

2017 Rhody Festival logo contest winner announced

The Florence Area Chamber of Commerce selected a design submitted by Susan Johnson as its official logo for the 110th Rhododendron Festival.

The design incorporates the iconic Siuslaw River bridge, rhododendrons, an anchor and rope, and includes the words “110th Rhododendron Festival, May 19 to 21, 2017, Florence, Oregon,” and the theme “Always Ready to Rhody.”

The 2017 Rhody Days theme integrates the U.S. Coast Guard’s motto Semper Paratus — Always Ready — because the chamber named the U.S. Coast Guard Station Siuslaw River in Florence as Grand Marshal for the 110th Rhododendron Festival Parade on May 21, 2017.

Johnson, who has submitted winning designs in previous years, will receive a cash award of \$250 along with her choice of 2017 Rhododendron Festival memorabilia featuring the logo.

“We are delighted with the design for its vibrancy, local icons, Coast Guard elements and its ability to transcend all media,” said Bettina Hannigan, the Chamber’s executive director. “Susan captured what we were looking for to help us celebrate our 110th anniversary and our recognition of Coast Guard Station Siuslaw River.”

Johnson’s winning design will soon start appearing in print, broadcast and online materials to promote the event and draw visitors to Florence.

The logo will be printed on official festival campaign-style buttons, banners and print guides.

“I love what I do and when an opportunity arises to combine that with one of my favorite things about living in Florence, it’s impossible for me to pass it by,” said Johnson. “The Bay Street roofline is such a recognizable facet of our town, the anchor was a nod to this year’s

Grand Marshal and red rhodies are my favorite.

“I’m honored to have my work be part of this celebration and the history of our town.”

“This is the Coast Guard station’s 100th anniversary of service to our area,” added Hannigan. “It is a vital part of our community so we want to honor the men and women assigned to Florence, and their many contributions to the community.

“That’s why we want to recognize them with one of the highest honors the Chamber can give — making them the Grand Marshal of our parade and the centerpiece of our celebration — and to integrate their official motto,”

The 2017 Rhododendron Festival will be held May 19, 20 and 21, 2017.



The official 2017 Rhododendron Festival logo was created by Susan Johnson and chosen by the Florence Chamber.



‘Eco’ joins library’s permanent art collection

COURTESY PHOTO

“Eco,” painted by Siuslaw High School student Ben Cahoon, is now on permanent display at the library.

The Friends of the Siuslaw Public Library recently announced that “Eco the Dancing Sea Lion,” has a permanent home at the library.

With broad support from the community, the Friends staged a successful fundraising campaign and were able to secure Eco during the live auction of the Dancing with Sea Lions public art project held Oct. 8 at the Florence Events Center (FEC).

“Thanks to all of the generous Friends of the Library members and community supporters who contributed to this effort, we were able to place the winning bid at the auction,” said Annie Schmidt, Friends president.

Since April of this year, when the 7.5-foot long fiberglass sea lion, “Eco and the Ecosystems of Oregon,” went on exhibit in front of the Florence branch of the library, the sculpture has generated lots of attention and countless selfies.

Eco was created by local artist and

Siuslaw High School student Ben Cahoon, and was part of the Dancing with Sea Lions public art project to commemorate the FEC’s 20th Anniversary.

“We’re thrilled that Eco is back at the library,” said Library Director Meg Spencer. “We have created a new display area for Eco that is visible through the window of the Children’s Library. We can’t wait to hold a storytime with the sea lion next summer.”

Schmidt and The Friends of the Library gratefully acknowledged the generosity and support of the community.

“We invite the public to come see Eco, still swimming at the Siuslaw Library,” said Schmidt.

The Friends of the Siuslaw Public Library is a nonprofit organization whose purpose is to support the library.

For more information, email SiuslawLibraryFriends@gmail.com or visit www.SiuslawLibrary.org.

Community Chorus of Florence to offer free holiday concerts

This year, the Community Chorus of Florence will be presenting two concerts.

Directed by Jennifer Weier, the chorus will perform traditional Christmas songs with presentations by several smaller

ensembles, including the Florence Nightingales, along with a piano solo by Weier, and performances by the Presbyterian Bell Choir and the Siuslaw Middle School Choir.

Weier recently wowed audiences as

the orchestra conductor and music director of Last Resort Players’ “Pirates of Penzance” at Florence Events Center.

The choral concert will take place Saturday, Dec. 10 at 7 p.m. and again Sunday, Dec. 11, at 2 p.m., at the

Presbyterian Church of the Siuslaw, 3996, Highway 101 in Florence.

Although the concert is free to all, a donation is requested.

For more information, call 970- 618-6307.