

Obituaries

Guest Editorial

Melba Crawford Miller

Melba Crawford Miller passed away Friday, January 17 in Pendleton, just shy of her 94th birthday. A Mass of Christian Burial will be held Thursday, January 23 at 11 a.m. at St. Patrick's Catholic Church in Heppner. Recitation of the Holy Rosary will be at 10 a.m. prior to the service. Concluding service and burial at the Heppner Masonic Cemetery will follow the Mass.



Melba Crawford Miller

She was born January 21, 1926 in Heppner, the daughter of Wate and Mable Phillips Crawford. Melba grew up on the family farm north of Ione, which remains in the family today. Melba went to school in Ione and then attended Oregon State University for a time. She worked in Portland for a phone company before marrying Tad Miller. The two were married in November of 1948 and were married until his passing in 2014. They lived on the Miller family farm northeast of Lexington for sixty years, raising their family there.

Tad and Melba had five children, one of which preceded them in death. Melba had five grandchildren who spent as much time with her as possible and reportedly could not get enough of her toast and cookies. Although, a family member reported, it was hard to sneak anything

due to everything being wrapped in saran wrap or multiple layers of freezer bags and twist ties. Melba would never admit to being the fantastic cook and baker that she was. She also had a major disdain for photos of herself.

Melba is survived by daughter, Michelle Burns and her husband Don, of Pendleton, Mark Miller and his wife Shannon of Lexington; daughter, Nancy Weinke and her husband Mike of Pilot Rock and Steven Miller and his wife Rhonda of Walla Walla. Her brother Delmer Crawford lives in Hermiston. Melba's five grandchildren are Corey Miller, Marcy Walton, Austin Weinke, Bailey Weinke and Christopher Weinke. She also has three great-grandchildren.

Besides her husband Tad, she is preceded in death by her parents, Wate and Mable Crawford, siblings Vern Crawford, Margaret Morgan, Sam Crawford, Ruth Voorhees, Rollo Crawford and Harlan Crawford, as well as son, Gregory.

Memorial contributions may be made to the St. Patrick Altar Society, PO Box 633, Heppner, OR 97836.

Sweeney Mortuary of Heppner is in care of arrangements. You may sign the online condolence book at www.sweeneymortuary.com.

Sylvia Patnode

Sylvia Patnode was born September 9, 1933 in Yakima, WA. She died at home in Ione at the age of 86 years. She was raised and attended school in Centerville, WA.



Sylvia Patnode

Sylvia was united in marriage to Orval Patnode on November 11, 1949 in Grandview, WA. They lived in Washington and Oregon, settling in Arlington in 1974. They ranched in Arlington and Sylvia worked as a cook at the grade school until 1994 when they moved to Hermiston.

After Orval passed, she spent time in Ellensburg, WA and at the ranch in Ione. She was a member of the Catholic Church, Altar Society, and the Eagles lodge. Sylvia was a founding mother of the Cayuse Junior Rodeo Assoc., co-Grand Marshal of the Gilliam County Fair with her husband, and a 20-plus year Sherman County 4-H volunteer.

She enjoyed cooking, music concerts and cherished time with her grandchildren and great-grandchildren, supporting them in their sporting events, rodeo and all of their activities. Horse racing was her favorite pastime and she loved a good costume, dressing up in one for all major holidays.

She is survived by her sons, Pete Patnode and wife Suzi, Selah, WA, Joe Patnode and wife Cris, Mikkalo, OR; daughters, Paulette Wolfe, Cle Elum,

WA, Peggy Gray and husband Robert L., of George, WA, Penny Krebs and husband Skye, Ione, OR and April Aamodt and fiancé, Scott Phares, Arlington, OR; son-in-law, Darrell Aamodt; sisters, Patsy Palmer, Dyan Catlin and Dawn Thomas; sister-in-law, Kay Kayser; brother-in-law, Herald Catlin; 18 grandchildren; 23 great-grandchildren and many nieces and nephews.

Sylvia was preceded in death by her husband of 64 years, Orval Patnode, her parents, a granddaughter, Devin, a grandson, Cayle; brothers, Keith, Mark and Larry Kayser; a sister, Annice Nogle and a son-in-law, Richard Wolfe.

Contributions in Sylvia's memory may be made to the Arlington Booster Club or the Cayuse Junior Rodeo Assoc.

A memorial mass will be held on Saturday, February 8 at 11 a.m. at St. Francis Catholic Church, Arlington, OR. A luncheon and time of sharing will follow at the Arlington Grade School, Arlington.

A private family burial will be held at a later date at the Arlington Cemetery. Please share memories of Sylvia with her family at burnsmortuaryhermiston.com

Burns Mortuary of Hermiston is in care of arrangements.

Jeremy G. Sallee

Jeremy G. Sallee was born May 13, 1978 in Portland, OR to parents, Darrel and Rhonda Simmons Sallee. He died on January 11 at his home in Hermiston at the age of 41 years. Jeremy was raised and attended West Park Elementary, Armand Larive Middle School and Hermiston High School, graduating in the class of 1997. He participated in wrestling, baseball, 4-H and rodeo.



Jeremy G. Sallee

Jeremy graduated from Wyoming Tech with a degree in mechanics. He returned to Hermiston and worked at Auto-Kool. Jeremy loved ranching and later followed his passion and worked to work as a cowboy for Healy Ranch. He strived to be a "Good Cowboy" every day.

Jeremy enjoyed fishing, hunting, riding horses, roping, playing baseball and softball. He had a special ability to connect with kids, which he utilized by coaching youth sports as well as teaching them about horsemanship.

He is survived by his mother, Rhonda Sallee, Hermiston, OR; sister, Jolene Sallee Davis, Hermiston, OR; brother, Jacob Sallee, Seattle, WA; niece,

Molly Davis, Hermiston, OR; aunts, Sonya Sallee, Hermiston, OR and Anna Dee VanNattan, Phoenix, AZ; uncle and aunt, Dan and Laurel Simmons, Salem, OR, uncle, Ron Simmons, McMinnville, OR; many cousins and Hank, his special dog that was always by his side.

Jeremy was preceded in death by his father, Darrel Sallee in 2014 and his grandparents, Merel and Marie Salle and Dan and Fern Simmons.

A graveside funeral service was held January 20 at the Hermiston Cemetery and a celebration of life service followed at the Oregon National Guard Armory in Hermiston.

Those who wish may make contributions in Jeremy's memory to the Buckaroo Rodeo Bible Camp or Hermiston Gun Club Youth Shooters Program c/o Burns Mortuary of Hermiston, P.O. Box 289, Hermiston, OR 97838.

Please share memories of Jeremy with his family at burnsmortuaryhermiston.com. Burns Mortuary of Hermiston, Oregon is care of arrangements.

Billie Marie VanArsdale

Billie Marie VanArsdale, 76, of Arlington, died Sunday, January 5 at her home. A memorial service will be held Saturday, January 25 at 11 a.m. at the United Methodist Church in Arlington.

She was born September 13, 1943 at Houston, TX, the daughter of Garold Marvin and Mattie Tension Wood. After moving to Oregon, Billie attended Eastern Oregon College.

Billie was a librarian at the Arlington school before working at the Arlington city library. She was a member of the Eagles Lodge. Due to her love of reading she belonged to a book club. Billie also loved

fishing and bowling. Survivors include her husband, Garry; son, Ron Doherty and his wife Sherry; a sister, Robin Wood; brother, Asher Wood; stepson, Jody VanArsdale; eight grandchildren, six and a half great-grandchildren and her two loving dogs, Lucy and Gizmo.

Memorial contributions may be made to the Arlington United Methodist Church, PO Box 417, Arlington, OR 97812.

Sweeney Mortuary of Condon is in care of arrangements and you may sign the online condolence book at www.sweeneymortuary.com.

ALL NEWS AND ADVERTISEMENT DEADLINE: MONDAYS AT 5:00 P.M.

Justice Court Report

Morrow County Justice of the Peace, Glen Diehl, has released the following Justice Court report:

-Kristine M Larkin, 38, Heppner, was convicted of failure to yield entering roadway, fine \$215.

-Spencer Earl Crites, 23, Heppner, was convicted of violation of basic rule, 75/55 mph, fine \$165.

Who are millennials and how do they spend money?

By Greg Smith
Soon to be the largest generation in our country's history, millennials are roughly considered to be ages 22-38, and it's estimated they will have well over \$1 trillion in buying power this year. Traditional advertising practices do not reach these customers and it's important for businesses to understand what motivates them to buy.

Millennials are perhaps the most socially and environmentally conscious generation and want to do business with those companies they believe share their values. Millennials also expect businesses to give a significant portion of their sales back to these causes.

This age group purchases brand name items, subscription services (including for clothing) and the latest in technology. According to a recent article in Forbes Magazine written by Gui Costen, more than half do not have credit cards and most have less than \$1,000 in savings, if any at all.

Millennials are driven by discounts, do research and shop for nearly everything online using their mobile devices and tablets. Having grown up in the digital world, they expect instant responses and desire customer centered buying experiences. They communicate by text.

- As important to understanding where millennials spend their money, it's vital to know where they don't:
- Cable television
- Home remodeling materials
- Travel

What do they buy?

-The latest smart phones
-Conveniences
-Food which often makes a political statement and reflects their lifestyle in unique dining establishments
-Brand name clothing and other retail items
-Subscription services
-Older millennials are buying homes



Greg Smith

How do business owners successfully market to millennials? Digital and social media platforms are the key. Research also suggests they read blogs before making a purchase and enjoy being engaged by companies on social media.

A significant percentage (especially younger millennials) reportedly have fled Facebook (although Nielsen reports it is still the largest platform accessed by their mobile devices) utilizing Snapchat, Instagram and YouTube instead.

Bottom line? Traditional advertising does not reach nor appeal to millennials. They're changing the way the business world works and businesses wanting to reach this group of consumers (and their pocketbooks) must quickly and continually adapt.

Greg Smith is the director of the Eastern Oregon University Small Business Development Center located at 1607 Gekeler Lane, Room 148 in La Grande, OR.

Death & Funeral Notices

Eugene A. "Gene" Doherty - Eugene A. "Gene" Doherty, 87, of Heppner, died Sunday, January 12 in Hermiston. He was born May 8, 1932 at Heppner. A memorial service is planned for early spring. Sweeney Mortuary of Heppner is in care of arrangements.

Shirley A. Zielinski - Shirley A. Zielinski, 87, of Boardman passed away on January 18 at Kadlec Hospital. A Celebration of a Life Well Lived will be held Saturday, January 25. Mass will be said at 10 a.m. at our Lady of Guadalupe Church, 78922 Olson Rd, SE in Boardman.

A short graveside service will be held at the River-view Cemetery with a reception to follow at the Port of Morrow Riverfront Center. Friends are invited to attend any part or all of the celebration.

Please share memories with the family at www.burnsmortuaryhermiston.com. Burns Mortuary of Hermiston is in care of arrangements.

The Heppner Chamber of Commerce Board would like to thank you, our chamber members, for supporting us with membership dues; contributions and donations and volunteers throughout 2019. There would be no chamber, without you and we look forward to our continuing relationship!

THANK YOU

- Advantage Dental by Dentaquest
- Affordable Family Eyewear
- Allstott Construction
- AmeriTitle
- APEX Outdoors, LLC
- BMCC
- Balm Fork Lodge
- Bank of Eastern Oregon
- Bailey Heavy Equipment Repair, Inc.
- Blue Mountain Investment Management
- Brannon's Auto Repair
- Breaking Grounds Coffee
- Buckshot, Inc
- Brosnan, Dan & Doris
- Howard and Beth Bryant Foundation
- Bucknum's Bar & Grill/3's Company dba
- Butter Creek Cattle Co.
- CB's Portable Restrooms & Septic Tank
- CAPECO/Worksource Oregon
- Cell Fix
- Christian Life Center/Assembly of God
- City of Heppner
- Columbia Basin Electric
- Columbia Development Authority
- Community Bank
- Community Counseling Solutions
- Connected Professional Accountants LLC
- Cornerstone Gallery & Gift Shop
- Cozy Hillside Retreat Vacation Rental
- Craig Miles Farming
- Creekside Ranch
- Dennis and Babette Wall
- Devin Oil Co.
- Dickenson Chiropractic
- Domestic Violence Services
- Eastern Oregon Business Source
- East Oregonian/Hermiston Herald
- Edmundson, John
- Fairway Independent Mortgage Corp
- Farm Foundation
- Finley Buttes Landfill (Waste Connections)
- GAR Aviation, Inc.
- Gateway Café

- Gentry Homes
- Green Feed and Seed
- Grieb Farms Inc.
- Haigh Heating & Cooling, LLC
- Hair Expressions
- Harrison, Sharon
- Heppner Auto Parts
- Heppner Christian Church
- Heppner Gazette-Times
- Heppner Market Fresh Foods
- Heppner Ranger District
- Heppner Seventh Day Adventist Church
- Heppner United Methodist Church
- Hermiston Luxury Bus Adventures
- Hopeful Saints Ministry
- Horseshoe Hereford Ranch
- Houweling, Bert
- Hughes Ranch
- Intermountain Morrow ESD
- JAG Journey
- Jay Coil Fabricating
- Jepsen Pest Control
- Kilkenny Ranch
- Kuhn Law Office
- Les Paustian
- Les Schwab Tires
- Lexington Pump
- Lindsay Ranch
- MCGJ/Green Feed
- M Technology Solutions
- Mid-Columbia Bus Co.
- Mid-Columbia Title Co.
- Mills, Larry
- Miller & Sons Garbage Service
- Miller & Sons Excavating
- Miller & Sons Welding, Inc.
- Morrow County - and Entities
- Morrow County Health District
- Morrow County Livestock Growers
- Morrow County School District
- Morrow County Soil & Water Conservation
- Morrow County Veterans Services
- Morrow Development
- Murray Drugs & Country Rose
- Neighborhood Cir of South Morrow County

- Northwest Farm Credit Services
- Northwestern Motel
- O So Kleen
- Oregon Trail Library District
- Oregon Trail Pro Rodeo Comm
- Osmin Century Welding
- OSU Extension Service
- PGE
- Peterson's Jewelers
- Pettyjohn's Farm & Builders Supply
- Pioneer Memorial Physical Therapy
- Port of Morrow
- Rea, Leanne
- Ruggs Ranch Hunting Preserve
- St. Patrick Catholic Church of Heppner
- SAGE Clothing
- Seth Moses Roofing & Restoration
- Slim's Place AIRBNB
- Shane Rodriguez - Tek It Out
- Silver Creek Contracting LLC
- Statewide Publishing
- Sweeney Mortuary
- Sykes Publishing
- Sykes Real Estate
- Tacos Hometown
- Thomas Wolff, CPA
- Tom Denchel Ford Country
- Training and Employment Consortium
- TREO Bike Tours
- TREO Ranches/Tours
- Triangle Ranches
- Turner Ranch, Inc.
- Two Old Hags Pizza
- United Way of Umatilla & Morrow County
- Dan Van Schoiack, CPA
- Wheatland Insurance
- Wildhorse Resort & Casino
- Wilkinson Ranch
- Willow Creek Assisted Living
- Willow Creek Country Club
- Willow Creek Energy, Ctr, LLC
- Willow Creek Park District
- Willow Creek Valley Economic Dev. Grp
- Windwave Communications
- Woolery Project, Inc.

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