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of the City of Heppner and the County of Morrow

Heppner

# GAZETTE-TIMES

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Morrow County's Home-Owned Weekly Newspaper

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For Letters to the Editor: Letters to the Editor MUST be signed by the author. The Heppner GT will not publish unsigned letters. All letters MUST include the author's address and phone number for use by the GT office. The GT reserves the right to edit letters. The GT is not responsible for accuracy of statements made in letters. Any letters expressing thanks will be placed in the classifieds under "Card of Thanks" at a cost of \$10.

## Good News Only

By Doris Brosnan

June is known as “the brides’ month,” but it has also definitely been “the graduates’ month,” as well – from kindergartens to junior highs, to high schools, and beyond.

I was fortunate to be able to attend grandson Conor’s graduation at HHS on the 4<sup>th</sup> and then get to Salem for granddaughter Katie’s at West Salem High on the 9<sup>th</sup>. (I also attended granddaughter Amy’s choir concert - five choirs at that school - and heard after returning home that her auditions for next fall’s stage production and for the elite “Choir of the Titans” gained her a place in both.)

Morgan Correa received her Bachelor of Science degree in Accounting with a minor in Ag Business last Saturday at Eastern Oregon University, with Cum Laude honors. While attending classes, Morgan had been able to serve an internship with Brent Gunderson’s accounting firm in LaGrande, Community Connections, and he has now hired her as a staff accountant. This enables Morgan to continue gaining practical experience while she also continues her on-line classes with Boise State to earn a master’s degree and her CPA credentials.

Morgan’s mother, Christy, offers a “fun twist” to this story, “Brent Gunderson’s grandma, Bev Gunderson, was the person who hired me in high school and started my love of accounting. The Gunderson family has continued to help our family.”

Last Friday, Rylee Kollman received her nursing pin at EOU for the OHSU School of Nursing, and several family members were also present the next day when she walked with other EOU graduates to receive her BS in nursing, with a minor in psychology. Rylee now heads for a one-year residency position in Boise at St. Luke’s Hospital.

Jeanne Daly was in St. Anthony’s Hospital with three fractures in her leg, waiting for surgery a week ago last Monday. Last Friday, she texted, “Would you tell everyone I am doing great after surgery and have a giant plate and screws in my shin and am having excellent care from everyone here at St. Anthony’s. Cousin Alene is an RN, visits often, says she is impressed.” Already Jeanne had had limited physical therapy that afternoon after morning surgery. She added, “Thank everyone for the prayers as they do work,” and again complimented the “outstanding staff” at St. Anthony’s. When released, she will have rehab for a few weeks with Shelley McCabe, who offers “excellent care.”

Kelly Wilson and Luke Bennett were united in marriage at St. Patrick Church in Heppner last Saturday. And Jon and Kathy Hedman celebrated 50 years of marriage last weekend. Their children organized a gathering of friends and classmates to celebrate with them.

Greg and Janet Greenup recently returned from a two-week trip to Lewiston, ID, to visit friends, and Hamilton, MT, to visit Greenup relatives and Greenup graves at the local cemetery. Then, to Salmon, ID, to visit Cody and Bri Walton, then back to Lolo Pass and across Montana and into South Dakota to visit Mark Hopkins. “Mark was our guide to Sturgis, Deadwood, Mt. Rushmore and Crazy Horse.” On the

way home, they traveled through Yellowstone. A stop at Old Faithful didn’t disappoint, as they arrived just before the “eruption.” It rained and snowed in every state. The trip had been postponed because of COVID and was taken just as gas prices were going up. “There is so much to see in this beautiful country, a repeat is in the future,” Janet reports.

Damon and Carie Brosnan are about to become more familiar with beautiful central Oregon. Last Friday, they loaded their several conveyances and still ran out of room as they headed for their new home in Prineville. Damon’s work with the Natural Resources Conservation Services has him now working out of the central Oregon main office in Redmond, but he had been allowed to delay moving until after Conor’s graduation.

Small World: The coach from Wilsonville who is coming this week for a basketball camp, was a classmate of Damon’s and his sister a classmate of Darci’s, and his dad a fellow teacher with me at McKay High School in Salem.

The summer reading program in Ione is underway and will last through July for enrollees. The Morrow and Umatilla Counties’ libraries are offering a “road trip” of visits that will culminate in a chance to win a prize. Details of these programs are available at the libraries. Great opportunities for readers, young and older.

The museum on Main Street Heppner will soon feature a representation of a historically important business: Peterson’s Jewelers. Watch for details of its completion.

The museum will be open this season on Fridays and Saturdays, but Peggy Fishburn emphasizes to everyone that if anyone wants to visit the museum on other days, on days that the library is open, a request at the library will quickly result in a phone call that will get someone from the museum staff to open it.

If you haven’t noticed the work at the Ag Museum, a walk- or drive-by will be worth your time. Restoration of the mural is again underway, after a long delay. In a couple of month’s this huge nationally known single-artist mural will look as good as new.

Janet Greenup shared an experience she had last week at the Heppner Cemetery assisting a man who wanted to honor his foster father. The man was taken in as a foster child by a Heppner couple when he was a freshman in high school in the 60s. He joined the Navy and, due to some sad occurrences in his life, requested to be sent to Vietnam. He survived and returned to the states. He was in the Navy for 30 years, and he was thankful to his foster parents and to Heppner for the benefits he received. He wanted someone to play Taps for his father. Janet was able to play the song on her phone and he saluted his father as it played. Janet recognizes that this column is good news only, and this experience was moving and special and left her heart full.

We will enjoy reading your good news, too, so please share by sending it to dbrosnan123@gmail.com or call 541-223-1490.

Here’s hoping that some good news comes to everyone reading this.

## Business Speak

# Take steps to help recession proof your business – now

By Greg Smith

Unfortunately, many economists and industry leaders are suggesting the possibility of a recession, and now is the time to begin taking steps to help protect your business. An article which appeared in Forbes Magazine discusses a few ways to help your business survive—and thrive—during a possible recession. Even if one does not occur, these measures will assist you in strengthening your company.



Greg Smith

It is no surprise the first topic mentioned is getting a grip on your cash flow. The only way to anticipate changes and adjust, is to fully understand your financials. A study by U.S. Bank states that 82 percent of businesses fail because of cash flow issues. You’ve got to know your numbers and if accounting and bookkeeping are not your strengths, it is incumbent upon you to consult a professional. You can’t afford not to. Also, proactively securing financing can be extremely beneficial. Consider opening a line of credit or obtaining a business credit card which can be used if needed. Of course, it’s not wise to take on unnecessary debt, but these tools can help you weather a storm.

This may seem counterintuitive, as companies are always seeking to grow, but pay special attention to your best customers. These individuals already depend on and trust you. It’s easier, and with fewer outputs, to gain repeat business than invest in expensive advertising to find new customers. In no way am I suggesting that attempts to attract new customers should be abandoned, but sometimes catering to existing customers is overlooked. Think of ways to incentivize your top customers to be ambassadors. After all, the most effective advertising is in the form of third-party endorsements.

Spend time considering and developing multiple streams of revenue. Position yourself as an expert in the industry and think of ways to monetize your knowledge and experience. Create a unique identity that separates you from your competition. The article in Forbes mentions an example of a coffee shop which positioned itself as a place specifically intended for parents. It has a special play area for kids, clever names of drinks, and an appealing décor, all of which differ from those of a ‘standard coffee shop’. Chances are, if kids want to go, parents will follow.

Assessing your team and finding ways to keep your best employees happy is more critical now than ever. Flexibility, childcare and safety are at top of their minds. Show them that you care about helping them meet these needs, be fair in your compensation, encourage their input, and you will be surprised at how loyal they will be to you and your company.

In closing, people continue to spend money during a recession. They may very well have less of it, so make every effort to be the business they continue to support and trust.

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. If you are seeking free, confidential business advising, please call 541-962-1532 or email eousbdc@gmail.com.

## A View from the Green

# WCCC Sunday Men’s Play

Willow Creek Country Club men held their Sunday playday on June 5. There was no playday held the previous week due to the women’s tournament.

In special events, Tim Hedman got KP on #7/16 with 6” and Duane Disque had the least putts.

Dave Pranger took first in net with a score of 59. Dave Creswick was second with 60 and Rick Johnston

came in third with 64.

Charlie Ferguson was the first place winner in gross with 66 and Duane Disque was second with 67. Tim Wright was third with 71.

The next Sunday playday is scheduled for June 19 and will be hosted by Jerry Gentry and Rick Johnston. The WCCC Men’s Invitational will be held June 24-26.

# Over the Tee Cup

The June 7 Willow Creek Country Club ladies playday hosted 12 players to enjoy the great weather. Low gross of the field went to Virginia Grant and low net of the field went to Pat Dougherty. Least putts of the field was presented to Tiffany Clement.

Low gross for Flight A was Carol Mitchell. Tiffany Clement had the longest drive and closest to the pin.

Low gross for Flight B was Sharon Harrison and

low net was Pat Edmondson. Shirley Matin had the longest drive and Pat Dougherty the closest to the pin.

The low gross for winner for Flight C was Kathy Martin. Kris Lindner had low net as well as the longest drive. Kathy Martin also got closest to the pin. Lorene Montgomery and Jean Creswick tied for least putts on flight C. Jean Creswick also had a chip-in.

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