



EDWARD STRATTON — The Daily Astorian
Diane Jackson, left, and Charlotte Bruhn are co-owners in Winnifred Byrne Luminari Arts, along with Dale Clark (not pictured).

Making the Dollar

INTERVIEWS WITH LOCAL BUSINESSES
BY EDWARD STRATTON

**Charlotte Bruhn and Diane Jackson, co-owners
Winnifred Byrne Luminari Arts
1153 Commercial St., Astoria
503-468-0308**

Charlotte Bruhn, Diane Jackson and Dale Clark all partner in Winnifred Byrne Luminari Arts, which recently celebrated its one-year anniversary. Luminari Arts is an eclectic souvenir and card shop in front with an art gallery in the back, a model that has helped it stay busy.

How would you describe your business?

Charlotte: "We're a card/gift shop with a working studio gallery. And we feature original art, as well from local artists. We have artwork by all types of different people. We have oils; we have quilts; we have fiber arts; we have photography, jewelry, cards, wood-carving, textiles, ceramics and rusty birds."

How did you get started in this business?

Charlotte: "We got started because Diane and a friend of ours and me, we were all sitting, having a 'drinky winky,' and I said 'I'm going to quit my job and start a business.' And Diane said 'Do you want to partner?' And about a week later, I called her up and said 'OK, was that for real, what you were saying?' And she said, 'Yeah, I'm dead serious.' I said 'OK.' So we went forward with it, and we weren't necessarily thinking we were going to be in this space, but this space became available, and decided to take the leap and go for it. I had this vision of having a place where I could work on my art, and Diane liked that idea. And we really liked the idea of being able to be busy while we're here, and not just straight-up retail, although we really haven't had a chance to do that. We've been more or less straight-up retail since we opened, but that's good."

Diane: "I retired from my job of 25 years in October, and so I'm just joining the creative effort."

Who is your usual clientele?

Charlotte: "For locals, we get everybody. Kids really like it in here — kids being people under 40 — like it because we have really cool cards, and kind of cool artwork that's affordable. And then we also have a customer base that has a more distinguished taste who comes in on a more regular basis. And we love the tourists in the summertime. And we have a lot of people who are coming over from the Long Beach (Wash.) Peninsula. And we have a lot of people coming up from Cannon Beach regularly, and Seaside and Portland of course, and Seattle. There isn't a specific age for our customer. There might be a specific temperament, but I couldn't identify it."

What are the challenges of running a business like this?

Diane: "I guess it was finding out what sells. That was the biggest experiment. We knew we wanted cards, because we both love cards and art. But we weren't really sure what would sell off the bat."

Charlotte: "Some stuff we knew would sell. Some stuff we thought would sell. The cards carry the bulk of the sales, because everybody needs cards at some point or another. And then the journals are great, too. But then people are coming to us now for 'gift' items and jewelry just for fun. In the summertime, what we're trying to do is cater to the visitors. We have a bunch of inventory now that says 'Astoria' on it... and magnets, and towels and stuff that says 'Astoria' on it, a memento that way."



EDWARD STRATTON — The Daily Astorian
A central feature of Prana Wellness Center is its isolation tank, which allows users to float in a super-buoyant mixture of water and Epsom salt, free from light and sound.

Soak away stress, pain at Prana

Wellness Center opens downtown

By EDWARD STRATTON
The Daily Astorian

Imagine floating on 10 inches of super-buoyant salt water, blocked from all light and sound, for 90 minutes or more at a time.

Leigh Oviatt recently opened Prana Wellness Center in the former Medical Spa Lacost location in downtown Astoria. Prana is a Sanskrit word for "life force." Oviatt is a licensed massage therapist who works in Swedish relaxation, deep tissue, hot stone and traditional Thai massage styles, along with foot reflexology.

A main feature of her new shop, an expansion from Prana Massage on Pier 39, is her 128-cubic-foot sensory deprivation tank. Participants

slip into a chamber filled with 10 inches of water made extra buoyant by 800 pounds of Epsom salt warmed to skin temperature.

"It's great for aches and pains," Oviatt said. "It helps speed up recovery from injury."

The sensory deprivation, she added, allows the user to focus on their creative side. The average float time is 90 minutes for \$50.

Prana Wellness Center also includes massage, acupuncture, fire-cupping, art, wellness supplies and an infrared sauna, which Oviatt said works wonders for arthritis and detoxing the system. Her sauna is the size of a telephone booth with a small bench for one person, unless, Oviatt, added, two are comfortable getting close.



EDWARD STRATTON — The Daily Astorian
Leigh Oviatt recently opened Prana Wellness Center inside the former Medical Spa Lacost location at 1428 Commercial St.

Gearhart acupuncturist Hilary Simila of One Mountain Acupuncture and Botanicals operates out of Prana Wellness Center. Simila does acupuncture Monday, Thursday and Friday by appointment. She creates Chinese herbal remedies and does tui na, a hands-on body treatment using Chinese Taoist and martial arts principles, reflexology and cupping.

"It was pretty much built

out the way we needed it," Oviatt said of moving in, which involved painting, soundproofing the isolation tank room and installing vents. "I'm very fond of flora and fauna, so it's very nature inspired and cozy."

Prana Wellness Center is open by appointment Sunday through Wednesday and from 10 a.m. to 6 p.m. Thursday through Friday. For more information, visit www.pranawellnesscenter.net

Workshops help with branding, going online

Clatsop Economic Development Resources (CEDR) will host two workshops Tuesday about creating a brand and taking businesses online.

The workshops will cover:

- Identifying the need a business fills, the ideal client and a unique positioning.
 - Developing a product or package that makes work easier to sell.
 - Technologies that make it easy to set up shop.
- The workshops are taught by Tara Gentile, a business strate-

gist and author of "Quiet Power Strategy."

The first, "How to Develop a Personal Brand," will take place from 9 a.m. to noon Tuesday. The second, "How to Set Up Shop in a Digital World," will take place from 1 to 4 p.m. Tuesday. Both are held in Columbia Hall Room 219 on Clatsop Community College's main campus, 1651 Lexington Ave. in Astoria.

Each workshop costs \$29, or \$49 together. To register, visit <http://tinyurl.com/k67bpgp>. For help, call Penny Rodgers at 503-338-2402, or email sbdc@clatsopcc.edu

de la salandra offers outlet for NW designers

By EDWARD STRATTON
The Daily Astorian



EDWARD STRATTON — The Daily Astorian
Mary de la Salandra recently opened de la salandra, a collection of her' clothing and accessory lines and that of others, next to Fulio's in downtown Astoria.

Over the weekend, Mary de la Salandra opened de la salandra, a clothing and apparel store that showcases her work and that of several other northwest clothing designers, next to Fulio's at 1145 Commercial St.

"There's five other girls besides myself," de la Salandra said, adding they've all known each other for around 30 years and are now reconnecting through her shop.

One, Jackie Lipshutz from Portland, focuses on modern cuts, linen and oriental geometry, de la Salandra said, compared to her own focus on old-world pieces. Another, Kara Evenson from Portland, is into a line of silks, mostly night-time clothing, traveling to Asia for prints. One, Lucia Lyman from Utah, works in twisted and pleated silks and a hand-dyeing.

Coming to the store soon, de la Salandra said, is Colleen Frederick from Portland, who she describes as an Orientalist, working in wraps and body-fitting pieces. Also coming is Judith Hamilton from Montana, who works mostly in leathers, purses and some dolls.

"I'm completely saturated with the love of wool," de la Salandra said. "My father was a weaver for Pendleton (Woolen Mills)."

"I really enjoy making a uniform you can wear all the time," she said, adding she's been making similar lines since the 1980s.

de la Salandra also sells wool shoes, wool and felt teddy bears and hares, hats and other clothing at her store.

It's open 11 a.m. to 4 p.m. Thursday through Monday. de la Salandra is on www.delasalandra.com, Instagram and will eventually put up a Facebook page.

BlueSky celebrates 15 years

Pacific Power's Blue Sky renewable energy program is marking 15 years. Customer participation has surpassed 100,000.

When Pacific Power customers enroll in Blue Sky, it purchases renewable energy certificates from newly developed projects. The electricity from these facilities is delivered to the regional power grid.

Customers can participate in Blue Sky for as little as \$1.95 per month. It gives them an option to support renewable energy equal to all or part of their monthly energy use.

The program has led to more than 5 billion kilowatt-hours of renewable energy in the West over the life of the program. That's enough to power half a million customers' homes for an entire year. The 200 community-based projects that have received funding through Blue Sky customers add an additional 9 megawatts of renewable energy capacity each year.

Learn more at pacificpower.net/bluesky

Seller: Joseph S. Anselmo
Buyers: Robert D. Johnson and Peggy J. Johnson
Address: 811 5th Ave. No. 22, Hammond
Price: \$313,500

Seller: Clatsop County Sheriff's Office
Buyer: Federal National Mortgage Association
Address: 2233 S. Edgewood St., Seaside
Price: \$293,388

Sellers: Jason D. Hoover and Jaime K. Hoover
Buyers: Steven Lee Steward and Deborah Ann Steward
Address: 42449 Dale Lane, Astoria
Price: \$270,000

Sellers: Everett G. Roscoe and Patricia A. Roscoe
Buyers: Leslie M. Leonard and Ashley M. Leonard
Address: 878 Pacific Way, Gearhart
Price: \$266,500

For online updates: www.dailyastorian.com

The April edition
available at a newsstand near you



Coast River
BUSINESS JOURNAL
crbizjournal.com

Clatsop County
Property Transactions

Sellers: Clement Lee and Mary T. Lee
Buyers: Curtis J. Moulton and Martha A. Moulton
Address: 131 E. Monroe St., Cannon Beach
Price: \$615,000

Seller: Premier Community Bank
Buyers: Kevin Mincio and Heather Hager
Address: 467 Diamond Lane, Gearhart
Price: \$449,000