

Michael Roth's Remarks

Orville loved being "Orville", he treasured his relationships with his family, friends and customers. We miss him every day. July 2nd would have been Orville's 80th birthday. The way Orville loved to get people together for any type of event, you can only imagine the 80th birthday party we would have had.

Let's take a moment and go back 30 years starting with Orville's 50th Birthday. The company has bought him a present for every decade birthday. These presents were always used for the good of the company.

For his 50th a green golf cart & 10 golf lessons. You see, Orville's plan was to retire at 50 to golf - We all know how that plan went. He took 2 of the 10 golf lessons and was so frustrated he permanently quit golf. Orville's standard line was "If I want to be frustrated, I'll schedule lunch with our bankers". The happy ending of this story is this; that green golf cart has been used in around 270 parades these last 29 years. With no radar guns to slow him down, Orville zoomed, and I mean zoomed, in circles to try to keep up with the flow of the parade, while still visiting both sides of the street, making a 1 mile parade into a 3 mile parade. He wasn't happy unless he personally made eye contact and smiled at each and every person and threw candy to each and every kid.

Now on to Orville's 60th Birthday present, a 1952 Antique Fire Truck, which joined the golf cart in parades. Not painted Safeway RED like all the other fire trucks in the parades, but painted, you guessed it: Roth Green.

For his 70th Birthday, knowing we had the parades covered, we asked Orville what he might want. Being the patriotic person that he was, he said a giant American flag for our office specifically, and I quote, "A flag as big as the flag at the Harley place on the 205 freeway in Oregon City." A 20 by 40 feet American flag flies proudly each day at the Roth's Food Center.

A few years ago, I received a call at our office from Shirley Boehmer. Shirley is one of the members of the Silverton Mural Society, the group dedicated to placing and maintaining the many murals around Silverton. Shirley said the mural society wanted to do a mural of Orville because "he has given so much to make Silverton a better place". She wanted my blessing and full sign-off, as Shirley wanted to find the opportunity to surprise Orville that he had been chosen for the next mural. I told Shirley I would "think about it" and get back to her. Well, I never surprised Orville with anything, so a few days after talking to Shirley, I sat down with Orville and my conversation started like this: "First, I need you to promise me you will act really surprised when it's announced, but they want to do a mural of you in Silverton" After discussing the details, I said to Orville, "And this mural would be a perfect 80th birthday present!"

Two interesting things here: First, Orville said he didn't want the mural for his 80th birthday, but immediately added "I want it for my 85th !" He must have had something else up his sleeve for his 80th. Sad to say, I never did find out what that was. Second, I sat there thinking, I guess Mr. Roth thought once he got past 80, the present cycle would now be changing from every 10 years to every 5 years. So I called Shirley back and told her maybe in a few years.

Fast forward a month. Orville neatly cut out a picture from the Silverton Appeal of him driving his beloved Golf Cart pulling the Roth's Bear in the Silverton Homer Davenport Parade. He set the picture in front of me and said "When I am 85, this is the mural I would like."

So Orville, we apologize for giving you your mural 5 years early. Starting July 2nd, on your 80th Birthday, when we pull into the Silverton store, we'll see your mural and remember the impact you had on us and all you did to make the town of Silverton a better place.

About the Artist – David McDonald

Roth's is fortunate to have one of the premiere mural artists on the west coast as one of our teammates here at the Silverton store. Many of you have enjoyed David's artwork on other Silverton Murals and his artwork throughout the Silverton store.

After being a small part of this mural, I can tell you we underestimate the work involved to transform a brick wall to a 10' x 20' mural. As is often the case in Oregon the spring of 2014 was a rainy one. David couldn't start until he had some consistently dry weather. When it was dry, he often painted in the sun, as the building faces due west. Add to that, every brush stroke was from the top of a lift. Luckily David found enough dry days during May and June to complete the mural on Orville's Birthday! Thanks David!!!