

YOUR

"LA PINE ROCKS!" CHAMBER CONNECTION

"We are the hub of the business community, promoting commerce and tourism making La Pine a vibrant community to work, live and play!"

ROZBERRY DIRECT – Owner: Tracy Ross

So, Tracy, when did you open the business? "I started my business online two years ago. Now, after some acquired training that I needed, and now I am ready to work with local businesses directly, helping them reach out to their customers and grow their customer base through cross channel marketing." (It is the leveraging of the old print media with the new digital technology.)

Who are the main players at Rozberry Direct? "It's just me at this point."

Why do you work, live and play in La Pine? "We have been coming over to the La Pine area since the mid-sixties when we came over to be with the Grandparents after they bought property. I love the air, the scenery, the people and this is where I want to be."

What is the potential for growth for a local Mobile and Internet Marketing company like Rozberry Direct? "My company is designed to service all of Central and Eastern Oregon, but I will be able to pay attention to the local companies. The company will be based here (the local economy will benefit from my business being here), but I will be able to cover a large amount of real estate in order to help people grow their businesses."

What is Rozberry Direct's greatest challenge? "Since I am still working full time, time is a constraint, but, my husband and I are totally committed to overcoming this challenge."

What is the biggest highlight of your career? "For twenty years I have worked with a machine company, but my turning point experience came from seven years in the military where I grew up and learned responsibility. It set the tone for my entire life."

What do you do to relax? "I am a life-long learner and my way to relax is to find something new that I can learn. I research on the internet and take home study courses."

Tell us something about yourself that few people know about: "I was in the US Army. I was in administration (surprise!) and I was stationed in Germany and I traveled on the European continent. It was a great time in my life."

In terms of volunteering in the community, what is your personal contribution to the community? "I am a new member at the Chamber of Commerce and I plan to become more active as I leave the full time job and be more a part of the community economy."

What are your plans for the future? "We want to remain in this area and I want to make home life more comfortable for me and my husband. And, I really want to share my knowledge with a larger audience."

What advice would you give to community leaders? "Remember that it is the small business owners that will carry America to new heights."

Do you have a mission? "My mission is to support the small business owners in having balance between their lives and their businesses."

Email: cross@rozberrydirect.com • Phone: 541-876-7041



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