

UMPQUA HOLDINGS CORP  
Form 8-K  
May 09, 2011

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**  
**WASHINGTON, D.C. 20549**

**FORM 8-K**

**CURRENT REPORT**

Pursuant to Section 13 or 15(d) of the Securities and Exchange Act of 1934

Date of Report: May 9, 2011  
(Date of earliest event reported)

**Umpqua Holdings Corporation**  
(Exact Name of Registrant as Specified in Its Charter)

**OREGON**  
(State or Other Jurisdiction of Incorporation  
or Organization)

**000-25597**  
(Commission File Number)

**93-1261319**  
(I.R.S. Employer Identification  
Number)

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**One SW Columbia Street, Suite 1200**  
**Portland, Oregon 97258**  
(address of Principal Executive Offices)(Zip Code)

**(503) 727-4100**  
(Registrant's Telephone Number, Including Area Code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**Item 7.01 Regulation FD Disclosure.**

On Thursday, May 12, 2011, beginning at approximately 8:30 a.m. local time, President and CEO Ray Davis is scheduled to give a presentation of Umpqua's business strategies and financial performance at the D.A. Davidson & Co. 13<sup>th</sup> Annual Financial Services Conference ([http://www.davidsoncompanies.com/ecm/a\\_events/conf/conference.cfm?confid=344087](http://www.davidsoncompanies.com/ecm/a_events/conf/conference.cfm?confid=344087)) at the Bell Harbor Conference Center, Seattle, Washington. The conference is for invited guests of D.A. Davidson. A copy of the presentation is attached as Exhibit 99.1 and will be available on Umpqua's investor relations web site at [www.umpquaholdingscorp.com](http://www.umpquaholdingscorp.com).

**Item 9.01 Financial Statements and Exhibits.**

- (d) Exhibits.  
99.1 Investor Presentation

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**UMPQUA HOLDINGS CORPORATION**  
**(Registrant)**

Dated: May 9, 2011

By: /s/ Andrew H. Ognall  
Andrew H. Ognall  
Assistant Secretary