



FOR IMMEDIATE RELEASE

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SOREDI's Business Innovators Group Talks Strategy and Culture

Medford OR - SOREDI's peer-to-peer leadership group, Southern Oregon Business Innovators Group (SOBIG) welcomes Steve Schein, PhD to present at the next Leadership Breakfast, on Tuesday, February 28, 7:00 am - 9:00 am at Punky's Diner in Medford. SOREDI Members are welcome to attend at no charge. This is a no-host breakfast. Visit www.soredi.org/events to register.

Dr. Schein is a certified public accountant (CPA) and former CEO with more than 35 years of leadership, business development, consulting, and senior management experience in a wide range of industries. He is currently a corporate sustainability strategist and family business advisor at L4S (Leaders 4 Sustainability) Consulting. Dr. Schein is passionate about helping leaders and teams tap into their deeper motivations and strengths to cultivate sustainable organizations over the long-term.

SOBIG was created by SOREDI to give Southern Oregon business leaders an opportunity to network, brainstorm and problem-solve with one another. Local leaders are invited to a Leadership Breakfast every month, alternating between Punky's Diner in Medford and Elmer's in Grants Pass. SOBIG dues are included in SOREDI Membership. Quarterly Learning Tours are available for an additional ticket price.



Co-chairs of the SOBIG group, Norm Kester of Quantum Innovations and Scott Schumway of Cropper Medical Inc, base the concept on habit six from Stephen R. Covey's "Seven Habits" book. The group is all about synergy. Schumway says, "When a group of leaders get together on a regular basis, their ability to innovate and prosper skyrockets." He continues, "Having a group of trusted peers as a sounding board is beyond valuable."

To attend the next Leadership Breakfast, visit www.soredi.org/events. For more information about SOREDI Membership or SOBIG activities, please call the SOREDI office at 541-773-8946.

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.