

# C & K ... Continued from A-1

With fewer stores, "C&K did not need as many people in its corporate offices," the press release stated. Positions were cut in all departments with a focus on streamlining operations to provide essential support to stores, as well as corporate continuity.

"Entering Chapter 11 was a difficult decision for our family," said Doug Nidiffer, chairman of the board. "These layoffs are particularly difficult, as many of these employees have worked for our company for many years. We appreciate their dedication and hard work and are saddened that we have to lay them off."

"We are making good progress and will emerge from bankruptcy this year as a stronger company."

Lay off dates will vary depending upon the position. C&K's human resources department will assist former employees in their job searches, including connecting them with state workforce agencies.

By the end of last week, liquidation of merchandise was completed in 15 stores operating under the banner of Ray's, Shop Smart and LoBucks.

After the company told media that there would be "no further reductions in the C&K workforce," Sandeno announced that he would step down as chief executive officer, effective Jan. 31.

Sandeno, who joined the company in 2005, has agreed to a

"consulting" role to assist the company over the next few months as it takes the final steps in its restructuring plan.

Edward Hostmann, current chief restructuring officer, and Rocky Campbell, vice president of operations, will handle day-to-day operations until a permanent CEO is named.

In November, C&K Market announced that it would close one-third of its stores scattered throughout small towns in Oregon and northern California by the end of 2013. The good news is that the Shop Smart and Ray's markets in the Valley are among the 44 that will remain open for business.

Earlier news reports listed the Ray's Food Place in Phoenix as another victim of the corporate restructuring. However, that popular neighborhood market has been spared.

"The positive news is that we will put our energies into the remaining stores with our family-friendly service, and intend to emerge from bankruptcy as a stronger, leaner company," Sandeno told reporters last fall.

Mainstays in the Illinois Valley, Shop Smart and Ray's Food Place are a major employer with an average of 25 to 45 employees at each market and a major contributor to local food banks, holiday food drives and other local charities and fundraisers.

C&K is a three-generation family-owned corporation founded by Doug Nidiffer's father, Ray Nidiffer.

In 2013, C&K was 29th on the Supermarket News' list of the top 50 small chains and independents in the country, and in recent years, the Portland Business Journal ranked the company as the healthiest employer with 1,500-plus employees in the state of Oregon.

In recent years, C & K has been forced to compete with the expansion of large discount stores, such as Costco and Wal-Mart, into its market area. Before the bankruptcy, the company had sold off its pharmacies, including Chetco Pharmacy in Brookings and Pharmacy Express in Harbor, and closed grocery stores in Smith River and Crescent City.

In an article published in the Curry Coastal Pilot in Brookings, Sandeno told a reporter that "(C&K) employees are among the best I've had the opportunity to work with."

"As the company emerges from its restructuring it is poised to be a stronger company with its 45 remaining stores," he said. "The needed reduction has set the company up for future success."



(Photo by Dan Mancuso, Illinois Valley News)

Brook Calvin (right) marches for her brother Rab Cavlin Saturday, Jan. 18.

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# Bridgeview ... Continued from A-1

"It means that the panel unanimously liked the wine," said competition Promotions Director Frances Larose. "When you see this label on a wine bottle you know it's a great wine that has been scrutinized by some of the top people in the industry in America. This also boosts the wine's reputation internationally."

"We're very proud that Bridgeview participated," Larose said. "They went against the top wines in the nation and for them to get a double-gold is spectacular. Compared to the largest producers, when these smaller vineyards come in and take the double-golds, it's reflective of how they really care about their grapes and their wines. And it's these smaller vineyards that enable us to have amazing wines throughout the country."

Southern Oregon wines are consistently earning more respect. Many of the 14 gold medals going to Oregon wineries came from the Upper Rogue region. Pebblestone Cellars,

Abacela Winery, Schmidt Family Vineyards, Kriselle Cellars, Cliff Creek Cellars, Del Rio Vineyards and LaBrasseur Vineyard all joined Bridgeview in taking home gold-medal honors.

Providing consumers with fair and unbiased evaluations is a key aim of the San Francisco Chronicle Wine Competition.

"Our concept is to educate people about wine and make it an enjoyable and affordable experience," Larose said. "We believe everyone should have access to top-notch wines. Wine lovers, amateur tasters and connoisseurs can check out our website to learn some professional tips and tricks; like how savvy consumer tasters typically rinse their glasses with wine — not water — between samples, so they don't dilute the wines."

To learn more or view a complete list of competition winners, go to <http://winejudging.com>.

## IV Trophy

Hey kids, put down the video game, close the laptop, turn off the TV.

Grab your glove, grab your bat, and grab your cleats. It's Little League time. **BASEBALL – SOFTBALL.** Go outside / get active / it's playtime.

ENOUGH.....  
Enough with the league supplied youth sports participation trophy that was hatched back in the 80's. The reason given, all players should be treated equally. Pay your registration fees and get a trophy just for signing up and VERY little else. So began the dumbing down of the trophy. The championship trophy slowly began to lose meaning. Why put forth effort and try when you get the trophy anyway? I've never agreed with this concept. I admit that I've profited handsomely from it in the past. But that was then, and now it's time to think outside the box.

To the Kids: How would you like to earn this baseball or softball trophy this season? YES, I said earn it. And here's how you do it.

**IF YOU CAN:**

- \* Show up for every practice ready to go. Listen to your coaches; they have a lot to show you. Heck, the skills you develop on how to throw, catch and bat can be applied later on when you play in our adult softball leagues.
- \* Show up for every game eager to apply the skills learned during practice.
- \* Help out your coaches and team mom.
- \* Tell your coach or team mom when you have to miss a team function.
- \* Be respectful and supportive of your teammates.
- \* Keep your team's equipment organized in the dugout and at practice.
- \* Keep the dugout clean from trash during and after your game.
- \* Pick up trash in and around the field when you see it.
- \* Go the distance – all the way to closing day ceremonies.
- \* Last, but certainly not least, have FUN. I know I will!

I have a question for the Illinois Valley. If our children can accomplish those goals, shouldn't that be considered a Championship performance? Core values of sportsmanship, teamwork & leadership are emphasized.

To the Parents: Bring the kids out to play ball and stay awhile. Don't be surprised, you might like the experience and, little by little, begin to help out with team activities. If you've ever wanted to coach a Little League team, here is your opportunity to partake.

Hey, IV businesses. Same question to you. Is this a Championship performance? If you agree, the league really needs your help. Volunteer organizations are dependent upon sponsorship support. Sponsorships

begin at \$100.00. That hundred dollars will go a long way, as the league is in a rebuilding season. For your \$100.00 you will receive a personalized thank you plaque to show your customers that you care. You will have steady exposure in the IV News via the league's update columns beginning from the time you sign up all the way through to all-stars. That's a good solid 4 months of exposure. Your name will be listed on the field banners, alongside our Gold level sponsors. That's a good fair deal. With your support the kids will win their trophy. Bottom-line, you are telling the kids they matter. Remember, they are your future customers. Let's make this happen for the kids. Let's show them they are important.

Neighborhood kids walking past my store in Western Plaza constantly stop in to check out the bling. Every kid has said that there was nothing to do. I wasn't expecting that kind of apathy.

A few league notes:

-For this year's opening ceremonies at Jubilee Park, if things work out, we will have a very special guest of honor to throw out the first pitch to begin Little League's 75th Anniversary season.

-Planning has begun developing a Challenger Division; the third leg of Little League. Challenger is designed for children with special needs.

-Check out our new Facebook page.

-Player registrations are Saturday and Sunday, Feb. 1-2 Cost: \$65.00. Saturday and Sunday, Feb. 8-9 Feb and Feb. 15-16 Cost: \$70.00; between 10:00-3:00 at the golf course.

**Cary Riley**  
**IVLL**

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