

# Sometimes less is more

By Kathleen Ellyn  
Wallowa County Chieftain



**BIZ BUZZ**

Kathleen Ellyn

It's the traditional time of year for setting resolutions and a lot of us are going to be deciding to lose weight, exercise more, eat out less, spend less money on "stuff," get serious about our careers, save money and so on.

All great resolutions and most of them are on my list, too.

But I've been thinking about business-related resolutions that lead to business fitness.

For many of us here in Wallowa County, being able to serve customers online is an important part of our business.

"Most of the businesses in our area with walk-in businesses have social media or web pages as well," said

Kristy Athens, outreach specialist for the Northeast Oregon Economic Development District. "But there are different levels of engagement, from letting local people know you are here to marketing outside of the region."

M Crow, for instance has an international business through their website. Other businesses with a strong online presence helping draw interest from outside the region include Arrowhead Chocolates, Wild Carrot Herbals, beecrowbee and Simply Sandy's.

For smaller or part-time businesses, however, a Facebook page may be enough. In fact, it may be more than enough. And here is where my New Year's resolutions come in.

I began a jewelry business on the west side of the moun-

tains before moving back to Wallowa County. Over there, I had five very large bazaars lined up and a shop set up for shipping my product. Then I moved to Wallowa County. I no longer have shipping facilities and I attended just two bazaars this year.

That's fine, for now. My "problem" is that I have a Facebook page I haven't touched in five months. I'm guilty of failing to make use of my resources. Worse, I'm setting myself up to disappoint customers.

It appears I'm not alone in this.

Four times in the last two months when I've been unable to get local business people on the phone, I've taken information from their Facebook or web page for my column or a story — and received calls asking me where the heck I got that information because it's incorrect! Well, folks, I got it from your very own website or Facebook page.

It's hard to keep up with

social media, especially if our businesses are starting out or going through changes.

The fact is, as with any New Year's resolution, we may need to both commit to better business behavior and scale back our ambitions at the same time. It's not a step back, although the word "back" is in there. Scaling back on your marketing footprint can be a professional decision that allows you to focus on something more critical — quality of service.

One of the best pieces of advice I've received recently is to scale my social media footprint to fit my ability — in the same way I would begin an exercise program that actually fits my current physical ability.

So, using myself as an example: since making a few bazaars a year is the best I can do right now, I'm going to re-design my Facebook presence to fit that. Make it clear that my product is available at bazaars and which bazaars those are. Don't fail miserably in customer service by providing a way for folks to order online and then not being able to ship products in a timely manner.

Consider scaling back on the services you provide.

That might not sound like the actions of someone who wants to succeed — but within the context of an overall plan, like an exercise plan, it is the wisest course of action.

Once consistency is built, the business can be expanded, because consistent service, like consistent exercise, is essential to success.

Please send your Biz Buzz news tips to Kathleen Ellyn at [kellyn@wallowa.com](mailto:kellyn@wallowa.com).

# Recreational pot to be taxed 25 percent

Liquor Control prepared for oversight, official says

By Kathleen Ellyn  
Wallowa County Chieftain

The Oregon Department of Revenue (ODR) has announced that medical marijuana dispensaries will start collecting a 25 percent tax on the retail price of recreational marijuana products on January 4, 2016.

The tax, authorized in House Bill 2014, will be administered by the Oregon Liquor Control Commission (OLCC) and will remain in effect until Dec. 31, 2016.

ODR Director Jim Bu-

cholz reassured the public that OLCC was ready for the oversight position.

"Even though the marijuana tax program is new to Oregon, administering tax programs is what we do every day," Bucholz said.

OLCC plans to start issuing licenses to retail facilities in late 2016. At licensed retailers, consumers will be able to buy more types of recreational marijuana products, including immature plants, edibles, concentrates, extracts, and topical products. Retail sales at licensed facilities will be taxed at 17 percent.

Cities and counties can adopt an additional local tax of up to 3 percent on retail sales. The State Department of Revenue is not involved in the collection of local marijuana taxes.

# State on pace to reverse drought designation

Fall, winter precipitation sparks optimism

By Kathleen Ellyn  
Wallowa County Chieftain

Cold weather and heavy snowfall this winter may mean the end of drought in 2016 — maybe.

According to the first water supply outlook report for the year — released by

USDA's Natural Resources Conservation Service — all basins in Oregon are experiencing above-normal snowpack levels, an estimated 125 percent of average.

That's for the basins. The news gets even better. Snowfall levels already have surpassed the peak levels of last year's snow season in all locations statewide. All locations.

Water managers are cautiously optimistic that the state will see drought recovery.

"This is the scenario we had hoped for following last year's extreme drought conditions," said Melissa Webb, NRCS snow survey hydrologist. "The fall and early winter precipitation have started to fill reservoirs across the state ... and snowpack that we have right now in the mountains is more than we had at any time last year, which is very encouraging."

Most reservoirs in Oregon had below-normal amounts of water stored for this time of year except in the Willamette basin, where fall rain boosted many of those reservoirs back to normal levels.

It's early for predictions, but given the abundant snowpack in the mountains, streamflow forecasts are expected to be near normal to well above normal for this summer.

The NRCS survey measures snow and provides streamflow forecasts and snowpack data collected from 81 SNOTEL sites, 42 manually measured snow courses, and 26 aerial markers.



**BIRTHS**

A daughter, Harper Elizabeth Layton, was born December 22, 2015, in Enterprise to Jacob and Kelsey Layton of Wallowa. Grandparents are Elizabeth Phelan, Terry Kamlade, and Rene and Ronnie Layton.

A son, William Bishop Hurley, was born December 24, 2015, in Enterprise to Thaddaeus and Robin Hurley of Joseph. Grandparents are Sara and Dr. Brian Bowe, and Susanna and David Hurley.

A daughter, Trinity Ann Schoeszler, was born December 26, 2015, in Enterprise to Paul and Maddy Schoeszler of Enterprise. Grandparents are Rebecca Marino, Gordon Richardson, and Janette and Mike Schill.

A son, Case Asher Stockdale, was born December 31, 2015, in Enterprise to Craig and Erica Stockdale of Joseph. Grandparents are Kristen & Darrel Gilliland, and Kim Stockdale.

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**ACROSS**

- Color properties
- Arabian greeting
- Frozen spike
- Levels
- Tear down social stiffness
- Rapper Hammer's initials
- Midway between E and SE
- Shooting marble
- Edward \_\_, British composer
- Largest English dictionary (abbr.)
- Cygnus' brightest star
- Goidelic language of Ireland
- Midway between N and NE
- Auditory organ
- Last month (abbr.)
- Indicated horsepower (abbr.)
- Mediation council
- Aussie crocodile hunter
- Sylvan deity
- Clears or tidies
- In a way, emerges
- Whimper
- G. Gershwin's brother
- Begetter
- Seated
- Old world, new
- Girls
- "Song of triumph"
- A covering for the head
- Attack
- Norwegian krone
- Coach Parseghian
- No good
- Task that is simple
- A way to move on
- In a way, advanced
- Loses weight
- Shift sails

**DOWN**

- Go quickly
- Fiddler crabs
- Cervid
- Gundog
- Gushed forth
- Caliph
- Shoe cord
- Give extreme unction to
- Of I
- "A Doll's House" author
- Documents certifying authority
- Drunk
- Principal ethnic group of China
- Crinkled fabrics
- Longest division of geological time
- Pancake
- Small pat
- A garden plot
- Strayed
- Surgical instrument
- No. French river
- Modern
- Now called Ho Chi Minh City
- Set into a specific format
- Exhaust
- Individual
- Moves rhythmically to music
- D. Lamour "Road" picture costume
- Having earlike appendages
- Certified public accountant
- Outermost part of a flower
- Supplement with difficulty
- Plains Indian tent (alt. sp.)
- Electronic warfare-support measures
- Displaying a fairylike aspect
- Taxi
- They \_\_
- Syrian pound

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## Church Directory

**St. Katherine's Catholic Church**  
Fr. Roger Fernando  
301 E. Garfield Enterprise  
**Mass Schedule**  
Weekdays 7:15am  
Saturdays 5:30pm Sundays 10:30am  
(541)426-4008  
stkatherineenterprise.org  
St. Pius X Wallowa Sundays 8:00am  
All are welcome

**Summit Church**  
Gospel Centered Community  
Service time: 10:30 am  
Cloverleaf Hall in Enterprise  
Pastor Mark Garland  
[www.summitchurchoregon.org](http://www.summitchurchoregon.org)

**Joseph United Methodist Church**  
3rd & Lake St. • Joseph  
Pastor Cherie Johnson  
Phone: 541-432-3102  
**Sunday Worship Service**  
10:00 am  
Children's Sunday School  
meets during service

**Faith Lutheran Church**  
409 W. Main  
Enterprise, Oregon  
**Worship 2<sup>nd</sup> & 4<sup>th</sup> Sundays - 2 pm**  
**Bible Study Tuesdays before the**  
2<sup>nd</sup> & 4<sup>th</sup> Sundays at 11 am  
LCMS  
(Lutheran Church Missouri Synod)

**Enterprise Christian Church**  
207 East Main - (541) 426-3449  
  
Worship at 8:15 & 11:00  
Sunday School at 9:45  
Evening Worship at 6:00  
(nursery at A.M. services)  
  
"Loving God & One Another"  
David Bruce, Sr. Minister

**Christ Covenant Church**  
Pastor Terry Tollefson  
Church Office: 541-426-0301  
**Family Prayer: 9:30am**  
**Sunday School: 10am**  
**Worship Service: 11am**  
723 College Street • Lostine  
Providence Academy

**Lostine Presbyterian Church**  
Discussion Group 9:30 AM  
Worship Service 11:00 AM  
Childrens program during service  
Blog: [dancingforth.blogspot.com](http://dancingforth.blogspot.com)  
**541.398.0597**  
Hwy 82, Lostine  
Stephen Kliever, Minister

**Enterprise Community Congregational Church**  
**United Church of Christ The Big Brown Church**  
Sunday Worship 11A.M.  
301 N. E. First Street  
Enterprise  
**(541) 426-3044**  
**Sunday School 11 A.M.**

**Wallowa Assembly of God**  
606 West Hwy 82  
Wallowa, Oregon  
541-886-8445  
**Sunday School • 9:30**  
**Worship Service • 10:45**  
Pastor Tim Barton  
[wallowaassemblyofgod.com](http://wallowaassemblyofgod.com)

**Seventh-Day Adventist Church & School**  
305 Wagner (near the Cemetery)  
P.O. Box N, Enterprise, OR 97828  
541-426-3751 Church  
541-426-8339 School  
**Worship Services**  
Sabbath School 9:30 - 10:45 a.m.  
Worship Hour 11:00 a.m. - Noon  
Pastor Jonathan DeWeber