

The Applegate ahead

BY MEGAN FEHRMAN

Water, fire, new seasons—they all usher in transitions and renewal. As summer approaches, we at A Greater Applegate (AGA) are welcoming new members to our team, announcing new projects and resources for the community, and taking a new look at where we are headed in the next few years.

We are thrilled to bring Chris Loeffler on board as our Applegate Business Network Manager. A southern Oregon resident for over 25 years, Chris made the Applegate his forever home in 2024. Chris has worked for some of the biggest brands in the world, as well as some of the most treasured southern Oregon small businesses. His goal in his new position at AGA is to strengthen business and community connections and bring greater resources into the valley through thoughtful partnerships and a robust resource network.

Chris will be working with businesses to develop and promote the new Local Business Directory on ApplegateConnect.org. He will also partner with Jackson County's Business Librarian to create a Rural Entrepreneurs in Residence Mentorship program, featuring one artist and one farmer who will serve as teachers and coaches for cohorts of new business owners this fall and winter. We'll also be launching a "stay local" challenge as we showcase the best the Applegate has to offer during the Jacksaphine Count(r)y Fair week in September.

You can find our new and improved Wildfire and Emergency Resource page at ApplegateConnect.org. With fire season approaching, this is a one-stop (online)

shop for all things related to emergency preparedness, protecting your property, and responding to a disaster. This site has been developed by Tucker Grinnan, AGA's Resilience Hubs Coordinator, and vetted by our fire departments and other experts in the field via the AV (Applegate Valley) Forest and Fire Working Group. Videos from the presentations at last spring's All Things Fire Fair are available on AGA's YouTube channel, including a helpful presentation on property insurance, prescriptions for safety, advice for keeping access and escape routes safe, and reminders of what we can all do to become a more fire-adapted community.

AGA is working with community members in Ruch and Williams to set up a localized network of support, should an emergency occur. These conversations are being woven into the Community Wildfire Protection Plan update spearheaded by the Applegate Partnership and Watershed Council. We are proud to be part of the collaborative effort.

Speaking of collaborative efforts, the Outdoor Recreation Working Group is happy to announce that the online recreation planner is now live on WanderApplegate.com! This interactive site allows you to plan family outings and find the trails, parks, the river, and local businesses. We're still adding a few more resources to the map, but it is live and ready for you to use, so please check it out before your next outdoor adventure.

You may have received our *State of A Greater Applegate* impact report in the mail. You can also find it online at agreaterapplegate.org, along with our

Applegate Wildfire and Emergency Resources Page



Sign up to receive emergency notifications



Connect with local responders and volunteer opportunities



Prepare your household and neighborhood



Learn how to protect your property

ALL OF THE LOCAL EMERGENCY INFORMATION YOU NEED IN ONE PLACE!

APPLEGATECONNECT.ORG/RESOURCES/WILDFIRE-AND-EMERGENCY-RESOURCES



Wildfire and Emergency Resources page on ApplegateConnect.org.

slideshow from the State of the Applegate event last February, the completed economic-drivers research, and a report on our local business survey.

Community building is about nurturing connections, building capacity, taking community-led action, and fostering a culture of rural resilience, hope, and vitality. Please support A Greater Applegate, if you can, so that we can continue to support community-based projects, lift up our local businesses, and create more uniquely Applegate experiences in 2025!

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This program is made possible by a grant from Business Oregon

We Will Meet Your Business Where You Are At

We Can Help Your Business To

- Find financing
- Expand your marketing
- Increase sales and expand
- Train and keep employees
- Work through regulatory issues
- Exit with a solid succession plan
- Go from idea to reality (start your business)

NEW Start or Expand Your Child Care Business

If you're located in Josephine County, the new Josephine County Child Care Business Accelerator Program supports your next step as a business owner.

Tattoo Artist Finds "Hidden Gem" Success



"I am very grateful that this small business loan program is accessible, because it makes dreams a reality."
- Ashly Wissler, Owner, Hidden Gem Tattoo in Cave Junction



Tim Busald, Lead SBM Instructor & Lindsey Rice, Owner, Rogue Valley ZipLine Adventure

The Small Business Management Program

Starts October 7, 2025

"The SBM program is insightful and the support from instructors and fellow entrepreneurs is invaluable. My greatest takeaways are increased motivation, better structure, and strategic planning for my company's future."
- Lindsey Rice, Owner, Rogue Valley ZipLine Adventure

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To find the SBDC near you visit: <https://oregonsbdc.org>



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