

This is one of a series of articles that will spotlight business enterprises owned and managed by Siletz Tribal members. If you would like to spotlight your business as a part of this series, please contact Stephen Larrabee or Michael Phillips at 541-994-2142 or 877-564-7298; or e-mail them at slarrabee@stbcorp.net and mphilips@stbcorp.net.

Tribal Member Business Spotlight: Sage Stone Botanicals, operated by Alyson and Loren Florendo

Alyson Florendo always enjoyed making natural lotions and lip balms for her family and friends. One day she decided to ask a local shop if she could put her products on their shelf.

In no time, her hobby became a family business. Alyson and Loren Florendo have been running Sage Stone Botanicals since 2006 and the company's products include lotions, lip balms and hand creams using only natural products.

"Once I saw the demand for these products, we decided that going into business would be the best thing for us," said

Alyson. "With Loren's business knowledge and my ability to make the product myself, we knew we could be successful."

The company has been selling its products mainly from Alyson and Loren's home and at stores in Eugene but has recently expanded to Ashland and hopes to reach the Portland market next year.

"We just received a loan through the STBC loan program and this has allowed us to increase our purchasing power and buy more materials at a better price. This in turn will allow us to expand our

market base and become more profitable," noted Alyson.

The Florendos, as with all small business owners, have had their ups and downs and were happy to pass along some advice for new business owners.

"You need to be passionate about what you are doing and be able to stand behind your product," said Alyson. "I always ask myself would I buy this product before making it and putting it up for sale."

The Florendos also discussed their challenges.

"We struggle a bit with the marketing aspect of our business, how to use our limited resources to market our product efficiently," said Alyson.

Alyson is extremely proud of her naturally made products and encourages everybody to try them to see for themselves.

"All of the products are 100 percent natural and are both nourishing and healing. Your body will thank you," she said.

Sage Stone Botanicals is based in Eugene, Ore., and you can check out its many products on its website at Sage-stonebotanicals.com.

STBC Conducts Successful Tribal Business Forum, More are Planned

The STBC small business development team conducted its first Tribal business forum on Sept. 24 at the Hee Hee Illahee RV Resort in Salem, Ore.

The forum brought together Tribal business owners and those wishing to start a business. Representatives from the Small Business Administration and Business Oregon and STBC's Economic Development Specialist Steve Chrisman conducted presentations on a variety of topics.

"The idea of the forum was not only to provide information to help business succeed, but to also begin creating a dynamic business network for Tribal members," said Stephen Larrabee, STBC development manager.

Sessions on doing business with government, minority and 8(a) certifications, loans and financing, and marketing were covered during the full-day event.

"It was wonderful to work closely with the Tribal members to help them realize the opportunities available for them," said Barbara Allen, business development specialist for the Small Business Administration.

Allen conducted the first session and spent two hours going over business opportunities with the federal government. Jeremy Cearley, a Tribal member who operates a construction business, was impressed.

"I was extremely happy to be able to learn more about the 8(a) certification process and have the opportunity to meet these people face-to-face," said Cearley.

The final part of the forum gave Tribal members the opportunity to discuss their businesses and help each other with issues they are facing. Participants then spent time swapping business cards and discussing opportunities to work with each other.

"I would like to thank the Tribe and STBC for taking the time and committing the resources to help us," said John Johnson, owner of Powerjet Technologies, a very successful business operating out of Portland, Ore. "It is important for the business owners to be able to meet with each other and discuss what they are doing."

STBC will continue to conduct these forums in the future and encourages all business owners, and those wishing to start a business, to attend the sessions.

STBC Launches Youth Entrepreneur and Leadership Program in Siletz

The Siletz Tribal Business Corporation (STBC) began teaching the Youth Entrepreneurship and Leadership Program (YELP) on Oct. 5 at Siletz Valley Early College Academy. This program will provide participants with the skills necessary to develop and run small businesses, learn about the qualities and attributes of leaders and provide real-life practical experience.

The year-long course will contain several components, including class instruction, a business plan competition, a mentoring/shadowing program, an internship program and seed money to operate small businesses for the students.

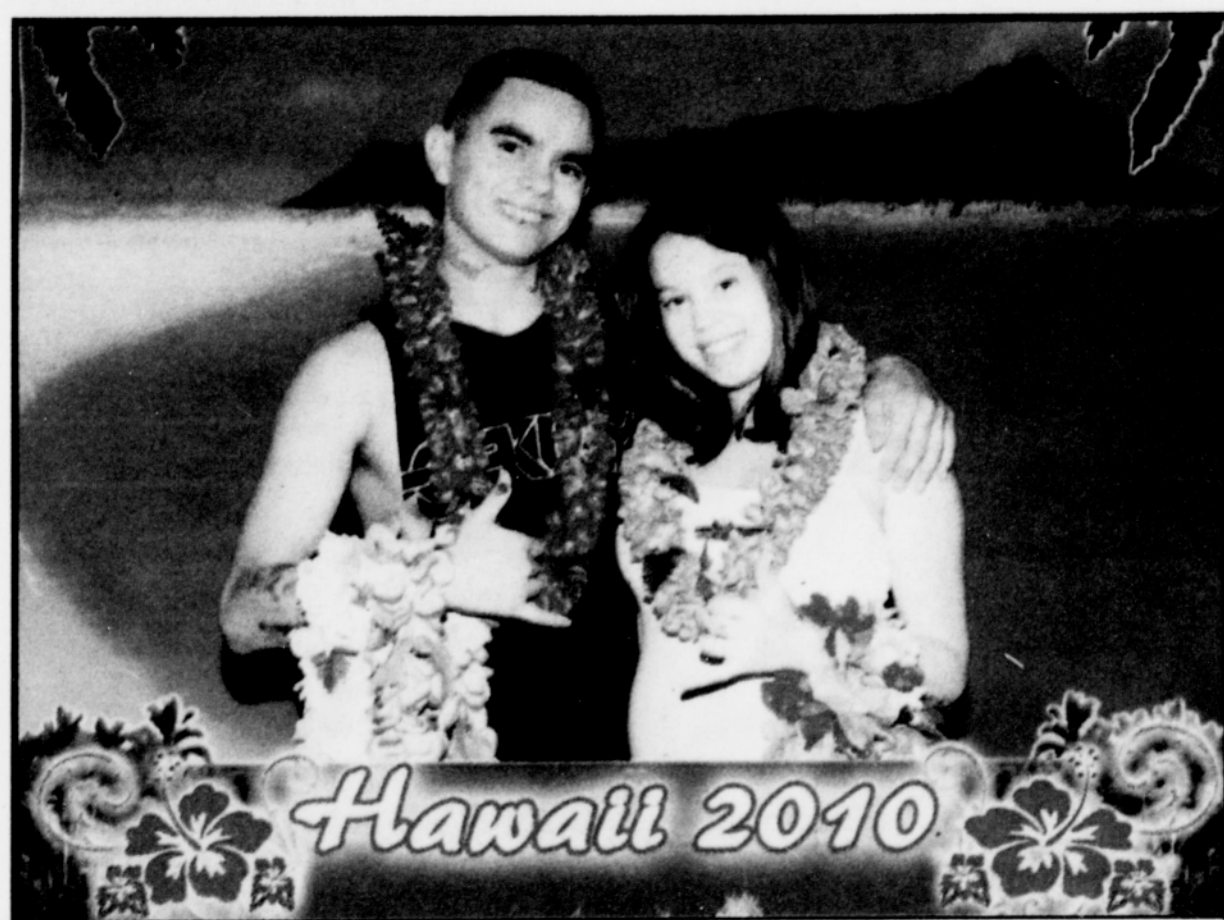
"We are extremely excited about the program and are grateful for the resources provided by the Tribe and STBC to make this happen," said Lorrie Syms, the school's computer and careers teacher.

STBC will use the ONABEN Indianpreneurship curriculum to teach the class and already has lined up several guest speakers for the course, including Tribal members who have been successful in starting their own businesses.

"Once these students hear firsthand from individuals who have been successful and work closely with positive mentors, they will begin to gain confidence in what they can accomplish," said Stephen Larrabee, STBC development manager. "I have been part of several similar programs and it is always amazing to see what these students can do."

The program, which will conclude next August, will be used as a model to conduct similar such programs in other areas where Tribal members live, including Salem, Eugene and Portland.

The program was developed by the STBC Small Business Team in cooperation with the academy and the Tribal Education Department and was funded by a grant from the Spirit Mountain Community Fund.



Congratulations on your wedding
Allen and Cassandra Lane-Butler
Praying God's blessing on the gift of your love.
Love, Mom Tracy Butler

Council Adds Massage Therapy to Alternative Health Care Benefit

Acupuncture, chiropractic care and massage therapy are alternative health choices widely recognized as safe, drug-free, non-invasive therapies for the treatment of a wide array of health problems. The Siletz Tribal Council has appropriated gaming revenue to pay for acupuncture, chiropractic or massage therapy services for Tribal members, regardless of residency.

You do not have to be CHS-eligible to qualify for this benefit. Criteria are that you be an enrolled Siletz Tribal member. The process to get approval is as follows:

1. Visit your primary health care provider and discuss your medical concerns. Inquire whether acupuncture, chiropractic or massage therapy services may alleviate your symptoms.

2. If your primary care provider believes acupuncture, chiropractic or massage therapy services is appropriate, call CHS.
3. CHS will approve up to six sessions and will pay no more than \$50 per session. Patients are responsible for any costs that exceed \$50.
4. A written letter will be sent to the patient to take to the acupuncturist/chiropractor/massage therapist informing them of the number of sessions approved, amount approved and billing process. If you have insurance, the provider should bill that insurance first.

If you have any questions, contact Contract Health Services at 541-444-1236 or 800-628-5720. Fax information to 541-444-9645.