

Women in Business

Build • Create • Mentor • Transform • Strengthen

Heceta Self Storage

Crystal Farnsworth and her husband Larry opened Heceta Self Storage in 2009. Crystal retired from her previous career as a French teacher in middle and high schools in Boulder, Colorado.

She currently as president of the Rotary Club of Florence. Crystal enjoys her associations with Rotary Club, Community Chorus, French Club, Last Resort Players and with her church. She enjoys sewing, scuba diving, motorcycling, hiking, RVing and travel. She and Larry just completed a 72 mile backpack trip through the High Sierras. Crystal has four grown children and eleven grandchildren. She loves Florence and the wonderful benefits of our community.



Crystal Farnsworth
Owner

87632 North Highway 101 • Florence
541-997-9702

Kreations Hair Studio

Twila is the owner/operator of Kreations Hair Studio previously Studio W Salon. She purchased the salon in the fall of 2014 and is happy to be celebrating her one year anniversary in Florence! She enjoys getting to know her clients and helping them with new styles, color, etc.

Twila has been a stylist for over 20 years. She moved to the Oregon Coast from Idaho and is glad she did. She loves everything about the Oregon Coast.

The salon offers top quality products including Vegan products. Also offering full body waxing, facials, microdermabrasion, colors and cuts for both Men and Women as well as perms.

Twila invites to you to join her salon if you are a Stylist or Pedicurist as she is currently expanding to accommodate her growing clientele.



Twila Lenington
Owner

498 Highway 101, St. B • 541-997-8440

Natural Dentures

Shawn Murray, of Natural Dentures, has been serving the central coast residents for 25 years. She takes great pride in the up-to-date technology she utilizes at Natural Dentures. She makes it a point to take continuing education classes, which ensure that her patients experience only the best and newest ideas in the field of denture technology.

Natural Dentures offers FREE consultations and Shawn strongly believes that "caring about your first impression" is vital to the business. She is a graduate of George Brown University in Toronto, Canada as well as the American Denturist College. Prior to becoming a Denturist, she operated her own dental laboratory for 13 years. She just finished her role as president of the National Denturist Association (NDA).



Shawn Murray
L.D.

FIRST VISIT FREE (includes exam & consultation)
1647 W. 12th Street • Florence • 541-997-3344
www.naturaldentures.com

Old Town Barbershop

Geraldine not only continues the long-standing tradition of owning a barbershop she adds a new richness to the family custom by being the first "lady" barber amongst many males in the family that include her grandfather, father and brother.

Geraldine went to school in Austin, Texas before moving to Florence last November. She cut hair in Austin for over five years.

Stop in and see the shop in Old Town. First appearances can be deceiving. It is not "just a barbershop". What Geraldine has created in Florence is beyond ordinary. It's new, fresh and down right fun!

Offering Men, Women and children's hair cuts in Old Town, Florence.



Geraldine
Owner

1341 Bay Street, Florence • 541-590-3660

OregonFAST.net

Tiffany Rogato moved to Oregon from California in 1992 and to Florence in 1993. The town shares a name with her grandmother. In 1994 she opened Florence bookkeeping with the fanfare of one flyer. This company grew quickly. Four years later, with the prompting of local business owners, she started Welcome to Florence, a greeting service that welcomes many newcomers to our town every month.

In 2000 she partnered with George Rogato and his sons, Michael and Patrick, they created and continue to operate OregonFAST.net, a local Wireless Internet Service Provider/Telephone Company and Computer Shop based here in Florence.

With three successful businesses in full operation, what does this enthusiastic dynamo do for an encore? She started a new business of course. Tiffany has Florence Sweepers, a chimney sweeping service that is already on a well traveled path to success.

A credit to our community, achieving and contributing much to the economic vitality of our town, she was also a single parent for many years. Her son Travis Virili, a graduate of SHS returned to Florence after finishing college to work full time at OregonFAST.net.



Tiffany Rogato
Business Owner

1735 Kingwood St., Florence • 541-902-1566

Shorewood Retirement Residences

Susan VanCleave Burkhart is a hometown girl graduating from Siuslaw High School in 1980. After college Susan married Robert. They traveled awhile, settled down in Florence where they raised 4 children. Susan has been employed at The Shorewood for 21 years. She started with cooking, promoted to Kitchen Director, then Administrative Assistant, a position she held for several years. When Senior Housing Management began managing The Shorewood Susan was promoted to Executive Director.



Susan Burkhart
Executive Director

1451 Spruce Street • Florence • 541-997-8202
shorewoodretirem@qwestoffice.net

TR Hunter Real Estate

Amy was raised here in Florence and is a 1996 graduate. She has two children of her own and her husband, Josh, also has two children. Amy stepped into Real Estate in 2013, hit the floor running and absolutely loves it! Amy is a Certified Staging Agent (CSA) and she works hand in hand with Desiree D. Johnson, Principal Broker (and mother-in-law). The two work under the team name, The "J" Group.



Amy Johnson
Broker
2016 COCBR Director

1749 Hwy 101, Florence, Or. 97439
amy@trhunter.com • 541-999-7875

TR Hunter Real Estate

Desiree D. Johnson is a Florence native and a Principal Broker at TR Hunter Real Estate. She has three sons and seven grandchildren to keep her busy in her spare time. Desiree is also very active in her church and community, involved with many projects and events.

Working with clients and builders on construction and remodel projects in her previous career has enabled her to better serve her current real estate clients. Desiree is familiar with the planning and building process as well as locating information necessary to the successful completion of a real estate transaction.

Desiree's interest in education and teaching led her to set up the COCBR education program for our local Central Oregon Coast Board of Realtors. The COCBR is now a state certified education provider, which allows our local board to provide State required continuing education to Oregon Realtors.

Desiree was voted Realtor of the Year in 2009 and again in 2015, she is also the future 2016 COCBR President. She works hand in hand with her daughter-in-law, Amy Johnson, the two work under the team name, The "J" Group.



Desiree Johnson
Principal Broker

1749 Hwy 101, Florence, Or. 97439
desiree@trhunter.com • 541-999-5223

Welcome to Florence Greeting Service

Welcome to Florence owner, Tiffany Rogato has been welcoming new comers to the area since 1998. Many fine local businesses participate as sponsors, offering gifts and discounts to our appreciative and enthusiastic new residents.



Tiffany Rogato
Owner

541-997-7075
Website: www.welcometoflorence.com
Email: welcome@oregonfast.net

Siuslaw News

My husband Dave and I were both born and raised in Springfield, Oregon. We graduated from Thurston High School. Dave and I married in June of 1979 and moved to Florence two months later. Dave manages and works on the family timber farm outside of Springfield.

We enjoy spending time with our grown children. Bryce and Carly live on the family farm in Springfield while Trent and Jenna continue to live here in Florence. Trent recently proposed to Jenna (Hoberg) and she said yes! We are looking forward to having another daughter in the family!

As a family, we enjoy target practice, trap shooting, riding quads and bowling.

I began working at the Siuslaw News in February 2003. I am in the sales department as an account representative. I enjoy getting to know my clients and helping them with their advertising needs.



Jeanna Petersen
Account Representative

148 Maple Street • Old Town • 997-3441

Siuslaw News

I was born and raised in Florence. After graduating from Siuslaw I have worked in the public service industry. I recently started at the Siuslaw News, it's fun and challenging. I am married and have 2 awesome kids. Our daughter Shantay is 12 and started junior high this year and our son Keonan is 9 and a 4th grader. My husband Alph and I enjoy taking them camping, hiking, mushroom picking and just enjoy the outdoors. We also have a small garden, we enjoy canning and baking as a family.



Angie Morrill
Inside Sales

148 Maple St. • Florence • 997-3441

Siuslaw News

Florence has been my home for 63 years. Our area is the most wonderful place that I can think of to live and raise a family. When I am not at the Siuslaw News I enjoy my crafting, watercolor painting and spending time with friends and family.

I have worked at The Siuslaw News for 38 years. My work consists of creating display advertising and section covers, plus merging the work of our news staff with that of the advertising department. My final responsibility is to finalize the pages and send them to our press plant.

This year the Siuslaw News is celebrating its 125th year in business. To commemorate this event I played a key role in creating an 80-page tabloid with sample clippings and articles from each of our past newspapers. It was a massive project but well worth the effort to proudly display some of our newspaper history.

Recently I have written two books. The first is Grandma's Window Shade loosely written around my childhood in Grand Ronde and here in Florence and is followed by A Skunk In The Garden- a children's book dealing with prejudice and the importance of acceptance.



Carolyn Nordahl
Graphics Designer

148 Maple St. • Florence • 997-3441

Siuslaw News

Chantelle has lived all but 7 years of her life in the Pacific Northwest. She loves to read, write and make art. She likes creating community wherever she goes, but is happiest on the beach. She has an MFA in Children's Literature and is working on several juvenile fiction novels. As if Chantelle isn't busy enough, she is also playing a reporter in the Last Resort Players' "Chicago the Musical" in November.



Chantelle Meyer
Reporter,
Photographer,
Social Media
Coordinator

148 Maple St. • Florence • 997-3441

Siuslaw News

My family and I moved to Florence in 2000. My husband and I both graduated from Siuslaw High School. Clayton and I were married in November 2013. We have an 8 month old daughter named Allie. I work at the Siuslaw News doing inside sales. During my free time I enjoy spending time with my family, listening to music, drawing and sleeping.



Katie Libby
Inside Sales

148 Maple St. • Florence • 997-3441

Siuslaw News

I am a born and raised Florence girl. My dads (Bill Grover) side of the family has roots in the Ada area here in Florence. My moms (Diana "Stinger" Grover) side of the family moved here in late 40's.

I moved away to Eugene, Portland and Salem, but have always returned to good ole Florence! I love our friendly tight knit community...gossip and all...lol!

I have worked at The Siuslaw News since May of 2010. I feel lucky to get to work with the staff here at the Siuslaw News. They are great people who I'm dearly fond of. My husband Justin and I also started our own business, Berg's Cleaning & Misc Services in 2014.

We have three awesome kids, Shakina (13), McCainley (4) & Nikila (3). They are the lights of my life! My little family loves spending lots of family time together. When we get a chance we like to go bargain hunting, camping, fishing, play games, watch tv crime shows. All in all I feel very blessed for what I have!



Misty Berg
Circulation

148 Maple St. • Florence • 997-3441