

## **Buy expands communication company's reach**

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Silke Communications in Eugene has purchased the assets of Springfield Radio, another local, long-standing, family-owned radio sales and service company. The sales price was not disclosed.

Silke Communications has been growing steadily in recent years, and the Springfield Radio acquisition will allow it to continue that growth pattern, said company president Jim Silke Jr.

"We were looking to expand our footprint," he said Thursday.

The company provides the infrastructure and services that let other communications companies communicate over the air, Silke said. It owns numerous radio towers in Oregon, many of which are used by radio and television stations as well as cellular phone and Internet providers, he said. It also sells and services radio systems.

While radio is an old technology in an era of cell phones, texting and Twitter, it remains an effective way to communicate, Silke said. Radio's frequency range enables signals to penetrate hills, valleys and forest canopies that receive no cellular signals, he said.

The acquisition of Springfield Radio broadens the market reach of Silke Communications, Silke said.

Silke Communications specializes in serving public safety agencies, such as police and fire departments, school districts, and other government agencies. Springfield Radio specializes in serving commercial businesses, such as delivery services, plumbers and electricians.

Silke serves customers from southwest Washington to Southern Oregon and on the Oregon Coast, Silke said.

"It's a testament to my father's good business sense and years of work that we have the capacity and capability to serve such a breadth of customers so completely," he said.

The company's strong financial position — it's debt-free, he said — enabled it to make a cash offer for Springfield Radio, he said.

"We can be opportunistic," he said.

Silke said the five employees of Springfield Radio will join Silke Communications, bringing the company's total employment to 13.

Silke's father started the company in 1964, and bought his first hilltop in 1969, where he erected a communications tower. It was the first of many, Silke Jr. said.

"Dad collected towers like some people collected baseball cards," he said.

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