umpqua Valley Christian School, and Toby was a very supportive dad. He never overstepped, and he was always supportive of me as a coach. In the last two years, he has volunteered his time to become an assistant coach in our program. He gladly gives us his time and offers advice to our players in many ways. He's eager to learn, willing to work, and great with the guys.

In the community, I've had the privilege of working alongside Toby on major projects at UVCS and on the turf project at Legion Field (One Champion Field). Toby has been the "driver" or the lead financial recruiter for several of things. The turf project was the latest project that I worked on alongside him. It was obvious from the start that Toby's heart was for the community, and his willingness to lead the way in fundraising made this project possible. I am convinced that without his help, we would not have completed that project in a timely manner. As it is now, we have one of the most beautiful baseball facilities in the Northwest.

Speaking personally, Toby is a really good friend. I realize this doesn't qualify in a First Citizen criteria, but it does qualify as a quality person. Toby has become an extended uncle to my kids, and he genuinely cares about their well-being. There is no pretense in his friendship and no hidden agendas. It's refreshing.

I could not more highly recommend Toby Luther for the First Citizen award. In my opinion, he is everything that this award stands for.

If you have any questions please feel free to contact me at (541) 430-0380 or dave@clfroseburg.com.

Sincerely,

David York: Senior Pastor



DOUGLAS COUNTY BOARD OF COMMISSIONERS TOM KRESS CHRIS BOICE TIM FREEMAN

1036 SE Douglas Ave., Room 217 → Roseburg, Oregon 97470

January 30, 2023

Roseburg Chamber First Citizen Selection Committee:

Please accept this letter of support for the nomination of Toby Luther for this year's First Citizen.

Toby goes above and beyond for the community whether he is acting as CEO of Lone Rock Resources during his day job, the Board Chair of the Ford Family Foundation, coaching youth sports, or through his various generous philanthropic activities in the community. We believe he would be an excellent choice for the award of Roseburg First Citizen.

Sincerely,

DOUGLAS COUNTY BOARD OF COMMISSIONERS

Commissioner Tom Kress, Chair

Commissioner Chris Boice

Commissioner Tim Freeman



2165 NE STEPHENS ST., ROSEBURG, OR 97470 541-672-3369 - OFFICE@UVTRACTOR.COM

January 23, 2023

Roseburg Area Chamber of Commerce PO Box 1026 Roseburg, OR 97470

RE: 2022 First Citizen

Ladies and Gentlemen:

Toby Luther has earned my support for Roseburg's 2022 First Citizen.

I have worked with Toby on several community projects over the years, but the one that I want to tell you about is when we installed artificial turf on Legion Field.

In the early fall of 2019, American Legion began removing the old grass field in hopes of installing artificial turf. I had been following the project. Through my service on the UCC Board of Education, I work closely with our Athletic Director, and since turf was essential for launching a UCC baseball team, I kept an eye on the construction.

Before the old grass was scraped off, it was clear they needed help. The project was woefully short on funding, and the construction was headed in the wrong direction. I recruited a colleague, and we met with Toby. We knew that Toby was aware of the project through the grant request to The Ford Family Foundation, and we knew that he was a baseball enthusiast.

Toby stepped into the leadership vacuum and created a plan to secure additional funding and get the construction back on track. We met weekly in his office during the project. He dusted off his Excel skills and took charge of the fundraising, and he helped us find a different contractor who could complete the work on time and within budget.

To this day, I give Toby all the credit for the artificial turf at Legion Field. Without him, who knows what would have happened. Thanks to Toby, we can enjoy a premier baseball park that rivals any community stadium. Toby is a talented leader who cares about our community and is willing to put in the work even while receiving no recognition. No one is more deserving of being recognized as our First Citizen.

Sincerely,

Guy Kennerly

Shelley Briggs Loosley 1940 NW Excello Dr. Roseburg, OR 97471

January 15, 2023

Roseburg Area Chamber of Commerce PO Box 1026 Roseburg, OR 97470

RE: 2022 First Citizen

Ladies and Gentlemen:

I am writing to support the nomination of Toby Luther for 2022 First Citizen.

Over a decade ago, Toby created a Future First Citizen award for graduating seniors at Umpqua Valley Christian School. Toby helped the school develop an application, set up a review process, and organize a group of community leaders to interview the finalists and select the Future First Citizen. The finalists receive scholarships sponsored by Toby and another UVC benefactor. Candidates for the award must be of strong moral character, hold high academic standing, and invest in volunteer work and other extracurricular activities.

About six years ago, Toby invited me to serve on the committee, and I have learned firsthand the impact the award has on students. The Future First Citizen award helps to motivate students during their high school years, and it recognizes the arduous work of these future citizens. The scholarships help the students offset the cost of college.

Toby is the inspiration behind the award and the one who keeps it going. I have seen his leadership on full display, from the phone call updating me on the interview schedule to the deliberations to select the top choice. Toby never forces his opinion on other committee members, and he draws out others to develop a consensus. Even when there has been disagreement, Toby's kind and respectful of differing opinions.

Toby is a gracious leader who gives freely of his time to help others be successful. He models for students what it means to be a "First Citizen." It's an honor to support his nomination for Roseburg's First Citizen.

Yours truly,

Shelley Briggs Loosley

Shelley



1149 Court St NE Salem, Oregon 97301 (503) 371-2942 Fax (503) 371-6223 www.ofic.com

January 30, 2023

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

It is with great pleasure and without reservation that I write to support the nomination of Toby Luther for First Citizen of Roseburg.

I have known Toby through my work at the Oregon Forest Industries Council (OFIC). In addition to his service on the OFIC Board since 2008, he also served on our Operations Committee from 2012 – 2018, as Vice-Chair of the Board from 2012-2016, and Chair of the Board from 2016-2018. Toby also chairs the OFIC Political Action Committee.

The Oregon Forest Industries Council represents large forestland owners and forest products manufacturers in Oregon on state legislative and regulatory matters. Toby's leadership at OFIC has been critical to OFIC's success in ensuring a future for the sector through smart advocacy — even in the face of increased urbanization and shifting values of Oregonians. When Toby represents Lone Rock Resources, he does so as a citizen of the greater Roseburg community, his thinking and voice. Toby keeps the long-term health of the industry as a whole and the communities it serves at the forefront, and as a result brings a critical high-level perspective to OFIC. Roseburg has benefitted greatly from his leadership on state level issues and will for decades to come.

OFIC is stronger for his involvement and leadership. Toby has been a steady hand and advisor during some tumultuous periods for the trade association. His wisdom and perspective have helped us maintain focus while making the right moves for the long run. In a world that is increasingly polarized, Toby's ability to think independently helps make us better at what we do on behalf of the companies and communities we serve at OFIC.

Toby is clearly deserving of the honor of being called a First Citizen of Roseburg, and I thank you for considering his nomination.

Yours truly,

Chris Edwards

President, Oregon Forest Industries Council

Rick Sohn 62 N. River Drive Roseburg, OR 97470

Jan 30, 2023

RE Letter of support for Toby Luther, Nominee for Roseburg Area Chamber of Commerce First Citizen

I am pleased to support the nomination of Toby Luther for the Roseburg Area Chamber of Commerce First Citizen award. I have watched Toby develop since I hired him as Chief Financial Officer for Lone Rock Timber Company, in 2001. Toby's background has served him well, and he prepared himself well to be an effective President and CEO of Lone Rock, starting in 2008, the year that I retired from that position. Toby has grown the company effectively under the successor generations of the Sohn family, into Lone Rock Resources, now a diversified company that includes Abby's Pizza and its continued focus on its core of timberland and management.

A successful businessperson plays a very important role in rural community through corporate leadership that provides ongoing family wage jobs and stability for the community workforce. At Lone Rock Resources those jobs now span the states of Oregon and Washington as well as other areas and business interest connections. In support of a thriving forest industry, Toby has been a leader and remains active in Oregon Forest and Industries Council, as well as National Association of Forest Owners. Toby's business contributions also include active roles on several for-profit business boards of directors.

To complement his business background, Toby carries a strong personal ethic and a strong faith background that ground his roots in, and commitment to, the broader rural community.

Toby grew up in Alaska and Sutherlin, before attending Oregon State University, as a member of the first class of the Ford Scholars Program of the Ford Family Foundation in the early 1990's. After OSU, he started his career at Coopers and Lybrand (PWC) as a CPA, and then became Corporate Controller at US Timberlands in Klamath Falls. His commitment to rural communities and family values have been played forward through his contemporary roles, many in community leadership positions in Roseburg. Toby has served the Mercy Medical Center Board of Directors, the Roseburg Area Chamber of Commerce, Umpqua Community Health Center (now Aviva Health), as well as the Ford Family Foundation, a pillar of our community, where he serves as Chair of the Board.

Toby's passion for rural community stability is played forward in yet another way: Lone Rock Timber has a program of matching employee nonprofit community service donations, special projects, and sports teams, where the company will either match or even double many employee contributions. Numerous employees are also supported in their time given to community boards during the workday. This work is built on and continues the values of the Sohn family in community support, which builds the future of community stability for us all.

Toby's passion for rural community stability, grounded in knowing his roots, and the importance of volunteerism in our community make Toby a strong candidate for Roseburg First Citizen. I am pleased to offer this letter of support. Thanks to those who have nominated Toby Luther.

Rick Sohn