



Donna P. Woolley

1926-2011

Spirit. Vision. Dedication. Leadership. Caring. Community. Humility.

Paint these words onto a canvass, and the result will be a portrait of Donna P. Woolley. The President of Eagle's View Management Company, Inc. of Eugene, Oregon personified the true meaning of these words not only to her beloved home-town of Drain, Oregon in Douglas County, but to her entire home-state. No matter the challenge or the task at hand, through her life Donna stayed focused and pressed forward with calmness, logic and creativity to reach a goal; whether it be maintaining and building on a successful family lumber business while raising a family, or providing leadership or raising important funds for her community.

Born and raised in Douglas County in the small community of Drain, Oregon, Donna attended elementary school in a one-room school building. All eight grades were taught by one teacher. Donna was honored as Valedictorian when she graduated from Drain High School in 1943.

A lack of finances prevented Donna from attending college, so she moved to Eugene to work for an insurance company. In 1944 she entered the lumber business when she was offered a job by D & W Lumber Company of Sutherlin. Not long afterward, Donna returned to Drain and joined Harold Woolley Logging

and Earl Harris Lumber Company as their bookkeeper. In this two-person office, Donna soon learned to become a "jack-of-all-trades". She gained insight into the wood manufacturing industry, learning the ins and outs, ups and downs.

In 1952, Donna married Harold Woolley. She continued to work for the company, while raising three children. A self-described "workaholic", her energy, effort, and enthusiasm put toward the business resulted in further knowledge and first-hand experience in the requirements of operating the lumber and plywood manufacturing plants, and running the timber and timberland holding business. It wasn't unusual for Donna to be in the thick of the action during floods or fires. She jumped in wherever needed: that could mean making meals to deliver to crews fighting fires, or running a fire line herself, to help assure that a contained fire stayed within the fire trail.

When Harold died in 1970, Donna assumed the management duties of the family's operations which then consisted of Smith River Lumber Company, Mt. Baldy Mill, Woolley Logging Company, Drain Plywood Company, and a ranch that ran 1000 head of cattle. The business employed some 500 people, and was an important employer to the Drain area. Donna

later reflected on that time, noting that “these people were special. The foremen understood their jobs and together we ran a successful operation.”

In 1973, all of the companies were incorporated into Woolley Enterprises, Inc., and in 1980 the manufacturing plants were sold to Bohemia, Inc. Eagle’s View Management Company was formed in 1981 and consisted of all of the land holdings, approximately 55,000 acres. Eagle’s View operated with Bohemia on a 10-year timber cutting contract.

The 80’s brought the challenge of the spotted owl, and Eagle’s View recognized the need to diversify. In 1984, the company moved into commercial real estate and land development in Oregon, Arizona, and California. 1989 was another milestone year when the company sold the bulk of its timber to Lone Rock of Roseburg and Seneca Lumber of Eugene. Eagle’s View Management Company, Inc. and its affiliates grew to become a thriving, major real estate-investment business.

But the story of Donna Woolley goes beyond her ability to abruptly assume the leadership and management role of the family lumber and timberland holding business, maintain its success and its value as a significant employer to a local area, and parlay it into a significant real-estate / investment business. One needs only to look at the list of board positions held and honors bestowed upon her, to realize that another dimension of Donna Woolley was her devout commitment to community service---to giving back and seeking no recognition in return.

Executive directors and administrators of the boards and organizations she gave her time to over the years add to Donna’s portrait; pointing out that like her husband Harold, she had a deep commitment to her community, to help improve it by giving back because that’s what being part of a community means. “Her leadership distinguished her,” they describe. She was instrumental in raising the necessary capital through matching funds with the community to build the Drain Civic Center back in the mid-1980’s, an architecturally

significant facility that houses City Council chambers, the City Library, and a meeting facility complete with stage, among other entities.

“A mainstay in the community”...“A special person”... Drain’s citizens describe Donna’s meaning to the local area. Richard Smith, North Douglas School District Superintendent during most of Donna’s 14 year tenure on the School Board, describes her as a “stable force, providing sound logic, and always maintaining focus on our primary goal of educating kids.” “Donna was a steady rudder that helped maintain an even course during our dealings with the most inflammatory issues,” Mr. Smith explains. “Whether it was acting upon budgets and finances, or cutting edge issues, Donna was unflappable. Her sound logic, calming demeanor, and experienced leadership always helped put things in perspective, and returned the focus to the kids.”

As a 20-year member of the Board of the Oregon Trail Council-Boy Scouts of America, Donna was “exceptionally” active. Among other significant accomplishments over the years, she chaired the Major Gifts Committee, helping to raise important funds for the Council. In 1991 she was awarded the Silver Beaver, the highest award given by a local council, based on outstanding service to youth and the community and the special character of the recipient.

Donna’s nine years of service to the Oregon Community Foundation (two four-year Board terms, and two years as its chair) perhaps truly epitomizes and symbolizes her belief and commitment in giving back to the community. During her tenure on the Board, the assets of the Foundation increased from \$79 million to \$302 million. While Chair, assets increased by \$150 million alone. While Donna served on the Board, \$150 million in grants were awarded back to Oregon communities; \$37 million during her terms as Chair. She traveled the state, speaking to over 1500 people in 20 communities, promoting the concept of philanthropic donations, community foundations, and the importance of “giving

back.” Donna has been very creative with her own philanthropies.

As her list of service shows, youth and education are a primary focus for Donna. A Trustee for the University of Oregon Foundation beginning in 1977, Donna served as President from 1986-1988. She was named Trustee Emeritus, an honor bestowed on those who compile long, comprehensive and exemplary service.

The University of Oregon Foundation presented Donna with the Pioneer Award in 1980, which “recognizes individuals who have been willing to lead rather than follow, to take risks rather than see opportunities pass by”... and is “presented to individuals who lead their communities and states in business, philanthropy, communication, politics, and the arts.”

A leader of her community indeed. Donna’s affiliations include: Director & Member of Executive Committee of the World Forestry Center; Director, Associated Oregon Industries; Director, Oregon Forest Industry Council; Oregon Women’s Forum & International Women’s Forum; Member/Executive, Oregon Trail Council - Boy Scouts of America; Director, Douglas National Bank, 1976-1997; Director, Chairman of the Board, State Accident Insurance Fund (SAIF); Director and past Chair, Oregon Community foundation, 1990-1999; Director, Eugene Chamber of Commerce, 1989-1992; Trustee, Trustee Emeritus, past President,

University of Oregon Foundation, 1977-present; Trustee, Linfield College, 1991-present; Member, Sunnydale Grange #887; Member, Umpqua Rebekah Lodge #173; 9-year member of Douglas County Budget Committee; 14 years on North Douglas School District, past Chair; Director, Sacred Heart Hospital, Eugene; Member/Board, C. Giles Hunt Foundation, 1986; Advisory Board, University of Oregon Museum of Natural History; Advisory Board, University of Oregon College of Business Administration.

Donna’s honors include: 1991 Silver Beaver Award, from the Oregon Trail Council - Boy Scouts of America; 1992 Business Award from the Eugene Soroptimists Club; 1986 D.A.R. State Award from the Daughters of the American Revolution; 1984 White Rose Award from the March of Dimes; and the 1980 Pioneer Award from the University of Oregon Foundation.

The University of Oregon Foundation describes the recipients of its Pioneer Award: “A few select individuals in our society embody both the vision to recognize a new path ahead and the pioneering spirit, courage and perseverance to follow that path. The dedication of these individuals is contagious, as it must be. It is not enough simply to have vision; others must be convinced if society is to continue to move forward...” Donna Woolley was the most humble of Pioneers; a leader whose success was not only in business, but in her tireless service to her fellow man and woman---a far-reaching legacy for us all.