

Student Corner: Holiday giving question

Autumn colors were at their peak on a crisp morning in late October when Madrona Elementary students gathered in the gym for the start of another school day. After greetings and announcements, everyone stood and faced the flag for the Pledge of Allegiance followed by the school's Kindness Pledge: "I pledge to myself on this day to try to be kind in every way. To every person, big and small, I will help them if they fall. When I love myself and others, too, that is the best that I can do."

Afterward, several students and Kellie Lovell, principal, talked with the *Applegater* about upcoming holidays and shared their thoughts on this question: **If you could make a wish and give any gift to our community or your neighborhood during the holiday season, what would you choose to give?**

Here are their responses.



First-graders Bently Sharp (left) and Benjamin Watson.

Bently Sharp, first grade: "I would give my neighbors money for Halloween candy. There could be a lot of candy!"

Benjamin Watson, first grade: "I would give money to people so they can buy what they want."

Emory Swearingen, second grade: "I would make it so the flowers bloom all the time and give that as a present."

Evelyn Voltz, second grade: "Give food so people aren't hungry."

Olivia Eells, third grade: "I think food and money so people can have food and buy what they need."

Kellie Lovell, principal: "I hope we give our community a welcoming safe



Third-grader Olivia Eells (left) and second-grader Evelyn Voltz.



Second-grader Emory Swearingen.

school where students are able to feel and be kind as they grow."

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Photos by Lisa Baldwin

NEXT GENERATION | SCHOOL NEWS

Williams School continues to increase enrollment

Williams School has experienced a significant increase in enrollment—from 60 students two years ago to 84 today.

Staff and students have welcomed a new teacher, Megan Hart, who is now teaching kindergarten and first-grade students.

The preschool and Kaleidoscope programs are in full swing at Williams School. Enrollment is full, with over 20 students participating. The preschool schedule is Monday through Thursday from 7:45 - 11:45 am. Kaleidoscope is a pre-K play-to-learn program. Parents accompany their children and learn how to teach their children during play. The program is offered every Friday morning and focuses on (1) supporting kindergarten-readiness skills and smooth transitions to kindergarten and (2) increasing family engagement in children's learning and connecting families and schools.

New field

Work on a new track and soccer field is in progress by Moser Paving and district maintenance personnel. This work is



Williams School's new track and soccer field, where a jogathon will take place in April 2020.

part of a larger school district project to install a new irrigation system. Because of the ongoing construction, the school's annual jogathon has been rescheduled for April 17.

The much-valued and appreciated after-school music program began in November and offers both guitar and fiddle lessons.

Upcoming events and holidays

- Holiday program, December 18, 7 - 8:30 pm. The public is invited.
- Holiday break, December 23 - January 3. Back-to-school day is January 6.
- School holiday on Martin Luther King Day, January 20.
- School holiday on Presidents' Day, February 17.
- Book Fair, February 24 - February 28.

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■ APPLGATE DESIGNERS

Continued from page 1

business considers for a storefront—how to use space, composition, color, imagery, and text. And it's not just the website. It's the brochure and business card and logo. It's all the visual elements and words that signify the brand and tell the story of that business.

Although a business can hire a designer online and work with that person entirely online, these Applegate designers still enjoy face-to-face meetings with their clients. Ann and Noel especially like to go to a client's place of business, where they can get a good impression of that person's passion for his or her work. They want to know what that person's ideal client is so they can convey that message through the website they are creating for that business.

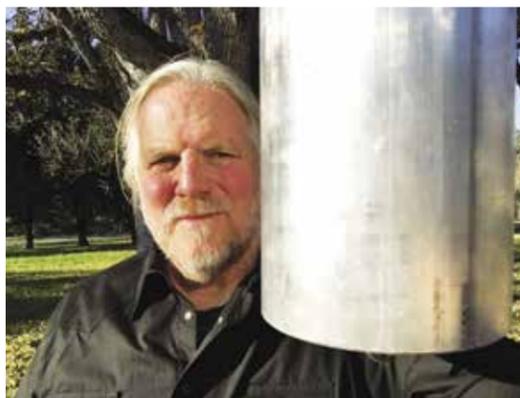
Laurel Briggs also likes to focus on her customer's customers. "Each client has unique marketing needs," she says. When working with a local winery, for example, she'll research who the customers of wineries in the Rogue Valley are—their income level, interests, education, where they come from. Then Laurel will work on a design around that behavior. "The best marketing is targeted marketing," she points out, but she adds that the best design incorporates what is unique about that business too. Is there music every weekend at the winery? Is there a beautiful river in its backyard? How can the design for the website, logo, brochure, etc., take advantage of that uniqueness?



Laurel Briggs focuses on her customer's customers.

To Laurel, the most important thing in considering design for a business is for that business to understand who its customer is and to have design consistency in business cards, brochures, websites, etc., so people will remember that company. Noel, at Idyllwild Studio, says, "We get out of the way of the design and let the story come through in terms of what a client needs."

Gregg Payne likes to emphasize the fine-art aspect of design. He started his career in the seventies, hand-painting custom signs and murals and designing new logos in Prismacolor pencils. Eventually he relearned how to do everything on computers. (But he says he still loves hand-painting graphics and murals.) He taught typography and digital design at Butte College near Chico, California, while specializing professionally in business



Gregg Payne, with a chime prototype of one of 40 chimes for Tower of Voices at the National Park Service's "Flight 93" National Memorial in Pennsylvania, for which he is a design consultant.

identity design for new businesses or for existing businesses that needed a new look. Now his emphasis has shifted toward design for education and environmental programs and for nonprofits that do important work but are often underfunded. A Greater Applegate drew on his talent for some of the new signs in Cantrall Buckley Park.

While Laurel has worked with clients as diverse as Grizzly Peak Winery, Southern Oregon Goodwill, and Rogue Community Health, Idyllwild Studio focuses on the niche market of businesses that emphasize alternative lifestyles and sustainability. Noel says they "design" their own life with "mindfulness toward the way we live" and that they want to encourage that in others. "We want to work with people who are making a positive impact on their community or the world," he

said. Examples of their clients are Siskiyou Seeds, Hardy Seeds, and a Waldorf School.

Gregg Payne has designed logos for businesses as different as rock bands and the highway patrol, pubs, and Montessori schools.

With these three designers (among others in the Applegate), local businesses—nonprofits, alternative-lifestyle, small, or big—can proudly present their images and tell their stories to the larger market of the online world.

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