

UMPQUA HOLDINGS CORP  
Form 8-K  
February 16, 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: February 15, 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 Tuesday, March 1, 2011, beginning at approximately 4:10 p.m. local time, officers Ron Farnsworth, Eve Callahan and Mark Wardlow are scheduled to give a presentation of Umpqua's business strategies and financial performance at the Keefe, Bruyette & Woods Boston Bank Conference (<http://www.kbw.com/news/conferences.html>) at the Langham Hotel, Boston, Massachusetts. The conference is for invited guests of KBW. A copy of the presentation is attached as Exhibit 99.1 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: February 15, 2011

By: /s/ Kenneth E. Roberts  
Kenneth E. Roberts  
Assistant Secretary

