



Greater Florence Area Business Quarterly

Siuslaw News' Business Quarterly is a way to seasonally highlight local businesses and economic development updates.

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Florence inn named to *Oregon Business* magazine's 100 Best — again

Out of more than 9,000 travel destinations in Oregon, Florence's River House Inn made *Oregon Business* magazine's "100 Best Fan Favorite Destinations in Oregon" for the fourth year in a row.

The full list, with rankings, was revealed Dec. 16 in Portland during *Oregon Business*' annual awards luncheon.

"Each year the standards are higher. Each year, the score required to make the list has increased. Despite that, The River House Inn has continued to improve its score as well," says Craig Peebles of *Oregon Business*. "This is not a 'beauty contest' (as there is open online voting). The River House Inn is truly respected by its guests. A ranking based purely on customer satisfaction is a true measure of what makes a great destination."

Last year, the River House Inn was again ranked No. 1 in Florence and No. 2 among hotels in Lane County, behind the Eugene's prestigious Inn at the 5th.

In its announcement, Portland-based MEDIAmerica, publishers of *Oregon Business*, said researchers studied more than 80,000 reviews, more than twice last year's reviews, on the most widely used online review sites

Google, TripAdvisor and Yelp. Destinations were ranked based on a ratio of their four and five-star reviews. In many cases, the margin of difference in scores was minimal.

"What makes this especially rewarding is the scores were determined by our guests, people who actually stayed with us and experienced some of those 9,000 other destinations," says Ron Moore, president of Hoagland Properties, owners of River House Inn. "This is a validation of what we do every day, a testament to our corporate values, and the evidence of the hard work of our management and staff."

The River House Inn and Hoagland Properties' other Florence property, The Old Town Inn, both achieved TripAdvisor's prestigious Certificate of Excellence award again last year — the sixth consecutive time for The Old Town Inn and the seventh for The River House Inn, qualifying them both for TripAdvisor's Hall of Fame status.

"The quality and quantity of our reviews demonstrates the commitment of our staff and management to exceed guest expectations with a spotlessly clean, reasonably priced, well-appointed room and exceptional service,"



River House Inn, 1202 Bay St. in Historic Old Town Florence, is ranked one of the top two hotels in Lane County.

Moore said. "Our friendly and helpful staff excel at providing a great experience for our guests."

Additionally, Moore states that "attention to detail, and the dedicated work of an enthusiastic house-keeping staff, help make the difference."

Hoagland Properties is also a two-time winner of the Florence Area Chamber of Commerce's Siuslaw Award for Excellence in Customer Service.

To find more information on the two inns, visit www.old-town-inn.com and www.riverhouse-florence.com, or find them on Facebook.

Siuslaw Reading Challenge 2020

It's a new year and a new reading challenge for Siuslaw Public Library and its patrons.

There are 12 new themes for 2020 and new chances to win monthly prizes of \$5 to the Friends of Siuslaw Public Library bookstore, courtesy of the Friends.

There will be a grand prize drawing for those who complete the challenge for all 12 months.

The themes are:

- January: Armchair Travel
- February: Romance Novel
- March: Nonfiction Science Book
- April: Poetry
- May: Book in Translation
- June: Fairy Tales, Folk Tales and Myths
- July: Newbery and Caldecott Winners
- August: Essay Collection
- September: Historical Fiction



Travel the world via armchair through Siuslaw Public Library's January reading challenge theme.

- October: Literary Award Winners
- November: American History
- December: Seasonal Stories and Crafts

Check out the Florence branch's book display and visit some far-off places.

ESTES RETIRES FROM HECETA WATER PUD AFTER 32 YEARS

In December, Cindy Estes finished her last few days at Heceta Water PUD (HWPUD), where she has worked for more than 32 years. During her time there, Estes served as the billing clerk under five supervisors and general managers, providing a continuum during her years in the office while ensuring rules are followed, reports are created and customers are billed.

"She was the voice that calmed unhappy customers," said Vickie Kennedy, an administrative assistant at HWPUD. "Many cus-



Heceta Water PUD billing clerk Cindy Estes retired after 32 years.

tomers would call Cindy 'the heart of the district.' She spent many hours and much effort in making sure that, at the end of the day, everyone was content, if not happy."

Estes said she is looking forward to her retirement

and spending more time in the next chapter of her life with her family: her husband of more than 50 years, Ron; her three children: Jim, Russell and Lisa; her grandchildren: Cassie, Candice and Kaylee Estes and Kyle, Eric, Kaitlyn and Emma Burk; and her great-grandchildren: Tucker, Lillie and Henry McClain. Estes said she has two more great-grandchildren on the way in 2020.

The staff and HWPUD Board of Directors wish to thank Estes for her years of service.

Florence coaching service helps people tackle change, transitions

Everyone faces challenges in their lives, but sudden major turning points like a move, serious illness, job change, downsizing, divorce or other significant loss can often feel too overwhelming to manage on one's own.

Deborah Moyer, a fully accredited Life Transitions coach, offers to help people experiencing these difficult life challenges with the opening of her new Turning Points Transitions Coaching office at 1845 Highway 126, Ste. A-10, in the Park Place center off Quince Street.

As a Certified Life Coach and Senior Downsizing Specialist for the past 10 years, Moyer has helped people of all ages navigate the tough times of their lives.

Now she brings this expertise to the Florence community, supporting clients identify negative patterns and sudden changes in health, relationships, or career, so they can see new possibilities.

Moyer also offers a mentorship service to small business entrepreneurs who need that extra support and guidance during an overwhelming start-up process.

Moyer energizes and inspires her clients, helping them build confidence, find greater clarity and develop positive new perspectives

to make better choices. Her specialty is assisting clients to move proactively through their challenging life-transitional experience with the

necessary framework and easy-to-use tools that remove the blocks keeping them from experiencing greater health and happiness.

"My passion is helping others successfully navigate many of the difficult transitions I have personally experienced in my own life," she said. "I

show them how they can take what seems like a negative experience that makes them feel stuck, frustrated or scared and turn them into opportunities."

For more information or to schedule a free 20-minute consultation, call 541-999-0851 or visit www.TurningPointsCoaching.com.

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