

Find out how the harriers fared at state on page 1B

Cottage Grove Sentinel

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Armory to host film screenings as part of international festival

'Animal House of Blues 33 1/3' a part of lineup that includes 11 films

BY JON STINNETT
The Cottage Grove Sentinel

Cottage Grove's Armory will soon host a selection of films from around the world, including one that celebrates a classic movie filmed partially within the walls of the Armory itself.

On Friday, Nov. 18 and Saturday, Nov. 19, the Armory will host screenings of several films as part of the 11th annual Eugene International Film Festival. The films include "Life on the Rooftop," "Teacher X-Gin's Lesson in Discrimination," "RiverBlue," "Bienvenidos," "Chocolate: Pathway to the Gods," and "CENTAUR," and perhaps most notably "Animal House of Blues, 33 1/3," a film that chronicles the making of the classic film "Animal House" (filmed largely in Cottage Grove in 1978). Locations of other screenings include the Broadway Metro in Eugene, Oakshire Public House and Valley River Center's Regal Cinemas. The Armory will also host the private opening reception for the festival's associated filmmakers, VIPs and underwriters on Thursday, Nov. 17.

Mike Dilley, Executive Director of the Festival, said the event offers a great opportunity to see the work of several out-of-town filmmakers. He expects "Animal House of Blues" to be the most notable work screened in Cottage Grove.

"This is a whole new version of the film that incorporated a lot of the music of the time and tells the story of how the Blues Brothers came together through the filming of Animal House," Dilley said.

Though the Armory, which has seen sporadic use since it was decommissioned by the Oregon Military Department in 2009, presents challenges for the festival, Dilley said he's nonetheless excited to bring films to the facility.

"I think that at the southern end of the Willamette Valley, there's a great collection of tourist destinations," he said. "To have a facility like the Armory as a convention center in the area is pure genius."

Dilley added that there's "no reason there can't be thousands of films" screened at the Armory, likening it to the small French town of Cannes, which dedicated itself to the film industry and earned worldwide acclaim for its festival.

As part of the Festival, filmmakers from New York to L.A. and elsewhere are expected to attend screenings and answer questions about their films afterward. Tom Sawyer, producer and head writer of "Murder, She Wrote," is expected, as is Hollywood literary agent Ken Sherman and Academy Award-winning distributor of "Dances with Wolves" and "Amadeus" Mike Katchman.

In tandem with the "Animal House of Blues" screening, a large-scale model of the Delta House featured in "Animal House" has been painstakingly built featuring materials salvaged from the actual Delta House and will be on display. Tickets are available at the door for the Friday and Saturday shows at the Armory. They're also available online at www.eugenefilmfest.org.



Photo by Gary Ordway

Lions roll

Junior Juice Clafin runs head-on into the North Valley Knights on Friday night. The Lions hosted North Valley in their first round playoff match and sent them packing in a 35-17 win. Cottage Grove took a 35-10 lead in the fourth quarter before an unexpected 94-yard run set the Knights up to shrink their deficit just before time ran out. Students, parents and fans filled the stadium for

one of the most electric Friday nights of the season. Cottage Grove is now scheduled to travel to Astoria, where they will take on the 8-1 Fishermen. Though the Lions sit at 9-0, Astoria is ranked third in the OSAA rankings and gets the home field advantage. The game will take place on Friday, Nov. 11 at 7 p.m.

Efforts to integrate K-12 system, early education detailed at School Board meeting

Jackie Lester, South Lane's P-20 Coordinator, talks of challenges, successes in offering support for early learners

BY JON STINNETT
The Cottage Grove Sentinel

South Lane School District P-20 Coordinator Jackie Lester painted a grim picture for the School Board Monday night of the challenges faced by many Oregon students.

Lester, who is in her second year of a position created by the District and tasked with integrating the K-12 school system with early childhood education, detailed the results of an adverse childhood experience study commissioned by Kaiser Permanente. The study measured the prevalence of such risk factors as emotional, physical and sexu-

al abuse in the home, in addition to neglect, separation and divorce and drug abuse.

According to the study, students in Oregon are more likely to have three or more such risk factors affecting their lives, factors that Lester pointed out have a cumulative effect on the brain and learning development of kids. The most common factors here, she said, were substance abuse, verbal abuse and divorce, though many Oregon young people also live with an adult that struggles with

Please see P-20, Page 10A

Social media workshop offers strategies for local business owners

BY JON STINNETT
The Cottage Grove Sentinel

A group of local entrepreneurs gave various reasons for seeking out help with promoting their businesses through social media, and by the end of last Wednesday's workshop, they'd hear about several avenues for success.

"Social Media Strategy for Creatives," a workshop offered by social media strategist Holly Roberson — who does business as Holly JustHolly with Soul — works to help companies augment and promote their online presence, and it offered a look at the many platforms that can be utilized together or separately for promotion purposes. The

workshop was held at the new Crescent Moon Yoga studio at 819 Main Street, which is operated by Rosemary Foraker.

With regard to their reason for seeking out help, one attendee said that basic ineptitude with a computer had been an obstacle, while another said that she was starting a new business that would need help getting off the ground. Another said that as a small business owner, she did not have the resources to pay someone to spearhead her social media campaign.

"I want to streamline the process to save myself time," she said. "I often find myself in technology loops. I'm spending money, and I want to know if I'm spending it in the right

place."

Roberson said that it is indeed wise to spend money to boost posts on Facebook, adding that 81 percent of adults use the medium. It's great for giving the "big picture" of a business endeavor, in addition to providing links to other information. It also offers a consistent social media presence.

Roberson also strongly advocated the use of Instagram, which has higher visual appeal and can be used to more quickly gather an audience for a new or evolving business.

The Yelp platform is a must for businesses with a storefront, she said, adding that those who own such a business should claim it on Yelp, as reviews can be writ-

ten there whether the business is claimed or not. Twitter is a bit of a "qualifier" for some social media users, she said, stating that a business that doesn't have a Twitter account can find itself at a disadvantage.

"Spend some time exploring each of these, and see what resonates with you," she said.

Roberson advocated for building a social media network through one's own personal page, then inviting new friends to like your business. She also voiced support for sharing information on various platforms, as long as the content is modified to fit the specific platform, and she said that the use of hashtags is a powerful, quick and easy way to further one's online reach.



photo by Jon Stinnett

Holly Roberson (right) offered strategies for promotion across several social media platforms.

On Wednesday, Dec. 14, Roberson will host another workshop, this one meant specifically for small businesses, at Crescent

Moon Yoga. More information is available at 541-649-1800 or crescentmoonvogacc@gmail.com.

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...Would like to take time to thank the Men and Women of the Armed Forces, and their families, who have kept our country safe. Please have a safe holiday while remembering those who fought and are still fighting for us.

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WEATHER

HIGH 67
LOW 49

CONTENTS

Calendar.....11B
Channel Guide.....5B
Classified ads.....7B
Obituaries.....2A
Opinion.....4A
Public Safety.....5A
Sports.....1B



1 Dollar