

## Upcoming Programs/Events

Monday, September 15  
Membership Meeting Lunch  
“AI & Your Business . . .  
Are You Ready For It!”  
11:45 a.m. to 1:00 p.m.  
D.C. Fairgrounds  
**PURCHASE TICKETS**

Sponsored by:



Monday, October 20  
Membership Meeting Lunch  
“New State & Federal Employment  
Law Compliance”  
11:45 a.m. to 1:00 p.m.  
D.C. Fairgrounds  
**PURCHASE TICKETS**

Sponsored by:



**SAVE THE DATE**  
Monday, November 17  
Economic Forecast 2026  
8:45 a.m. to 11:30 p.m.  
&  
Membership Meeting Lunch  
11:45 a.m. to 1:00 p.m.  
D.C. Fairgrounds  
Tickets on Sale Mid-October  
Details in “Chamber News” Emails

## The AI Revolution Isn’t Coming . . . It’s Here

*Is Your Business Ready for It?*

**GET YOUR TICKETS** for the Roseburg Area Chamber of Commerce’s September membership meeting lunch! AI is everywhere and for many local business owners and professionals it can feel confusing or overwhelming. It is important for our members to develop strategies to position their business or organization to utilize AI technology and implement AI solutions that align with the organization to best support productivity and advance efficiency.

Get your tickets now to the chamber’s September 15 membership meeting lunch. The lunch program will feature Tim Fahndrich, Co-Founder and CEO of Whirlocal Media. Tim will break down what AI is (and what it isn’t), why it matters for small businesses and nonprofits, and how to start using it in simple, time-saving ways.

Attendees will learn how AI can help them:

- Write better marketing content like emails, social posts, and website copy
- How to go beyond marketing and use AI to help with any repetitive task
- Respond to customer inquiries faster and never miss another call again
- Save time and money and get better results on everyday tasks, even if they’re not tech-savvy

See AI, page 5

## Keep Your Business Compliant with New & Updated State & Federal Employment Laws

**GET TICKETS!** There have been noteworthy changes in 2025, with more to come 2026, to both federal and state employment/labor laws. Oregon employers face new regulations regarding leave, pay equity and hiring practices, with penalties for non-compliance growing stricter. These updates affect our local employers, from rules about internal investigations and age discrimination to new liability mandates for contractors. Employers should attend the Roseburg Area Chamber’s October 20 membership meeting lunch for important information about keeping in compliance with new and updated state and federal laws.

Presenting at the October membership lunch will be Sean Ray, a partner with Barran Liebman, LLP. Barran Liebman is an employment, labor and benefits law firm in Oregon. Mr. Ray specializes in representing management in complex employment

See Employment Law, page 2

## 2025 BOARD OF DIRECTORS

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### CHAMBER STAFF

Debbie Fromdahl  
President & CEO

Vacancy ext. 17  
Executive Assistant

Vacancy  
Membership Growth/Relations ext. 23



410 SE Spruce St.  
PO Box 1026  
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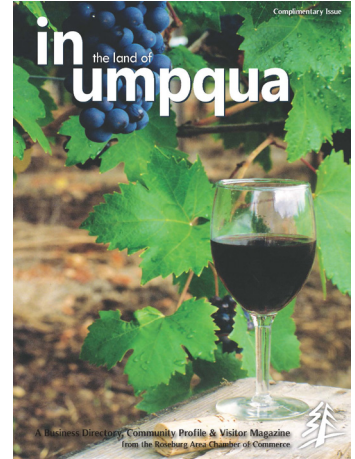
[www.RoseburgChamber.com](http://www.RoseburgChamber.com)

## 2026 InUmpqua Magazine

*Reserve Your Member-Only Promotional Opportunity*

The chamber is accepting advertising reservations in its 2026 *InUmpqua* magazine--a digital business directory, community profile and visitor guide. The online *InUmpqua* is the chamber's most popular download and is available to visitors, individuals relocating to our area, as well as residents and businesses throughout Roseburg and Douglas County. The chamber also prints a small quantity of the magazine to fulfill out-of-area visitor and relocation requests, as well as providing copies to member advertisers, as inventory permits.

This publication remains one of the best advertising values available. The chamber's *InUmpqua* magazine is wholly-funded by member advertising dollars. See our [2025 InUmpqua](#) online. Be sure and check out our advertisers; their support allows the chamber to produce this magazine and we are so very appreciative! The reservation contract submission DEADLINE is October 15; ad submission deadline is October 31. Download a copy of the 2026 *InUmpqua* rate sheet, on page 4 and reserve your space today.



## Employment Law (Continued)

matters and high stakes litigation. He defends employers against discrimination complaints, sexual harassment lawsuits, and retaliation claims, wage and hour claims, and represents employers in state and district court, as well as before Oregon's Bureau of Labor and Industries (BOLI). He regularly presents to chambers of commerce and other business organizations around the state on employment law and labor matters.

Chamber membership lunch meetings are held at the Douglas County Fairgrounds Complex in the Community Conference Hall from 11:45 am to 1 pm. The lunch buffet opens at 11:45. Advanced ticket purchase is required to attend. Online ticket sales only; tickets are not available at the door. The deadline to purchase your tickets is noon on Wednesday, October 15.

The chamber's October membership meeting lunch program is generously supported and sponsored by [Evergreen Family Medicine](#).



## Thank You Reinvesting Members

Bell Sister Flats

Bowers Industrial, Inc.

Budget Blinds of Roseburg

Central Oregon & Pacific Railroad

Comfort Inn Roseburg

CSO Financial, Inc.

Dutch Bros. Coffee

Southern Oregon Goodwill Industries

Ireland Brothers

K M T R NewsSource 16

Elin Miller Consulting, LLC

The Oregon Community Foundation

Planet Fitness Roseburg

Reustle Prayer Rock Vineyards

Riverview Terrace

City of Roseburg

TerraFirma Foundation Systems

Umpqua Valley Fire Services

United Community Action Network

Valley Credit Service, Inc.

## More Member Recognitions

### *It Takes a Village . . . Business Community (Part 2)*

In our July/August issue of Business Perspectives we recognized the more than 100 businesses, organizations, local governments and individuals that generously supported our 2024-25 Project Leadership Roseburg program. As the autumn months are upon us and the holidays just around the corner, the end of 2025 will be here before we know it. This seems like a great opportunity to step beyond last issue's Project Leadership acknowledgements to recognize our members who stepped up in support of all the other chamber programs and events in 2025.

Our first "SHOUT OUT" is to our membership meeting lunch sponsors for 2025: Avista Utilities, CSO Financial, Inc., Douglas Timber Operators, Evergreen Family Medicine, Pacific Power and Rogue Credit Union. We quite literally could not have these lunches without these members' support!

BIG "Thank Yous" to Lone Rock Resources and Acrisure Northwest for sponsoring the chamber's annual membership meeting and awards event in March. There are not enough words of appreciation for your continued investment. We look forward to moving this event to a luncheon in March of 2026.

To our Economic Forecast 2026 sponsors--so far (*check out the sponsorship form, page 8*)--Bowers Industrial, Lone Rock Resources and Roseburg Forest Products, THANK YOU!

Last, but not least, while we generally have out-of-area speakers at chamber membership lunches, special thanks to members Douglas County Commissioner Tim Freeman, Lone Rock Resources CEO Toby Luther, Lone Rock Timber President Joe Newton and Roseburg Library Director Kris Wiley for presenting at lunch programs earlier this year.

## Got News?



Celebrating Lone Rock's 75 years of serving our local community and our forests. We honor company founders, Fred and Frances Sohn, their family and all the dedicated employees over the years for everything they've given to Douglas County since 1950. Thank you and here's to the next 75!

The logo for Harry Ritchie's is written in a blue, cursive script font.

A very warm Roseburg Area Chamber of Commerce welcome to Tora Guzman, new manager at Harry Ritchie's Jewelers in Roseburg. Stop in and say "hello!"



# 2026 Roseburg Area Chamber of Commerce *InUmpqua*

We are members of the Roseburg Area Chamber of Commerce in good standing and agree to purchase a \_\_\_\_\_ page ad in the Roseburg Area Chamber of Commerce's *InUmpqua*—a digital business directory, community profile and visitor magazine.

## ADVERTISING SPECIFICATIONS (Standard 8 1/4" x 10 7/8" Publication Format)

<b>Back Cover</b> (8.625"w x 11.125"h / w/bleed included) <del>One Available</del> .....	\$ <b>SOLD!</b>
<b>Inside Back Cover</b> (8.625"w x 11.125"h / w/bleed included) <b>One Available</b> ...	\$1,325.00
<b>Full Page</b> (7"w x 9.5"h / no bleed) .....	\$1,050.00
<b>2/3 Page/Vertical</b> (4.583"w x 9.5"h) .....	\$ 900.00
<b>1/2 Page/Vertical</b> (3.333"w x 9.5"h) .....	\$ 775.00
<b>1/2 Page/Horizontal</b> (7"w x 4.583"h) .....	\$ 775.00
<b>1/3 Page/Square</b> (4.583"w x 4.583"h) .....	\$ 700.00
<b>1/4 Page/Horizontal</b> (4.583"w x 3.333"h) .....	\$ 650.00
<b>1/4 Page/Vertical</b> (3.333"w x 4.583"h) .....	\$ 650.00
<b>1/6 Page/Vertical</b> (2.166"w x 4.583"h) .....	\$ 450.00
<b>Bold Directory Listing</b> .....	\$ 75.00

**SPECIFICATIONS:** Advertisement must be presented as a high-resolution pdf file. Members should contact directly any external firm/agency used in the past for ad creation. Members are responsible for all cost associated with ad creation.

**TERMS OF CONTRACT:** Invoice will be sent within 30 working days of receipt of contract. A 2% per month charge will be added to balances over 30 days late from original invoice.

**CONDITIONS:** Advertisements are accepted on the representation that advertiser and its agents have the right to publish the contents thereof. In consideration of such publication, advertiser and its agents agree to indemnify and hold publisher harmless against any expense by reason of any claims arising out of the publication. Publisher reserves the right to cancel any advertisement, insertion order, space reservation or position commitment at any time. Roseburg Area Chamber of Commerce (RACC) will accommodate placement but it cannot be guaranteed. All materials are the property of the publisher.

**CANCELLATIONS:** 25% of ad rate will be invoiced if RACC is not notified within five working days of the signing of this contract.

**STATEMENT:** I have read and understand the terms of this contract and agree that RACC may exchange information about my obligations with credit references, other businesses or credit reporting agencies. If it becomes necessary to employ legal or other services to obtain payment of this account when past due, I agree to pay reasonable charges for the same, plus court costs, in addition to the amount owed.

**DEADLINE to RESERVE YOUR AD SPACE:** **October 15, 2025**  
**ADS MUST BE SUBMITTED NO LATER THAN:** **October 31, 2025**

**EMAIL:** [roseburg@roseburgareachamber.org](mailto:roseburg@roseburgareachamber.org) or mail to PO Box 1026, Roseburg OR 97470

*You will be invoiced within 30 days of receipt of contract.*

---

Print Company Name

Phone

---

Address

Date

---

Print Name

Signature



## AI *(Continued)*

Whether you're a real estate agent, restaurant or hotel owner, service provider, business of any size, nonprofit or local government, this session will provide clear, real-world examples you can use immediately. The program will also touch on how to move beyond prompting AI and instead let AI prompt you for better, more consistent results.

Chamber membership lunch meetings are held at the Douglas County Fairgrounds Complex in the Community Conference Hall from 11:45 am to 1 pm. The lunch buffet opens at 11:45. Advanced ticket purchase is required to attend. Online ticket sales only. The deadline to purchase your tickets is noon on Wednesday, September 10. The chamber's September membership lunch is generously sponsored by [CSO Financial](#).

**BONUS SESSION ALERT:** Season pass holders and RACC members who purchase a ticket to the September membership lunch will also receive a pass to an exclusive, member-only 60 to 90-minute "bonus session" immediately following lunch, for those who want to dive deeper into AI and community-based marketing tools they can start using right away.

## Time-Saving AI Tools Today at No Cost

### *A RACC Member-Only Benefit*

RACC members attending the chamber's September membership lunch will learn valuable information about using AI to save time and advance their businesses. After the lunch, our presenters, Tim and Pam Fahndrich will provide the slide decks from both the lunch ([link](#)) and bonus session ([link](#)) presentations. Check back after the lunch for active links.

All Roseburg Area Chamber of Commerce members will have access to a free WhirLocal starter membership provided through your chamber's partnership with WhirLocal. Members can activate their free account [here](#). This membership comes with four distinct AI assistants and so much more.

While certainly not necessary, members interested and ready to go further, can upgrade to the accelerated membership for just \$365/year or \$37/month. This gives members access to an entire team of Smart AI Assistants (40+), like Kim for creating viral-worthy social media posts, plus additional tools to help your business grow, and a portion of every upgrade directly supports our chamber.

The sooner you activate your account, the sooner you can start saving time and getting better results with AI. We appreciate your participation and look forward to seeing how you put these tools to work in your business. RACC members can reach out to Tim and Pam directly at WhirLocal with your AI questions!



### Calendar

9/1	Labor Day
9/10	Ticket Deadline for September Membership Lunch
9/10	Project Leadership Workshop #1
9/15	September Membership Lunch
9/15	A.I. Bonus Session
9/22	First Day of Fall



### Calendar

10/9	Project Leadership Workshop #2
10/13	Columbus Day
10/15	Bold Listing & Ad Reservation Deadline - 2026 InUmpqua
10/15	Ticket Deadline for September Membership meeting Lunch
10/20	Membership Meeting Lunch
10/31	Ad Submission Deadline - 2026 InUmpqua
10/31	Happy Halloween!

# Emerging Business & Community Leaders

*Chamber Welcomes 2025-26 Leadership Class*

The Roseburg Area Chamber will launch its 36th year of Project Leadership Roseburg on September 11. The chamber's distinguished professional development program has graduated nearly 750 emerging business and community leaders. The chamber is proud so many of these individuals continue to actively give back in our community.

Project Leadership gives participants a comprehensive awareness of Douglas County and a deep understanding of how things get done and how our community works directly from our current business and community leaders.

The Roseburg Area Chamber welcomes these future business and community leaders to 2025-26 Project Leadership Roseburg: Natasha Anderson, **Evergreen Family Medicine**; Brittany Bass, **Mercy Medical Center**; TJ Cooper, **Southwestern Oregon Workforce Investment Board**; Brad Gould, **Columbia Bank**; Tyler Haddock, **Roseburg Resources**; Veronica Joyce, **WorkSource Douglas/Oregon Employment Department**; Jenna Lanyon, **Umpqua Homes, Inc.**; Emily King, **Sunrise Enterprises**; Ashley Ortiz, **Community Cancer Center**; and, Brian Vaughn, **Umpqua Community College**.

## Monday Mentions from the Membership

*Coming Soon on a Monday in October*



### Want your ad in our Monday Mentions email?

*Requirements:*

- ◆ Only \$50 per email blast
- ◆ Sent to more than 500 individuals in our membership
- ◆ Shared on our website
- ◆ Shared on our social media
- ◆ Your fully customized ad
- Materials must be submitted the Thursday before the Monday Mentions email
- Can be any dimension 8"x10" or less, but no more than 5mb in size
- Must be in PNG format
- Links/buttons, additional info/text (50 words or less), must be submitted with graphic
- RACC ad restrictions apply—No religious, political, membership solicitation or fundraising materials
- **First come, first served**—Those who reserve a date for their Monday Mentions first will be placed at the top of the email

**ATTENTION PLEASE!**

If interested, please contact the RACC business office at [roseburg@roseburgareachamber.org](mailto:roseburg@roseburgareachamber.org) or call 541.672.2648, ext 33

## Small Business Tax Resource

*From the US Chamber of Commerce*

To help our local business members, especially small businesses, better understand the tax provisions included in an Act recently passed by the United States Congress, the US Chamber of Commerce (USCC) developed a guide for how small businesses can take advantage of the provisions included in the bill.

Don't wait to download this step-by-step small business tax resource from the US Chamber of Commerce [HERE](#).

## Business Perspectives Publication Deadline

Business Perspectives is an official publication of the Roseburg Area Chamber of Commerce published six times a year. Members are encouraged to submit "Got News."

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"Got News" deadline is the 10th of the month preceding the publication date. Information will be published subject to space availability.

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Roseburg Area Chamber of Commerce  
P.O. Box 1026  
Roseburg, OR 97470  
Ph: 541-672-2648

~

For advertising opportunities contact  
541-672-2648, ext. 23 or email  
[sales@roseburgareachamber.org](mailto:sales@roseburgareachamber.org)  
[www.RoseburgChamber.com](http://www.RoseburgChamber.com)

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## Support Chamber Programs Through Sponsorship

*RACC Programs Serve Our Members and Local Businesses*

The chamber has several program sponsorship opportunities available including two Project Leadership workshop sessions. We also have Economic Forecast 2026 sponsorship opportunities available. For more information about some of these opportunities, check out the chamber's [July/August Business Perspectives newsletter](#). As member dues do not subsidize individual chamber programs and events, they are only possible due to our generous member sponsors. Thank you, sponsors! If you are interested in supporting chamber programs through sponsorship, please email the [Sales Desk](#). These sponsorships range between \$400 to \$600.

# RACC Business Advocacy Update

*The Session May Be Over, But the Work Continues*

(1) **OED Draft Regulations.** RACC members will recall the tough fight during the regular session against SB 916, which grants unemployment insurance benefits to striking workers. Last month, the Oregon Employment Department (OED) proposed draft regulations to implement SB 916. While the proposed rules should be limited to implementing SB 916, the agency took the opportunity to rewrite Oregon's unemployment insurance law to the detriment of public and private employers. As currently written, the proposed rules:

- Give claimants the ability to create new restrictions on the types of work and schedules they are willing to accept;
- Eliminate the ability of the Director to require claimants to accept available work;
- Extend time limits: an absence or illness is not disqualifying unless it takes up more than half of the week.
- Eliminate restrictions on UI related to incarcerations or drug treatment;
- Make significant changes the division's interpretation of "actively" looking for work;
- Create a new standard for claimants that are "employer attached" and eliminates current four-week limit on temporary layoffs
- Create a blanket interpretation that employees are "actively" looking for work when they are unemployed due to a labor dispute and there is an expectation they will return to work when the strike ends;
- Allow employees to see only remote work if remote work is typically available for their occupation.

Your chamber provided public comment. Read [RACC's Comment Letter](#).

(2) **Transportation Funding Package.** The Oregon Legislature's Joint Transportation Funding Committee met on Monday, August 25 and took public testimony on LC 2, the bill that will increase gas taxes and income taxes by a combined \$6 billion over the next nine years to fund state and local transportation maintenance, restore several hundred ODOT jobs, and add funding to local transit districts.

You can read a [summary of the tax proposal here](#). Read RACC's testimony on LC 2 [HERE](#).

**Updates:** The Oregon Legislative Assembly convened for a Legislative Special Session on Friday, August 29, to address the funding shortfall for the Oregon Department of Transportation (ODOT). On September 1, the Oregon House of Representatives passed HB 3991 by the required three-fifths House majority (or 36 votes) required for legislation increasing taxes (also passing HB 3992 declaring an emergency). The Senate convened and adjourned daily to keep the special session open, but didn't take action on this bill due to the serious illness of Democratic Senator Chris Gorsek, until September 29 (as a revenue bill, it requires 18 votes to pass, and the majority party leadership has been unwilling to proceed without every member present to secure the necessary votes). On September 29, with the return of Sen Gorsek, the Oregon Senate passed the \$4.3 billion transportation-funding package, receiving the required three-fifths Senate majority, along party lines.

## What's In An App?

*In Your RACC Membership Application*

For those who might not have read the RACC membership application before signing and submitting for consideration, here are a few items members may have missed.

While membership dues are on an annual basis, all memberships are continuous unless canceled (a) in writing by the member, (b) by the chamber for non-payment after 60 days or (c) non-compliance with chamber policies or for conduct unbecoming as defined in the chamber's bylaws.

Payment of annual dues is due the month **prior** to commencement of a new membership year; due in full; due upon receipt of invoice; and, considered past due if not received within 30 day of invoicing.

If membership dues are paid late, the member's membership year does not adjust to when the dues were paid. Hypothetically, if dues were paid four months past due, the membership year remains and the member's next invoice for annual dues will be issued (and due) within seven to eight months, depending on when payment was received.

A member pays for a specific number of employees to be "covered" under its membership. Those employees have the privilege to participate in chamber programs, events, etc. However, only the member's voting representative(s) is eligible to serve on the chamber board; specific committees (such as government affairs); vote; sign contracts; change member information; or exercise the rights of membership.

The membership of a trade association or civic organization covers only that entity and their employees, not the individual members of the association or organization.

### SAVE THESE DATES!

**October 15**

Reserve Bold Listing & Ad Space in 2026 InUmpqua

**October 20**

Membership Meeting Lunch

**October 31**

Submit Ads for 2026 InUmpqua

**November 1**

Nominations Open for 2025 Business of the Year & First Citizen Honors

**November 17**

Economic Forecast 2026

**November 17**

Membership Meeting Lunch

**November 28**

Black Friday...Shop Local!

**November 29**

Small Business Saturday...Shop Local

**December 15**

2026 Membership Lunch Season Passes on Sale

**December 22**

January Membership Lunch Tickets on Sale



## Roseburg Area Chamber of Commerce Economic Forecast 2026 Sponsor Agreement

As sponsor of the **Economic Forecast 2026**, we agree to pay **\$400** for the sponsorship. We will provide our logo (electronic format) for recognition and promotion of the event.

### Sponsorship Includes:

- Corporate name associated with event
- Recognition at program
- Name and/or logo recognition in all promotional materials

We understand we have first right of renewal for sponsorship next year. We also understand the amount of sponsorship may increase next year.

Please sign and return this agreement to the chamber by **August 15, 2025** via email to [roseburg@roseburgareachamber.org](mailto:roseburg@roseburgareachamber.org) or mail to P.O. Box 1026, Roseburg, OR 97470.

Member: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

\_\_\_\_\_  
Member Signature

\_\_\_\_\_  
Chamber Approved

Checks should be made payable to Roseburg Area Chamber of Commerce.

**Payment is due by September 10, 2025.**

### Method of Payment

☐ Enclosed

☐ Invoice Me

**Sponsorship logo for use in promotional materials must be received by October 10, 2025** and should be emailed to [roseburg@roseburgareachamber.org](mailto:roseburg@roseburgareachamber.org).