



The Eagle/Rudy Diaz

House to Home owner Kattie Piazza talks about the buckets catching the drips around the store after the roof failed during February storms.

Open for business and ready to overcome adversity

House to Home in John Day reopens after roof failure

By Rudy Diaz
Blue Mountain Eagle

Feb. 6, a day after a winter storm bombarded Grant County with snow and rain, Kattie Piazza walked into her business, House to Home, to find huge puddles, ceiling tiles, insulation and products on the floor.

In July, a new roof was installed improperly, which led the roof to leak from the front of the building to the back. The storm forced Piazza to close her business to clean up the damage.

“Being closed for three weeks, I didn’t know what to do with myself,” Piazza said. “I still had tons of phone calls to make and deal with insurance, but I missed my customers and I missed having people walk through the door and having conversations and getting to be a part of their lives.”

On March 4, Piazza reopened her business as she continues to evaluate options to fund roof repairs. Insurance will cover the damage that happened inside the building, such as display items, the floor and the ceiling, but insurance does not cover workmanship, Piazza said.

“As great as it is that insurance is covering the damage on the inside, it doesn’t do me any good to put in a new ceiling if it’s going to get ruined because of roof leaks,” Piazza said.

Piazza now has a goal to raise the funds neces-



The Eagle/Rudy Diaz

While the ceiling is covered in plastic, House to Home is open for business, and owner Kattie Piazza is dedicated to provide the best experience for her customers.



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House to Home owner Kattie Piazza talks about the various buckets around the store after the roof failed during February storms.

sary to replace the roof. Piazza started a Gofundme account online where people can donate money for the roof — which can be found on the House to Home’s Facebook page on a post from Feb. 16.

A business in town has also set up a donation jar in their store to help raise funds.

“Above and beyond that, it’s hoping that people will shop and support a local business,” Piazza said. “I’m a startup and created all of this from scratch, and I love it. I want to be able to keep going with it.”

The business is faced with two deadlines: a race to get the roof done before winter and one year to complete the insurance repairs, which all can’t be completed without a new roof.

Piazza said she is a fighter and does not give up easily. She said she’s appreciative of the support

from the community.

“What keeps the drive going is that I love living here, and this is a great community with a big heart, and I love being a part of that and being a part of customers’ lives,” Piazza said. “It’s why I open everyday, and it’s why I am still frantically trying to come up with ways to save the roof.”

The business is now fully operational again and will celebrate its fourth anniversary in April. Piazza is still bringing in as much new product as she can. Piazza is hoping to offer wine tastings in April with a new kitchen in place.

“I consider it a privilege to start a fourth year of business in April, and I couldn’t do that without the support of the community, fellow business owners and customers,” Piazza said. “I value every person that walks through that door.”

EO Media Group names Brogoitti as regional sales director

Blue Mountain Eagle

Veteran newspaper leader Karrine Brogoitti has been named regional sales director for EO Media Group’s east side operations which includes six print newspapers and associated websites.

Brogoitti, who already serves as regional publisher of the La Grande Observer and the Baker City Herald newspapers, will continue in that role. Family-owned EO Media Group purchased the La Grande and Baker City newspapers in July 2019. It also operates newspapers in Pendleton, Hermiston, John Day and Enterprise.

“Since acquiring the La Grande Observer and Baker City Herald last July, I’ve been very impressed with Karrine’s passion, leadership and her commitment to the communities and businesses we serve,” said EO Media Group COO Heidi Wright.



Karrine Brogoitti

“With Karrine taking on a regional sales and marketing leadership role and our company’s recent investment in new technology, I have no doubt our Eastern Oregon properties will grow and continue the company’s 112-year commitment to the region.”

A lifelong resident of La Grande, Brogoitti’s newspaper career spans nearly 25 years. She started at The Observer in June 1997 as an advertising sales assistant, then was promoted to a multimedia marketing sales position in July 1998. She was later promoted in December 2014 to advertising manager and then again in December 2015 to Regional Advertising Director of Western Communication’s Northeast Oregon properties. In January 2018 Brogoitti was named regional publisher of the La Grande Observer and the Baker City Herald, overseeing a staff of nearly 30 employees.

“Karrine is a proven leader with a rich background in sales and marketing,” said EO Media Group Regional Publisher Chris Rush. “She is already a highly visible presence in La Grande and Baker City, and we expect that she will soon become a familiar presence in Pendleton, Hermiston and the other Eastern Oregon communities that we serve.”

Rush said Brogoitti will work closely with East Oregonian Advertising Manager Angela Treadwell and other newspaper managers and staff to expand advertising opportunities for customers, both in print and online.

“I’m really looking forward to working hand-in-hand with the strong sales teams across our east side publications to brainstorm new ideas and fine tune our menu of marketing strategies and initiatives,” said Brogoitti. “There’s a lot of new ideas and plans on the horizon that I’m eager to put into action to help our business communities grow and succeed.”



The Eagle/Steven Mitchell

Joe Radinovich, with his first customer at Java Jungle, Caleb Maplesden. Maplesden said he has known Radinovich practically his whole life.

Big Joe’s barbershop opens inside Java Jungle

By Steven Mitchell
Blue Mountain Eagle

Those looking for an old school barbershop experience in John Day need look no further. Big Joe’s barbershop is now open for business inside Java Jungle.

Barber Joe Radinovich, who previously operated shops in both John Day and Canyon City, said he is excited about his new location inside Java Jungle.

“I just love to make people look and feel good,” he said.

Radinovich, born and raised in John Day, has been a barber for three years.

Radinovich attended the College of Cosmetology through Eastern Oregon’s College of Industrial Arts in John Day.

He said he always looked up to former John Day barber Joe West. Radinovich grew up getting his hair cut by West.

Radinovich said West always did things his own way.

Java Jungle Manager Heather Rookstool is excited about the opening of Big Joe’s in the coffee shop.

Rookstool said it will be great to have an old time barbershop in John Day.

Rookstool said Radinovich’s gregarious personality will be good to have around Java Jungle.

“Anytime Joe is around, people are laughing and having a good time,” she said.

Radinovich’s first customer at Java Jungle, Caleb Maplesden, said he learned of Big Joe’s new location after running into Radinovich in town.

Maplesden said he grew up with Radinovich.

“He was at my 8-year birthday party,” he said.


Maplesden, a fan of the straight-edge shave, likes the old school barbershop atmosphere that Big Joe’s offers.

“I hope it brings new people into our shop who may have never been in before,” Rookstool said.

Rookstool said, for customer convenience and to avoid wait times, Big Joe’s will be by appointment only.

Appointments can be made at the front desk or by calling 541-575-2224.

Big Joe’s will be open Tuesdays through Fridays from 10 a.m. to 6 p.m. and on Saturdays from 9 a.m. to 3 p.m.



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