



PRESS RELEASE

FOR IMMEDIATE RELEASE

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Contact: Colleen Padilla, Business Development Manager, 541-773-8947

SOREDI, Local Leaders Host Northern California Reception “Southern Oregon Means Business” Event Deemed a Success

MEDFORD, ORE – Southern Oregon Regional Economic Development, Inc. (SOREDI) met with a group of northern California businesses during an outreach business reception in Pleasanton, California on May 14. The event was held at the Marriott Residence Inn and was designed to introduce prospective businesses to the benefits of expanding their operations to Southern Oregon. The event was sponsored by Pacific Power.

Chief Financial Officer Andy Koprak of Amy’s Kitchen, along with Don Becklin, CEO, of Motorcycle USA and Motorcycle Superstore, and Jessica Gomez, CEO, of Rogue Valley Microdevices, made special presentations and answered questions regarding their expansion and successful growth in Southern Oregon.

The 10-person SOREDI business development team, comprised of SOREDI staff and local business leaders served as experts in energy, workers’ compensation, Oregon tax structure, real estate, and development, fielded additional questions related to workforce, operating costs, quality of life, and more.

Participating business guests represented a variety of companies based in solar, semiconductor, and manufacturing industries fields. Guests enjoyed a selection of Southern Oregon wines and artisan foods, and also received gift baskets containing donated items from Rogue Valley businesses.

Business Development Manager, Colleen Padilla, in concert with local partners and economic development professionals will work now to provide follow-up on specific company requests for additional information and assistance, while continuing to manage and respond to local business inquiries and expansion needs.

Questions regarding the event and other SOREDI business development activities may be directed to Ron Fox, Executive Director, at (541) 227-8322 or ron@soredi.org, beginning Monday, May 18.

SOREDI, as a private non-profit organization, is governed by a 21-member board of directors and its six-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 the two counties. The agency was formed as a regional economic development agency in 1987.