

Roseburg Area Chamber of Commerce

69th Meeting of the Membership  
&  
Awards Dinner

"Success is a Puzzle"



**ROSEBURG**  
**AREA** Chamber of  
Commerce

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# Press Release





FOR IMMEDIATE RELEASE  
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## Annual Awards Dinner Celebrates Local Business, Distinguished Service and Chamber Work on Behalf of Business

**Roseburg, OR** - The Roseburg Area Chamber of Commerce held its 69<sup>th</sup> annual awards dinner and meeting of the membership on March 21, 2024. Leadership announced the organization's executive team for 2024, the chamber's activities and accomplishments for 2023, and highlighted some of the organization's key priorities for this year. Each year the chamber looks forward to its annual celebration of our business community and the opportunity to recognize business excellence and distinguished volunteer service of outstanding local citizens.

The Roseburg Area Chamber of Commerce will be led by the following executive leadership team in 2024: Chelsea Buckbee of Rogue Credit Union, chair of the board; Jeff Schwendener, Avista Utilities, vice chair; chamber president & CEO Debbie Fromdahl, board secretary; Jami Seal, Lone Rock Resources, treasurer; and, immediate past chair Tammy Turner from the Community Cancer Center, as the five corporate officers for the organization.

Each year, Roseburg Area Chamber of Commerce priorities focus on its core responsibility to serve, promote and protect the businesses of Douglas County. The chamber will continue to represent the interests of business through political advocacy; its work to create a strong local economy; promote the community and our member businesses; and, of course, provide the quality programs chamber members have come to expect. Specifics about the chamber's activities and accomplishments for 2023 and the organization's key priorities for 2024 are detailed on the chamber's website.

During the evening's festivities, the Roseburg Area Chamber honored three local companies for their excellence in business. The 2023 small business of the year recognition went to Roseburg's Community Cancer Center. Abby's Legendary Pizza was honored as the chamber's medium-size business of the year for 2023, with Roseburg Forest Products receiving large business of the year honors. Aviva Health was awarded the chamber's Excellence in Business Innovation recognition.

The highlight of the chamber's awards dinner is the annual naming of its First Citizens. Elin Miller and Guy Kennerly received the chamber's 2023 First Citizen honors for their years of volunteer service and unwavering commitment to our community. Miller was recognized for her service to the youth and young adults of Douglas County and our agricultural community. She previously served on the board and as president of UCAN. She served on Umpqua Bank's divisional board and UCC's Board of Education. She currently serves on the boards of UCC Foundation, Community Cancer Center, Forest Bridges, the Oregon Wine council, where she is a past board president and Oregon's Future Farmers of America Foundation board, as its immediate past president. Elin was appointed to Oregon's Board of Agriculture in 2020, by Gov. Kate Brown. In addition to her consulting firm, Elin, and her husband Bill, have a hazelnut farm, UmpquaNut Farm and a vineyard.

Kennerly was recognized as a "true community servant." His involvement includes serving on the boards of Douglas County Farmers Co-op, Cascade Community Credit Union and UCC's Board of Education. He is the longest serving board member for the Community Cancer Center. Guy's past volunteerism includes the Douglas County Industrial Development Board, Douglas County Planning Commission, Winston-Dillard School District Board and the Roseburg Area Chamber board of directors. He is active with Partnership for Umpqua Rivers, Oregon Sheep Growers Assn, Douglas County Livestock Assn, Rotary Club and local 4-H and FFA livestock auctions, to name a few. Guy owns Umpqua Insurance Agency and Umpqua Valley Tractor.

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**2023**

**Roseburg Area Chamber of Commerce**

**Activities & Accomplishments**





## 2023 ROSEBURG AREA CHAMBER OF COMMERCE ACTIVITIES & ACCOMPLISHMENTS

- Advocated for in defense of our local business community under the chamber's 2023-24 Public Affairs & Legislative Agenda, specifically during the 2023 Oregon Legislative Session, submitting in testimony in opposition to anti-business legislation and in support of pro-business legislation.
- Filed two *Amicus* briefs in the United States Supreme Court in support of petitions for certiorari. The chamber's briefs were founded in its long-standing interest and advocacy for active management of public forestland for all designated purposes mandated under the O & C Act of 1937 and its opposition to Cascade-Siskiyou Nat'l Monument designation and proposed habitat conservation plan.
- The chamber's membership lunch programs hosted the annual state of the county update, local efforts to mitigate impacts of homelessness, a discussion with Oregon's new BOLI Commissioner, timber health, Wildlife Safari update, timber and wood products industry update and more.
- Provided membership significant political awareness, especially during the 2023 Oregon legislative sessions via newsletter articles, "Call to Action" and "Chamber News" emails, and membership meeting programs.
- Expanded the chamber's financial stability. Due to long-term conscientious management of chamber funds, including ensuring emergency operations reserves, the Roseburg Area Chamber of Commerce remains financially stable and secure.
- Represented the interests of business with government monitoring federal, state and local political activity, taking positions when appropriate.
- Continued growth of social media posts, member email blasts and website updates to expand communication of chamber programs, activities and positions to businesses and the general public.
- Regular updates of chamber's website and printed collateral materials for the service to and promotion of members.
- Continued to grow chamber communications, specifically its electronic newsletter, "Chamber News" emails and "Calls to Action"; produced six editions of *Business Perspectives* in addition to current news on website.
- Hosted the chamber's 68th annual awards dinner and meeting of the membership presenting RACC's small, medium and large business of the year awards, business innovative excellence honors and First Citizen recognitions for 2022.
- 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.
- Completed 33rd year of Project Leadership Roseburg, and began the 2023-24 (34th year) leadership class program in September 2023.
- Member-benefit programs: Shop Chamber & Save discount program, member referrals, ground-breakings/ribbon cutting events.
- "Shop local" messaging; promoted "shop local" for Black Friday and "shop small" on Small Business Saturday and throughout the holiday season, during November and December.
- Provided visitor information to individuals interested in visiting Roseburg/Douglas County in response to mail, phone and email inquiries.
- Provided relocation information and packets to individuals and businesses in response to mail, phone and email requests.
- Distributed Roseburg/Douglas County map locally, regionally and statewide, and to individuals planning to visit and/or relocate to our area.



**Roseburg Area Chamber of Commerce**  
**2024 Priorities**





## 2024 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 2024 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 state-wide coalitions to oppose anti-business and support pro-business initiatives.
- 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.
- Continue to expand online business resource libraries with crucial information and information for best general business practices. Add business programs to provide members with best practices information.
- Add chamber staff prioritizing membership growth, member outreach and retention, and increasing member-business visitations.
- Identify and solicit candidates, as needed, for local races, utilizing our candidate endorsement process during the 2024 election cycle to promote business-friendly candidates for local and state offices.
- 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.
- Host chamber programs/events including annual awards dinner and meeting of the membership, membership meeting lunches, 2024-25 Project Leadership Roseburg and Economic Forecast 2025, and additional programs, as needed. Support our members ribbon cutting and grand opening events.
- Promote our community as a great place to live, work and visit through online information about recreation, events and amenities; statewide distribution of InUmpqua publication and Roseburg/Douglas County map; responding to phone, email and in-person inquiries and via mailing the chamber's *InUmpqua* magazine.
- Provide information to individuals and businesses looking to relocate through online, phone, email, mail and on-site inquiries and mailing of community profile and relocation information.
- 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.



# 2023 Recognition for Business Innovation



## 2023 Excellence in Business Innovation



Aviva Health began seeing patients in 1991 as the Open Door Clinic, the effort of a community task force intent on providing health care for the underserved. Located on Pine Street, the clinic provided 1,241 visits that first year. Aviva Health became a Federally Qualified Health Center, or FQHC in 1999. A community health center is a non-profit healthcare practice that provides high-quality, cost-effective primary healthcare to anyone seeking care, regardless of their insurance status or ability to pay. Aviva Health has grown to six service locations, providing primary medical, dental and behavioral health services.

Aviva recognized the need to address our community's healthcare provider crisis, and that recruitment and retention of qualified healthcare workers in Douglas County was an ongoing challenge. They decided an innovative approach to create a pipeline of healthcare workers to our region was needed. In 2020, "Roseburg Family Medicine Residency" was launched. Since 2020, the program brought cohorts of eight residents to our community each year. The inaugural class of 2020 graduated from the program in June of 2023, with four of the eight physicians remaining in Oregon, two right here in Douglas County. This innovative, collaborate approach to creating a healthcare workforce training pipeline contributes to the economic health and the "actual" health of our community.

**Congratulations, Aviva Health!**



# 2023 Small Business of the Year



## 2023 Small Business of the Year



# Community Cancer Center

The Community Cancer Center has been part of our community for 45 years. But, not just part of our community; this organization was created by and for the service of our community.

In 1979, a group of local citizens met, a non-profit corporation dedicated to providing patients diagnosed with cancer a local option of high-quality radiation therapy services, was formed, and Roseburg's Community Cancer Center was born. From its small building beginnings on Umpqua Street to the 44,000 square foot facility we know today, built in 2009 largely through community donations, our Community Cancer Center has provided effective and compassionate cancer care to our citizens with H.E.A.R.T.—Honesty, Excellence, Accountability, Respect and Teamwork . . . HEART!

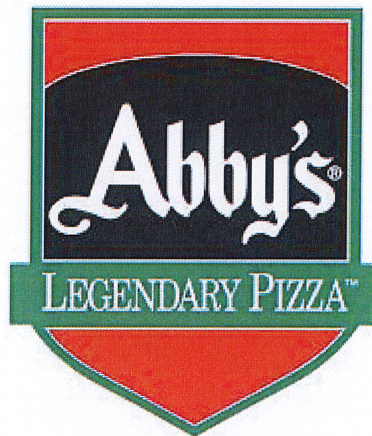
**Congratulations, Community Cancer Center!**



**2023 Medium-Size Business of the Year**



## 2023 Medium-Size Business of the Year



Abby's Legendary Pizza has been a culinary staple in this community for 60 years.

It all started in July of 1964 when two long-time friends and high school classmates, Albert Broughton and James Harrell (better known as Abby and Skinny), opened the doors of the very first Abby's Pizza Inn on N.E. Stephens in Roseburg, Oregon. It wasn't long before word of Abby's spread like melted mozzarella cheese throughout the region, and the legend, was born. From its infancy until today, our Abby's has been the "go-to-place-to-be" before or after the game, kids' birthday parties, family and classmate reunions and just a great place for lunch or dinner, dine-in or takeout!

In January of 2021, Abby's was purchased and is now wholly owned by Lone Rock Resources. Abby's has 37 locations throughout Oregon and Washington, with the newest location in Prineville Oregon. Thankfully, five of those locations are right here in Douglas County!

**Congratulations, Abby's Legendary Pizza!**



# 2023 Large Business of the Year



## 2023 Large Business of the Year



Founded in 1936 in Roseburg by forest products pioneer Kenneth Ford, passion for wood is the company's spirit and its legacy.

For nearly 90 years, Roseburg Forest Products has not just been a standout leader in its industry, but a name and business synonymous with our community. Roseburg's long-standing support of local non-profits, capital campaigns, youth programs and more, is immeasurable. Roseburg's investment in our community from infrastructure to educational and workforce training programs is long-standing. It is a company whose leadership believes in our community, our citizens and our businesses and organizations. This may never have been more evident than last year, when Roseburg announced its planned \$700 million dollar investment to upgrade and expand its manufacturing operations in Southern Oregon, primarily in Douglas County. The total project represents the largest ever known investment in manufacturing in rural Oregon, and one of the largest private capital investments of any kind in our state's history.

**Congratulations, Roseburg Forest Products!**



# 2023 Female First Citizen





## Roseburg Area Chamber of Commerce 69<sup>th</sup> Annual Awards Dinner & Meeting of the Membership

### 2023 Female First Citizen Introduction

*Presented by Chelsea Buckbee, 2024 RACC Chair of the Board*

Tonight I have the great privilege to tell you a little about the Roseburg Area Chamber of Commerce's 2023 female First Citizen.

Tonight's honoree has more than 30 years of service on boards, commissions, committees and more in the non-profit, government and nonprofit sectors, the past 15 of those years in Douglas County.

When others talk about our First Citizen, the first thing said is, "You mean she isn't already a First Citizen? That's surprising. She is most deserving of the honor and recognition." Others will talk about her calm diplomacy, intelligence, problem-solving abilities and passion. When she's "in," she's "all in!"

Her interests range from activities supporting and advancing our community's youth and young adults to serving those in need, and not just here in Oregon . . . or even just the United States. Our First Citizen has served on and chaired the board of UCAN and Umpqua Bank's Divisional Board.

Our First Citizen previously served on the UCC board of trustees. She currently serves on the boards of the UCC Foundation, Community Cancer Center, Forest Bridges, the Oregon Wine Council, where she previously held the office of president and service on the advisory committee for UCC's Southern Oregon Wine Institute.

With the years of volunteerism and community service going back to her college days, our First Citizen has led a life dedicated to and passionate about agriculture. In 2020, she was appointed to Oregon's Board of Agriculture by Governor Kate Brown and she has a long history of service with Future Farmers of American. She currently serves on the Oregon FFA Foundation board, where she is the immediate past chair.

To quote our First Citizen, "I was a city girl who grew up in Mesa, Arizona, started taking vocational agricultural classes and fell in love with agriculture."

Ladies & gentlemen, as you must know by now, it's my honor to introduce the Roseburg Area Chamber of Commerce Female First Citizen for 2023, Elin Miller.



# 2023 Male First Citizen





## Roseburg Area Chamber of Commerce 69<sup>th</sup> Annual Awards Dinner & Meeting of the Membership

### 2023 Male First Citizen Introduction

*Presented by Jami Seal, 2024 RACC Board Member & Treasurer*

I have the immense pleasure this evening of introducing you to our 2023 male First Citizen. A First Citizen who will no doubt be uncomfortable with tonight's recognition because as a "true community servant," he prefers to stay out of the spotlight not seeking accolades, but rather with quiet, dedicated service behind the scenes.

The words used to describe our 2023 first citizen include: "trustworthy," "inspirational," "integrity," "a visionary," and serving with "positivity and humility." He is everything we know a First Citizen to be. As someone stated, our honoree's "unwavering commitment to our community, his servant's heart, his financial contributions and his willingness to serve regardless of who will notice" there simply isn't "a more deserving person" for this recognition.

Our honoree's current volunteer service includes the boards of Douglas County Farmers Co-op, Cascade Community Credit Union and UCC's Board of Education. He is the longest serving board member for the Community Cancer Center, volunteering thousands of hours over the years, including holding the positions of president, vice president and secretary of the board.

Past service includes the Douglas County Industrial Development Board, Planning Commission, Winston-Dillard School District Board and the Roseburg Area Chamber of Commerce board of directors. Our honoree remains actively involved with the Partnership for Umpqua Rivers, Rotary, local 4-H and FFA livestock auctions, the Oregon Sheep Growers Assn and Douglas County Livestock Association, where he is a past board member. He also played an integral role in the American Legion baseball field turf project.

To quote one of our past First Citizens, "We are blessed to live in a community with a number of strong leaders . . . willing to give of themselves to make Roseburg and Douglas County a better place. While we have a lot of great leaders, there is only one Guy Kennerly."

Will you all please welcome to the stage our 2023 First Citizen, Guy Kennerly.