

Brew

from 1A

They worked with Oregon

Pacific Bank to develop a business plan — and that experience was also easier then anticipated.

“OPB worked really hard to make sure the loan went through. We worked with Mike Webb and he was great, helping us get the paperwork we needed ready and made the whole process a lot easier,” Karl said.

After completing the purchase of Jerry’s Place last spring, the new owners decided they were going to make some cosmetic changes, but retain staff and keep the menu.

The changes included upgrading some aspects of the physical components of the business, while retaining the feel of the original Jerry’s.

“We put a lot of money back into the place since we took over, and it was time to do some minor improvements,” Karl said. “We changed out the table tops, resurfaced the bar

and painted the outside of the building.”

The Engels had previous beer brewing experience in Washington, brewing at a small scale, that, while an interesting learning experience, was not financially successful. The hope with this attempt is to increase beer sales by including customer requests into the brews created for the pub.

The first brew to be poured at Jerry’s will be drawn today and will have a name that reflects Karl’s casual attitude regarding brewing.

“‘What’Cha Brewing’ will be unveiled on Saturday afternoon 2 p.m.,” he said. “We will be celebrating Cinco De Mayo with a jalapeño beer. It’s a little spicy but flavorful, and I can’t wait to hear what people think

of our first brew.”

The current production volume for Jerry’s is low, compared to other brewpubs across the state, but Karl has plans to expand production in the future if there is demand for his beer.

“Right now, we can do batches of 15 gallons, which is about half a barrel, but we plan on increasing the amount we brew as we get feedback from our customers about what kind of beer they would like to drink in the future,” he said.

The Engels have spent a lot of time and money modifying Jerry’s and they have come up with a couple of slogans to remind them of what they are doing and why they are doing it.

“When we took over Jerry’s, we came up with a couple of

by-lines to keep us focused, because we were really stressed at the time,” Karl said. “‘Keep calm and Jerry on,’ and ‘Serving neighbors and traveling friends for a long, long time.’ And they kind of capture our attitude.”

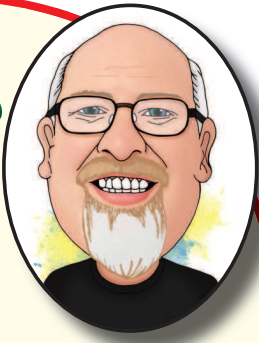
Karl said also shared one story that he thinks of frequently when working at his new business.

“I was talking to a guy one day in Old Town and he said to me, ‘My folks took me to Jerry’s on my 21st birthday for my first beer, so don’t mess it up!’” Karl laughed. “I am working really hard, every day, to make Jerry’s a place for locals and for visitors to enjoy.”

He promises they won’t mess it up.

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RE-CORNER**

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COURTESY PHOTO

The Elks Lodge #1858 presents Marilyn Barba, Program Director for Food Backpack for Kids, a check for \$1,250. The Elks donated a matching amount to Florence Food Share and are supplying the veterans at the Roseburg hospital with \$1,000 in jeans and jackets. Pictured from left are: Loyal Knight Ron Tate, Leading Knight Karen Smales, Chaplain Lesa Tate, Food Backpack for Kids Program Firector Marilyn Barba, Exalted Ruler Bruce Smith and PER Trustee Joyce Middleton.



PeaceHealth patient, MaryAnn, is on the path to a brighter future after weight loss surgery.

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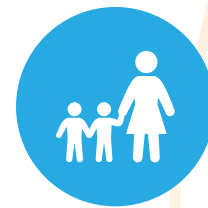
36%
saw mental
health improve



48%
saw quality of
life improve



56%
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improve

*Of hearing aid wearers in a study sponsored by the National Council on Aging

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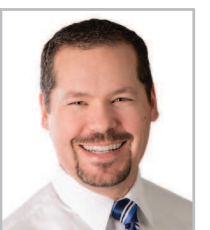
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