

Umpqua Community Development Corporation (CORE)

Community Profile

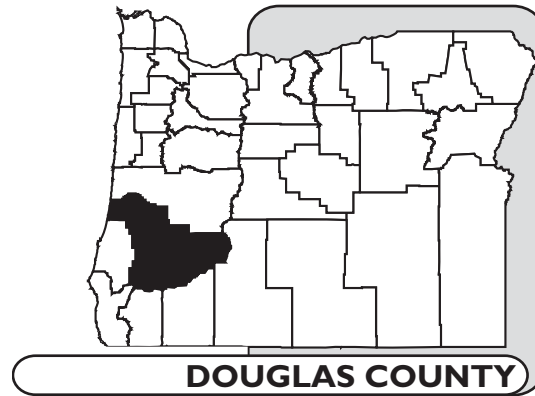
Population 104,471 (Douglas County)
63,447 (Coos County)

Location Roseburg

Position Description

Sponsor Umpqua Community
Development Corporation

Supervisor Mickey, Beach,
C.O.O.



Assignment There are five RARE positions sponsored by the CORE Collaborative. CORE, which stands for Connecting Oregon for Rural Entrepreneurship, is a collaboration spearheaded by Oregon’s Rural Development Initiatives. While each of the five RARE assignments vary based on the needs of the specific communities, all CORE positions share a focus on creating and sustaining entrepreneurship development systems in economically distressed target areas. The RARE participants work closely with their sponsoring organizations hosting appropriate trainings on entrepreneurship, conducting a youth entrepreneurship programs with local high school students, and supporting the efforts of growing farmers’ markets and buy local campaigns. While local leaders and entrepreneurs spearhead CORE’s regional efforts, a CORE Statewide Advisory Board will bring together diverse lessons learned to ultimately impact statewide policy change.

The RARE participant is performing an economic opportunity analysis for the southern portion of Douglas County and supporting the Micro Enterprise Development and Learning (MEDAL) program. Specifically, the participant organizes and executes education workshops and special events, performs community and business outreach, acts as liaison to local news outlets, processes survey and workshop feedback data, attends monthly Think Local Umpqua meetings, and prepares grants.

RARE Participant



Gena Max

Gena Max grew up in the foothills of Western North Carolina. Gena graduated from East Carolina University with a BA in Philosophy and a BA in English. She earned a Master’s in International Studies from East Carolina University. Prior to joining RARE, Gena worked as a special events coordinator for the Juvenile Diabetes Research Foundation coordinating the three annual major fundraisers. She used this position as an opportunity to further understand non-profit administration. She held many positions at the University of South Carolina, such as a program development manager, a study abroad advisor, and an international exchange coordinator. Gena is committed to strengthening individuals and communities by securing equal access to education, healthcare, and prosperity. Following RARE, Gena intends to pursue a second graduate degree in planning with a focus on community and economic development.