

**\$25,000**

*Your Gift Makes A Difference!*

**\$17,149**

**Volunteer for the local Red Kettle Campaign**

**Call Sam Spayd 541-991-6139**

**Dear Friends in Western Lane County,**


We have just topped \$17,000 in our local Red Kettle Campaign. This is a wonderful opportunity to help others locally this Christmas! Our Goal is \$25,000 – please help! Join us as volunteers or donors! It's both fun and rewarding!

**SOME GREAT NEWS!!!** We have an anonymous donor who has pledged to match the amount we raise this year – up to \$25,000\*! **DOUBLE YOUR CONTRIBUTION!** Mail a check to our P.O. Box 1041 in Florence or make your kettle donation **BEFORE DECEMBER 24TH! Will you please help us reach our goal? We need your generous donations and precious time now – so thank you and have a MERRY CHRISTMAS!**


**Thank You Florence Area Volunteers**

Please send your generous donation today to:  
**SALVATION ARMY—(Memo WLC)**  
**P.O. Box 1041, Florence, OR 97439**

\*The matching amount will be for The Salvation Army-Western Lane County Endowment Fund



*The Salvation Army of Western Lane County*



**Sam Spayd, 2017 Volunteer Kettle Coordinator with Janet Snow, 2015 & '16 Volunteer Coordinator**

**Internet** from 9A

Wright points out there can be several network connections between the ISP and a content provider like Netflix.

“If we were so inclined, we could get a connection directly to Netflix,” he said. “However, this comes at a price, both in monetary terms and in time and complexity.”

While bigger companies may decide to make that investment, smaller ISPs must carefully weigh the cost and benefit.

“In reality, the difference in these two scenarios is only single-digit milliseconds, so the performance gain isn’t great,” he said.

Giving consumers a choice among their providers can empower individuals to vote with their wallets and choose the ISPs that provide the best experience, but Wright doesn’t believe classifying ISPs as a public utility will help with this.

“If you want the proverbial ‘dumb pipe’ and one choice of internet providers, then yes, being regulated as a public utility would work,” he said. “If you want ISPs to push the limits of the technology, dramatically increase speed and performance and help push technology forward, then no.”

The biggest mobile network providers to Florence — AT&T and Verizon — have echoed large cable company sentiments in their simultaneous support for open internet and little regulation.

Mobile provider AT&T on its website plainly states, “We support an open internet,” but directly underneath rejects the 2015 FCC order as an “80-year-old statute.”

However, proprietary content on mobile devices adds another layer of concern.

AT&T agitated net neutrality groups in 2012 when it limited the use of iPhone’s pre-installed service FaceTime on its cellular networks. FaceTime, which provides free video chatting among iPhone users, was restricted to customers who joined AT&T’s “Mobile Share” data plan or

could find WiFi — a move iPhone users considered akin to holding FaceTime hostage.

As one commenter lamented on technology website Ars Technica, “I should be able to use any app that isn’t illegal and use my bandwidth with any app.”

While AT&T denied this violated net neutrality rules, it eventually acquiesced to demands in 2013 and removed the limitations. This event was cited in the FCC’s 2015 Open Internet Order, and it remains to be discovered whether other voice or texting apps will suffer similar discrimination if they compete with a carrier’s options.

Brandon O’Connor, Store Manager at AT&T’s Florence Branch, admits some uncertainty as to what the FCC vote will bring for mobile users.

“There’s too much unknown at this point, especially with my company,” he said. “It’s really hard to say what they’re gonna do based on the [FCC] decision.”

Verizon, meanwhile, also claims support for an open internet and said it welcomes the repeal of its Title II designation. For Verizon, though, the fact that the current FCC Chairman, Ajit Pai, is a former Verizon legal counsel led to storefront protests and online activism. Adding to suspicions was Verizon’s 2012 agreement to pay \$1.25 million to end an FCC investigation into its attempts to block users from accessing “tethering” apps, which allow users to link their internet connection to other devices and thus avoid extra data fees.

It’s well-remembered among net neutrality advocates, too, that Verizon’s lawsuit against the FCC in 2014 set into motion the reclassification of all ISPs to common carriers in the first place.

Ultimately, guarantees as to the state of the internet ecosystem going forward are sparse, and if past misbehavior by corporations is any indication of what is to come, there may be something to net neutrality proponents’ misgivings.

Consumers of Android phones, for example, may

remember that Verizon, AT&T and T-Mobile shut out Google Wallet from their devices until 2015, in large part due to their co-investment in a competing payment app. Prioritization of this sort is an extra hurdle for start-ups and content providers that want to enter the market, and it falls short of expectations for consumers who demand access to a variety of content. It remains to be seen if problems like this will become par for the course.

While consumer choice for broadband service in Florence is hardly the victim of monopoly, this is little comfort to those who expect a higher standard of options.

“The internet is increasingly important in almost every aspect of personal life,” said Dawson. “The way to maximize our ability to use this tool is to make sure the information isn’t throttled.”

Internet heavyweights such as Amazon and Facebook have established themselves as frontliners in the battle to protect consumer and content provider access to the internet. Online movements such as battleforthenet.com offer outlets and resources for those wanting to get involved. With so many players in the game, it’s no wonder many people hold an outlook that is, at best, murky.

“All these rules can change,” said Rogato. “Today the powers that are in office can do this, that, change rules. Four years later, they could turn the other way.”

Wright entertains two possibilities moving forward: “A flash in the pan that everyone moves on from quickly, or someone in Congress proposes a bill that overrules the FCC,” he said. “That will be an even greater fight on both sides.”

The uncertainty of how this three-dimensional game of chess will play out propels some to man the ramparts of internet freedom while leaving others dispassioned enough to let the pieces fall where they may. Whatever the case, it remains clear the debate is far from over.

“The public will have to be perpetually vigilant on this, I think,” said Dawson.

# Here’s My Card

Keep the numbers of these locally owned businesses on hand for all of your service and shopping needs.

**Denyse Lalitha Melissa Vanessa**

**Cheveux Salon**

541-997-3160 • 351 LAUREL STREET

**Sherry Markelov M.D.**  
 PLASTIC SURGERY

541-266-1641

\$100 off purchase of 1 syringe of Restylane or Juvederm  
 Offer valid through 1/31/2018

NBMC, 1900 Woodland Dr., Coos Bay, 1<sup>st</sup> Floor  
 www.markelovmd.com

**Amy’s Touch**

Foot & Nail Care ♦ Heart & Brain Health  
 Relaxation, Relief & Pain Specialist  
 Equine Sports Massage ♦ Essential Oils

Amy Yelk, Retired RN, Reflexologist & Intuitive Healer  
 310.895.3391  
 AmyYelk@yahoo.com

**Shirley Hunt**  
 Principal Broker

**COLDWELL BANKER**  
 COAST REAL ESTATE

shirley@cbcoast.com  
 www.cbcoast.com  
 O. 541.997.7777  
 F. 541.997.7159 C. 541.991.0419  
 100 Hwy 101, P.O. Box C, Florence, OR 97439  
 Each Office Is Independently Owned and Operated.

**Food Backpack for Kids**

Will you join us in making a difference?  
 All donations are used for food purchases.

Mail your donations to:  
 Food Backpack for Kids  
 PO Box 3347  
 Florence, OR. 97439  
 Call for more information  
 541-997-3533

Design and Printing  
 We design to your desire  
 Customize t-shirts, hoodies and other apparel for business, parties, reunions and more!  
 Create your own tie-dye shirts, wigs and jewelry  
 Open weekdays at 11:00 am-6 pm

**MAGOOOLA’S Family Treasures**  
 541-991-2260

Heceta Beach Shopping Center  
 87768 Highway 101 N, Florence 97439

**NOSH eatery**

locally inspired · unique eats  
 Open Thursday to Monday, 11am to 8pm

**Chris Kumre**  
 chrisk@rvcrral.com

**The RV CORRAL**

541-689-9204  
 Cell: 458-210-8362  
 1-800-967-6006  
 FAX 689-9415

1890 HWY. 99N.  
 EUGENE, OR 97402  
 WWW.RVCORRAL.COM

**Dennis Adkins**  
 dennisa@rvcrral.com

**The RV CORRAL**

541-689-9204  
 Cell: 541-953-9202  
 1-800-967-6006  
 FAX 689-9415

1890 HWY. 99N.  
 EUGENE, OR 97402  
 WWW.RVCORRAL.COM

**Florence Tech Solutions**

- Smart TV Setup
- Virus Malware
- Cloud/iCloud
- Email Setup
- Tutoring
- iPad, iPhone, MAC
- Universal TV Remote
- Sound Bar Setup
- Smart Phone | Tablet
- Monthly Computer Tune-Up
- Streaming Setup (Roku, Firestick)
- Printer Scanner
- Social Media Education
- Website Design

541-991-3705

**Jolene Medeiros**  
 Owner | Technician  
 info@FlorenceTechSolutions.com

Mon-Fri 9am-4pm • Closed Sat & Sun • 1431 Bay Street (Old Town)

**SOFT TOUCH HAIR DESIGN**

I will be closed the month of January, 2018. Please call to schedule your future appointments now!

Wishing You Happy Holidays and Best Wishes for the New Year!

**Ginger Cole, Owner**  
 968 Nopal Street • 541-997-9123

**The Finishing Touch**

Residential • Commercial

- Blinds
- Shades
- Draperies
- Shutters

**Merribeth Terrell**  
 541-991-3405  
 CCB#212734

**HOME IMPROVEMENT TRAVIS WILLIAMS CONSTRUCTION**

541-991-2216

CCB# 163555 INSURED BONDED LICENSED