



Business *perspectives*

March/April 2026

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

Celebrate Business, Honor the Best of 2025

At Chamber's Annual Meeting of the Membership & Awards Lunch

The Roseburg Area Chamber's 71st annual meeting of the membership and awards event has moved to a lunch in 2026. [Tickets are on sale online now](#) but the deadline to purchase is fast approaching.

Outstanding local businesses will be recognized with the chamber's business of the year and innovation recognitions during the lunch. The event will be highlighted with the announcement of the chamber's 2025 first citizens, which honors outstanding community-minded individuals for their many years of dedication to volunteer service in Roseburg and Douglas County.

The annual event provides our members with the opportunity to network with other local business leaders. Chamber leadership will share the organization's activities and accomplishments for the past year and discuss its priorities for 2026 and beyond. Chamber objectives and priorities are always driven by the chamber's commitment to defend, protect and promote local business, aligning with event's theme, "Elevate the Vision." The chamber's Vision Statement is "To advocate for and be the voice of the business community in the greater Roseburg area." Check out 2025 activities and accomplishments on page 6 and 2026 objectives and priorities on page 5.

Tickets went on sale in early February. Members will receive more details in "Chamber News" member emails. The cost for RACC members, past first citizens and retired/past RACC board chairs is \$45 per person or \$350 for a table of eight. The cost for non-members and the general public to attend is \$65 per person. Lunch is included.

Advanced ticket purchase is required to attend the March 16 annual meeting of the membership & awards lunch, as admission tickets are not available at the door. The deadline to purchase tickets is noon on Tuesday, March 10. Tickets will not be available once the deadline has passed.

The March 16 annual meeting of the membership and awards event is held in the Community Conference Hall at the Douglas County Fairgrounds Complex from 11:45 am to 1:30 pm, with networking at 11:45 am, lunch at 12:15 pm and the program commencing at 12:45 pm.

The 71st annual meeting of the membership and awards lunch is generously sponsored by [Acrisure Northwest/Umpqua Insurance](#) and [Lone Rock Resources](#). Get your tickets today and join the celebration!

Rural Health Care Initiatives

Vital to Business & Community Prosperity

The Roseburg Area Chamber of Commerce's April membership meeting program will focus on health care initiatives for rural communities including quality, availability and accessibility. Presenting will be Robert Duehmig, Director of Oregon Office of Rural Health.

The chamber membership meeting is April 13, from 11:45 am to 1:00 pm in the Community Conference Hall at the Douglas County Fairgrounds Complex. Look for more details in member "Chamber News" emails.

see Rural Health, page 4

Upcoming Events

Monday, March 16
Annual Meeting of the Membership
& Awards Lunch
Douglas County Fairgrounds
11:45 a.m. to 1:30 p.m.
[Get Tickets](#)

Sponsors



Monday, April 13
Membership Meeting Lunch
"Rural Health Initiatives"
Douglas County Fairgrounds
11:45 a.m. to 1:00 p.m.
[Tickets on Sale Mid-March](#)

Sponsor



EXECUTIVE OFFICERS

- Chair
Jami Seal, Lone Rock Resources
- Vice Chair
Kim Tyree, Evergreen Family Medicine
- Treasurer
Donna Arnold, Cardinal Services
- Secretary
Debbie Fromdahl, President & CEO
- Past Chair
Chelsea Buckbee, Rogue Credit Union

DIRECTORS

- Keith Brooks
Douglas Electric Cooperative
- Preston O’Hara
FCC Commercial Furniture
- Rheanna Mosier
Elwood Staffing
- Allen Pike
Hampton Inn & Suites / Holiday Inn
Express Roseburg North
- Don Smith
Bigfoot Beverages/Pepsi-Cola Bottling
- Tammy Turner
Community Cancer Center
- Vacancy
Appointment Pending

CHAMBER STAFF

- Debbie Fromdahl
President & CEO
- Appointment Pending
Administrative Assistant, ext 17
- Vacancy
Membership Growth/Relations, ext. 23



PO Box 1026
Roseburg, OR 97470
P (541) 672-2648

www.RoseburgChamber.com

RACC Leads Fight to Protect Business in 2026

The 2026 Oregon Legislative Session began on February 2, with a mandatory adjournment deadline of March 8. The 35-day short session have been moving fast. With timelines tight for hearings and movement of bills out of committees, most policy bill discussions occurred during the first week of the session, with tax bill discussions later in the session. Following is the list of bills the Roseburg Area Chamber watched most closely during the session, with some updates:

SUPPORTING

SB 1510—Extend/expand Oregon’s expired “SALT cap workaround,” to allow Oregon businesses to lower federal tax burden in alignment with other states

SB 1514—(Died in Committee) Repeal or modify HB 3115, an outdated statute severely restricting local government’ ability to respond to unsanctioned public camping ([Read RACC’s Letter in Support](#))

SB 1586—Jobs, Opportunity and Build-Ready Sites Act (JOBS Act)

SB 1593 and **HB 4071**—Allowing recreational liability waivers except in cases of gross negligence ([Read RACC’s Testimony in Support of SB 1593](#))

HB 4073—Administrative law reform, rulemaking transparency, outreach and criteria

HB 4105—Relating to reliable forest management outcomes—directs State Forester to establish sustainable harvest levels for timber on state forestland ([Read RACC’s testimony in Support HERE](#))

OPPOSING

SB 1505—Home care labor/workforce standards boards

SB 1507—Imposition of vaguely detailed retail sales tax framework ([Read RACC’s -4 and -5 Amendments Opposition Testimony Re Federal Tax Law Disconnect](#))

SB 1541—Climate change cost recovery measure (superfund program)

SB 1562 and **HB 4148**—Redirecting transient lodging tax (TLT) revenues away from tourism (intended use) ([Read RACC’s Testimony in Opposition to HB 4148](#)) and ([Read RACC’s Opposition Letter to HB 4148 -7 Amendment](#)) and ([Read RACC’s Opposition to HB 4148A](#)) and ([Read Chamber Coalition Letter Supporting Minority Report](#))

HB 4015—Federal tax code disconnect, increasing tax burden on individuals and businesses (See opposition testimony on SB 1507, above)

HB 4094—Mandatory accrued vacation time payout

HB 4098—(FAILED) Regulate insurance under Unlawful Trade Practices Act

HB 4134—Increase statewide transient lodging tax (TLT) to fund unrelated programs ([Read RACC Opposition Testimony](#)) and ([Read RACC Opposition Testimony on HB 4134A](#))

Please consider joining . . . WE HAVE!

[Join the Coalition to Repeal HB 3115](#) (unsanctioned public camping law repeal)

[Join the Coalition to Save Tourism Jobs](#) (protect the intended/best use of transient lodging tax—TLT—funds)

[Join Protect Oregon Recreation Coalition](#) (damaging impact of Oregon’s Waiver Liability Standards to rec industry)

We encourage RACC members to utilize the [Oregon Legislative Information System \(OLIS\)](#) for the most current information about bill specifics and status of proposed legislation during the session.

Thank You Reinvesting Members!



Abby's Legendary Pizza
 Avista Utilities
 Bigfoot Beverages / Pepsi-Cola Bottling
 of Roseburg
 Community Cancer Center
 Douglas Electric Cooperative
 Express Employment Professionals
 Family Tree Medical Clinic
 First Community Credit Union--West Harvard
 First Interstate Bank
 Hampton Inn & Suites
 Harry Ritchies Jeweler's, LLC
 i.e. Engineering, Inc.
 Joe's Towing & Recovery

Knife River Materials
 McMenamins Roseburg Station Pub & Brewery
 Meadow Creek Retirement Community
 Neuner Davidson & Co.
 Oak Grove Retirement Community
 SAIF
 Sims Electric, Inc.
 Staples, The Office SuperStore
 Sunrise Enterprises, Inc.
 Super 8 - Roseburg
 Umpqua Valley Tractor
 The Venue Suites
 Wildlife Safari
 WorkSource Douglas Employment Department



Calendar

3/8 Daylight Saving Time
 3/12 Project Leadership
Workshop #6
 3/16 March Membership Meeting
*"Annual Meeting of the Membership
 & Awards Lunch"*
 11:45 a.m. to 1:30 p.m.
 3/17 St. Patrick's Day
 3/20 First Day of Spring
 3/29 Palm Sunday



Calendar

4/1 April Fools' Day
 4/1 Passover
 4/5 Happy Easter
 4/9 Project Leadership
Workshop #7
 4/12 Passover
 4/13 April Membership Meeting
"Rural Health Care Initiatives"
 11:45 a.m. to 1:00 p.m.
 4/15 Tax Day
 4/22 Earth Day

New Members

Allzheimer's Association--Oregon & Southwest Washington

Alise Liepnieks
2615 Portland Rd, NE
Salem, OR 97301
(503) 782-4868
www.alz.org/ORSWWA



The Alzheimer's Association Oregon & SW Washington Chapter is the leading local organization fighting for longer, healthier lives by advancing Alzheimers and dementia research, promoting brain health and advocating for policy change. They provide no-cost care and support resources, educational programs, support groups, brain health events and other services throughout Oregon and Southwest Washington.

The Salvation Army--Roseburg Corps

Edith Dye-Mabie
3130 NE Stephens Street
Roseburg, OR 97470
(541) 672-6581
www.roseburg.salvationarmy.org



The Salvation Army has served communities since 1865. Services provided include caring for the homeless and families in need, assisting survivors of natural and man-made disasters, providing food, shelter, clothing and financial assistance, youth and senior services, veteran services, advocacy for victims of human and sexual trafficking and, of course, the famous Red Kettles at Christmastime to support local families.

Holiday Inn Express Roseburg North

Allen Pike
1530 NW Mulholland Drive
Roseburg, OR 97470
(541) 375-7575
www.ihg.com/roseburg-oregon



The Holiday Inn Express Roseburg North is our Douglas County's newest lodging amenity. Opening in early January in the Hanna Heritage Place on Mulholland Drive, conveniently located right off I-5 in Roseburg. Holiday Inn Express Roseburg North is part of the InterContinental Hotels Group (IHG) family, offering hotel guests the option of a standard room or a suite, heated indoor pool, fitness center, free parking, complimentary full breakfast and meeting space.

Solista Roseburg by Cogir

Christina Rose
1800 NW Hughwood Avenue
Roseburg, OR 97471
(541) 673-1774
www.cogirusa.com/communities/solista-roseburg

Solista Roseburg by Cogir is retirement living at its finest, offering spacious



apartments and cozy common areas that combine comfort and style to create a sense of home. Solista Roseburg has a unique approach to wellness with supportive services to meet the needs of residents without compromising their freedom. Solista offers activities, premier dining and whole-family support.

Rural Health *(Continued)*

Tickets for the April membership meeting go on sale mid-March. The cost for RACC members is \$30 per person or \$175 for a table of six; non-members and the general public tickets are \$50 per person. Lunch is included. Advanced ticket purchase is required to attend the April 13 membership meeting; admission tickets are not available at the door. Online ticket sales only. The deadline to get tickets is noon on Wednesday, April 8.

The chamber's April membership meeting lunch program is generously sponsored by [Rogue Credit Union](#).



2026 Roseburg Area Chamber of Commerce Objectives & 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

The chamber's priorities and objectives are regularly reviewed to best serve local business, and each year Roseburg Area Chamber of Commerce leadership has a planning session to determine its primary objectives and priorities for the upcoming year and the future. Chamber leadership identified two major objectives for 2026-2027, to (1) lead advocacy for the protection and defense of Douglas County businesses and (2) focus on long-term organizational sustainability. RACC's key priorities for 2026 include:

- Under its 2025-26 Public Affairs & Legislative Agenda the chamber will advocate on behalf of Douglas County business during Oregon's 2026 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 and "Shop local" holiday promotions. RACC will provide members with promotional opportunities through sponsorships, advertising and website corporate banners.
- As staffing resources allow, create and launch new programs and opportunities by fall 2026 including, Coffee & Commerce—a quarterly professional networking opportunity, industry-specific councils and emerging leaders quarterly gatherings for business-member individuals chamber leadership believes 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.
- Hire a successor to the chamber's retiring president and CEO and 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 lunch, membership meeting lunches, 2025-26 Project Leadership Roseburg (and launch 2026-27 program) and Economic Forecast 2027, 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 the *InUmpqua* and Roseburg/Douglas County map; response 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.



2025 ROSEBURG AREA CHAMBER OF COMMERCE ACTIVITIES & ACCOMPLISHMENTS

- Advocated in defense of our local business community under the chamber's 2025-26 Public Affairs & Legislative Agenda, specifically during the 2025 Oregon Legislative Session, providing testimony in opposition to anti-business legislation and in support of pro-business legislation.
- Beyond the adjournment of the 2025 session, RACC submitted comment in opposition to the Oregon Employment Department's draft regulations around implementation of SB 916 (which RACC opposed), granting UI benefits to striking workers; and, submitted testimony opposing specific provisions in the Oregon Legislature's Joint Transportation Funding Committee's LC 2 bill, proposing to raise \$6 billion in new taxes.
- Committed to support any proposed legislation, initiative petition and ballot measure with the intent to repeal HB 3115 (ORS 195.530). Joined coalition efforts to give control back to local municipalities to manage and address unsanctioned camping on public land.
- Supplied members with well-timed information, awareness and tools, during the 2025 Oregon legislative session 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, Congresswoman Val Hoyle, Roseburg Public Library, information/tools regarding the AI revolution, state of Oregon's business climate and competitiveness update, wood products industry and federal and state employment law updates.
- Launched "Member Monday" social media posts for member promotion and appreciation and "Monday Mentions" email blasts.
- Maintained organizational 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.
- Continued support for the city of Roseburg's proposed Urban Growth Boundary land swap through the legislative session, 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) advocating US House take action to preserve B-SALT deductions; (2) urging the US Congress to increase litigation transparency specifically related to third-party litigation funding; and, (3) urging Congress to pursue pro-growth tax policy, to name a few.
- Chamber member communications expanded, specifically the weekly "Chamber News" member email blasts, "Action Alerts"; produced six editions of *Business Perspectives* in addition to "Current News" page, online.
- Increased business resource information and links to national business news and resources in "Chamber News" member emails and online.
- Hosted the chamber's 70th annual meeting of the membership and awards event presenting RACC's small, medium and large business of the year awards and First Citizen recognitions for 2024 and Economic Forecast 2026 in November. Moving annual meeting of the membership and awards event to a lunch in 2026.
- Publish online edition of the 2025 *InUmpqua* (business directory, community profile & visitor magazine); continued to provide printed edition to chambers and visitor centers around the state.
- Completed 35th year of Project Leadership Roseburg, and launched the 2025-26 (36th year) leadership class program in September 2025.
- Member-benefit programs: Shop Chamber & Save discount program, member referrals, member ribbon cuttings.
- "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.

Got News?



Longtime lodging member and former Holiday Inn Express on West Harvard has new name, **The Lodge at Roseburg**. Same great local leadership and staff, same great hospitality and same beautiful river views

from every room. The Lodge at Roseburg recently joined the Marriott Bonvoy family of hotel. The Lodge's new website is www.thelodgeatroseburg.com.

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? Have employees who have received a promotion, 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 by email to assistant@roseburgareachamber.org.



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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For advertising opportunities contact
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