



Pressure

from Tami Quinn Hollenbeck

Have you ever been thirsty and you go to your kitchen sink and as you're filling your glass, you start to wonder how the water gets that great pressure coming through the pipes as it comes into the kitchen faucet? You may know that the well has a pump, but have you ever wondered what that large metal or fiber wound tank was? That's your pressure tank! As the water is going into the pressure tank, it compresses the air in the tank (commonly through use of a rubber bladder or rubber diaphragm mounted within the tank) which in turn causes pressure to build up within the tank... you go in the house and want to get a glass of water and that compressed air in the tank forces the water into the pipes and to your kitchen sink... viola! You're not thirsty anymore. Most well systems will have a pressure tank in line to help keep everything running smoothly. If you notice things aren't running quite as smooth as it used to, give Quinn's a call today!



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Wander Applegate

Our valley's new destination website was a community effort.

BY CHRISTINA AMMON

I've always considered writing a solo pursuit, consigned to corner café tables, quiet libraries, or the middle of the night, when I wake to scrawl an idea across my bedside notepad.

So, when I was asked to write an Applegate Valley destinations website with community members, I was skeptical. *Write with a group of people?*

This would not only require skillful collaboration, but vulnerability. Would a group be open to floating the dumb ideas that are inevitable to the writing process? It would take courage.

If you don't know, a "destination website" is an online resource that travelers can use to plan their visit. These websites are often funded by a town's chamber of commerce. Local examples are Visit Grants Pass and Medford's "Heart of the Rogue" websites.

A Greater Applegate backed our website with grants received from Travel Oregon and Travel Southern Oregon, our state and regional tourism commissions.

Since a key value of A Greater Applegate is community involvement, hiring a slick marketing firm was out. During the listening sessions held throughout the valley in 2019-2020, residents made it clear that any foray into "destination management" would have to be conscious, low-impact, inclusive, and above all, community-led. Keeping the Applegate the Applegate was a priority.

It was in this spirit that the Destination Applegate Working Group gathered for a series of meetings to brainstorm ideas for the website.

We initially asked ourselves: How do we describe the Applegate? What did we want the website to feel like? What activities does the Applegate offer?

■ BUILDING BONDS

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management tool. A controlled burn can seem like an overwhelming project, but working with skilled and experienced members of the RVPBA, pooling tools and equipment from local groups, and bringing together community volunteers make this important tool accessible to private landowners. This spring we held a pile-burning workshop that was well received, and we are planning on holding more of those in the future. If you'd like to hear more or get involved with the RVPBA, sign up for our email list at RogueValleyPBA.com

Firewise USA is a program of the National Fire Protection Association that helps groups of neighbors increase their wildfire preparedness. They offer informative tools for organizing and planning a community response to a wildfire, as well as grant opportunities and awards. If you're interested in learning more about the program or learning how to form a Firewise community in your neighborhood, contact Brian Mulhollen, the Applegate Valley Fire District fire marshal, at 541-899-1050.

Living within the fire-adapted landscape of the Applegate Valley, we need to make sure our communities are fire-adapted too. Fire is another member of our community, one we'd all benefit from meeting with more skill, awareness, and community support and connection.

Aaron Krikava
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We did generative exercises, throwing out words as they came to us: Lush, Pioneering, Unplugged, Rugged, Refined. The word "real" came up over and over again. Authenticity was a priority. We wove in quotes from residents, like Diana Coogole and Evelyn Byrne Williams.

We also wanted images to truly convey the Applegate. In one meeting, the group insisted that the photos on the draft site were "too Napa." Fortunately, we were able to hire a photographer to capture a fuller sense of the Applegate and its residents.

One of the biggest challenges for the group was finding a slogan, which is a convention among destination websites. We let ourselves get ridiculous. Some examples:

Fill up your tank—no, seriously!

We've got everything—except

gas and internet

Centrally Isolated

Come for the wine,

stay for the Sasquatch

Where the grass truly is greener

I wrote the phrases down, reworked them, and sent them back to the group for feedback. Over the weeks, my dreams were filled with the group's ideas. What would

best reflect the working group's ideas and capture the Applegate well?

Then, one day, while on a hike, I hit record on my phone and began to ramble. I recalled the working group gathered in my living room, talking about all adventures to be had in the Applegate and about all the delights and surprises hidden in nooks throughout our valley. I remembered Marcy Rustad, owner of Applegate River Lavender Farm, weaving her hand through the air like the curves of Highway 238. "It's kind of wandering."

The group liked the word "wander" so I recorded as many phrases as I could think of—*Follow Your Sense of Wander, State of Wander* and then...

This land is made for wandering.

"Yes!" I nearly shouted into the phone.

Laurel Briggs, our designer from Creative Marketing and Design in Jacksonville, liked the concept too.

"Wander" had a playful and modular quality, meaning she could apply it across the site categories: *Wander where to eat? Wander down a trail. Sleep Wanderfully.*

The group gave their approval and Laurel finished translating our collective vision into a beautifully designed website (wanderapplegate.com).

It turns out that writing with a group is a wonderful thing. A haunting blank page was never a problem. With so many minds and hearts on the job, there was an abundance of ideas.

What should we write together next?

Christina Ammon

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Want your business listed on Wander Applegate? Fill out the contact form on wanderapplegate.com or get in touch at info@agreaterapplegate.org.



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