



**FOR IMMEDIATE RELEASE**

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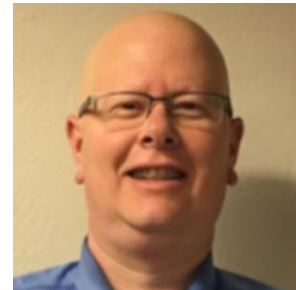
## **SOREDI Welcomes New Board Members**

**Medford OR** – To begin 2017, SOREDI welcomes six prominent members of the community to its Board of Directors. SOREDI is a non-profit organization funded by its membership. Originally created as a partnership between the private-sector business community and public-sector municipalities, these new board appointments reflect changes in elected officials as a result of the 2016 election.

**Dan DeYoung**, Josephine County Commissioner, will represent the interests of Josephine County on the SOREDI Board. Dan was born and raised in Grants Pass. After four years in the US Navy, Dan returned home with his wife and two children. Dan worked for a large HVAC company before starting All Seasons Heating and A/C Inc., in 1981. Dan and his wife, Pam, have been married for 46 years. Dan was elected as Josephine County Commissioner #2 in November, 2016.



**Adam Hanks** is employed by the City of Ashland to manage the city's Economic Development program, among other projects in the City Administrator's Office. Adam has worked for the City of Ashland for over 25 years, working in many different departments, including Community Development, Finance and the City's Electric Utility. Adam counts the City's relationship and partnership with SOREDI as critical to Ashland's local economic development success. Adam has a degree in Business Administration from Southern Oregon University, another nod to the value and importance of our regional educational partners in the economic success of the region.



**Christina Kruger** is the Pacific Power Regional Business Manager for Jackson and Josephine Counties, located in Southern Oregon. She is responsible for major customer account management, local governmental affairs, economic development and local community and stakeholder relations. Christina brings with her 16 years in the electric utility industry and provides a 'one stop shop' for key customers and community members. In addition to her role at Pacific Power, she is an active volunteer in the community and contributes to several boards including Rogue Community College Foundation, Grants Pass Chamber of Commerce, Rogue Valley Clean Cities Coalition and the Greater Medford Rotary Foundation.



**Ryan Pederson**, Talent City Councilor, will act as the liaison between the SOREDI Board and the City of Talent. Ryan has been a City Councilor since 2013 and has focused on economic development and urban renewal. Combining work experience in operations management and analysis with understanding of business and policy, he works to improve quality of life for residents of the Rogue Valley through economic success and long-term planning. Ryan has lived in Talent since 2008, and received a Bachelor of Science Degree in Political Science from Southern Oregon University in 2011. He works at Lithia Motors on the Human Development Team, managing systems, surveys and reporting to improve performance as well as the employee experience. Ryan also serves as liaison to the Talent Chamber, and looks forward to opportunities to connect local and regional goals.



**Brian Sjothun** was selected as the new City Manager of Medford on September 1, 2016. Brian has been with the City since March of 2004. Brian served as the Recreation Superintendent for five months prior to becoming the Parks and Recreation Director in August 2004. Prior to coming to the City of Medford, Brian spent 16 years with the Recreation & Parks Department of Woodburn, Oregon.



**Kim Wallan**, Medford City Councilor, will represent the interests of the City of Medford on the SOREDI Board. Kim has lived in Medford for the past 30 years. She and her husband, Jim, moved to Medford after they completed law school at Willamette University. Kim practiced law for 4 years at the local firm Cowling and Heysell (now Hornecker Cowling) until choosing to stay home to raise their three children. Kim served as Family Connection President, Hoover Elementary PTO Treasurer, South Medford Booster Club Board Member, and School District Boundary Committee Co-chair. Kim has been a 4-H leader for 18 years. She was elected to the Medford School Board and served from 2011 to 2015. Kim was elected to the City Council of Medford, District 2, in November 2016.



**About SOREDI:** SOREDI is a private non-profit organization, funded by its members and 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 [www.soredi.org](http://www.soredi.org).