

# Men in Business

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### Darlings Marina & RV Resort

I grew up running farm equipment in the Palouse country of Washington State. I worked as a heavy equipment operator for Yakima County and then as a public works director for the City of Tieton. I enjoy hunting, fishing, camping and exploring the outdoors with my wife, Lori, and our four kids, Tanner (23), Cajun (21), Chase (21) & Brooke (12). We take pride in running a family-oriented business that provides exceptional customer service. #iheartdarlings



**Richard Olson**  
Owner

4879 Darlings Loop, Dunes City, OR  
541-997-2841 • info@darlingsresortrv.com

### Charles "Jack" Frost

Jack has been teaching folks, age 55 and better, how to preserve their assets. Charles "Jack" Frost is a respected Financial Educator, Financial Advisor and Retirement Coach in Oregon and throughout the United States. Since 1988, increase their income and reduce income taxes. In some cases, people have eliminated some of their tax on social security income through tax deferred actions. Today, all retirement situations are "fixable!"

Jack loves to write, travel, hike and fish and he is working on his second book, Monkeys Off Our Backs. He has one "permanent college-bound" son (bound to graduate someday!) and another son recently graduated. Jack knows first-hand the challenges of Retirees and soon to be (wannabe!) retired Boomers.



**Jack Frost**

**Charles "Jack" Frost**  
Florence 541-997-1236 • Toll Free 1-888-589-1236  
Nationwide 210-842-6376 • www.jackfrostfinancial.com

### West Coast Real Estate Services, Inc.

Jim Hoberg is a Florence native, and has been working in Real Estate since 1989. He has served as a Principal Broker for over 20 years, and is the "founding father" of West Coast Real Estate Services, Inc. He has obtained several designations that require continuing education, which keeps him on the cutting edge of the industry and he is constantly looking for ways to expand his areas of expertise. Jim enjoys helping people find solutions to their real estate needs and discovering why Florence is such a great place to live.



Jim Hoberg, Broker/Owner  
1870 Hwy 126, Suite A • Florence OR 97439  
Phone # 541-997-SOLD (7653)  
E-Mail: Jim@JimHoberg.com

### Siuslaw News

Ryan Cronk is the editor of the Siuslaw News. He has lived in the Florence area since September 2008, when he accepted a reporter position at the newspaper. In 2012, he was promoted to features editor, and this past January he took over the helm of the editorial department. He grew up in Oregon and holds a bachelor's degree in journalism from the University of Oregon. One of these days, he'll get around to writing his novel.



**Ryan Cronk**  
Editor

148 Maple St. • Florence • 997-3441

### Siuslaw News

Ned Hickson is an award-winning humor columnist for Siuslaw News: **YOUR DEPENDABLE SOURCE FOR LOCAL NEWS. TWICE WEEKLY. UNLESS WE LOSE COUNT.**

His weekly column is a syndicated feature for News Media Corporation. He writes about daily life and important social issues, such as glow-in-the-dark mice and injuries caused by overheated pickles. His book, **Humor at the Speed of Life**, is a collection of his most popular columns (as opposed to the kinds he usually writes).

Ned lives in Florence with his wife, four children, two dogs, a cat and entirely too many seagulls.



**Ned Hickson**

148 Maple St. • Florence • 997-3441

### ROTARY DONATES TO ACTION TEAM



COURTESY PHOTO

The Florence Rotary club recently made a donation to The Siuslaw Vision Action Team for \$500 to conduct a study to determine the vision for the region and to create a sustaining committee to communicate with the City of Florence. The money is to be used for the ongoing effort and to exhibit community support. The Action Team was awarded a grant in the amount of \$23,500, which has a required 10 percent match. They are raising money for the match and The Florence Rotary Club is the first to donate funds. The Siuslaw Vision Action Team was formed in January 2015 to continue the process that begun at a Ford Family Foundation Alumni celebration. Pictured from left are: Rotary president-elect Pat Riley, Becky Goehring, and president Crystal Farnsworth.

### Cinema owner to discuss film history

When people think of cinematic history, they often forget about how movie houses shaped and were shaped by the history of film as the Siuslaw

Public Library continues its celebration of National Arts and Humanities Month with a presentation by Michael Falter, co-owner of the local movie theater, City Lights Cinemas.

Falter will present a brief overview of major changes in the film industry Friday, Oct. 23, at noon, in the Bromley Room at the main branch of the library in Florence.

During his talk, Falter will share his passion for the film industry as well as his knowledge of the history of film. He will provide an informative overview of the industry's major upheavals including the monumental shift from silent films to "talkies" and the recent changes wrought by the switch from 35mm film to digital.

Each of these transitions has altered how viewers experience the art of film, and how movie houses present films to the public, and it is in part this process that has created the modern film industry.

Falter has worked in film education and history more than 14 years. He has taught film, been a film programmer, and is a leader in the nonprofit art house community. He co-owns City Lights Cinemas with his wife, Susan Tive.

He is also the program director for Pickford Film Center in Bellingham, Wash. Falter and Tive, together with other independent film industry leaders, co-founded Art House Convergence, a group focused on the quality and quantity of art house cinemas in North America.

The couple developed the new Florence art cinema, City Lights Cinemas, after discovering the closed Florence Cinemas during a visit to the Oregon Coast in 2013. The couple spent months designing a feasible plan for the closed theater and City Lights Cinema, a "hybrid" cinema combining mainstream commercial, independent cinema, and new performing arts programs was born.

Falter's unique insight into film distribution promises a unique program of interest to film buffs, art aficionados and technical geeks alike.

The program is free and open to the public.

For more information about the program please visit the Siuslaw Public Library in person, call 541-997-3132, or visit the library's website at www.siuslawlibrary.org.



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