

## Entrepreneur of the Month: Bob Mercier

In this economy, if a business lasts nine years, it is considered to be a success. And if that business has anything to do with the timber industry, some might even call it a miracle.

Bob Mercier owns such a business. He received a grant through the Bureau of Indian Affairs to buy a truck, and now owns "Bob Mercier Trucking", a contract log hauling business with four trucks and three employees. He said, "My wife Gayle does a lot of the paperwork, I go out and get the timber."

Bob drove a truck for Siletz Trucking Company for fifteen years and says he's always dreamed about owning his own business.

"I give a lot of credit to Barney Olberg, who used to be President of Taylor Lumber and Treaty Corporation," he said. "He really helped me buy my trucks and make my business idea a reality."

Bob's employees are Lennis Mercier, Jack Scott, and Bob Bowman. He has long-standing contracts with Siletz Trucking, Bryce Mitchell, and Hofenbredel Logging.

Bob was raised in the Grand Ronde area and now lives in Willamina. His parents are Joe and Blandine Mercier.

Not only does Bob have his own business, but he is the Chairman of Spirit Mountain Development Corporation, an organization established to bring business and industry to the Grand Ronde area. Bob has also served on Tribal Council, but said, "I would like to stay involved with Spirit Mountain. That's really where my interest lies."

Although Bob is happy with the business, he sees some problems that are developing in the timber industry.

"The future of Oregon logging is scary," he explained. "You never know what restrictions are going to be placed on you...there are many unknowns. Timber sales may be slow. A lot of small, weaker timber companies have folded in the past few years. Only the big ones have the ability to survive."

Still, Bob has hauled for the same companies for many years now, and will continue until he retires. And he's keeping his four trucks busy.



*Bob Mercier talks about his business and the timber industry.*

### Arts & Crafts Co-op

This is it! Your chance to guide the process of the newly formed Arts Coalition. If you have feedback or ideas about what you would like to utilize the Arts Coalition for, come to the tribal Community Center Saturday, April 17, at Noon, for a luncheon to discuss the future activities. The Arts Coalition can provide arts & crafts training to tribal members, make bulk purchases of supplies for members, and look into places to sell your arts & crafts items. In the future, the Arts Coalition could have its own retail outlet. Exciting isn't it? What we need now are tribal members willing to contribute their time, energy, and ideas. Mark April 17 on your calendar---come and enjoy good food and share your ideas.

### April Business Development Seminar "Positioning Your Product/Service"

What comes to your mind when you think of McDonald's? Clean stores, consistent, quality food, and quick service? Whatever the image is, it is very clear in your mind, and did not happen by accident. Successful marketers realize that image is a very forceful selling tool. Lawrence Edwards of K-P Graphics will be presenting a marketing seminar on "Positioning Your Product/Service" at the Tribal Community center Tuesday, April 20 at 6:30 P.M. Bring your ads, brochures, and other publications and use this opportunity to get feedback on your current marketing efforts. All classes offered by the tribal Business Development Center are open to the public so bring your friends and family.

### ONABEN Greenhouse Classes

ONABEN's ten week Greenhouse Business Development classes will begin again in April. There will be a four week introductory session before the ten week classes begin. Classes will be offered in Salem and Portland. The exact dates, places and times have not been determined but if you are interested, call Debby Childers at 1-800-422-0232. Debby will contact you once the dates, times and locations have been determined. Registration will begin the week of April 19, so get your name in early. The Greenhouse classes gives an overview of the business planning process. If you think you may be interested in owning and operating a business, this class is a good opportunity for you to learn what exactly it involves.

ONABEN will be offering an advanced Greenhouse class for everyone who has graduated from the first one. These classes are scheduled to begin in May. Again, call Debby Childers if you are interested.



SMALL BUSINESS DEVELOPMENT CENTER  
SERVICES:

Fax Service  
Computer Lab  
Library--Magazines, books & videos  
Phone Message Center  
Mail Center  
Phone Service  
Photocopy Service  
Business Planning & Management Assistance  
Training in Management & Computer Usage

Location:  
9615 Grand Ronde Road  
Grand Ronde, OR 97347  
at the Economic  
Development/Planning  
Modular

Hours:  
Monday thru Friday 8:00 am  
to noon & 1:00 pm to 5:00 pm  
Special Tuesday Hours: 5:00  
to 9:00 pm

For more information contact Debby at  
879-5211 or 1-800-422-0232



### Computer Training Available

The Small Business center in the Economic Development office is offering a variety of Computer training classes in April. Classes are open to all tribal members and their families. Registration is limited to three people per class, call Debby at 1-800-422-0232 to reserve your space. Don't forget that the computer lab in the Small Business Development Center is open during regular business hours Monday through Friday and Tuesday evenings. The center is available for business correspondence, school projects, and practice. We have several games---if you are unsure of your computer skills, stop by and play a little bit.

TUESDAY 4/6 BASIC COMPUTERS 6:30 P.M.  
THURSDAY 4/8 TURBO TAX 9:00 A.M.  
THURSDAY 4/8 TURBO TAX 3:00 P.M.  
TUESDAY 4/13 WORD FOR WINDOWS 6:30 A.M.  
FRIDAY 4/16 BASIC COMPUTERS 10:00 A.M.  
WEDNESDAY 4/21 SPREADSHEETS 3:00 P.M.  
THURSDAY 4/22 BASIC COMPUTERS 3:00 P.M.  
TUESDAY 4/27 BASIC COMPUTERS 6:30 P.M.

**BUSINESS DEVELOPMENT  
SEMINARS**  
4/20/93 Marketing II--- Positioning  
Your Product/Service  
5/18/93 Cash Flow Management  
6/15/93 Small Business Financing