Umpqua Basin Economic Alliance (UBEA)

Community Profile

- County: Douglas
- City: Roseburg
- Population: 105,000

Assignment

- Organization: Umpqua Basin Economic Alliance (UBEA)
- Supervisor: Wayne Patterson
- RARE Member: Mae Hollister

About the Umpqua Basin Economic Alliance (UBEA)

Umpqua Economic Development Partnership is a public-private enterprise dedicated to improving the overall economic vitality of the Umpqua Basin. Members include city and county governments, businesses from multiple sectors, large and small non-profit entities, and individual citizens.

Mae will be working on general tourism information management as well as, more specifically, efforts around cycle tourism, agricultural, culinary and heritage tourism. She will help with resource mapping, website revisions, data collection and distribution. Mae will also start to develop the Great Umpqua Traveler brand and a Umpqua Valley Agritourism Map. Last but certainly not least, she will help with planning, development and marketing for the Great Umpqua Mountain Bike Race.

Meet Mae Hollister

- M.B.A. in Business Administration (2012) - Marylhurst University
- People may be surprised when they learn that I hiked 40 miles in 4 days to get to a football game!
- Ironically, though I am very proud of where I come from, I would have to say that my most significant accomplishment in my life thus far was getting out of Douglas County. College was my ticket out, I was a first generation college student and even though I only went an hour up the road to Eugene – that was a big deal!