

Empowering rural entrepreneurs

BY KENNY HOUCK

The Applegate region is unique in southern Oregon, as rural communities like Murphy, Provolt, Williams, Ruch, and Applegate straddle the Josephine and Jackson County lines. The Small Business Development Center (SBDC) recognizes the challenges these communities face for access to small-business services.

The SBDC, with two main offices in Grants Pass and Medford, strives to respond to small-business needs and meet people where they are. The Rogue Community College (RCC) SBDC has a dedicated advisor specifically for rural businesses outside the main city areas, so that clients can work with the office that is most convenient for them. Working with A Greater Applegate and their community development efforts, we want to expand the message that SBDC services are relevant and responsive for our rural businesses, whether they are just starting out or looking to grow.

Small Business Development Center Services

All of Oregon's SBDCs offer no-cost, confidential advising and low-cost classes designed to support your ideas and assist you in growing your business to the next level. As the key regional provider of entrepreneurial and business development services, the RCC SBDC plays a vital role in southern Oregon's economic development by assisting entrepreneurs in every stage of the business life cycle. Since 1984, RCC SBDC has assisted thousands of emerging and growing businesses by providing the professional expertise, tools, and information necessary to make sound

business decisions in a complex and ever-changing marketplace.

In addition to our core offerings of business advising provided at no cost, training, and business research, we also offer a comprehensive toolkit of specialized services for all types of businesses. Our knowledgeable business advisors are experienced in a variety of business topics and understand how to do business in Oregon. We can support you with valuable, relevant advice and connect you with a variety of useful resources.

Please call 541-956-7494 or email us at SBDC@rogucecc.edu for more information on how we can assist you with your business success. You can also register for advising online, and we will contact you to schedule an appointment. Our confidential, no-cost business advising services are about empowering you to innovate and succeed.

At the RCC SBDC, you will be engaged with your very own business advisor who can be a key resource in helping you achieve your business goals. Whether it is finance, marketing, operations, management, or just about any business topic you may need help with, our advisors are here to guide you every step of the way. Our team has the knowledge, tools, and access to the most up-to-date resources to help newly emerging and growing businesses.

To find help at the SBDC nearest you, visit oregonsbdc.org.

Kenny Houck
Rural Business Advisor
RCC Small Business
Development Center
KHouck@rogucecc.edu

Investing in community, one purchase at a time

BY JAIMY WILKINSON

When my partner and I chose to move to this beautiful rural community, it wasn't just the sweeping landscapes that drew us in. It was the opportunity to live closer to the source—to know the people who grow our vegetables, build our furniture, and bake our bread. In a world dominated by anonymous global commerce, there's something deeply grounding about living in a place where your purchases directly support the people around you.

Like many newcomers, we quickly discovered that buying locally made goods isn't just a shopping choice—it's a way of investing in the very qualities that make this place special.

When you buy a handmade item from the artisan down the road or a bunch of carrots from a nearby farm, your money doesn't just disappear into a corporate system—it stays here. Studies show that for every dollar spent at a local business, about 67 cents remains in the community. In contrast, only about 43 cents from chain store purchases does the same. This "local multiplier effect" ripples outward, because local businesses tend to hire local accountants, use local printing shops, and source materials from other nearby businesses. The result? A stronger, more interconnected local economy.

In a small, rural region like ours, economic resilience depends on maintaining a diverse range of jobs. Local producers—whether they're making hot sauce, restoring furniture, or building homes—offer employment opportunities that might not exist otherwise. These businesses often keep traditional skills alive, too, from cheese-making to woodworking, quilting to basketry. With each handcrafted item comes a story, a lineage of knowledge passed down through generations.

Buying local also has environmental benefits. Locally made products typically travel far fewer miles to reach us, reducing transportation emissions and our overall carbon footprint. Local farms often prioritize sustainable practices, and many local artisans consciously choose eco-friendly materials and methods.

Supporting our local economy doesn't mean swearing off every non-local purchase. It simply means being intentional when you can. This year, consider buying a piece of local art at one of the many events throughout the valley. Every painting, ceramic bowl,

or handmade candle tells a story—and reminds us of the creative talent that lives among us.

Here are a few ways to discover and support local businesses:

Visit one of our weekly farmers' markets—where you'll find everything from honey and beef to sourdough and fresh flowers.

Explore seasonal craft fairs for handmade goods and unique gifts like pottery, herbal remedies, or natural-fiber clothing.

Check out local art shows and gallery events hosted at libraries, wineries, and community centers—where regional artists display and sell their work.

Take advantage of farm tours and open studios to meet the people behind the products.

Browse A Greater Applegate's Business Network Directory (agreaterapplegate.org/business-network/), a great resource for finding local service providers and artisans.

Join a community-supported agriculture (CSA) program for a weekly share of fresh, local produce.

Check out the *Rogue Valley Flavor Guide*, which highlights regional food and farm businesses across the Rogue Valley.

Supporting local businesses goes beyond the transaction—it creates relationships and builds a shared sense of place. When you know who made your dining table or harvested your salad greens, you develop a deeper appreciation for both the item and the person behind it.

As our community faces ongoing economic challenges, every choice matters. When you opt for locally made products, you're expressing what you value—skilled craftsmanship, meaningful connection, and a vibrant, self-reliant local economy. You're also helping to preserve the traditions, trades, and flavors that make our region unique.

The next time you need a gift, a meal, or a household item, pause and consider: is there a local option? Choosing local isn't just about the item itself—it's about sustaining the kind of community we want to live in.

Let's keep that spirit alive. For ourselves. For our neighbors. And for future generations who will inherit this beautiful place we all call home.

Jaimy Wilkinson
AV Food & Farm Network Coordinator
Applegate Evening Market Manager
jaimy@agreaterapplegate.org
619-787-0107



Team Senior

REFERRAL SERVICES

Providing **FREE** guidance for seniors and their families since 2016

We'll simplify your search with one quick phone call!

We can help you make educated decisions without having to make hours of calls yourself regarding cost, quality of care, vacancies, reputation and more!



CALL US FIRST!

We can help with

- In-Home Care
- Medicaid Spend Down, Annuity
- Home Health
- Veteran's Aid & Attendance
- Assisted Living
- Memory Care
- Adult Foster Homes
- Hospital & Rehab Discharges

NEVER A CHARGE TO THE FAMILY!

Jamie Callahan, Founder & CEO



FREE
Senior Living
Guidance!

“Team Senior helped me with everything from packing up my old place and driving me around to look at places, to providing information about every assisted living facility with just one call!”

- Susan

Being **LOCALLY** owned means that no franchise dollars leave Southern Oregon! We reinvest in our community.

(541) 295-8230 | www.TeamSenior.org



JACK SMOOT

REAL ESTATE

OR REAL ESTATE AGENT
LIC# 201214454
MOBILE: (541) 200-5211
FAX: (541) 702-2018
JACK@JACKSMOOTREALTY.COM
WWW.JACKSMOOT.EXPREALTY.COM
820 N 5TH ST
JACKSONVILLE, OR 97530





Residential & Commercial Cleaning Services

Natural Products Used for:

- House & Office Cleaning
- Window • Gutters
- Pressure Washing
- Moss Removal

541-601-6236
Licensed Bonded Insured

TheCleaningCrewOnLine.com



Follow us
on
Facebook.
applegater.
newspaper