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VOL. 129, NO. 65
NEWS & VIEWS THAT DEFINE OUR COMMUNITY
FLORENCE, OREGON

WEATHER

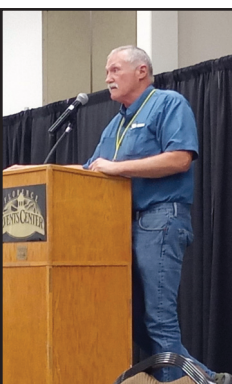

Partly sunny with a high of 74 and a low tonight of 56.
Full forecast on A3

COMMUNITY



Pioneer Museum plans August events
INSIDE — A3

SPORTS



2019 Siuslaw Hall of Fame Athletes
INSIDE — SPORTS

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Reedsport community celebrates Centennial

100th anniversary of City of Reedsport highlights resilience, recent growth

Reedsport celebrated its Centennial birthday on Saturday with a carnival, concert and free admittance to one of the coast's most interesting educational destinations, the

STORY & PHOTO
BY MARK BRENNAN
SIUSLAW NEWS

Umpqua Discovery Center. Reedsport was incorporated as a city on Aug. 6, 1919,

just 26 years after the City of Florence was incorporated.

Emily Bradley, Coordinator of the Reedsport Main Street Program, says the fact that the city made it to this birthday is significant in and of itself.

"The Centennial Carnival and the entire year of events to commemorate 100 years of

Reedsport came about because 100 years is no small feat. Since it first became a city in 1919, Reedsport has experienced monumental highs with the boom of the timber and fishing industries, but it also has experienced some lows with major floods and when those same timber and fishing industries crashed leaving the economy in disrepair. Through each of those lows, the people of Reedsport were resilient," she said. "The city recognized the importance in celebrating the centennial because really it's celebrating the people who make up this community."

Reedsport is located at the mouth of the Umpqua River and lies in close proximity to the Oregon Dunes National Recreation Center. Both of these major natural attractions bring tourists, outdoor enthusiasts and residents to the small former logging and shipping town, which has a population of just under 5,000.

See REEDSPORT page 8A



Michele Landon

Women in business

Long-time, local restaurant owners discuss the rewards, challenges of business in Florence

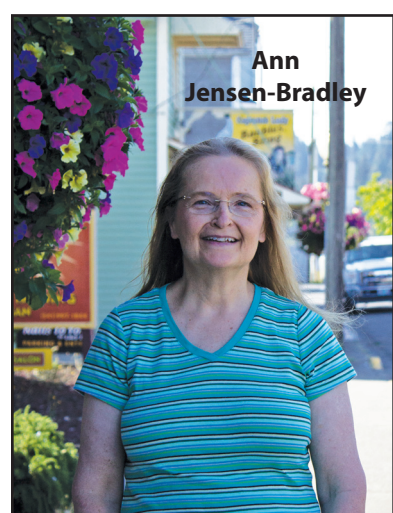
STORY & PHOTOS
BY VICTORIA SANCHEZ
SIUSLAW NEWS INTERN

"It feels like sometimes you don't have a lot of choices that you want but it gives you cash, it gives you power, it gives you freedom in a lot of ways. Even if you aren't fabulously wealthy and powerful, everybody

has some big idea that you must be really smart and really wealthy."

Michele Landon is the owner of Dairy Queen in Florence and has been since 1980, when her father made her a partner in the business. Currently, the family also owns the Bandon and Creswell Dairy Queens

See WIB page 7A



Ann Jensen-Bradley



Broncos rumble through

MARK BRENNAN/SIUSLAW NEWS

It's "round up" time again at local campgrounds and restaurants as customized Ford Broncos from across the country make their way to Florence for the Northwest Bronco Roundup. The event, which runs today through the weekend, has become a very popular event for the owners of these specialized vehicles and for local off-roading fans. The coordinators of the Bronco Roundup have taken it upon themselves to not only have a good time while visiting, but also to contribute to the local community. The Bronco participants have donated more than five tons of food over the last few years to Florence Food Share. More than 240 Bronco owners have registered for this year's event and organizers expect food donations to top 2,000 pounds.

Nova Health clinic to offer urgent care in Florence starting Friday

Nova Health, formerly Eugene Urgent Care, a comprehensive provider of quality urgent care, primary care, physical therapy and musculoskeletal services in Lane and Douglas Counties, will begin offering urgent care services at its Florence clinic starting Friday, Aug. 16.

The clinic, located at 4480 Highway 101, currently provides primary care services. The addition of urgent care walk-ins and same-day appointments provides a convenient and comprehensive care solution for individuals and families in Florence and surrounding areas.

Starting Aug. 16, the Florence clinic will accept walk-in, complimentary blood pressure checks

during regular business hours. As part of a comprehensive care plan, all adults should receive a blood pressure check every two to three years, or as directed by their primary care physician.

By expanding its service offering, Nova Health's Florence clinic will be better equipped to treat a broad spectrum of health care needs of Florence's residents.

According to clinic manager Brittany Elliott, the expanded urgent care offering is part of Nova



nova
HEALTH

Health's commitment to be a trusted source of routine, preventive and urgent care needs for the Florence community.

"Nova Health is committed to offering a full spectrum of affordable patient care services and access to the highest quality providers," said Elliott. "Adding urgent care services, as well as free blood pressure screenings, to our clinic helps us

meet our goal of delivering quality, affordable health care to everyone in the community."

Initially, the clinic's urgent care hours starting Aug. 16 will be Friday through Monday from 8 a.m. to 6 p.m. In the fall, the clinic's urgent care hours will expand to seven days a week.

"Our patients are at the core of every decision we make," said Elliott, "which is why adding urgent care availability and complimentary blood pressure checks are the logical next steps in our patient services plan."

For more information, visit www.novahealth.com/locations/nova-health-florence.

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