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**Vehicle & Boat Promotional advertising section 850 will continue to run your ad until sold providing you call the Siuslaw News 541-997-3441 Before the end of the Month.**  
(No Commercial Vehicles)

**Grow Your Business Through Customer Connections**

(NAPSA)—Long gone is the time when customer purchase patterns were streamlined and predictable. Today's shoppers are smarter, and there are multiple forces at work, including social media and paid advertising, which constantly influence customer decisions. Knowing your customers' likes and dislikes is the only way to ensure your business stays top of mind throughout the buying cycle and beyond.



Customers today want to feel a connection with the companies they patronize.

This is especially important for small-to-medium-sized businesses. It is much more cost effective to keep an existing customer than obtain a new one. According to a study by The Rockefeller Foundation, 68 percent of customers will leave a business if they do not feel cared about or appreciated. Deepening customer relationships will save you money, time and effort in the long run—and it will keep valuable customers coming back.

interactions. The survey also found 64 percent of consumers think it's important or very important for a brand to understand their buying preferences and expectations.

How are those relationships built? Much like any relationship, they're built through attention, effort and being proactive. A recent survey conducted by Microsoft revealed that more than half of consumers want to connect with their favorite brands on a monthly or bimonthly basis. Another 18 percent said they would prefer weekly or daily

In short, customers expect you to understand their needs and act on them. To win in a modern world where your competition is down the street and online, you must become obsessed with your customers and demonstrate your obsession often.

Building customer connections can be easier than you think. Start with these three tips:

- Exceed expectations. Ask yourself what more you could be doing to go above and beyond for your customers. People want value in what they buy and they want to be valued by you. This could mean giving something to customers without seeing an immediate return for your business.

- Prioritize customer service. When asked what keeps them loyal to one brand over another, nearly a third of survey respondents said they valued customer service over incentives. Focus on improving service by encouraging responsiveness and solution finding.

- Use the digital landscape. Social media is arguably the most powerful way to engage customers. Remember, people want to hear from you, so don't be afraid to engage directly on multiple channels to show them you care. Be authentic. You'll be amazed at the results.

Microsoft's Dynamics 365 is a valuable tool that will help you prioritize your customer's needs. You can try out the free 30-day trial to get to know your customers better.

To help you learn what steps you can take right now to inspire customer loyalty, there's an interactive guide available at <https://aka.ms/smbguide/register>.

*Cooking Corner*

**Freshen Up Your Meal Prep**

by Rachael DeVaux, RD  
(NAPSA)—With more than 3.9 million "mealprep" hashtags on Instagram, many people have found success in living a healthier lifestyle through meal prepping. Not only does it save you time during the busy workweek, it allows for a better variety of healthy, ready-to-eat foods at your disposal.



To save time, prep veggies and other ingredients in advance of making your meals. To make them more nutritious and fun, include mangos.

**Prepping 101**  
Of course, this doesn't mean you should spend your entire day in the kitchen prepping every last detail of your meals for the week—simply cook up or prepare several staple items to have on hand for those quick and wholesome, no-brainer meals or snacks when you need them. Here are some tips on how to make the most of your prepping sessions:

**Chop, slice, dice, repeat.** Start with something as simple as prepping fruits and veggies in advance to have ready in the fridge for meals or snacks; store them in glass containers for easy organization and motivation to stick to your meal plan.

**Double the batch.** Along with prepared produce, cook large batches of staple ingredients such as quinoa, brown rice and proteins to make meal assembly quick and easy.

**Add a dash of this, a dash of that.** Use seasonings and sauces to mix up the flavor profile of similar ingredients. One night, dinner could be an Asian stir-fry, while the next it could be a Mexican-inspired bowl.

**Try something new.** Meal "preppers" may eventually become tired of throwing together the same old meals and find the food they prepare mundane. When fatigue hits, seek out a new recipe or work with a new ingredient. I like to in-

- 1/2 lime, squeezed
- 1 Tbsp honey
- 2-3 Tbsp hot filtered water

**Directions:** Slice two mango cheeks into long, narrow strips and set aside. Slice cabbage, onion, cucumber and red bell pepper into very thin 4-inch pieces and set aside. Prepare rice paper as instructed on package. Once pliable, place a few of each ingredient (including cilantro and carrots) in the center of the paper, folding in the sides and rolling until all veggies are inside and paper is closed. To store, leave some space between rolls to prevent rolls from sticking together.

**Dipping Sauce:** Whisk or blend together all ingredients until consistency is creamy.

**Mango How-To**

If you're new to working with mangos, follow these quick tips for proper prep.

**Selection.** Don't judge a mango by its color—red does not mean ripe. A ripe mango will be slightly soft like a peach or avocado.

**Storage.** Keep unripe mangos at room temperature. Never refrigerate mangos before they're ripe. Once ripe, mangos can be moved to the refrigerator to slow down ripening for several days.

**Cutting.** To cut a mango, simply slice off the sides of the fruit, avoiding the large seed in the center. Once you have these two sides (cheeks), you can get to the flesh and slice or dice as needed. Then, simply scoop the fruit out of the skin.

**Learn More**

Visit [www.mango.org](http://www.mango.org) for additional information on mango varieties, availability and recipes.

corporate tasty and brightly colored fruit such as mango to refresh everyday meals and snacks.

**Roll Up Your Sleeves**

For a healthy, tasty and quick meal this week, try my Mango Spring Rolls. This recipe is a delicious step out of the ordinary and it's chock-full of nutrients. One cup of mango provides 100 percent of your daily vitamin C, 35 percent of your daily vitamin A and 12 percent of your daily fiber.

**Mango Spring Rolls**  
Servings: 5 spring rolls

**Ingredients:**

- 1/2 fresh mango
- 1/4 small head purple cabbage
- 5 green onion spears
- 1/2 medium cucumber
- 1/2 medium red bell pepper
- 5 pieces rice paper
- Handful cilantro
- 1 cup shredded carrot

**Almond Butter Dipping Sauce:**  
3 Tbsp creamy almond butter  
1 tsp tamari

**999 ♦ PUBLIC NOTICES**

**PUBLIC NOTICE**

On Friday, February 24, 2017, an auction is scheduled for 12 pm at Florence Mini Storage, 4099 Hwy. 101 N., Florence, OR 97439. The contents of the following storage units will be sold at public auction:

J. Bernard, Unit #F-141 (5x5); T. Campbell, Unit #H-33 (10x20u); C. Cook, Unit #A-41 (10x20); T. Hoover, Unit #G-116 (10x15); A. Rutledge, Unit #L-16 (10x15) & J. Zemansky, Unit #I-29 (12x26).

Publication Dates: February 8, & 22, 2017.

**999 ♦ PUBLIC NOTICES**

**PUBLIC NOTICE**

On February 15, 2017 at 6:00 pm the Siuslaw Valley Fire and Rescue Board of Directors will conduct a public hearing for the consideration of an ordinance enabling Siuslaw Valley Fire and Rescue to recover costs associated with the delivery of services. Copies of the ordinance are available at the office of the District Board located at 2625 Highway 101 N. Florence, OR 97439 during normal business hours.

Publication Dates: February 8 & 11, 2017

**999 ♦ PUBLIC NOTICES**

**PUBLIC NOTICE**

The Port of Siuslaw Commission will hold their meeting on Wednesday, February 15, 2017, at the Port of Siuslaw conference room, 100 Harbor Street, in Florence, at 7:00 PM. The meeting will include a Resolution to Define Commercial Vessels. Port meetings are open to the public. For more information call (541) 997-3426.

Publication Date: February 8, 2017

**999 ♦ PUBLIC NOTICES**

**IN THE CIRCUIT COURT OF THE STATE OF OREGON FOR THE COUNTY OF LANE PROBATE DEPARTMENT**

In the Matter of the Estate of STEPHEN R. INGRAM, Deceased.

No. 17PB00038

**NOTICE TO INTERESTED PERSONS**

NOTICE IS HEREBY GIVEN that the undersigned, Neolla A. Mead, has been appointed Personal Representative of the above-entitled estate. All persons having claims against the estate are required to present them, with proper vouchers attached, within four (4) months after the date of first publication of this Notice, as stated below, to the Personal Representative at the offices of THOMAS C. NICHOLSON, Attorney at Law, PO Box 308, Florence, Oregon 97439, or the claims may be barred.

ALL PERSONS WHOSE RIGHTS MAY BE AFFECTED BY THESE PROCEEDINGS MAY OBTAIN ADDITIONAL INFORMATION FROM THE RECORDS OF THE COURT, FROM THE PERSONAL REPRESENTATIVE, OR FROM THE ATTORNEY FOR THE PERSONAL REPRESENTATIVE.

Dated: January 17, 2017.

Neolla A. Mead, Personal Representative  
Thomas C. Nicholson, OSB #813265  
552 Laurel Street  
PO Box 308  
Florence, OR 97439  
Telephone: 541-997-7151  
Fax: 541-997-7152  
tnicholson@nicholsonlaw.biz  
Publication Dates: January 25, 2017, February 1, & 8, 2017

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**D-266 WINDOWS**

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**Siuslaw News Yellow Directory**  
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**Graphic Search**  
Here is how it works...  
We will put a graphic or photo in the box to the left. You find it somewhere in the classifieds. Come into our office, Enter your name, phone number and describe where you found the graphic or bring in a clipping to attach to your entry into the drawing for a gift certificate.

**Good Luck**  
BILL ONDRACHED found the Super Bowl 51 Graphic on page 5C (Top of page in Flag - First "i" in Classifieds) He won a gift certificate to Big Dog Donuts & Deli.

Gift Certificates must be picked up within 2 weeks of winning  
Deadline for today's paper: Thursday by 3:00 PM

Wednesday's Graphic Library Lovers' Month  
Saturday's Graphic