

Special Edition

ROSEBURG
AREA Chamber of
Commerce

Business perspectives

March/April 2024

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

Elin Miller and Guy Kennerly Named Roseburg's 2023 First Citizens!

Roseburg Area Chamber's Annual Awards Dinner & Membership Meeting Honors Local Business & Community Leadership

The Roseburg Area Chamber of Commerce held its 69th 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 Chamber honored four local organizations for their excellence in business. See story on the next page.

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 Umpqua Community Development Corp. She served on Umpqua Bank's divisional board and UCC's Board of Education. She currently serves on the boards of



see First Citizens, next page

First Citizens *(Continued)*

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, 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.

For more about our incredible honorees, take a look at RACC's “[Press Packet](#)” for the event and check out pictures of our honorees on [Facebook](#) and [Instagram](#). The annual [awards dinner program](#) is also available for viewing and download. The chamber's annual awards dinner was generously supported by the evening's title sponsor [Cascade Community Credit Union](#) and corporate sponsors [Lone Rock Resources](#) and [Acrisure Northwest/Umpqua Insurance Agency](#).

Chamber Celebrates 2023 Business Excellence

At the Roseburg Area Chamber of Commerce's 69th annual awards dinner and meeting of the membership on March 21, the chamber recognized four local organizations for their business excellence.

The Roseburg Area Chamber of Commerce annually honors member businesses that have made a substantial contribution to the community for the last five years or longer; have employees who individually or collectively participate in the community; and/or, the physical presence of the business adds to the economic vitality and livability of our community. All three of our 2023 “Business of the Year” recipients, are organizations that never waiver in their commitment to innovate. Despite any challenges they remained focused on growth, building new or renovating existing facilities and expanding their operations; investing in their organizations, employees and community. These companies' commitment and investment contributes to the economic vitality of Roseburg and Douglas County.



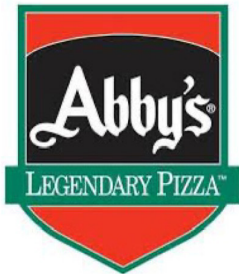
The chamber's 2023 “Small Business of the Year” honor was awarded to the Community Cancer Center. The Community Cancer Center has been part of our community for 45 years. But, not just part of our community; this organization was created by and for the service of our community. In 1979, a group of local 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!

The chamber's 2023 “Medium-Size Business of the Year” accolades went to Abby's Legendary Pizza. 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

see Business Excellence, next page

Business Excellence (Continued)



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!

Chamber honors went to Roseburg Forest Products for its 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.

The 2023 "Business Excellence in Innovation," went to Aviva Health. 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.



AVIVA HEALTH

Congratulations to all our 2023 honorees,
for recognition most greatly deserved!



Business *perspectives*

March/April 2024

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Chamber Members to Meet & Welcome Newest Community Business Leadership

Get Your Tickets Online Now

The chamber's March membership meeting lunch will give our members the opportunity to meet and learn about two of Roseburg's newest community leaders. Be there to hear firsthand from Kara Carlisle, president and CEO of The Ford Family Foundation and Russell Woolley, president and CEO of CHI Mercy Health. Russ and Kara will also share about goals, opportunities and visions for their respective organizations.

The Roseburg Area Chamber of Commerce's March 11 membership meeting lunch is held in the Douglas County Fairgrounds Community Conference Hall from 11:45 a.m. to 1:00 p.m. A buffet lunch is included with your ticket purchase. The buffet opens at 11:45 am.

Advance ticket purchase is required as tickets are not available at the door. Individual ticket price for Roseburg Area Chamber members is \$25, or \$150 for a table of six. For non-RACC members and the general public, the cost is \$50 per person. The ticket reservation deadline is noon on Wednesday, March 6. Purchase your tickets online today [HERE!](#)

Chamber to Celebrate Business at Annual Awards Dinner

"Success is a Puzzle"

Get tickets to the Roseburg Area Chamber's 69th annual awards dinner and meeting of the membership. This year's annual celebration of business will be Thursday, March 21.

The annual event gives members the opportunity to network with other business local leaders. Chamber leadership will recap the chamber's activities and accomplishments for the past year and discuss chamber priorities for 2024 in support of local business.

Outstanding local businesses will be recognized with the chamber's small, medium and large businesses of the year and business innovation honors. The highlight of the evening will be the presentation of the chamber's 2023 first citizens, recognizing two outstanding community individuals, deserving of acknowledgement for their long-time dedication to and volunteer service in Roseburg and Douglas County.

The chamber's annual awards dinner is held at the Douglas County Fairgrounds' Community Conference Hall, 5:45 to 8:15 pm. For Roseburg Area Chamber members, past First Citizens and retired past board chairs, tickets are \$70/person or \$560 for a table of eight. Tickets for non-RACC members and the general public are \$90/person.

Thank you to our generous member-sponsors, title sponsor [Cascade Community Credit Union](#) and corporate sponsors [Lone Rock Resources](#) and [Acrisure Northwest \(formerly Umpqua Insurance Agency\)](#), for support of the chamber's 2024 annual awards dinner! Be sure and get your tickets [HERE](#) before the March 15 deadline to purchase tickets. Please see the flyer on page 5.

see Annual Dinner, page 2

Upcoming Events

Monday, March 11
Membership Meeting Lunch
Douglas County Fairgrounds
11:45 a.m. to 1:00 p.m.
[Get Tickets](#)

Thursday, March 21
Annual Awards Dinner
Douglas County Fairgrounds
5:45 p.m. to 8:15 p.m.
[Get Tickets](#)

Monday, April 8
Membership Meeting Lunch
Douglas County Fairgrounds
11:45 a.m. to 1:00 p.m.
[Get Tickets](#)

This issue of *Business Perspectives* is published in the memory of Georgia Stiles
1979 RACC Board Chair

EXECUTIVE OFFICERS

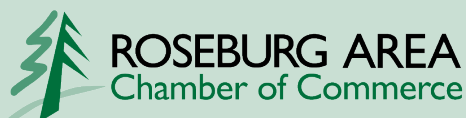
- Chair
Chelsea Buckbee, Rogue Credit Union
- Vice Chair
Jeff Schwendener, Avista Utilities
- Treasurer
Jami Seal, Lone Rock Resources
- Secretary
Debbie Fromdahl, President & CEO
- Past Chair
Tammy Turner, Community Cancer Center

DIRECTORS

- Donna Arnold
Cardinal Services, Inc.
- Melvin Burke
DC Farmers Co-op
- Sam Carter
Pacific Power
- Clint Chandler
Roseburg Forest Products
- Vacancy
Appointment Pending
- Kim Tyree
Evergreen Family Medicine
- Kathy Wise
Super 8 Roseburg

CHAMBER STAFF

- Debbie Fromdahl
President & CEO
- Jolene Mantle ext. 17
Executive Assistant
- Vacancy
Membership Growth/Relations ext. 23



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

www.RoseburgChamber.com

OBI President & CEO to Address Chamber Membership

The Roseburg Area Chamber of Commerce’s April 8 membership lunch program will feature Oregon Business & Industry (OBI) president and CEO, Angela Wilhelms. Angela will provide a brief update of the recently wrapped 2024 Oregon



legislative session, offer a 2024 election preview and preview of what business might expect from the 2025 Oregon Legislature, all with a lens on why these things matter to the

statewide business conversation. Angela is also going to be interested in hearing from our business members about whatever state policy is on their minds, as part of OBI’s information-gathering for its 2025 Legislative Agenda development.

Angela is a native Oregonian with a 20-year career in public service. As president and CEO of Oregon Business & Industry (OBI), a statewide association that advocates on behalf of businesses of all sizes, from all industries and in all parts of the state. OBI’s advocacy, research and political work involves a wide variety of issue areas important to Oregon’s employers. Prior to her role at OBI, Angela practiced business law at the Portland firm of Dunn Carney, was a senior administrator at the University of Oregon, and spent several years as chief of staff for the House Minority Office and House Co-Speaker Bruce Hanna’s Office.

see Oregon Business & Industry, page 6

Annual Dinner (Continued)

In celebration of our members and our local business community, the annual dinner theme is “Success is a Puzzle.” The theme is not that achieving success or how to realize success is “puzzling,” but rather that it is a puzzle that requires many different individual pieces, all fitting together, to complete the “picture” of accomplishment.

While the chamber is a business-advocacy organization, we have a membership made of incredibly diverse businesses and organizations, who seek a variety of different things from the chamber. Our puzzle is going to look very different from many of our members’ puzzles.

The program cover for the annual dinner, provides a glimpse of some of the pieces in the Roseburg Area Chamber’s puzzle . . . priorities and areas of work we endeavor, as a chamber, in service to our businesses. And, of course, at the center—or heart—of the chamber’s puzzle, are our members. Whether you are a large member with 2,000 employees or you are a sole proprietor, your value to the chamber and this community is immeasurable.



Thank You Reinvesting Members!



- | | |
|---|---|
| Abby's Legendary Pizza | i.e. Engineering, Inc. |
| Avista Utilities | Joe's Towing & Recovery, LLC |
| Bigfoot Beverages / Pepsi-Cola Bottling of Roseburg | Knife River Materials |
| Cascade Community Credit Union | McMenamins Roseburg Station Pub & Brewery |
| Community Cancer Center | Meadow Creek Retirement Community |
| CSO Financial, Inc. | Neuner Davidson & Co. |
| DC Precision Lube & Tune | Oak Grove Retirement Community |
| Douglas County District Attorney's Office | Oregon Eye Consultants |
| Douglas Electric Cooperative | Roseburg Forest Products |
| Richard Embertson, CPA, PC | SAIF |
| Energy Trust of Oregon | Sims Electric, Inc. |
| Express Employment Professionals | Staples, The Office Superstore |
| Family Tree Medical Clinic | Sunrise Enterprises, Inc. |
| First Community Credit Union--West Harvard | Super 8 - Roseburg |
| Frontier Village | True North Restoration |
| Gerretsen Building Supply | Tyree Oil, Inc. |
| Hampton Inn & Suites | Western Title & Escro |
| Harry Ritchies Jeweler's LLC | Wildlife Safari |
| | WorkSource Douglas Employment Department |

Welcome New Members

Camp Millennium

Mindy Bean
2880 NW Stewart Pkwy, Ste 200
Roseburg, OR 97471
(541) 677-0600
campmillennium.org



Camp Millennium is a non-profit organization that works year-round to create incredible experiences for campers. The summer camps are a week-long retreat for children dealing with cancer within their families. Campers have the opportunity to engage in a fun-filled, care-free week, where their only focus is to have fun and be kids. Camp M strives to ensure every camper feels a sense of belonging and leaves feeling like a member of our loving camp family.

Umpqua Economic Development Partnership (UEDP)

Brian Prawitz
522 SE Washington Ave, #106
Roseburg, OR 97470
(541) 464-3527
uedpartnership.org



Umpqua Economic Development Partnership (UEDP) is a private-public partnership serving as Douglas County's economic development organization. UEDP provides access to resources, vision for growth and exceptional customer service to organizations driving economic growth. UEDP's focus is to produce a tangible increase in the number and quality of opportunities available to the people who live in Douglas County.

Got News?



This year, Abby's Legendary Pizza turns 60! Abby's began 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. In January of 2021, Abby's was purchased and is wholly owned by

local company, Lone Rock Resources. Abby's has 37 locations throughout Oregon and Washington, the newest location in Prineville Oregon and five locations in Douglas County!



REUSTLE
PRAYER ROCK VINEYARDS

Reustle Prayer Rock Vineyards was named the 2024 Winery of the Year and awarded "Best White Wine" at Toast of the Coast International Wine Competition in Del Mar, California. Reustle Winery also claimed four Double

Gold and three Gold Medals at the competition, including three "Best of Class" distinctions.

Several years ago, Umpqua Insurance Agency became part of Acrisure. Acrisure's vision to transform the insurance brokerage business for the betterment of the client



was unprecedented. For the past 10 years, Acrisure has grown to be a top-10 global insurance broker and Fintech leader, driving historic growth. In January, Umpqua Insurance joined other regional partner organizations as Acrisure Northwest and rebranded as Acrisure. Umpqua Insurance/Acrisure NW is located 1928 NE Diamond Lake Blvd, Suite 105.

Send Us Your Got News?

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

These are potentially newsworthy items that you can submit to the chamber's "Got News?" section! Inclusion of "Got News" submissions in the chamber newsletter are subject to approval and availability of space.

Submit your business news via an email to assistant@roseburgareachamber.org or by fax to 541.673.7868.



Calendar

- 3/11 March Membership Meeting
"Conversation with Kara Carlisle & Russell Woolley"
11:45 a.m. to 1:00 p.m.
- 3/10 Daylight Savings Time
- 3/14 Project Leadership
Workshop #6
- 3/17 St. Patrick's Day
- 3/19 First Day of Spring
- 3/21 RACC Annual Awards Dinner & Meeting of the Membership
5:45 p.m. to 8:15 p.m.
- 3/31 Happy Easter



Calendar

- 4/1 April Fools Day
- 4/8 April Membership Meeting
"OBI President & CEO
Angela Wilhelms"
11:45 a.m. to 1:00 p.m.
- 4/11 Project Leadership
Workshop #7
- 4/15 Tax Day
- 4/22 Passover
Earth Day



ROSEBURG AREA CHAMBER OF COMMERCE

cordially invites you to the

69th ANNUAL AWARDS DINNER

"Success is a Puzzle"

MAR
21
2024

Reception 5:45 PM

Dinner 6:45 PM

RACC Members:
\$560/Table (of eight)
\$70/Person

Non-RACC Members
\$90/Person

Casual dinner

No host bar

- HIGHLIGHTS -

- Celebration of Business
- Recognizing Chamber Leadership
- 2023 Chamber Activities
- 2024 Chamber Goals
- Business Recognition Awards
- First Citizen Recognition Awards

FAIRGROUNDS, COMMUNITY CONFERENCE HALL

Purchase tickets for the annual awards dinner online

or return completed form with check or credit card information. Must be received by March 15, 2024.

Purchaser: _____ Company Name: _____

Mailing Address: _____ City, State, Zip: _____

Individual Ticket _____ x \$70 = \$ _____ Full Table (8) _____ x \$560 = \$ _____

Non-RACC Member Ticket _____ x \$90 = \$ _____

Check Enclosed Bill My Credit Card: Visa / MasterCard # _____

Expiration Date _____ CVC# _____

Payment must accompany all ticket purchases. Deadline to purchase is March 15. No refunds.

Title Sponsor: Cascade Community Credit Union

Corporate Sponsors: Lone Rock Resources & Acrisure Northwest

Support Local Business Through Shop & Save

Request Your 2024 Discount Cards Today!



Members of the Roseburg Area Chamber have the opportunity each year to participate in our member-to-member Shop Chamber & Save Program! Chamber member businesses offer discounts to fellow chamber members to build rapport in the business community, increase exposure and to grow their business.

See page 7 for the 2024 list of participating chamber members and their “shop chamber & save” offers. Call the chamber at (541) 672-2648, ext. 17, or send an email to assistant@roseburgareachamber.org and request your 2024 discount cards for you and your employees. Some restrictions apply.

Support local businesses and your fellow chamber members and save money! Request your discount cards today!

Oregon Business & Industry (Continued)

Chamber membership lunches are held from 11:45 am to 1:00 pm in the Douglas County Fairgrounds' Community Conference Hall. The lunch buffet opens at 11:45. Tickets are on sale now. If you have a season pass, your seat at the lunch is already reserved. Advanced ticket purchase is required to attend; tickets are not available at the door. Online ticket sales only. The last day to purchase tickets is April 3 at noon. **GET YOUR TICKETS!**



Increase Your Business Visibility

Opportunities on the Chamber's Website

The chamber's website offers members access to many fresh and helpful online features. Due to the increased attention and visits to the website, this is an excellent opportunity to secure a placement for your corporate banner and increase your businesses exposure. Homepage and interior page space options are available for purchase on an annual or bi-annual agreement. Your online banner will prominently feature your business logo and link to your company's website. **Claim a banner for your business today!**

Looking for other ways to promote your business? Purchase ad space in the chamber's *Business Perspectives* e-newsletter. The e-newsletters remain in our newsletter archives online for two years. The chamber has several ad sizes to choose from, so there's a possibility for everyone! If three or more ads are purchased within a year, members receive a 10% discount.

For more details and information please call the Roseburg Area Chamber of Commerce (541) 672-2648, Ext. 23 or email sales@roseburgareachamber.org.

Business Perspectives Publication Deadline

Business Perspectives is an official publication of the Roseburg Area Chamber of Commerce published monthly. Chamber members are encouraged to submit items for publication.

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Copy deadline is the 10th of each month preceding the publication date. Information received after that date will be published subject to urgency and space availability.

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

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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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CHAMBER

SHOP & SAVE

Show your Roseburg Area Chamber of Commerce Discount Card at these participating locations.
Discounts good through December 31, 2024.

Ashley HomeStore

(541) 900-1555

www.AshleyHomeStore.com

**\$100 off your regular priced purchase of \$300.00 or more.
\$300 off your regular priced purchase of \$900.00 or more.**

Budget Blinds of Roseburg

(541) 216-4723

www.budgetblinds.com

25% off window coverings (with select manufacturers).

Express Employment Professionals

(541) 673-3332

www.expressroseburg.com

\$60.00 off first invoice.

Joe's Towing & Recovery, LLC

(541) 672-4388

www.joestowing.net

15% off retail towing service.

OnePeak Medical

(541) 236-9246

www.onepeakmedical.com

20% off nutrient injections.
Walk-ins welcome.
(Not valid with any other discounts)

Oregon Tool & Supply

(541) 672-1935

www.oregontoolandsupply.com

10% off regular priced merchandise.
(Excludes services & special orders.)

Super 8 Motel

(541) 672-8880

www.stayinroseburg.com

10% off best available rate.

Wildlife Safari

(541) 464-0788

www.wildlifesafari.net

Buy one ticket for admission and get one free.
(Not valid with any other offers)

**Your Offer
Could Be Here**

To receive the discounts listed above, you must present your 2024 Chamber Discount Card. Please contact assistant@roseburgareachamber.org or (541) 672-2648, ext. 17, to request number of cards covered under your membership.