

Dallas family breathes life into comic con

By Jolene Guzman
The Itemizer-Observer

DALLAS — When the doors open at Cherry City Comic Con in Salem this weekend, that is the moment John Roach is looking forward to most.

A Dallas resident and new owner of the show, now in its second-year, Roach performed a feat worthy of the costumed super heroes who will patrol the show floor when he saved the show.

"I'm looking forward to people being happy and seeing that this show is so much more than they thought it would be," Roach said. "And to bring this to Salem when it had died. It wasn't just like the show was canceled, it was buried in a hole and somehow digging itself deeper every day."

A small event last year, Cherry City Comic Con ran into financial trouble. This year's event was canceled and vendors who had already paid didn't receive a refund.

Roach and his wife, illustrator Nicole Brune, were vendors at the 2014 event, having recently moved from Southern California to Dallas. He said the show, in spite of its size, was one of their best of the year.

He believed the show could carry on, and had the background in marketing and live-event planning to make it happen.

Roach became the proud owner Cherry City Comic Con on Jan. 6 and he spent the remainder of the month trying to rebuild burnt bridges with vendors and the venue, the Oregon State Fairgrounds.

"I had to basically give the fairgrounds my resume and show all this stuff because of all the problems they had with the previous show," Roach said. "I had to convince them to let us keep having the show."

He said 65 to 75 percent of the vendors stayed, and he and Brune began making calls to their contacts in the comic con world.

In a few months, the show brought in 120 exhibitors and an impressive list of celebrity guests, including: Parker Jacobs art director on Nickelodeon's "Yo Gabba Gabba!" Naomi Grossman, Pepper on the most recent



JOLENE GUZMAN/Itemizer-Observer
John Roach (center) and his wife, Nicole Brune, saved Cherry City Comic Con.

season of "American Horror Story," and Keith Tucker, an animator on such cartoons as "Pinky and The Brain," "He-Man", and "Animaniacs."

"Our show floor has sold out now three times and I keep adding spaces because people want to come," Roach said. "We are doing our big push to get as many people this weekend as we possibly can."

The two-day event will be filled with artist panels, games, costume contests, roaming cosplay characters ready to take pictures with guests, and a large vendor show floor. Roach said he booked a wide range of artists and guests to give people of any age a reason to come to the show.

"This is not last year's show. It's way bigger and

Comic Crazy

What: Cherry City Comic Con.

When: 10 a.m. to 7 p.m. Saturday and 10 a.m. to 5 p.m. Sunday.

Where: Oregon State Fairgrounds, 2330 17th St. NE, Salem.

Admission: \$15 Saturday; \$10 Sunday. Two-day pass \$20. Free for active military members with ID and children ages 12 and younger are free with paid adult.

For more information about schedule, vendors and guest artists: www.cherrycitycomiccon.com.

better," Roach said, adding he's passionate about bringing a quality event to his new home.

Roach, Brune, and their daughter, Rose Marie, moved to Dallas in late 2013. Looking to move away from the Los Angeles area, they slowly crossed off all other locations. Dallas was left standing.

"I love it up here. It's been really nice, it's really relaxing," Roach said. "When we

first moved up here, I just kept catching myself with this big grin on my face."

He's hoping this weekend he will see plenty of others with a smile on their faces at the new-and-improved Cherry City Comic Con.

"I want everyone to have a really fantastic time" he said. "I want to bring a real show to this town, and I want everybody to really enjoy it."

Partnerships adds to providing better care

West Valley, OHSU and Salem Health work to streamline services

By Jolene Guzman
The Itemizer-Observer

DALLAS — Salem Health, the parent company of Dallas' West Valley Hospital, is working toward establishing a partnership with Oregon Health Science University to streamline hospital services.

This affiliation has been about a year in the making, with Salem Health issuing a "request for proposals" for a partner in 2014.

The organizations will issue a "letter of intent" outlining the new relationship early next month, after which the details will be hammered out before the end of the year.

Essentially the partnership will integrate patient care at all three locations, referring patients to the best place to receive what they need.

For instance, OHSU can take the most critical patients from any of the three hospitals, while Salem Health can provide for less serious cases.

For those in the Dallas area, primary care will most likely happen in Dallas, but referrals to the other hospitals would be readily available.

"We will try to serve the patient at the best location possible," said Bob Wells, Salem Health Board chair-

man.

Wells said Salem Health sought the partnership as a way of lowering the cost of providing health care and offering patients better access for more services. He noted consolidation seems to be the trend in the health care industry and having started this process a year ago put Salem Health in the position to pick its partner.

"We have been spending the last year talking about how we would make that happen," Wells said. "We have an advantage of time to do this type of alignment."

He added the partnership won't result in any noticeable changes at West Valley in the near term.

"West Valley will remain a strong part of the system," Wells said. "You will see the benefit of having a larger partner."

Wells believes the combination of Salem Health and its affiliate hospitals and OHSU creates what he thinks "is the premier health organization in Oregon."

"We are really excited about the chance to partner with OHSU," Wells said. "There are 400,000 people in our coverage area of Marion and Polk counties. This is a really good benefit for all of those patients."

The Itemizer-Observer

Your community news source

RECYCLE.

A great investment in the future.

24 hour Service **Pick up & Drop Off**

Squirrels Taxi Service Inc.

Get Home Safe. Call Your D.D...

Merlin D. Berkey (971)240-1208

60TH ANNUAL River of Gems

PETRIFIED WOOD
THEME FOR 2015 SHOW
Admission \$2.00
Free Under 12 Years

Presented by:
Willamette Agate & Mineral Society, Inc.
A Non-Profit Educational Organization

FRIDAY APRIL 17 9 am - 6 pm
SATURDAY APRIL 18 10 am - 6 pm
SUNDAY APRIL 19 10 am - 4:30 pm

Rocks, Gems, Jewelry, Fossils and Minerals from Around the World

Dealers, Exhibits, Creative Craft Demonstrations, Fluorescent Show, Silent Auction, Grab Bags, Door Prizes & Much More

KID'S CORNER Games • Educational • Fun
Treasure Hunt Saturday: 1:00 pm (Kids under 12)
ORAL AUCTION Sunday: 2:00 pm
Join in the Fun for Thunderbugs, Agates and Eggs full of Surprises!
In support of the Scholarship Fund

Tours for School Children on Friday www.wamsi.org

POLK COUNTY FAIRGROUNDS
Rickreall, Oregon • HWY 99 • 10 miles west of Salem

2015 Relay For Life of Polk County

It's a CELEBRATION!

Free event for all caregivers, cancer survivors, and those currently in treatment and their families!

Sunday, April 19, 5:30 to 7:30 pm
Dallas Aquatic Center
1005 SE LaCreole Dr, Dallas

Snacks, Swimming, Bingo and Prizes!

FINISH THE FIGHT

For more information: Tammy or Jennifer
2015relayforlifepc@gmail.com

It's That Time!!!

Advertise in the
2015-2016 Polk County
Phone Directory!



Contact the
Advertising Department
at the Itemizer-Observer,
503-623-2373

for more information.

Visit online at

www.polkio.com/polk-directory/



Eagle Directories
Polk County Telephone Directory

147 SE Court St., Dallas, OR 97338 • 503-623-2373

2015 Relay for Life of Polk County

What Have You Done For Me Lately?

To hold an event like Relay For Life year after year calls for a sense of dedication and determination from a lot of people ~ planning committee, participants and their teams, local city governments, and school districts just to name a few. This same dedication to Polk County's Relay and determination to find a cure for cancer have led five sponsors to support Relay for ten years, more than half the event's history! Who are they and what have they done for us lately?

Central Lions Club ~ Dallas Family Medicine ~ Dallas School District ~ Siletz Trucking Company ~ West Valley Hospital

Over the past ten years, donations from these very generous sponsors have contributed to services provided to nearly 600 Polk County patients and caregivers: **1,300** wigs, scarves, and hats to wear during treatment and recovery • **100** nights of lodging for patients' long-distance treatment • **360** trips to and from treatment through the "Road To Recovery" program • **100** women served through the "Look Good...Feel Better" program.

The legacy of these sponsors and the lives they've touched here in Polk County are remarkable, and it's a privilege to recognize and honor them for their continued support.

A special thank-you goes to Bollman Funeral Home for their 13 years of support through sponsorship.

Please join us in thanking our nine(*) most recent sponsors, along with the following businesses, organizations, health care professionals, and families for their commitment to Relay For Life and its mission to win the fight against cancer:

- H & R Block of Dallas & Monmouth
- Southview Medical Arts
- Dallas Retirement Village
- Dallas Family Medicine
- Siletz Trucking Company
- Dutch Bros. Coffee
- R & J Mobility Services
- Dallas Glass & Window
- Western Days
- West Valley Hospital
- West Valley Physicians & Surgeons Clinic/Dr. John Hadley
- West Valley Surgical Specialty Clinic/Dr. Alison Smith
- Monmouth Medical Center/Dr. Charles Essex
- First Community Credit Union
- OREPAC Building Products
- Michelle Hasbrook, DDS
- Rotary Club of Dallas
- James W. Fowler Co.
- Mitch Ratzlaff State Farm
- Polk County Association of Realtors
- Bollman Funeral Home
- Washington Street Steakhouse & Pub
- Limeberry Frozen Yogurt
- Polk County Fairgrounds & Event Center
- Elkay Manufacturing
- White's Collision Service
- Van Well Building Supply
- Bookey Strong
- Dallas Aquatic Center
- NW Natural
- Monmouth-Independence Rotary
- The Majestic
- Republic Services
- Les Schwab Tire Centers of Dallas, West Salem, & Independence
- Partnerships In Community Living, Inc.
- Central Lions Club
- Royal Flush
- Dallas School District
- Hancock Forest Management
- Eola Hills Wine Cellars
- Polk County Itemizer-Observer

The deadline for submitting a sponsorship is April 15.
Make this the year your family, company or organization signs on to finish the fight! If you or someone you know is interested in sponsorship, contact Lyla Bruce at 503-508-9277 or visit our website at www.relayforlife.org/polkcounty

Relay For Life 2015 will take place May 30-31, at LaCreole Middle School in Dallas