



FOR IMMEDIATE RELEASE

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SOBC 2020: Mission: One Rogue Valley

Join us for our
17th Annual Southern Oregon Business Conference
Mission: *One Rogue Valley*.

On Thursday, January 30, from 1:30 - 5:00 pm, SOREDI will be sharing pertinent information regarding the future of building a prosperous Southern Oregon. Recently, thanks to the financial support and participation of hundreds of stakeholders, SOREDI, enlisted the services of TIP Strategies, in order to create a comprehensive strategic plan for the region. You can view the whole plan, review the methodology and read the analysis here: [Comprehensive Economic Development Strategy \(CEDS\)](#).



At the Southern Oregon Business Conference, **Jeff Marcell**, Senior Partner with TIP Strategies will discuss how our region will be **Stronger Together: Regional Economic Development Collaboration and the Power of Partnerships**.

Jeff will address the recent Southern Oregon regional economic development strategic plan, discuss the changing landscape of regional economies, and the importance of collaboration in meeting the challenges and leveraging opportunities together.

As a senior partner with TIP Strategies, Inc., Jeff Marcell leads high profile national consulting engagements. He has worked with cities, counties, regions, and states in developing economic and workforce development strategies including the State of Delaware, the State of Washington, the Minneapolis-Saint Paul region, the Detroit region, Charleston County SC, New Port County RI, the City of Corning NY, the City of Auburn WA, and many others.

Before joining TIP, Jeff served as president and CEO of the Economic Development Council of Seattle and King County. Jeff joined the Seattle EDC in 2004, and during his tenure, rebuilt the organization's client-based economic development

programs. Under his leadership, the Seattle EDC was recognized by IEDC as the Best Practice Category Winner for programs in Technology-Led Economic Development and Sustainable and Green Development.

In addition, **Tim Duy**, Senior Director of the Oregon Economic Forum and the author of the University of Oregon Statewide Economic Indicators, will return to give us an **Economic Forecast**, as we embark upon an election year. Duy received his BA in Economics in 1991 from the University of Puget Sound and his MS and PhD in Economics in 1998 from the University of Oregon. Following graduate school, Duy worked in Washington DC for the United States Department of Treasury as an economist in the International Affairs Division and later with the G7 Group, a political and economic consultancy for clients in the financial industry. Duy returned to U of O in 2002.



Rebecca Pomeroy, Partner and Chief Practice Officer at Moss Adams, will dispel the mysteries surrounding **Oregon's Corporate Activity Tax (CAT)**. Going into effect in 2020, Oregon's CAT will tax .57% on Oregon gross revenue receipts, less certain apportioned deductions. Rebecca's talk will cover details about the tax, regulatory activity and how it may affect businesses in this region.

The Conference will be followed by a Networking Reception, courtesy of Moss Adams. [Please register now](#), and invite your staff or partner agencies that may benefit from this information. If you plan to attend the reception following the conference, [please RSVP when you register](#).

The Southern Oregon Business Conference 2020 is made possible by SOREDI Members and these generous sponsors:

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About SOREDI

SOUTHERN OREGON REGIONAL ECONOMIC DEVELOPMENT INC. (SOREDI) was established in 1987 and is a non-profit organization dedicated to increasing the long-term prosperity of Jackson and Josephine Counties. We serve the economic development interests of both private businesses and our 13 incorporated cities including Ashland, Butte Falls, Cave Junction, Central Point, Eagle Point, Gold Hill, Grants Pass, Jacksonville, Medford, Phoenix, Rogue River, Talent, and Shady Cove. SOREDI is also the EDA appointed economic development district for the region and are tasked with creating a 5-year Comprehensive Economic Development Strategy (CEDs).