

May 1, 2025

Dear Members of the Oregon Legislature,

Lithia Motors, Inc. was established in Ashland, Oregon in 1946. For 80 years we have strived to be a fixture in all our communities. We also have been honored to welcome hundreds of SOU Alumni to our Lithia Family, including our Founder's Grandson, now Company President and CEO. We are especially proud to partner with Southern Oregon University (SOU). Our collaboration with SOU extends beyond financial contributions; among other sponsorships, we actively engage with their Digital Media Center by recruiting talented video students to film and edit our community events. This partnership has been immensely beneficial, and we would like to share a brief anecdote that highlights the impact of SOU students and alumni on our organization.

Last year, our Marketing Video Team visited the SOU Campus to produce a video about the SOU Sustainability Department. To gather some info on how the program was being run and how the program benefits the University. During our time on campus, we were able to experience not only the uniqueness of the Sustainability Department, but many other Departments on campus. The Digital Media Center in particular was extremely impressive. With a very limited space, Brandon Givens and his team of students have been able to build a creative comfortable space enabling students and clients a space to visit and create some impressive fun content. From in studio filming to assisting the local Shakespeare Company, audio video is just the tip of the ice burg; the DMC can provide innovative and excellent services for a variety of clients. And they deserve a larger space to do so.

The new Digital Media Center at SOU promises to be a cornerstone for student success and career development. By providing state-of-the-art facilities and resources, this center will empower students to hone their skills and pursue innovative projects. It will create new career pathways by offering hands-on experience and fostering connections with industry professionals. We believe that this facility will be instrumental in shaping the future of aspiring filmmakers and media professionals, equipping them with the tools and knowledge needed to excel in their careers. And we'd also love for them to come join our company.

We are excited that SOU's Digital Cinema program was recently named one of the Top 30 Film Schools in the US & Canada by MovieMaker Magazine. This prestigious recognition is a testament to the program's excellence and the dedication of its faculty and students. We are honored to be associated with such a distinguished institution and look forward to continuing our partnership in support of their endeavors.

Sincerely,



David N. Biondi
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