

Pub Talk features country singer Nicole Lewis

■ La Grande native to talk about 'business of stardom'

LA GRANDE — Rising country music singer Nicole Lewis returns to her hometown for a Pub Talk at Side A Brewing on Jan. 9. Doors open at 5:30 p.m. and the talk begins at 6 p.m. Informal networking will follow.

Lewis started her music career in La Grande before taking on the Spokane music scene, and now she's pursuing her dreams in the country music capital of the world.

Members of the Eastern Oregon University Entrepreneurship Club invited her to speak at this term's Pub Talk event.

Club adviser and EOU business professor Wilson Zehr said Lewis' journey represents a specific type of business success.

"What many people do not realize is that musicians, artists and athletes are all entrepreneurs," Zehr said. "They have a product (their gifts), a brand and a business (career) to manage. The ultimate success of their venture depends on their ability to effectively manage these elements."

He said Lewis has done just that in a competitive and rapidly changing industry. Zehr said the rise of streaming services has meant that artists like Lewis have had to change their business models and focus on other forms of revenue in



nicolelewismusic.net

Country music singer Nicole Lewis will be featured at Thursday's Pub Talk at Side A Brewing in La Grande.

order to thrive.

Pub Talks are hosted by the EOU Entrepreneurship Club and sponsored by Side A, Eastern

Oregon Ventures and the Union County Chamber of Commerce.

Each talk aims to inspire the next generation of businesspeople.

Winter programs offered at Oregon Trail Interpretive Center

BAKER CITY — The Bureau of Land Management's National Historic Oregon Trail Interpretive Center will be connecting kids to public lands and America's natural and cultural heritage with a variety of events and programs in 2020.

Winter hours of operation are 9 a.m. to 4 p.m. Thursday-Sunday through Feb. 17. After that date, the center will resume a regular schedule to be open daily.

A schedule of programs is set for January. Hear the story of a pioneer at 2 p.m. Thursdays and Saturdays, and see pioneer demonstrations at 2 p.m. Fridays and Sundays.

A ranger-led program titled "Oregon Fever!" is given at 11 a.m. Thursday through Sunday.

A brisk walk or run along all or part of the center's 4.2 miles of paved trails is a great way to fulfill New Year fitness resolutions.

The trail system is open from 9 a.m. to 4 p.m. daily and includes waystations and interpretive signage. Call ahead to check conditions, as the trails are not cleared of snow.

Fee Free Days this winter will be offered Jan. 19 in observance

of Martin Luther King Jr. Day and Feb. 20, in honor of Presidents Day.

The popular hands-on "Wagons Ho!" exhibit opens Jan. 24 in the Flagstaff Gallery. Visitors can pack a full-scale wagon, dress in pioneer garb and learn more about life on the Oregon Trail.

For a complete calendar of daily activities as well as special events in 2020, visit the center website at oregontrail.blm.gov.

The National Historic Oregon Trail Interpretive Center offers living history demonstrations, interpretive programs, exhibits, multimedia presentations, special events and more than 4 miles of interpretive trails to tell the stories of Oregon Trail pioneers, explorers, miners and settlers of the frontier West. It is located just east of Baker City. Take Exit 302 from Interstate 84 onto Oregon Highway 86 and proceed about 5 miles.

Admission is \$5 adults, \$4 seniors, and free for youth age 15 and younger.

America the Beautiful Inter-agency Park Passes are accepted.

For more information, call 541-523-1843.

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