

**Roseburg Area Chamber of Commerce**

**70th Meeting of the Membership  
&  
Awards Dinner**

**"Get Lit"**



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## **Press Release**





**FOR IMMEDIATE RELEASE**  
**March 20, 2025**

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## **Roseburg Chamber Celebrates Accomplishments, Local Businesses and Distinguished Service**

**Roseburg, OR** - The Roseburg Area Chamber of Commerce held its 70<sup>th</sup> annual awards dinner and meeting of the membership Thursday, March 20. In addition to presenting its executive team for 2025, chamber leadership also shared the organization's activities and accomplishments for 2024, and some of the chamber's key priorities for 2025. The chamber's annual event celebrated Roseburg and Douglas County businesses and provided the chamber the opportunity to recognize business excellence and the distinguished volunteer service of individuals in our community.

The Roseburg Area Chamber of Commerce board of directors is pleased to announce Jami Seal, CFO for Lone Rock Resources will serve as chair of the board in 2025. Also holding leadership positions this year Kim Tyree from Evergreen Family Medicine as vice chair and Donna Arnold with Cardinal Services, Inc. as treasurer. They are joined by Chelsea Buckbee, Rogue Credit Union, immediate past board chair and chamber president & CEO Debbie Fromdahl, as the five corporate officers for the Roseburg Area Chamber in 2025.

Chamber leadership shared the chamber's activities and accomplishment for 2024 and highlighted the organizations' priorities for 2025. Those priorities include the leading role the chamber plays in advocating for and protecting Douglas County businesses through its government affairs work; ongoing member-benefit programs and offerings; and, new programs and activities coming to the chamber in the fall. A full list of the chamber's 2024 activities and 2025 priorities, as well as its advocacy work can be found online at [RoseburgChamber.com](http://RoseburgChamber.com).

During the evening's festivities, the chamber recognized three local organizations for their excellence in business. The 2024 small business of the year award went to Girardet Wine Cellar. Sunrise Enterprises, Inc. was recognized as the chamber's medium-sized business for 2024, with Umpqua Dairy was celebrated as the 2024 large business of the year award recipient.

While the chamber's 2024 female first citizen honor is still a secret until the chamber's April membership lunch, Dan Bain was recognized as the chamber's 2024 male First Citizen for his years of community service and volunteer activity in Roseburg and Douglas County. Bain's nearly 45-years of community involvement include volunteering with the Douglas County Cancer Services & Community Cancer Center, Roseburg Rescue Mission and American Legion Baseball. He has worked behind the scenes on numerous local non-profit events and has been front-and-center to serve as master of ceremonies for countless events throughout Douglas County over the years. Dan has volunteered with Festival of Lights, a local adopt-a-street clean-up program and the Miss Douglas County Pageant. He has served on the Josh Bidwell Foundation Board and is a proud Roseburg Rotarian, to name a few.

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**2024**

**Roseburg Area Chamber of Commerce**

**Activities & Accomplishments**





## 2024 ROSEBURG AREA CHAMBER OF COMMERCE ACTIVITIES & ACCOMPLISHMENTS

- Advocated in defense of our local business community under the chamber's 2023-24 Public Affairs & Legislative Agenda, specifically during the 2024 Oregon Legislative Session, submitting in testimony in opposition to anti-business legislation and in support of pro-business legislation.
- Inaugural member of the opposition to IP 17, ultimately "No on Measure 118" coalition and campaign, beginning July of 2024 and continuing through post-November general election. RACC served on the coalition committee, engaged member action, hosted a presentation about the measure, distributed collateral materials to its member, distributed yard signs and published an opposition statement in the Voters Pamphlet.
- Provided membership with timely information, awareness and tools, during the 2024 Oregon legislative session and, particularly, during the No on Measure 118 campaign via newsletter articles, "Call to Action" and "Chamber News" emails, and membership meeting programs.
- The chamber's membership lunch programs hosted the annual state of the county update, welcomed new community CEOs, an Oregon Business & Industry program update, transportation infrastructure presentation, timber and wood products industry update and more.
- Submitted public comment in opposition of the Oregon DEQ's Climate Protection Program Draft Rules.
- Maintained 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 during unstable economic times.
- Represented the interests of business with government monitoring federal, state and local political activity, taking positions when appropriate.
- Initiated its candidate review, interview and endorsement process. RACC endorsed four candidates in 2024—two for local office and two for state office. All four endorsed candidates were elected/re-elected in November.
- Supported the city of Roseburg's proposed Urban Growth Boundary land swap, recognizing our community's workforce housing shortage and the need for buildable land for housing within the city limits.
- Regular updates of chamber's website and printed materials for the service to and promotion of members.
- RACC joined national coalitions of chambers and business organizations (1) supporting H.R. 7198 "The Prove It Act of 2024; (2) supporting the Regulatory Flexibility Act reform in defense of small business; (3) opposing a California Air Resources Board (CARB) application to EPA related to requiring zero emissions by train locomotives; (4) supporting Congressional action to pass emergency relief supplemental funding related to natural disasters, specifically wildfire; and (5) urging Congress pursue pro-growth tax policy by extending or making permanent 2017 tax reforms.
- Continued to grow chamber communications, specifically its weekly "Chamber News" member email blasts, "Action Alerts"; produced six editions of *Business Perspectives* in addition to "Current News" page, online.
- Hosted the chamber's 69th 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 2023.
- Publish online edition of the 2024 *InUmpqua* (business directory, community profile & visitor magazine); continued to provide printed edition to chambers and visitor centers around the state.
- Completed 34<sup>th</sup> year of Project Leadership Roseburg, and launched the 2024-25 (35th year) leadership class program in September 2024.
- Member-benefit programs: Shop Chamber & Save discount program, member referrals, member groundbreakings/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 regionally and statewide, and to individuals planning to visit to our area.



**Roseburg Area Chamber of Commerce**  
**2025 Priorities**





# 2025 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:

- Expanded the chamber's issues and positions in preparation of the 83rd Oregon Legislative Assembly. Under its 2025-26 Public Affairs & Legislative Agenda the chamber will advocate on behalf of Douglas County business during Oregon's 2025 Legislative Session. The chamber will provide testimony on proposed legislation and participate with local, regional and statewide coalitions in opposition to anti-business proposals and in support of pro-business initiatives.
- Keep membership informed of government affairs issues, particularly during Oregon's Legislative Session via newsletter articles, online "Call to Action" and "Current News" updates, "Action Alert" broadcast membership emails, and programs/forums, as needed.
- Promote member businesses products and services through referrals, online member directory and business directory in its online and printed InUmpqua magazine; through social media posts, "Shop local" holiday promotions and "Shop Chamber & Save" promotions. Additionally, provide members with promotional opportunities through sponsorships, advertising and website corporate banners.
- Launch several new programs and opportunities in the fall of 2025 including, Coffee & Commerce—a quarterly professional networking opportunity, industry-specific councils and emerging leaders quarterly gatherings for business-member individuals chamber leadership determines have a future role in RACC leadership positions.
- 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.
- 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.
- Host chamber programs including annual awards event which will move to a luncheon in 2026; membership meeting lunches, 2025-26 Project Leadership Roseburg and Economic Forecast 2026, and 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, and email inquiries and through 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.



**2024 Small Business of the Year**



## 2024 Small Business of the Year



**GIRARDET**

In 1970, Philippe Girardet, a Swiss rocket scientist, and his bride Bonnie, a schoolteacher with a love of wine, discovered the banana belt of Oregon, the Umpqua Valley. It reminded Phil of Switzerland. Bonnie thought it looked like a great place to raise a family. They purchase 54 acres of old sheep pasture and built a cabin. They began planting vine starts in 1971 and winery construction began in 1982. It wasn't long before Girardet wine was winning awards and recognition.

Girardet is credited with bringing Baco Noir to Oregon in 1971 and making history by bottling it as a single varietal in 1990. The innovation and amazing wines at Girardet continues with Philippe and Bonnie's son Marc, a second-generation Swiss-American winemaker at the helm since 1999.

Today, Girardet's vineyard sits at 15 total acres in size, and is comprised of many small patches of different grape varieties. In adherence with Old-World ways Girardet vines are completely dry-farmed, with the goal being to pull the complex essence of the earth into every glass of wine. The farming model is also pesticide-free to be confident in the purity of the final product as well as the health of their consumers, workers, and all the many animals that live in their vineyard. The adherence to these natural ways has led to the creation of many award-winning wines over the decades.

**Congratulations, Girardet Wine Cellar!**



**2024 Medium-Size Business of the Year**



## 2024 Medium-Size Business of the Year



Sunrise Enterprises was founded in 1969 with the purpose of providing employment opportunities and skill building to people with developmental disabilities. In an effort to innovate and educate, Sunrise also offers community inclusion activities for those who do not wish to work through our Day Support Activities (DSA) program.

It is Sunrise Enterprises' mission to assist persons with disabilities to access meaningful employment and achieve self-fulfilling lives.

Sunrise provides employment to over 60 people with developmental disabilities through its Sunrise Shop & Save thrift stores, wood products, retail, transportation, janitorial and landscape divisions. All Sunrise businesses provide a training environment for people with disabilities while delivering a valuable service to its customers.

Community employment services are used to find people with disabilities jobs in the community that fit their needs and the needs of their employers. Sunrise provides a range of support to help each person grow, achieve goals, and gain a sense of accomplishment through employment with a community partner business. Each individual works with a job coach one on one through the training process in a position. Sunrise has partnered with over 40 businesses in Douglas County to provide jobs to people with disabilities.

Since 1969, Sunrise Enterprises has been collaborating with individuals with disabilities to enhance their lives. Sunrise is on a mission to foster meaningful connections through a person-centered approach.

**Congratulations, Sunrise Enterprises!**



## **2024 Large Business of the Year**



## 2024 Large Business of the Year



Founded in 1931 in Roseburg by Ormond Feldkamp and Herb Sullivan, Umpqua Dairy Products Co has been an industry leader in quality and excellence since the beginning.

For nearly 95 years, Umpqua Dairy has been the gold standard when it came to dairy products with a name tantamount with our community. There is no industry accolade that Umpqua Dairy hasn't received. It is a reputation earned and a name people immediately associate with the highest of quality and goodness. 2024 was an exceptional year for Umpqua Dairy, receiving multiple awards for excellence and commitment to quality. While the awards Umpqua Dairy receives every year on a variety of its products, not surprising is the notable honor in 2024 of the very prestigious Irving B. Weaver Award for Total Quality Excellence. Notable because it was the third year in a row Umpqua Dairy received this honor. The 2022, 2023, 2024 three-peat achievement was an industry first and the tenth time overall being recognized as the industry leader. Whether it's their award-winning milk, sour cream, cottage cheese or their Lemon Bar or French Vanilla ice cream, Umpqua Dairy products are head and shoulders above the rest. They have been since 1931.

**Congratulations, Umpqua Dairy!**



**2024 Female First Citizen**





## **Roseburg Area Chamber of Commerce 70<sup>th</sup> Annual Awards Dinner & Meeting of the Membership**

### **2024 Female First Citizen Introduction**

*Presented by Jami Seal, 2025 RACC Chair of the Board of Directors  
At RACC's April Membership Meeting Lunch*

Today, I have the privilege to tell you a little about the Roseburg Area Chamber of Commerce's 2024 female First Citizen.

For those of you unfamiliar with the chamber's annual first citizen recognitions, here's a bit of history. We have been presenting this award since 1954. The chamber's website has a complete list of all past first citizen honorees and I encourage you to check out the list of these incredible past and current community volunteers.

Criteria for First Citizen recognition is that the individual has been "for a period of years and, is currently engaged in volunteer activity and service in more than one area of community involvement." Such "volunteer service and contributions are to be performed outside of the individual's business, profession or chosen vocation." First citizens must "possess a high degree of cooperation in community and civic enterprises, and have demonstrated volunteer leadership by inspiration and example in their community-minded activities."

Today's honoree clearly possesses the characteristics of what it means to be a first citizen . . . commitment to Roseburg and Douglas County through volunteerism and active involvement, and the generous giving of her time and talents to make our community better. She has been doing just that for nearly 20 years.

Our first citizen leads with a steady calmness that in no way diminishes her enthusiasm and passion for whatever the undertaking, project, committee or board service she takes on. Our first citizen has no problem being front-and-center leading the mission, but doesn't need to be. She is just as comfortable and committed to service behind the scenes . . . always possessing a high degree of cooperation. Leading by example in her volunteerism is her super power and is what makes her an inspiration to others.





Her passion for volunteering in our community has led to involvement with Roseburg Rotary, including as chair of the board; serving on the Festival of Lights Committee for a number of years and chairing that annual event as well. She serves on the Greater Douglas United Way board of directors, has served on the Dave Johnson memorial golf tournament committee, served as a CASA advocate and helped with other organizations and events, too numerous to mention.

Our first citizen's volunteer activity is not limited to Roseburg. She is a member of Sutherlin's Parks Advisory Committee, was a founding member of Supporters of Sutherlin Skate Park and serves on the Music Off Central board of directors.

She is a Roseburg Chamber Project Leadership graduate and presenter, and a current member of the board of directors.

Our first citizen was once quoted as saying her proudest personal moments come from her kids; that she feels proud when they want to volunteer, or give their things to people in need or feed the homeless. She has also said that professionally, what makes her proud is when recognition comes from her involvement in the community.

Well, today, feel proud, as we all are, to recognize you, Tabbitha Layman, as our 2024 First Citizen.



**2024 Male First Citizen**





## **Roseburg Area Chamber of Commerce 70<sup>th</sup> Annual Awards Dinner & Meeting of the Membership**

### **2024 Male First Citizen Introduction**

*Presented by Jami Seal, 2025 RACC Chair of the Board of Directors*

Tonight I have the privilege of telling you a little about our 2024 male First Citizen.

Our first citizen has given of his time and talents to this community for nearly 50 years! Many, many people have heard of our first citizen, but we'll get to that in a few minutes. Our first citizen has been described as a treasure, caring and giving, generous with his time and, a local "Icon!" It has been said, there has never been heard an unkind word about our honoree. While always focusing on the promotion of our community and our citizens, particularly youth in our community, self-promotion was never his style. He is a humble, kind and gracious individual.

Over the years, our first citizen has volunteered with the Douglas County Cancer Services & Community Cancer Center, Roseburg Rescue Mission and American Legion Baseball. He has worked behind the scenes on local non-profit events and has been front-and-center to serve as master of ceremonies for too many events throughout Douglas County to count. Our first citizen has volunteered with Festival of Lights, a local adopt-a-street clean-up program and the Miss Douglas County Pageant. He's served on the Josh Bidwell Foundation Board and is a proud Roseburg Rotarian.

Remember when I said, nearly everybody has heard of our first citizen? Because they have . . . whether it was football, baseball or basketball . . . Roseburg, Sutherlin or American Legion . . . live or on the radio, because of his "day job" you heard our first citizen for nearly 40 years. It is no surprise that our 2024 First Citizen is the one and only, Dan Bain.

Will you all please welcome to the stage our 2024 First Citizen, Dan Bain.