

Florence designer wins Rhody logo contest again

FLORENCE — Graphic designer Susan Johnson recently won the Florence Area Chamber of Commerce Rhododendron Festival logo design contest for the third-straight year.

The theme for the 2015 event is “Let’s Rock ‘n’ Rhody.”

Johnson’s design incorporates a ‘50s diner motif with a blue Fender Stratocaster, music notes and the requisite pink rhododendron blooms. Johnson also won in 2013 for “Come See What We See” and in 2014 for “Not Our First Rhody-O.”

She won first in 2006 with her entry “The Best is Yet to Come”, and designed the logo for last year’s Dunes City Triathlon.

Later this year, Johnson’s work will be seen in the Chamber’s downtown revitalization team’s banner design. The banners will hang from streetlight poles along Highway 101 between the Siuslaw River Bridge and Highway 126, and in several places leading into Old Town.

The banner program is the first in a series of projects designed to create an eye-catching first impression for travelers and encourage them to stop and stay in Florence.

Johnson says she’s honored to contribute to the community’s visual history and looks forward to participating in



Florence graphic designer Susan Johnson (above) produced an award-winning logo design for this year’s Rhododendron Festival.



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future contests that could raise the region’s profile and enhance its business environment.

Johnson prefers the appellation of “design intuitive” over graphic designer, and calls herself a reformed corporate workaholic. She thoroughly enjoys the freedom of setting her own standards of “wow” while taking pride and pleasure in creating art that works for her clients.

Johnson moved to Florence in 2002 to take care of her ailing mother, but she stayed for the many obvious quality-of-life benefits. She works with a number of

local businesses such as The Shippin’ Shack, Wellspring Clinic, SEAcost Entertainment and Coastal Property Management, but has a large portfolio of work she’s designed for clients across the world and is currently welcoming new clients.

Her many talents include photography, website design, book covers, and retail packaging, but are not limited to strictly business designs.

Johnson also does invitations, birth announcements and event posters.

Clients say Susan has an abiding pas-

sion for what she does, and by combining her unique intuition and creative vision, she strives to become their invaluable partner for success.

“Working with Susan has taken the advertising stress for our company and reduced it to zero,” says Barry Nivilinszky, owner of Coastal Property Management. “Over the last four years Susan has been very responsive to our needs regarding the wide variety of advertising that we do for property management. She thinks outside the box when it comes to design and that is really refreshing.

“Our business continues to expand and Susan is an integral part in defining the image and presence of our company.”

“Susan is a delight to work with, a real pro. She is truly committed to creating designs her clients love. She took my simple sketch and brought it to life, then offered several other imaginative versions from which we combined the winning elements,” says Scott Steward of Creative Wave Marketing Solutions in Florence, her collaborator on the 2013 Rhody Fest logo.

When she’s not in her office, you might find her working in the yard, at the beach, curled up with a good book or exploring Oregon’s great outdoors, dogs in tow and camera in hand.

Show your love of books at library book sale

FLORENCE — In the spirit of Valentine’s Day, the community is invited to show its love for the Siuslaw Public Library by attending its book sale, Saturday and Sunday, Feb. 7 and 8, from 10 a.m. to 4 p.m. both days, in the Bromley Room at the main branch of the library, 1460 Ninth St.

As a sweet treat for Friends of the Library, a special VIP preview sale will be open from 8:30 to 10 a.m. on Saturday, for Friends members only.

Coffee, juice and a continental breakfast will be provided, along with door prizes and first dibs on thousands of books. This preview event is a small thank you to the Friends for their support of the library all year long. Memberships start at \$10 per calendar year and will be available at the door, or can be purchased in advance at the library.

This two-day book sale is a great opportunity to stock up on winter reading

material-at bargain prices.

“We have thousands of hardcover books selling for only a dollar, pocket paperbacks are only 50 cents,” said Sherry Curran, president of the Library Friends. “The book sale is the perfect time for readers to fill their bookshelves without spending a lot of money.”

The popular \$2-per-bag sale will run for the last hour of the sale on Sunday, from 3 to 4 p.m. Credit and debit cards are accepted, along with cash and checks. All proceeds go to support the Siuslaw Library and its programs.

Friends volunteers have been hard at work sorting fiction and nonfiction books, along with magazines, DVDs, CDs, and even VHS tapes for the big sale. All types of fiction will be for sale, grouped alphabetically by author’s last name, along with a huge variety of nonfiction including biography, history, cookbooks, sports, nature, spirituality and travel.

Reusable canvas book bags, featuring whimsical book art by a local artist, can also be purchased at the sale and filled with books. New books are put out throughout the sale; shop early and shop often.

“The Library Friends are amazing,” said Meg Spencer, library director. “We could not offer all of the programs that we do without the Friends’ help. Plus, they are our biggest fans. They act as ambassadors for the library throughout the community.”

Book sales are one of the Friends’ primary fundraisers. By purchasing books, shoppers help to support the libraries in both Mapleton and Florence.

Anyone having books to be donated for this or future sales may bring them to the library at any time.

For more information, email SiuslawLibraryFriends@gmail.com or call 541-997-3132.

FRAA offers Zentangle art demo

FLORENCE — Come learn about the intriguing drawing technique of Zentangle at a free demonstration on Tuesday, Feb. 10, at 2 p.m., at the Florence Regional Arts Alliance (FRAA), presented by Rosie Hill, certified Zentangle teacher and new artist in residence at FRAA.

Zentangle is an easy-to-learn approach to drawing based on repetitive patterns and resulting in a beautiful abstract image. An Introduction to Zentangle class is scheduled for Feb. 12, at 1 p.m., at FRAA, 4969 Highway 101, Munsel Lake Plaza No. 4.

On Thursday, Feb. 26, at 1 p.m., a class on shading techniques, “The Shady Side of Zentangle,” will be offered.

For more information, call 541-997-5388 or email Rosie Hill at reallyrosie@centurylink.net.