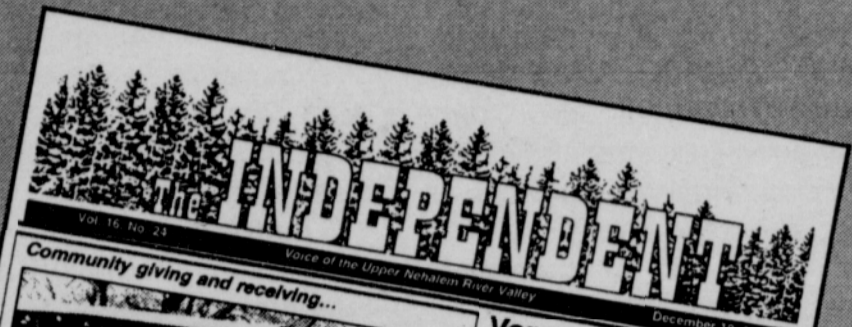
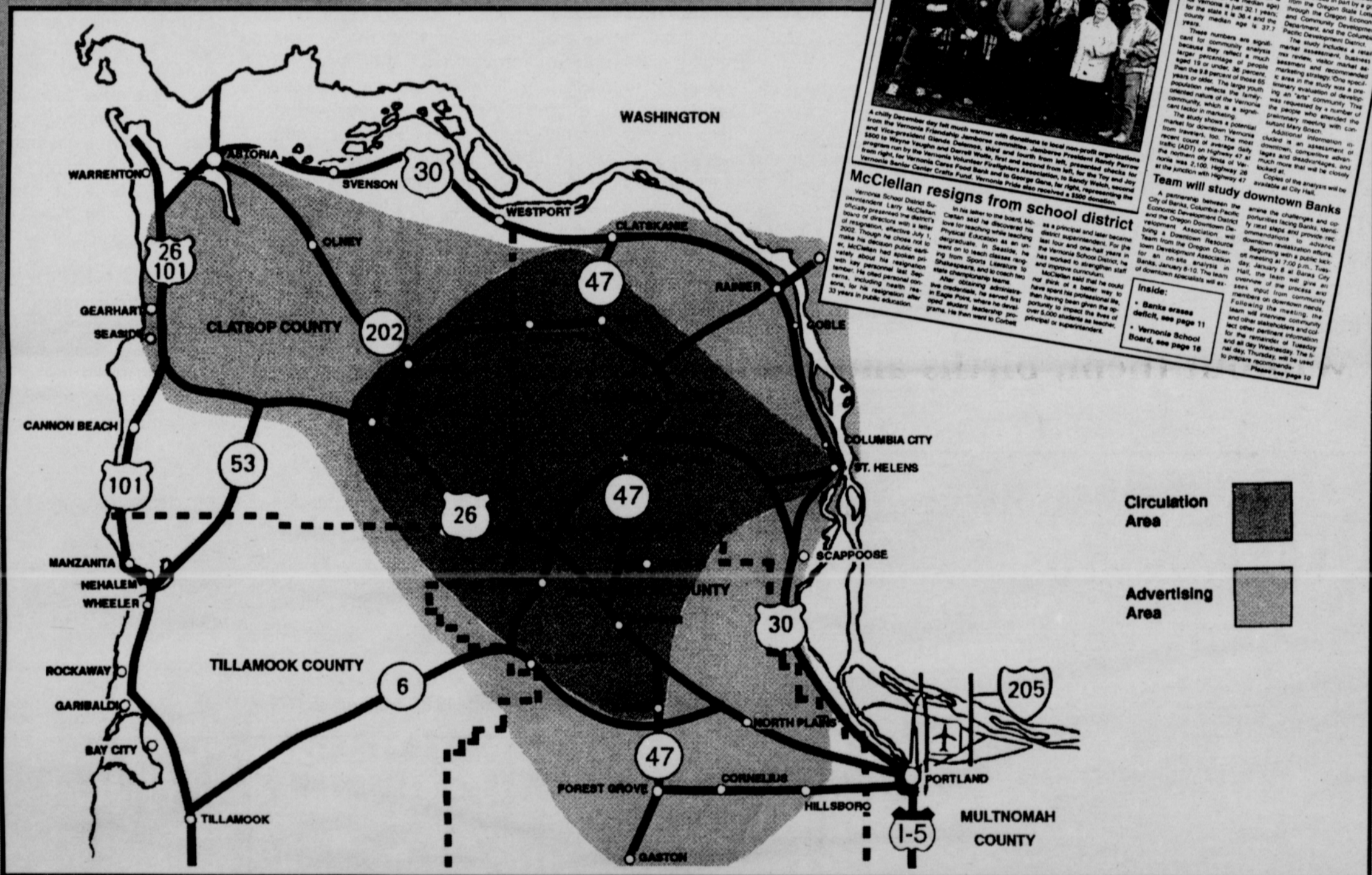


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Vernonia marketing analysis prepared

A marketing analysis of Vernonia has been prepared by the Oregon Economic Development Association. The analysis was performed by the Oregon Economic Development Association, a grant from the Oregon State Lottery through the Oregon Economic Development Association, and the Columbia Pacific Development District.

The study includes a year-over-year assessment of the market for both the State of Oregon and Columbia County. The median age of the population is older and half is younger than the median age for the state (36.4) and the county median age is 37.7 years.

These numbers are significant for community leaders because they reflect a much larger percentage of people aged 15 or under, 36 percent, than the 18 percent of those 65 years or older. The larger youth population reflects the family-oriented nature of the Vernonia community, which is a significant factor in marketing.

The study shows a potential market for downtown Vernonia from travelers, but the most recent count of average daily traffic (ADT) on Highway 47 at the northern city limit of Vernonia was 2,100. Highway 26 at the junction with Highway 47 has an ADT of 1,500.

A partnership between the City of Banks, Columbia Pacific Economic Development District, and the Oregon Downtown Development Association will study downtown Banks. Beginning with a public meeting on Tuesday, January 8 at 7:00 p.m., the team will give an overview of the process and seek input from community members on downtown needs. The team will interview community and other stakeholders and collect other pertinent information for the remainder of Tuesday and all day Wednesday. The findings will be used to prepare recommendations.

Please see page 10.

McCiellan resigns from school district

Vernonia School District Superintendent Larry McCiellan has resigned from his position, effective July 1, 2002. Though he chose not to make his decision public, McCiellan had spoken privately about his resignation with key personnel last September. He cited personal concerns, including health issues, for his resignation after 33 years in public education.

In the letter to the board, McCiellan said he discovered the physical demands of teaching were on to teach classes ranging from Sports Literature to Shakespeare, and to coach two sports championship teams. After occupying administrative positions in Eagle Point, where he developed student leadership programs, he felt weary to continue as a principal and later became district superintendent. For the last four and one-half years in the Vernonia School District, he has worked to strengthen staff and improve curriculum.

McCiellan said that he could not do it a better way to leave having been given the opportunity to impact the lives of over 8,000 students as teacher, principal or superintendent.

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725 Bridge Street, Vernonia, OR 97064