



FOR IMMEDIATE RELEASE

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Randy Harrington Returns to SOREDI's SOBC 2018

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, an optional, pre-conference tax seminar and a post-conference reception featuring local wines will be offered. The SOBC and the Tax Seminar may be attended jointly or separately by registering online at www.soredi.org/events. Tickets for SOBC 2018: Resiliency are \$50 for SOREDI Members and \$65 for non-members. Tickets for the Tax Seminar are offered separately for \$20. The Presenting Sponsor of SOBC 2018 is KeyBank and the Partner Sponsor is Moss Adams LLP. The first 50 guests to register online will receive an autographed copy of Randy Harrington's latest book, "Slammed."

Randy Harrington, PhD and Founder/CEO of Strategic Arts and Sciences will return as a featured speaker. Harrington's newest book, "Slammed: Succeeding in a World of Too Busy," speaks volumes about the constant shifting demands on the time and focus of today's executives. Harrington's approach to surviving in a "slammed" environment is a key component of personal resilience.

Hiram Kinney, Vice-President and Senior Relationship Officer at KeyBank says, "We are proud to be the Presenting Sponsor in support of the 2018 Southern Oregon Business Conference. Along with Randy Harrington, KeyBank will again be providing the economic forecast presented by Tim Duy, Ph.D., Adjunct Professor, Director, Oregon Economic Forum at the University of Oregon. As always, Tim is preparing to deliver an informative overview of the business climate in Southern Oregon and around our state. He uses past trends and strong data to back his findings, in order to provide us with a future forecast. This is a good fit with the theme of "Resiliency," as it provides a framework for our economic resilience as a community."



Randy Harrington, PhD

One of the premier consultants to financial institutions in the USA, Harrington is a sought-after

strategic planner, expert at building innovation, teamwork and digital readiness into every plan. His personal influences range from working with former members of US Navy SEAL Teams, studying martial arts, and a passion for diving and playing guitar. His doctorate in Organizational Communication helps him pull insights from many different corners of the culture so that he can weave them together into an insightful, no nonsense and entertaining presentation.

Complementing Harrington's release valve for our 'slammed lives,' Todd Bloomquist, from the Grants Pass School District will present some fascinating, data-driven insights that will cast our local workforce challenges in a whole new light. An eye-opening new approach to management communication is proving to be a breakthrough way to connect with a 'slammed' workforce. Blair Minniti, CPA and Partner at Moss Adams will bring his 25 plus years of experience in tax accounting to the attendees of the Tax Seminar.

Events surrounding the SOBC will be held at Inn at the Commons in Downtown Medford. The day's activities will begin at 11:30 am with the Tax Seminar Luncheon, featuring Blair Minniti, Moss Adams' Regional Tax Leader Partner. With over 25 years of experience in tax accounting for both privately and publicly held companies, in a variety of industries including high technology, life sciences, professional services, retail, investment services and manufacturing. Doors will open for SOBC 2018: Resiliency at 1:30, with the program beginning at 2:00. Events will conclude with networking time at the Moss Adams Wine Reception, beginning at 5:15 pm.

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 <https://www.soredi.org>.