



**FOR IMMEDIATE RELEASE**

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## **Southern Oregon Business Conference 2018 Features Regional Resilience and Adds Pre-Conference Seminar**

**Medford OR** – Thursday, January 25, SOREDI's Southern Oregon Business Conference will showcase the concept of Resiliency. Topics will emphasize personal wellness, resilient workplaces and a healthy economy, working together to create the most business friendly environment on the west coast. In conjunction with the SOBC, Moss Adams will offer an optional, pre-conference tax seminar and a post-conference reception featuring local wines. The SOBC and the Moss Adams Tax Seminar may be attended jointly or separately by registering online at [www.soredi.org/events](http://www.soredi.org/events). Tickets for SOBC 2018: Resiliency are \$50 for SOREDI Members and \$65 for non-members. Tickets for the Moss Adams Tax Seminar are offered separately for \$20. Title sponsors for the 2018 Southern Oregon Business Conference are Key Bank and Moss Adams LLP.

Jason Lukaszewicz of Moss Adams says, "SOREDI's Southern Oregon Business Conference is the premier event of the year for business owners, CEOs, CFOs and others to get together to network and learn more about the forces shaping our business climate in Southern Oregon." Lukaszewicz continues, "Moss Adams is proud to be actively involved with this great event as a presenting sponsor and contributor to the event."

Events surrounding the SOBC will be held at Inn at the Commons in Downtown Medford. The Moss Adams Tax Seminar will open the day's activities at 11:30 am, with registration for their annual update on tax laws and their effects on business, beginning at 12:00. Those attending SOBC 2018: Resiliency, are invited to check in at 1:30, with speakers beginning at 2:00 pm. Events will conclude with networking time at the Moss Adams Wine Reception, beginning at 5:15 pm.

Featured speakers include Tim Duy, UofO Economist, sponsored by KeyBank. Duy will give us an overview of the Southern Oregon business climate with an economist's view towards past trends and future forecasts. Todd Bloomquist, from the Grants Pass School District will offer us an eye-opening perspective on new research that translates directly to our personal resilience and the health and stability of our local workforce. And, returning this year, Randy Harrington, Ph.D. will

offer highlights from his new book, "Slammed: Succeeding in a World of Too Busy," a topic relevant to all our modern lives.

**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>.