

Start Your Own Business with Help from Tribal Small Business Program

If you are a Siletz Tribal member and are interested in owning your business, the Small Business Program offers a variety of free services to help you.

A business information counselor is available to provide free business counseling and assistance for Siletz Tribal members, which includes but is not limited to marketing, business plan development, financial information, and other services to help you with your business ideas.

A business loan program also is available and offers Siletz Tribal members the opportunity to borrow funds to either develop a new business venture or expand a business they already are operating.

Available services include:

- Business counseling
- Business plan development
- Free computer use
- Business loan program
- Training workshops
- Free faxing and copying services for business owners
- Internet access
- Business reference books and videos
- Marketing assistance
- Flyer development

For more information, contact Rosie Sufficool, business information counselor, at 541-994-2142 or 1-877-564-7298, or e-mail her at rsufficool@stbcorp.net.

The Small Business Program is located in the Siletz Tribal Business Corporation office at 2120 NW 44th St., Suite D, in Lincoln City, Ore.

Office hours are 8 a.m. to 4:30 p.m., Monday through Friday.

Business and You!

by Rosie Sufficool, STBC Business Information Counselor and S.T.A.N. Coordinator

Marketing Your Business – An Ongoing Process

Whether you're a new business owner or have been in business for a long time, it's important to remember that marketing your business should continue to be an ongoing process.

Often business owners who have achieved some business success no longer feel the need to continue marketing their business and their products.

It's necessary to market your products and services on a regular basis to keep your name in front of potential customers and to make sure the competition doesn't take away some of your customer base.

Marketing can be as simple or complex depending on your time and financial resources. Here are some low-cost ways to market your business:

- Use your business cards to remind people of your business and your connection with it
- Distribute flyers frequently, either to advertise specials or to spotlight some product or service
- Encourage your employees to promote your business in a positive manner by setting a good example

- Join networking organizations like the Chamber of Commerce or other civic groups

If you have budgeted a specific amount of money for marketing/advertising, you might want to consider some well-placed advertisements in your local newspaper.

Before you place an ad, determine if the cost of the advertising will generate the kind of response you're expecting and if it's worth it. Remember, if no one reads your ad, you're wasting your money.

To make sure you're making the most of your marketing efforts, look at the kinds of marketing your competition does. Do they offer discount coupons? Do they have frequent sales?

The most important thing about marketing any business is that it has to be frequent, consistent, and offer your potential customers something they value.

Whether you're trying to attract new customers or keep old ones, don't ever underestimate the value of marketing.

If you have a specific business question, send an e-mail to me at rsufficool@stbcorp.net or call 541-994-2142 or 1-877-564-7298.



S.T.A.N. Workshops

Please note: This is a revised schedule. Some workshop dates have changed.

July

- July 11 Communication Skills
- July 12 Résumé Development
- July 18 Using the Internet
- July 19 Using E-mail

August

- Aug. 8 Communication Skills
- Aug. 9 Career Planning
- Aug. 22 Computer Basics
- Aug. 23 Developing a Business Plan

General Council Meeting

Aug. 5, 2006

Siletz Tribal Community Center

Siletz, Oregon

1 p.m.

Agenda

Call to Order
Invocation
Roll Call

Approval of Agenda
Approval of Minutes
Program Reports
Diabetes Program
Tobacco Prevention Program
Tribal Member Concerns
Chairman's Report
Announcements
Adjournment

Culture Center Meetings Complete First Round; Pendleton Blanket Winner Announced

The Tribal Planning Department and Culture Committee recently held community meetings in each of the area offices to discuss the planning of a tribal culture center. The project, funded by an Administration for Native Americans grant, is to complete the very preliminary "pre-planning" of a center.

The project's main objective is to complete the design of a tribal culture center, with heavy emphasis placed on tribal membership input into that design. The community meetings were scheduled to allow members the opportunity to provide that input.

A design team was hired in January to begin the planning process. It consists of Cascade Design Professionals Inc., StastnyBrun Architectural, and Lisa Watt, Native American museum consultant.

In the community meetings the team presented various aspects and concerns regarding a tribal culture center, then spent significant time listening to what tribal members said they wanted to see in a Siletz culture center.

Presentations also were made at the General Council meeting in May and to tribal elders at their May meeting. A discussion of the culture center design



Delores Pigsley draws the winning name – Denise Petersen – from the entries into the drawing for a Pendleton blanket.

also is planned as part of this year's Culture Camp activities.

Near the end of July, as the team gets closer to finishing the culture center design, another set of area office meetings will be scheduled so members will have an additional opportunity to comment. The final design will be presented to Tribal Council in September for its approval.

Methods of funding the construction of the culture center are being explored so that building can begin soon after final design approval.

Tribal members who attended the community meetings were entered into a drawing for a Pendleton blanket. On June 9, Denise Petersen was announced as the winner of the blanket.

For more information or if you would like to provide input into the Tribal Culture Center Planning Project, contact Dennis Lancaster in the Tribal Planning Department at 541-444-8340; 1-800-922-1399, ext. 1340; or e-mail him at dennisl@ctsi.nsn.us.

You also can contact any Culture Committee member or Culture Department staff.