

*"The secret to  
success is  
constancy of  
purpose."*

*-Benjamin Disraeli*

# SORED I Board of Directors Meeting

The Compass Hotel at Margaritaville

May 9, 2023



Southern Oregon Regional  
Economic Development, Inc.

*Wildly Serious About Business*

Chartered in 1987



# SORED I Purpose

**Mission:** Advance business in Southern Oregon to foster economic vitality by helping companies and entrepreneurs launch, relocate, and prosper.

**Focus:** Traded-sector companies

**Vision:** Become the most business-friendly region on the west coast



## LAUNCH

Ready to successfully launch your new business?

Find out how we can help.



## RELOCATE

Are you ready to relocate your business?

Learn why Southern Oregon is the place to be.



## PROSPER

Are you ready to grow your existing business?

We can help you take the next step.

One Rogue Valley CEDS

INITIATIVE 4. TOURISM

*Support the organizations and places that strengthen the tourism and experiential environment in Southern Oregon*



## Partner Presentations – Tourism

### Experience Grants Pass

*Tori Middelstadt,  
Executive Director*



### Travel Medford

*TJ Holmes,  
Senior Vice President*



# SORED I Board Action Items

- 1) Consent Agenda
- 2) 2023-2024 Budget
- 3) Board Roster Changes
- 4) Bylaws Amendments

*Thank you!*

## Executive Committee Farewells

**Terri Coppersmith, Plexis**

*8 years of service!*

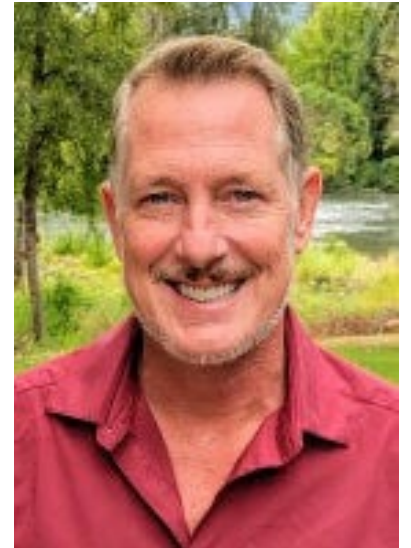
**Fun Fact:** Terri frequently uses her Friday afternoons to go boating on Emigrant Lake with other businesswomen in the area.



**Lowell Gibson, Nice Badge**

*12 years of service!*

**Fun Fact:** Growing up in Japan, Lowell took advantage of studying martial arts, and is a black belt in judo and karate.



## ✓ SOREDI Values

Integrity  
Passion  
Collaboration  
Ingenuity  
Commitment



# SOREDI Team Updates

## **Terrill Roper** *promoted to* **Business Development Loan Manager**

- Favorite Cookie: Peanut Butter
- Key Word: Resilience
- Personal Brand: ***Just Do It!***

## **Carrie Bohl** *promoted to* **Communications & Business Support Manager**

- Favorite Cookie: Oatmeal Chocolate Chip
- Key Word: Breathe
- Personal Brand: ***Discover, Explore, Embrace!***





One Rogue Valley CEDS

INITIATIVE 1. BUSINESS  
DEVELOPMENT

*Ensure thoughtful,  
sustainable, and equitable  
economic growth by  
strategically promoting the  
region as a destination for  
business expansion and  
relocation.*



# Come *Fly Away* with Us!

Next Industry Tour: **Thursday May 18**

*Rogue Valley International Airport, Million Air, Mercy Flights*



*SORED I Foundation*



# Fundraising Fun for Business!

Updates from Vice President Tom Fischer ...

A promotional poster for a bowling event. The top half has a yellow background with radiating lines. In the center, a blue bowling ball is shown hitting several white bowling pins. Above the pins is a red-bordered sign with the text "BOWL-A-RAMA" in blue. At the bottom left is a circular logo for the SORED I Foundation. To the right of the logo, the text "THURSDAY, JUNE 8, 2023" and "5:00PM - 9:00PM LAVA LANES MEDFORD" is displayed in white on a dark blue background. On the far right, there is a black box with white and yellow text. It features a logo of a mountain inside a red triangle, the text "LAVA LANES", and the event title "BOWLING &amp; TACOS!". It also includes information about sponsorship options and the website "SOREDIFOUNDATION.ORG". The bottom right corner of the poster shows a photograph of a bowling alley with lanes and pins.



*It's*  
**5 o'clock**  
**Somewhere**



# Tribal One Welcome & Update

*Optional Tour Following Board Member Roundtable!*



Judy Farm, Chief Executive Officer

**Fun Fact:** Judy was the fourth oldest in a family of thirteen children.





**Southern Oregon Regional  
Economic Development, Inc.**

***Wildly Serious About Business***

## Questions?

Full digital packet of all reports, and a meeting summary, will be emailed within one week.