



# CHAMBER LOG

Sutherlin Area Chamber of Commerce Newsletter

October 2014

## Manufacturing in Sutherlin is a Quiet Activity—but Robust

The plea for more family wage jobs is usually paired with a comment about the need for more manufacturing industries in our region. There are relatively small manufacturers that many people know little about. In Sutherlin eight come to mind immediately; Nix Manufacturing, Great Northern Trailer Works, Inland Empire Foods, Murphy Company, Orenco Systems, Techbuilt Lumber, Inc., and Woodgrains, Inc., .

Building on the local economy from this base of excellent businesses is being discussed among chamber members local political leaders, and educators. By gaining an appreciation for how these businesses have operated through difficult times and better understand their business cycles, operation styles and product selections may improve the chances for success of other businesses looking at Sutherlin for establishing a presence.

---

*“An ineffective vision may be worse than no vision at all. Pursuit of a poorly developed vision can sometimes send people off a cliff.”*

*John P. Kotter*

*Leading Change*

t

---

### In This Issue

- ◆ Candidate Forum
- ◆ Comstock Connector
- ◆ TRT Funds Available
- ◆ Sutherlin Entrepreneurs
- ◆ Security Improvements
- ◆ Calendar of Events

## Working Age Population and Education are a Puzzle in Douglas County

According to the 2010 census there were 6,824 15-19 year olds in Douglas County. That number dropped to 5,564 for 20-24 year olds and didn't return to the original high until the age group reached 45-49 years. While education draws many out of the county for a few years, why does it take 25 years to regain them? The frequent response is that there are too few family wage jobs for that demographic with growing families to support. While agreement exists with that statement only 17% of county residents have a college degree demanded by businesses paying those higher salaries who might otherwise locate in the county.

### —How Viable is the Tourism Industry in D.C.?

The beauty and livability of Douglas County is mentioned in every marketing publication representing the region. With a 150 year history in the timber industry the county struggles to supplant a new industry into the economy. Local and state economists believe it is being done, but more slowly than an impatient populace prefers. In 2013 nearly 10% of the covered wage earners in the county worked in the leisure and hospitality industry, but factors like part-time and temporary work caused the salaries to remain at one-third what manufacturing pays, or less than \$15,000 per year. It is felt that greater selection of activities for tourists and destination activities that will result in more overnight stays is needed. Coupling businesses like fishing, cycling and wine tours could be a vital part of making tourism viable. Businesses must do a better job of working together.

## Federal Gov't Jobs Should Be Part of Our Strategy

As jobs in government are increasing at the federal level Douglas County and communities should be placing a greater emphasis on recruiting those opportunities. Average federal wage jobs exceed local manufacturing by nearly \$17,000 per year at \$63,718. Incomes that high often require special skills. According to employment specialists those skilled positions can be recruited to the area until local talent is brought up to speed. It is a lost opportunity to ignore any such possibility of bringing these high paying jobs to Douglas County. Federal government employees are generally quite willing to relocate when opportunities exist.

Sutherlin area leaders are looking into the strategies necessary to recruit federal jobs. Adding such employment would increase the level of disposable incomes that would contribute greatly to small businesses.

### Your Chamber Board

Exec. Director	Greg Henderson
President	Tami Trowbridge
Vice President	Sue Uptain-Gillham
Secretary	Gail Lund
Past President	Becky Holm

### Directors

John Lahley	Gwen Best
Gary Dagele	J. Lindeen Brown
Zada Wright	Rev. Peter Fritsch

**Sutherlin Area Chamber of Commerce**  
**1310 W. Central Ave.**  
**Sutherlin, OR 97479**

**541-459-3280**

## I-5 Billboard to provide seasonal information.

Your Chamber board has decided to improve the marketing effect of the I-5 billboards by listing upcoming events. The events will be listed each quarter, necessitating a billboard update every quarter. Tell us what you think. 541-459-3280

### Characteristics of an Effective Vision

1. Imaginable—Conveys a picture of what the future will look like.
2. Desirable—appeals to the long-term interests of employees, customers, stockholders and others who have a stake in the enterprise.
3. Feasible—Comprises realistic, attainable goals.
4. Focused—Is clear enough to provide guidance in decision making.
5. Flexible—Is general enough to allow individual initiative and alternative responses in light of changing conditions.
6. Communicable—Is easy to communicate; can be successfully explained within five minutes.

*Leading Change - Kotter*



“Nellie” Edelman casts a welcoming smile to customers at Nellie’s Deli at 1100 W. Central Ave.

## New Businesses Continue to have Confidence in the Sutherlin Area Economy

Each month we have new businesses opening in our region. Though the local economy has resisted a rapid recovery there is an intense passion among leaders, business owners and the general population that all these struggles are aimed in the right direction. Most say that differences in opinion are expressions of a desire to grow.

There is a feeling that diversification in our economic base is necessary and well under way. Timber may lead, but retail and tourism are essential for the balance.

## Grant Funds are Still Available

The Sutherlin Area Chamber of Commerce in its management of the Transient Room Tax (TRT) funds is responsible for receiving funding applications for Sutherlin area tourism related activities.

There are necessary applications available at the Visitor Center at 1310 W. Central. Non profit organizations are urged to contact the Sutherlin Chamber office for more information. Tourism related activities are defined as activities that seek to draw visitors from out of town who will use the hotel facilities and engage in business or tourism related activities in the Sutherlin area.

### Upcoming Events and Activities

October 31st	Sutherlin Trick or Treat
November 23rd	Oakland Wine & Antique Walk
November 27-30	Chamber and Visitor Center closed
November 30th	Tree Lighting at the Visitor Center
December 6th	Oakland Tree Lighting & Open House
December 20th	Timber Town Toyland Light Parade
December 25-28	Chamber and Visitor Center closed
December 31– Jan 1	Chamber and Visitor Center closed

## "Keep 'Em Warm" Coat & Blanket Drive

The Lady Lioness' of Sutherlin's "Keep 'Em Warm" coat and blanket drive will start on Tuesday, October 14<sup>th</sup>. Donation barrels will be placed at Abbey 's Pizza, Scoop's Ice Cream, Paw Prints, Heavenly Hair & Nails, and American West Bank. The drive will last until November 3. You can donate clean and mended coats, sweaters, sweat shirts, blankets, and any other items to help keep people warm this winter.

Donations are given to Sutherlin High School, East Primary & West Intermediate School, the Community Kitchen, and the Roseburg Veterans Affairs. All items are greatly appreciated. For more information call Jo at 541-459-4522.

## Fall Back!!!

Daylight Savings Time ends on November 2nd.



Don't forget to set your clocks back one hour. You wouldn't want to be an hour early would you?

Sutherlin Area Chamber - Supporting businesses today for a better tomorrow.



1310 West Central Ave.  
Sutherlin, Oregon 97479

## Sutherlin Area Chamber Of Commerce

Contact the chamber for  
membership information or  
answers to your questions.

Sutherlin Chamber of Commerce  
1310 W. Central Ave.  
Sutherlin, OR 97479

541-459-3280

Visit us on the web at  
[www.sutherlinchamber.com](http://www.sutherlinchamber.com)

PLACE  
STAMP  
HERE