

U-CLUB NEWS



Rogue River Valley University Club

April 2019



**Important
Information for
the Future
See Pages 3 - 6**

The Club's 108th Annual Meeting was held on Thursday, March 28 and Members heard reports on several Club projects and initiatives. Jason Reno chair of the Young Professionals Recruitment Committee, reported on their work, Peter Sage told Members of the Scholarship Foundation's health and U Club Member Randy McKay told of the Holly Theatre's progress and plans for cooperative endeavor with the Club. Members elected Christine Herbert to the Board and re-elected Jerry Lambo to a new board term. Ron Kramer and other Board Members reported on current financial challenges (see pages 3 - 6).



**The Board has reluctantly accepted the
resignation of Edevale Winery**

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member



John Snider



John Snider grew up in Medford and graduated from High School in the famous Class of 1961. That was the year Medford High Black Tornados won state championships in football, basketball, and baseball. It was a golden era for athletics in Medford. “I envied all the kids at Medford High,” John says. “I went to St. Mary’s.”

Your editor asked if he was an athlete himself. “No. I got injured, but it wasn’t all bad. I rode in the school bus with all the cheerleaders. I never put on a football helmet again,” John said laughing.

John Snider currently makes his association with the University Club via his service as one of three co-chairs of the Holly Theater. “I serve with Karen Doolen and Ron McUne and they are both awesome—hard working and very capable.”

Long time residents of Medford have known John as a high profile man in a variety of careers. After graduating from the U. of Oregon in 1965 with a degree in “a little bit of everything in the social sciences and anything to avoid math” he went to work for Pepsi on its corporate side, but after a few years came to work in the local family business, the Snider Pepsi Bottling Company. Snider Dairy was a well-known company back in the 1950s, when milkmen delivered milk and eggs to local residences, with a pasteurizing plant on Bartlett where the parking structure now is. Soft drink bottling was a side business in the back, handling both Coke and Pepsi. After more evolution, the dairy business closed and then the business had a Pepsi focus.

That work led John to start a local advertising agency, where the work included some campaigns, which evolved once again to him managing radio stations in Corvallis, and then more evolution to becoming District Manager for Greg Walden’s Congressional Office for fifteen years. Walden had been Bob Smith’s campaign manager, and won election in his own right after Bob Smith retired.

Your editors asked John if he had any great memories of movies at the Holly. He said he did, but would tell the most interesting one rather than the best one.

“When I was twelve I arranged to be driven to the Holly by my mother. I planned to meet a wonderful young woman there, a classmate. We sat together, as I had planned. I kept trying to get up my nerve to reach over and hold her hand, but didn’t. My hands were sweaty. I went to the concession stand, dried my hands, and returned to our my seat determined to hold her hand but she wasn’t there. She had moved back two rows and was sitting with another classmate, a boy, and she was holding his hand!”

When we asked if things ever worked out he went only so far as to say “We eventually held hands.”



Annual Meeting - March 28, 2019

President's Report

It is a time of both Challenge and Opportunity

The Club, like many other early 20th century social organizations, faces financial challenges stemming from their evolution in demographic evolution and other changes in society. Concurrently, the Club has exciting, emerging opportunities which could help it successfully adapt to those changes.

FINANCE: While the Club has ALWAYS run at a deficit which has been regularly retired through assessments, that number has grown to approximately \$10,000 last year beyond the 2018 assessment due to declining Membership. The Club needs to find ways to address that Membership decline in order to create a sustainable future. Individual Members (largely the board), have paid advance Membership fees (currently over \$8,000) in order to maintain operations and the Board is exploring a variety of mechanisms to create a sustainable economic future (including the possible sale and lease back of the our building). While the Club also has a number of initiatives underway to help development Membership in new arenas, the board needs to consult with you about changing our business plan and a new assessment.



HOLLY THEATRE: The Holly is a Club Member and the Theatre is expected to re-open early in 2020 and the Club will then open for dinner service on the evening of Holly performances. While those dinners will likely produce a modest profit, their more important function will be to introduce an entirely new range of local (including younger) folks to the Club with the prospect of thus developing new Members. Your Board considers this a new, key initiative.

YOUNG PROFESSIONAL RECRUITMENT COMMITTEE: Under the leadership of Jason Reno, with strong assistance from Club Member Eli Matthews and Damien Rennie, these young folks are actively working to solicit new YP members and have developed some extremely interesting, creative ideas. Some have already born fruit. We're excited — and thankful! — for their efforts which we believe hold great promise.

**RRVUC
YOUNG
PROFESSIONALS**

The Scholarship Foundation

SCHOLARSHIP FOUNDATION: The Foundation has an \$80,000 cash balance, is successfully awarding important financial assistance to a variety of local students and well represents the Club's commitment to a vital future for both the Club and the community.



Surviving records suggest that the Club has a long history (even back to when lunches were 25 cents) of providing meals at prices below their cost. In early years those losses were supported from bar and cigar sales. Losses were backfilled with yearly assessments.

The 21st Century's reduced alcohol consumption means the bar now provides only modest income. The Club's other ancillary revenues which are also now relatively small, come largely from private events, which has further increased our reliance on assessments.



The Board has been ferocious about holding expenses down which are REMARKABLY even over the past five years). However, declining Membership has increased our reliance on assessments which are now being shouldered by a smaller group of Members. Our financial position has become very difficult. Individual Members, largely from the Board, have been advancing

funds to the Club in order to keep the doors open.

The Challenge - Here are the facts:

Lunches: Including labor and running the building, it costs between \$16 and \$20 to put your lunch in front of you while you pay between \$12.50 and \$15 for same.

Club House: While Members have paid a monthly Club House Assessment of \$25 for many years, the cost of utilities, taxes, maintenance and repairs has steadily grown. The monthly Club House Assessment now fails to cover those costs by nearly a third.

While we have been pushing the point that the Club's financial challenges would be largely solved if current Members can successfully recruit 8 or 10 new Members, we unfortunately haven't seen such results to date.

The Good: We have important initiatives underway. The Young Professionals Recruitment Committee and the Holly's impending return to operation both present important opportunities. It is important for current Members to remember that the Club will need to begin offering features that cater to a younger (con't)

Message from the Board - continued

demographic for this initiative to succeed. Your Board is also strongly of the opinion that Holly Theatre attendees, through introduction to the Club at dinners on the nights of Holly performances, will develop interest in Club Membership.

Conclusions: In order to maintain operation the Board has approved at \$200 assessment effective April 1 (a step which was described at the Annual Meeting). It's purpose is to give the Board some "runway" during to explore a variety of measures to potentially including:

- Possible sale and leaseback of the Club House the equity from which would sustain the Club for a considerable number of years.
- Increase the monthly Club House assessment.
- Possible changes in the Club's basic operations.
- Encourage Members to pre-pay their costs on an annual or semi-annual basis (which would help our reliance on the Club's Line of Credit).
- Recruiting alliances to increase Club utilization and consequent income.

While we face both significant challenge and exciting opportunities, we appreciate and are supported by our Members' deep commitment to the Club.

Please feel free to ask questions and share your thoughts.

MEMBERSHIP

Do You Know Someone Who Would Like to Join the Club?

A Personal Membership Application can be
downloaded at:

[Personal Member Application](#)

Leave your
Mark 

Because previous Club Members have included the Club in their estate plans, their generosity has helped create the experience you enjoy here.

Please consider leaving your mark on the Club's future by requesting a bequest invitation from [Jerry Jacobson](#) at 542-773-2727.



April Speaker Lunch

Thursday, April 11

Speaker: TBA

March Speaker Lunch - Laz Ayala

“Immigration”

On March 14 local businessman and philanthropist Laz Ayala reported on his personal experience immigrating to the US and astounded many Club Members with the information that, many years ago, the Federal government turned the ever-growing operation of Border Detention housing to private industry. Ayala suggested that the commercial influence of those companies is a major component of current U.S. southern border policy. That and other surprising information he shared made for an extremely informative and compelling lunch.



April Lunch and Learn - Damien Rennie
Tuesday, April 9

“How to Have Difficult Conversations”

April's *Lunch & Learn*, “How to have difficult conversations,” is hosted by Damien Rennie. Damien is a financial advisor at Sky Oak Financial headquartered in Medford and also an entrepreneur owning the very popular Southern Oregon Poker Club. He is uniquely positioned to speak on this topic having the opportunity to communicate with a variety of audiences in his capacity of financial advisor, business owner, instructor at St. Mary's Catholic School, and community leader via his non-profit service. Damien will review some tips and tricks of how to queue up the conversation, how to encourage the most positive outcome, and more importantly, the benefits to direct communication. There are sure to be great takeaways from this event no matter where you are in your career so please come join us! Register at [April Lunch and Learn](#)

Rogue River Valley University Club

218 West Sixth Street
Medford, OR 97501

Contact Us

Give us a call for more information about our services and products

**Rogue River Valley
University Club**
218 West Sixth Street
Medford, OR 97501

(541) 772-4707

admin@medforduclub.org

Visit us on the web at
www.rvuclub.org