



Eastern Oregon Marketplace

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97801

Senior Living

Start a Business

An enticing option for seniors who are riding the retirement wave but could benefit from extra income is to become their own boss. The flexibility of working for yourself allows the time to partake in the activities you enjoy while still (hopefully) growing a savings account.

Baby boomers are redefining the retirement market with their strong sense of entrepreneurship. According to the American Association of Retired Persons, the number of entrepreneurs over age 50 has actually doubled since 2007. The manufacturing industry has the highest percentage of business owners aged 50 and older.

If you have a great idea and the drive to start your own business, here are some tips to consider.

DEVELOP A BUSINESS PLAN

To succeed, your business must be based on something you are passionate about. But don't rush into a business without a solid plan in place. Consult with experts in the field you're interested in and also talk to an attorney about establishing a new business. Also look for local resources like business incubators and mentors. Seek conferences and trade associations in your area.

FIGURE OUT THE FINANCES

Consider the location your company will need to thrive. Is the product something you can offer from a home office or will a brick-and-mortar location be required? The amount of financial help you need will largely depend on your vision



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for the business.

If you require assistance, don't be afraid to reach out to investors for help. But be wary of the percentage of your business they own as your opinion

may not be valued as highly as someone with a larger piece of the pie.

DON'T FEAR TECHNOLOGY

Modern technology grants

business owners a new way to reach the masses affordably and at the click of a button.

Embrace learning the ins and outs of advertising on social media, using networking to

your advantage, and reaching out to members in your community for a referral or recommendation of your product. Look for classes at your local community college or library.

Missing Your Marketplace?

Go Green and Save!

Look for the Marketplace green box

HAPPY
St. Patrick's
DAY



The Marketplace is now available everywhere you go. Money-saving coupons, local discounts and community classified—you'll save time and money when you go green!

Get your FREE Marketplace at these locations:

Pendleton

KOA- Mountain View RV Park
Tum-a-lum Lumber
Speed Wash Laundry
Employment Department
Premium Lube
Hometown Cleaners
Perfect Look
Salvation Army
Round-up Athletic Club
St. Anthony Hospital
St. Anthony Hospital
Outpatient
Les Schwab
Pendleton Public Library
Lifeways
CAPECO
Pendleton Tire Factory
Mission Market
Arrowhead Travel Plaza
BMCC Business Office
Eagle Lodge
East Oregonian office

Hermiston

O'Reilly Auto Parts
Walmart
Bottle Drop
Chevron Gotta Stop
Carniceria Julissa
Rocket Mart
Main Street Laundry
Pheasant
Bi-Mart
Hermiston Herald office
Safeway Plaza between
Safeway & Big Lots
Safeway Plaza between
Footwear & Great Clips
Chuckwagon
Fiesta Foods
Affordable Family
Eyewear
Little Caesars Mall
Smoke Shop
Space Age

Boardman

Hometown Harvest Foods

Umatilla

TT's Mini Mart
Crossroads Truck Stop/ Café
McNary Marke
Columbia Harvest Foods

Helix

Helix Post Office

Athena

Athena One Stop Mart

Weston

Weston Post Office

Milton-Freewater

Milton-Freewater Post Office

Stanfield

Center Mart

More locations coming soon! The Marketplace; Save more do more!

SEE WEEKLY ADVERTISING CIRCULARS INSIDE