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Florence veterans and community members then placed crosses and flags at the gravesites of fallen veterans from World War I onward to Iraq and Afghanistan.

The day's main recognition ceremony took place a short time later at the Veteran's Memorial Park on Bay Street.

Representatives from local veterans' groups spoke briefly to a crowd numbering around 100, before wreaths were placed in the name of fallen veterans on the Siuslaw River by members of U.S. Coast Guard Station Siuslaw River.

The Memorial Day Service also included the dedication of the Fallen Hero Memorial Highway sign honoring Private First Class Brice M. Scott, U.S. Army. Scott was a Florence local who was killed in action in Afghanistan in 2011. The memorial sign will be installed on Highway 101 north of Munsel Lake Road in the coming weeks.

In addition, the Florence Elks Lodge 1858 also held a Memorial Day Program.

Memorial Day has been around in one form or another since 1886. According to the Public Broadcasting System (PBS), it was originally called Decoration Day, from the early tradition of decorating graves with flowers, wreaths and flags.

Memorial Day, held the last Monday in May, recognizes those who have given their life in service to their country. Veterans Day, Nov. 11, honors all veterans who have served or are currently serving the country in the military.

According to AAA, more than 41.5 million Americans traveled over the three-day Memorial Day weekend.



PHOTOS BY MARK BRENNAN AND NED HICKSON/SIUSLAW NEWS

Above, U.S. Coast Guard Station Siuslaw River joined local veteran's groups during Monday's Memorial Day Service at the Veteran's Memorial Park in Florence. A traditional component of the service is the Coast Guard's laying of the memorial wreaths on the Siuslaw River. Florence VFW raised flags to half mast at Pioneer Sunset Cemetary early in the day and worked with other groups to plan the later service.



SCAM from page 1A

When the potential victim picks up the phone, they are faced with two choices: Say "hello" or hang up the phone silently. The person who says "hello" will become the future victim, while the silent person may avoid additional calls.

Once the list is built, the scammers either sell the information on the black market or attempt to defraud the customers themselves.

Those who use the lists utilize the information in a variety of ways, including opening bogus accounts to blackmailing businesses with a threat to release information. They can also just start calling victims directly.

Victims usually won't be able to tell if a scammer is calling. "Spoofing" technology can hide or manipulate their automatic number identification, the information that feeds a phone's caller ID. A scammer calling from Jamaica could change their phone number to read IRS, with a number showing the Washington, D.C., area code.

The attacks themselves vary in style. Some scammers will simply leave a voice message, informing the potential victim they won a prize or that they owe money to a creditor. When the victim calls back, the scammer knows that the caller is vulnerable to manipulation and begins to make their case.

Other times, scammers forgo the message "phishing" and start calling victims directly.

To get victims to follow their demands, scammers will utilize multiple tactics to gain information from the victim.

Sometimes, the scammers attempt to "cold read" the victim, where they ask vague but leading questions that would naturally elicit a response from the victim.

In other cases, the scammer could have an overabundance of information on the victim. A simple phone number could provide a victim's full name, address (both present and past), possible relatives, birthdate and employment history by searching legal databases.

No matter what information the scammer has, they generally end up with a request for money, most likely through wire transfer.

New rules from the Federal

Trade Commission state that telephone solicitors cannot request money via wire transfer, cash reload cards or remotely created electronic checks, common requests by scammers.

When the Siuslaw News spoke with Publisher Clearinghouse's fraud department, they stated they never ask for money. They also pointed out that they never call winners ahead of time, they just show up to a home. They will, under special circumstances, send a letter to a winner, but it's certified with

a legal affidavit accompanying the correspondence.

Of course, it's difficult to remember all of the rules and caveats, particularly with the breadth of institutions that scammers imitate.

When someone suspects a scammer, they should report the instance to the Federal Trade Commission online at www.ftccomplaintassistant.gov/#crnt, or call 888-382-1222.

People can also contact the company that is being impersonated and report the inci-

dent to its fraud department. But the best way to avoid scammers, according to experts? Just hang up the phone.

Editor's note: This is a partial reprint of an October 2017 Siuslaw News story regarding phone scams.

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