



Greater Florence Area Business Quarterly

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Florence inns name new president



Ron Moore will replace retiring Hoagland Properties president Craig Sanders, says Loretta Hoagland, CEO of Hoagland Properties, Inc., which owns and operates The River House Inn and The Old Town Inn in Florence, and the Scenic Hills Super 8 in Salina, Utah.

Sanders has served the company for more than 10 years, with the last four as president. In that time, the company's motels have won numerous customer service awards and have been highly rated compared to their competition.

Recognitions included being the only Pride of Super 8 motel in Utah, the Old Town Inn being named No. 11 on TripAdvisor's 25 Best Budget Motels in the U.S., and The River House Inn gaining TripAdvisor's elite Certificate of Excellence eight times in a row, as well as being named to their Customer Service Hall of Fame. Both Florence inns have also won placement on Oregon Business Magazine's Top 100 Fan Favorite Destinations and won the Florence Area Chamber of Commerce's Siuslaw Award — twice for customer service, and once for curb appeal at The River House Inn.

Sanders also oversaw the completion of more than \$750,000 in renovations and upgrades of the two Flor-

ence properties in 2012-2013. Although he is retiring as a president of Hoagland Properties, he will remain part of the team as a consultant on both business and construction projects.

On March 1, Moore was named president of Hoagland Properties. He brings a strong background in both financial matters and training. His first career was in the financial industry working as a bond trader, analyst, developing trading software, and serving as a vice president for a Fortune 500 trading firm.

After nearly 20 years in the financial sector, he switched careers to become an instructor for The Church of Jesus Christ of Latter-day Saints. Almost another 19 years later, Moore retired early from teaching to travel internationally and hike portions of the Pacific Crest Trail. Before becoming an employee of the company, Moore served for nearly a decade as a member of the company's board of directors.

Moore aims to continue building on the company's reputation and forward momentum in fulfilling its mission "to exceed guest expectations with a spotless, reasonably priced, well-appointed room and exceptional service," and



Hoagland Properties' new president is Ron Moore (left), who takes over from retiring president Craig Sanders.

to continue the company's involvement in supporting and growing the local communities of Florence and Salina.

"Craig's first involvement with Hoagland Properties began as a contractor, working on projects for both the Old Town Inn and River House Inn," says Moore. "The Hoaglands noticed the quality of Craig's character and his work, and asked Craig to join the company full time. He quickly became a self-taught hotelier. Over his 10-plus years, he was given responsibility for the daily management of our three properties and led us to many successes."

"Ron has done a tremendous job getting ready to take over," says Sanders. "He has had a lot on his plate, learning as much about the company and its daily operations as he could during our four-month



transition. His passion and background are tremendous assets in moving the company forward and creating changes to meet new industry regulations. Ron is a deep thinker, loves to put numbers together, and has shown he cares about our employees. Hoagland Properties is in good hands."

Peace Harbor celebrates 30-year anniversary

In July, PeaceHealth Peace Harbor Medical Center will celebrate 30 years of caring for the Florence community.

To mark this milestone, Peace Harbor is inviting the community to the 30th anniversary ice cream social on Friday, July 12, from 2 to 5 p.m. Festivities will begin with a brief greeting and blessing, followed by ice cream, snacks and giveaways. The event will be held in Conference Room C on the hospital campus, 400 Ninth St. in Florence. Guests are welcome to drop by at any time.

PeaceHealth's presence in the Florence area dates back 40 years to 1979, when the publicly-owned Western Lane Hospital contracted with PeaceHealth to provide management services. By the mid-1980s, the 1956 facility was no longer adequate to meet residents' needs, so Florence civic leaders approached PeaceHealth with a request to build and operate a new facility.

With a green light from PeaceHealth's governing board, community leaders launched a fundraising campaign to build the new hospital. Aiming for \$500,000, they succeeded

in raising \$1.2 million from local residents.

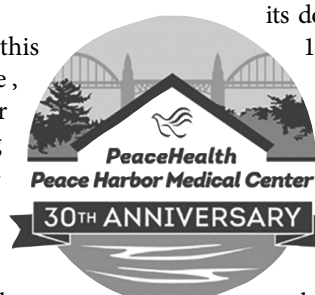
Peace Harbor Hospital, as it was first called, opened its doors on July 14, 1989.

Today, the 21-bed acute-care facility serves an area of about 27,000 residents, including Florence, Mapleton, Swisshome, Westlake, Deadwood and other small communities.

Services include general medicine, intensive care, women's health and obstetrics, 24-hour emergency care, general and orthopedic surgery, palliative and hospice care, outpatient rehabilitation, diabetes care, home health, cardiovascular rehabilitation, cardiology, outpatient infusion, laboratory, walk-in clinic and state-of-the-art imaging.

PeaceHealth Medical Group provides primary and behavioral health care on the Peace Harbor campus.

"We are honored to have earned this community's trust and confidence," said Jason Hawkins, chief administrative officer. "I'm inspired every day by our patients, providers and caregivers, and I look forward to working together to build a future of continued excellence for Peace Harbor."



OCHS holds annual membership meeting

The Oregon Coast Humane Society (OCHS) held its annual membership meeting on Saturday, June 22. All current members were invited to attend and over 40 members were there to hear the latest news from OCHS.

The new OCHS Board of Directors were announced: Dr Jacqueline Amato, Jan Barker, Sandy Davidson, Sharon McLeod, Jacqueline Parker, Shauna Robbers, Judy Roth, Judy Thibault and Carlla Van de Vyver. The meeting was also an opportunity to thank retiring Treasurer Jerry Hatcher for his commitment and dedication to the shelter.

The board elections were conducted by mail in April and May. Over 65 percent of OCHS members participated in the election and submitted a ballot.

The new board of directors will meet for the first time in early July to decide upon board positions, including president, vice president, treasurer, secretary, and also to set term limits for each board

member.

"The percentage of members voting on the board is a testament to our community's interest in the work of OCHS," said Shauna Rob-



bers, current board president. "We followed a very formal and very transparent process for the election of the new board members and we engaged our members and the community at every step of the way. We can all be very proud of the rigor and organization of the board election."

The meeting was also an opportunity for OCHS Executive Director Mark Curran to provide updates on the goals he had set forth at a meeting with the community held in February. He presented detailed information about adoption statistics, new adoption follow-up activities, financial performance, infrastructure updates, and more.

Curran also shared many of the positively received activities of the shelter volunteers and team, including participating in this year's Rhody Parade, hosting an

inaugural Kitten Shower, celebrating OCHS volunteers at a Volunteer Appreciation event, participating in the prosecution of an animal abuse case and launching the

Barn/Independent Cat Program.

Curran closed the meeting by inviting all members to visit the shelter and thrift store and to encourage their friends and family to become members of the humane society and get involved.

"We are making great progress, but there's lots more to be done," Curran said. "We have a wonderful community here in Florence — one that clearly loves and cares for animals. And I am so proud of the work of the members, volunteers and team of OCHS who, together, are driving such positive change for the animals in our care and in our community."

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