

# EMC: 'We're invested in what is going on here'

(Continued from Page A1)

"We started in a one-room office on south Commercial because we thought we had to have an office there to do what we do," Valerie said.

"It made sense at the time because there was a lot of development in the area and it was kind of a hotbed. It also allowed us to transfer everything over gradually, and it was more convenient for existing customers," Geoff added.

As they got their feet under them, the bloom started slowly

falling off the rose. The Whites lived in Keizer and were putting forth the effort to remain involved in the community, particularly through coaching Keizer sports teams for daughters Kailyn and Madison, despite the business headquarters in Salem. Geoff, a 1993 graduate of McNary High School, took on a role as an assistant coach of the Celtic freshman football team and the needs of the business were hampering his passion for coaching.

"It doesn't seem like 20-30

minutes of drive time is that much, but it can make a big difference in a day," Geoff said. They contacted a friend who knew the previous owner of the Glynbrook building to see what they could arrange.

"We met at Burger King to pencil it out and, the next thing you know, we were signing a lease," Geoff said.

Even though they've been in town for two years, it's not uncommon for them to get some pushback from customers who don't want to travel

"all the way" to Keizer. But the results of the move are hard to overlook.

Today, EMC employs property managers, administrative staff, maintenance supervisors and maintenance staff, field operation managers, site managers that have their own maintenance personnel and a marketing manager.

"We're managing properties from the coast to Bend and up to Portland," Valerie

said. Geoff keeps busy with small-ish construction projects that currently include a five-lot subdivision in west Salem.

"We have plans people can choose from but I like custom building. I have a lot of fun working on interiors and layouts with our clients," Geoff said.

While they've succeeded to a large degree on their own

merits, Geoff said guidance and assistance from colleagues in The Rushing Group along with Curt Arthur of Sperry Van Ness and the buildings' previous owner Kent Aldrich has been invaluable.

"The bottom line is we love Keizer, and we're invested in what is going on here. Being part of revitalizing this little corner of River Road means the world to us," Geoff said.

## traffic court

### NO LICENSE

Cameron Roberts Siegal, \$150; Kareena Rose Young, \$100; Pedro Munguia Ortiz, \$125.

### NO INSURANCE

Isaac Karl Rockmore, \$225.

### DRIVING WHILE SUSPENDED

Kenneth Ray Simpson, \$435; Adam Timothy Kearns, \$487; Angelo Angel Mendoza Espinosa, \$487; Gerald David Credeur, \$487; Erick Martin Ramos Camacho, \$487.

### SPEEDING

Lizbeth Leon Palafox, \$145; Heather Patricia Dugan, \$145; Elysia Loyda Gonzalez, \$135; Sallyann Kau Elbon, \$135; Amanda June Sherrer, \$235; Shawn Adam Linwood, \$140.

### USE OF MOBILE DEVICE

Timothy Luke Porter, \$135.

### FAILURE TO OBEY TRAFFIC CONTROL DEVICE

Janet Reatha Drill, \$235

### OTHER

Curtis Patrick Fields, failure to surrender prior license, \$40; Thania Melissa Pinto, failure to change information on license, \$40; Justin Alessandro Tijerino, no lights, \$40; Justin Alessandro Tijerino, fail to renew vehicle registration, \$40; Brandon Scott Howton, failure to signal, \$110; Julie Elizabeth Hilliard, fail to register vehicle, \$40; Rebecca Allison Dewitt, fail to use safety belts, \$40.

## ECLIPSE, continued from Page A1

"We're also thinking of providing dinner the night before and lunch the day of the viewing," Ford said.

Members of the parks board cautioned allowing the event to get too large — which could strain public

safety services — but otherwise received the idea warmly.

"You could involve the fire department for cooking, the Boy Scouts for parking," said board member Jim Taylor. "I think it's a great opportunity and the faster we can get it on the website to let people know it's happening, the better."

Parks board member Dylan

Juran suggested advertising the final plans heavily on social media.

"I think it's an excellent opportunity and now is the time to get moving on it," said JT Hager, a member of the parks board. "I move that the parks board encourage the concept and for the (parks foundation) to proceed with planning."

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