



**THE SPOKESMAN WELCOMES YOUR SUBMISSIONS**

**Letters policy:** We welcome your letters. Letters should be limited to one issue, contain no more than 300 words and include the writer's phone number and address for verification. We edit letters for brevity, grammar, taste and legal reasons. We reject poetry, personal attacks, form letters, letters submitted elsewhere and those appropriate for other sections of the Spokesman.

**Guest columns:** Your submissions should be between 600 and 800 words and must include the writer's phone number and address for verification. We edit submissions for brevity, grammar, taste and legal reasons. We reject those submitted elsewhere.

**How to submit:**

- Email is preferred: news@redmondspokesman.com
- Or mail to: 361 SW Sixth Street, Redmond OR 97756

**Photos:** If you have interesting photos you would like to share, email them to news@redmondspokesman.com.

**Milestones:** Email news@redmondspokesman.com to request an engagement, wedding, anniversary or birthday announcement form. Forms should be submitted within one month of the celebration. For more information, call 541-383-0304.

**Obituaries:** Local obituaries are paid advertisements submitted by families or funeral homes. For death notices, specific guidelines must be followed. When submitting, please include your name, address and contact number.

- Call 541-385-5809 for deadlines or other information (Monday-Friday, 10 a.m.-3 p.m.)
- Email: classified@redmondspokesman.com

# Learning the ABCs of entrepreneurship

**BY GARY EINHORN**  
For The Spokesman

Entrepreneurs are the backbone and driving force of the United States economy. They are a significant engine that moves the economy forward.



**Einhorn**

Small entrepreneurs, classified as having 50 or fewer employees, have been known to represent 80 percent of our economy.

Having been an entrepreneur for most of my life, I come to readers from an experiential background and not simply from book learning. My first creative business was born at the age of 12. In summers, I watered lawns and gardens (there were very few sprinkler systems in evidence at the time). In the winter, I shoveled the snow of a New York City winter from sidewalks and driveways.

My father came to United States as a refugee from Czechoslovakia at the age of five. With his four brothers, he established the first supermarkets in New York City. They had 24 at their peak and resembled the Safeway

store in Redmond.

In fact, Safeway competed with my father's chain, until they left the New York market and moved to establish themselves in the West.

The reality was they could not compete successfully with Einhorn's Supermarket!

My father compelled me to work with him on Saturday mornings in order to obtain a weekly allowance. Much of what I know, I learned from witnessing my father. I attribute much of my success as a business consultant and coach for the past 14 years to what my father taught me. I have modeled this when creating seven businesses.

**DAD'S RULES**

Dad did everything with a handshake. I never saw him sign a written contract. He was ethical and trusting. He relied on his intuition with regard to decision making.

He would underpromise and overdeliver. Everything he did was with a 100% guarantee. His main job was to visit all the stores routinely and check on all aspects of their operations.

One day, he witnessed a customer complain about a moldy cantaloupe. He personally went to the back of the store and

brought out a case of 12. He met the customer and asked if he could put the case in her car. She replied, I do not have a car. He offered to drive her home or pay for her taxi! He gave her his business card to call him if she ever had another problem in his store. The woman was spellbound as was I. Can you imagine this happening in today's world? We drove the woman to her home together!

I have a list of tips for entrepreneurial success. I learned these from my father and from my own experience. I will elaborate on one of them.

1. Consider marketing yourself first and your business second.
2. Remember the mantric words "exposure" and "presence."
3. Plan for an exit strategy when incubating your business. Take every opportunity to promote yourself.
4. You build your business "piece by piece" or "step by step."
5. Seek out mentors and be aware of their existence.
6. Do what you do best and outsource the rest.
7. Consider your employees as assets and not liabilities.
8. Assemble a team of professionals to assist you.

**Business background**

Gary Einhorn has been a business coach and consultant for more than 14 years.

He spent four years at the Small Business Development Center at Southern Oregon University, followed by 10 years in private practice.

He has coached more than 200 clients, and focuses on both the person and the business.

10. Underpromise and over-deliver.

**BOIL IT DOWN**

If I could pick two words to exemplify what is critical to business success, it would be the words "exposure" and "presence." Perseverance and tenacity would be close behind.

What I am writing in this piece for the *Redmond Spokesman* is an example of how to achieve exposure and presence. Through the writer's words, one gets to know the writer.

Think about where you can make a presentation. Examples are: Rotary Club, Kiwanis Club, public libraries, colleges, bookstores, chambers of commerce, etc.

Public speaking is terrifying for many, but there is an antidote. I have spent 14 years in Toastmasters, first in Ashland and now in Redmond. You

will build the confidence and develop the skill of speaking to an audience through Toastmasters.

When I gave my first speech at University Toastmasters in Ashland, I was so nervous that I knocked over the lectern and finished the speech sitting in a chair facing a wall.

Consider volunteering for a nonprofit agency or the city of Redmond, for example. I volunteer for my homeowners association as vice president.

I also am a volunteer for the Redmond Downtown Urban Renewal Advisory Committee. These are examples of how to achieve exposure and presence.

People often choose whom to do business with based upon their like or dislike of the person. This would come under the heading promoting oneself primarily and the business secondarily.

I hope to have the opportunity to elaborate on the other tips for the entrepreneur in future issues of the *Spokesman*.

Should you have any questions or comments, please feel free to direct them to my attention. You can email news@redmondspokesman.com.

■ Gary Einhorn was born in Brooklyn, New York, and lived for 33 years in Ashland. He moved with his wife Penny to Redmond to begin a new adventure and be near family.

## Police Log & Road Report

The Spokesman will update items in the Police Log when such a request is received. Any new information, such as the dismissal of charges or acquittal, must be verifiable.

**Arrests**

**Aug. 18**  
Patrick McCormick, 31, of Redmond charged with one count of hit-and-run in conjunction with Aug. 15 incident on Highway 97.

**Aug. 19**  
Juan Jose Montejano Jimenez, 38, of Culver, charged with hit-and-run for incident at intersection of SW 5th and SW Highland.

**Aug. 20**  
Tyler Cole Cox, 34, of Bend, charged with outstanding warrant, giving false information to police, resisting arrest, and felon in possession of a firearm.

Jess Whitney Larsen, 33, of Redmond, charged with second degree criminal mischief, hit-and-run with property damage and reckless driving.

Zachary James Zielinski, 33, of Redmond, charged with DUII and reckless driving.

A 17-year-old male was arrested and charged with possession of a stolen vehicle.

Richauna Jameysher Clawson, 41, of Redmond, charged with menacing and unlawful use/carrying of a weapon.

**Aug. 21**  
Deborah Jean Smith, 61, of Redmond, arrested on an outstanding warrant.

**Aug. 22**  
Jonathan Mark Connolly, 32, of Redmond, charged with misdemeanor parole violation and improper use of 911.

**Aug. 23**  
Jonathan James Kanoff, 37, of

Redmond, charged with violation of release agreement and telephonic harassment.

Raymond Caldera Jr, 41, of Terrebonne, charged with outstanding warrant.

**Aug. 24**  
Sheridan May Wilder, 29, of Redmond, charged with first-degree forgery, criminal possession of a forgery instrument and second-degree theft.

Kasey Amber Marie Strickland, 29, of Terrebonne charged with second-degree shoplifting.

Scott Lamoin Dacus, 35, of Redmond, charged with second-degree theft.

Haley Jane Osborn, 21, of Redmond, charged with outstanding warrant.

Eric Robert Kane, 52, of Redmond, charged with outstanding warrant.

**Aug. 25**  
James Martin Ayers, 30, of Redmond charged with driving while suspended.

Ivory Jean Heden, 34, of Redmond, charged with outstanding warrant.

**Planned street closures, delays**

SW Salmon Ave from SW 19th St. to SW Canal Blvd. Closed Aug. 31 through Nov. 1, as Knife River Corporation constructs

SW Odem Medo Rd/SW Salmon Ave realignment. Local access available.

SW 1st St. from SW 4th St. to SE Salmon Dr. Closed Sept. 7-9. SW 1st St closed daily from 7 a.m. to 4 p.m. by York Bros Excavation for private development. Local access available.

**OBITUARY POLICY**

Local obituaries are paid advertisements submitted by families or funeral homes. For death notices, specific guidelines must be followed. When submitting, please include your name, address and contact number.

• Call 541-385-5809 for deadlines or other information (Monday-Friday, 10 a.m.-3 p.m.)

• Email: classified@redmondspokesman.com

**OBITUARY**



*Latrona Winegar Smith*  
February 24, 1942 - August 14, 2022

Latrona Joyce Winegar Smith was born on February 24, 1942, in Prairie City to Charles Raymond "Todd" Winegar and Thelma (Garner) Winegar. Latrona graduated from Redmond Union High School in 1960. Latrona married Eddie Bryan Smith from Sweet Home. After 55 years of marriage, he preceded her in death.

They are survived by their children: son- Bryan, daughters - Kristi and Mary, and granddaughter Kaitlyn. She was an accomplished quilter and had a quilt store in Prairie City with her sister, Viola. Her siblings are: (Deceased) Margaret Watson, Franklin, Raymond, Charles Henry, (Surviving) Ella Mae McMullen, Viola Rose, Vanda Recek.

Most importantly, Latrona had a very loving relationship with her Lord and Savior.

**DEATH NOTICES**

**Lavon Carol Elliott**  
of Redmond, OR  
February 28, 1945 -  
May 8, 2022  
Services will be arranged by her family.  
12:00PM September 13, 2022  
South Fork Grange on  
Rosewell St., Lostine, Oregon

**Thomas Dean Krehbiel**  
of Redmond, OR  
January 19, 1953 -  
May 27, 2022  
No service is planned

**OBITUARY DEADLINE**  
Call to ask about our deadlines  
541-385-5809

## PLAN YOUR 2023 GETAWAY!

### BURGUNDY & PROVENCE FRANCE RIVER CRUISE

9 DAYS  
OCTOBER 25-NOVEMBER 2, 2023

**DAY 1 & 2: DEPART US, OVERNIGHT FLIGHT TO EUROPE, ARRIVE LYON, BOARD SHIP**

**DAY 3: MÂCON**

**DAY 4: CHALON SUR SAONE, BEAUNE, TOURNUS**

**DAY 5: LYON**

**DAY 6: AVIGNON**

**DAY 7: ARLES**

**DAY 8: LEISURE DAY WITH CHÂTEAUNEUF-DU-RHÔNE/ARDECHE, LE POUZIN**

**DAY 9: FLIGHT HOME**

**OPTIONAL 2 - NIGHT PARIS POST CRUISE EXTENSION AVAILABLE**

**INCLUSIONS:**

- ▶ Roundtrip Airfare - PDX or RDM (+\$250pp)
- ▶ 7 Night Cruise - Outside Cabin
- ▶ 20 Meals (7-B, 6-L, 7-D)
- ▶ PWD Tour Manager
- ▶ Wine & Beer with Dinners
- ▶ Welcome & Farewell Dinners
- ▶ Wifi Onboard
- ▶ English Speaking Ship Staff
- ▶ Baggage Handling
- ▶ Int'l Air Taxes/Fees & Port Charges
- ▶ Hotel & Ship Transfers
- ▶ Burgundy Wine Tasting Experience
- ▶ Macon Walking Tour
- ▶ Lyon City Tour
- ▶ Avignon Walking Tour with Avignon Palace of Popes
- ▶ Arles Walking Tour with Roman Amphitheater

**EXCURSIONS/TOURS:**

- ▶ Beaune Tour with Hotel-Dieu &

Visit [www.bendbulletin.com/offers/travel](http://www.bendbulletin.com/offers/travel) for a more detailed look at all trip itineraries.

**PREMIER WORLD DISCOVERY** | **The Bulletin** EMPOWERING OUR COMMUNITY

For more information or to book, call (877) 953-8687 x 276