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NEWS RELEASE

FOR IMMEDIATE RELEASE

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SORED I's 2017 Business Conference to Feature Jon Roberts on DISRUPTION

Medford, OR. - December 29, 2016

The Southern Oregon Business Conference, offered by Southern Oregon Regional Economic Development, Inc. (SORED I) will be held on Thursday, January 26, 2017 at the Inn at the Commons, from 1:30 - 5:30 pm. KeyBank and Moss Adams LLP are presenting sponsors. Tickets are \$45 for SORED I Members, \$65 for Non-Members. Register online at www.soredi.org/events to ensure a seat.

Jon Roberts, Managing Director and Principal of TIP Strategies, will present "DISRUPTION," a presentation designed to shed light on the way that disruptive technologies are being felt in every aspect of our lives; politically, economically and socially. Roberts says, "Understanding the forces behind this disruption is crucial to the competitiveness and economic vitality of Southern Oregon." Roberts' presentation will disrupt traditional notions of the value of "jobs," what a "job" is, and what will be considered "work" in the future.



A hallmark of Roberts' work is recognizing the relationships between seemingly unconnected trends. He is able to communicate their relevance and offer a clear path of action. As an international leader in economic development, Roberts has overseen projects throughout the U.S. and in Europe and Asia.

Roberts will be available to answer questions, both during the conference and afterward. Due to the disruptive nature of this year's conference material, SORED I invites guests to continue to engage on these topics beyond the event. SORED I offers luncheons, workshops and other opportunities for business leaders in our region to integrate these new thoughts into actions that directly impact our local business climate.

Complementing Roberts' presentation, Chief Practice Officer of Moss Adams LLP, Rebecca Pomeroy will present "The New Workforce: Managing a Multigenerational Workplace."

Pomering will offer insight on the different ways that Boomers, Xers and Millennials learn and operate. Knowing these differences, in addition to being aware of other disruptors that affect the workplace, can help managers, owners and human resource directors plan and create an efficient, productive and rewarding work environment.

Kathy Trautman, SOREDI Business Development Manager says, “This conference annually provides a venue for our public and private sector leaders to learn new things together. Our speakers this year are particularly timely and thought provoking, presenting topics that already touch every sector of our community. It is vital that we have a grasp on these new technologies as we plan for a strong business climate in our region.” Trautman continues, “I am particularly passionate about having our region’s educators in the same room with our business community. It’s always rewarding when they are able to learn and collaborate together regarding our future workforce in the region.”

In addition, Shalan Ramsey will talk about the process of launching her company, MaskIT, in Southern Oregon. Bob Hyer of Eagle Point Golf Course will share his experience of relocating to Southern Oregon. Scott Schumway of Cropper Medical/BioSkin will detail some of the steps it has taken to prosper in our region.

Continuing with tradition, University of Oregon economist, Tim Duy, will give us a snapshot and a forecast of the economy of Southern Oregon as we begin 2017.

Tickets for SOBC 2017 cost \$45 for SOREDI Members and \$65 for Non-Members. Tickets may be purchased at www.soredi.org/events. This event is historically sold-out, so please reserve your seats early. For more information call the SOREDI office at 541-773-8946.

About SOREDI: SOREDI is a private, membership-based, non-profit organization, governed by a board of directors. Its seven-person staff is charged with local business expansion and new business recruitment efforts, financial assistance to start-up companies through its business loan fund, and management of Enterprise Zones in Jackson and Josephine Counties. The agency was formed as a regional economic development agency in 1987. Learn more at <http://www.soredi.org>.

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