

Entrepreneur of the Month Diana George-Stogsdill

By Tracy Olson

Entrepreneur of the Month for August is Diana George-Stogsdill, who lives in Salem. Diana and her husband Ron, are counselors for the state prisons.

Diana has had a very successful career working for the state, but admits, she has other aspirations.

"I've been in corrections since 1976, and it can be a very stressful environment. I have always wanted to own my own business, but it wasn't until I became involved with the Tribe that it actually seemed like a reality," she said.

The nature of Diana's business is quality artwork; more specifically, she hopes to open her own gallery, hosting high-grade American Indian artwork. She is calling her business *America's Elite*, a name she has registered with the state.

Diana has already acquired a lot of business knowledge that will undoubtedly assist her in setting up *America's Elite*. She has taken the ONABEN (Oregon Native American Entrepreneurial Network) class sponsored by the Tribe. In fact, she enrolled in the first one ever offered, and has since found it extremely helpful. She was also Economic Development Corporation Chairperson before it became Spirit Mountain Development Corporation.

Currently Diana is working with the Small Business Development Department in putting together a business plan.

"I will be developing a business plan as well as researching alternative financing," she explained. "I will continue my business as a side line until I have enough capital to make it a full-time job."

Diana had a vendor's booth at the Pow-wow last year, and has worked closely with her nephew, Jon George, an artist who operates *Designs By George*, and creates unique artwork on clothing items.

Though her business is still in the preliminary stages, Diana knows exactly what she wants.

"I don't believe there is another gallery in the Salem area that has exactly what I want to offer," she said. "I will feature only American Indian art, with an emphasis on Pacific Northwest artists. I will continue to travel the area, visiting tribes and other galleries to develop ideas."

Arts & Crafts Co-op

The Arts & Crafts Co-op is having fun! Come join us each Thursday night at 6:30 P.M. in the Business Development office. Learn to make dream catchers, beaded items, (earrings, necklaces, barrettes, etc.) or other items. Our goal is to train each member in various crafts, while at the same time build up an inventory of items for resale. For more information about the Arts & Crafts Co-op, call Shelley Hanson at 1-800-422-0232, ext. 2477.



Donna Stronach sells her fragrances at the Open Air Market every weekend in Grand Ronde.



Diana George-Stogsdill

She is finding that the most difficult aspect of the entrepreneurial process is networking. "I'm trying to make contacts with other tribes. Someone may be able to put me in touch with a local, talented artist who may not be very well-known." She also feels she will need very good advertising in order to attract the kind of business she would like.

Diana has four grown children: Scott, Shanon, Shawna, and Eddie, as well as six grandchildren. Her sister Candy Robertson serves on Tribal Council.

Diana advises tribal members to keep in touch with Small Business Development, and to take advantage of as many services as possible. She credits Mitch Conley, Manager of Small Business Development, with helping her get to where she is today.

She says he was always willing to listen and provide positive feedback, continued encouragement, and a sense of humor.

Association of Home Businesses

If you currently own a home-based business, or have thought about starting a business in your home, here is an invaluable resource. The Association of Home Businesses located in Portland, Oregon can provide you with a valuable support network. The \$36 annual membership fee includes: networking with owners of home businesses; a listing in the Association of Home Business's Directory; access to Compuserve's Working From Home Forum and; participation in local AHB forums. Up-coming bi-monthly meetings are: August 9 featuring Susan Reynolds, speaking on "Balancing Work and Family" and October 12 featuring Janice McDonald on "Getting Organized: Information Management For the Information Age". For more information on the Association of Home Businesses call (503) 223-1493.

Business Development Phone Numbers

MITCH CONLEY 879-2475

DEBBY CHILDERS 879-2476

SHELLEY HANSON 879-2477

ELAINE MOORE 879-2478

TRIBAL MAIN 879-2211 OR 1-800-422-0232

Upcoming Business Development Seminars

If you currently own a business, or plan to own one some day, here are some seminars to ensure a successful venture. Starting in September we are changing our class night to the second Thursday of every month. We are hoping to better meet your needs. If you would like to attend our monthly seminars, but cannot make it on Thursday nights, please call and let us know what would be more convenient.

Tuesday, August 17: Marketing Arts & Crafts

Thursday September 9: The Legal Aspects of Doing Business

Thursday, October 14: Requirements For Starting a Business

Thursday, November 11: Business Taxes

Thursday, December 9: Cash Flow Management

This month's class will feature various entrepreneurs who are involved in selling and marketing native American arts and crafts items. Come join the session and grill them for information how to increase your earnings potential with your handiwork. (Please bring a sample or photograph of the work you do.)

Classes are held at the Tribal Community Center from 6:30 to 9:30 P.M. For more information contact Debby Childers at the Small Business Office.

Computer Training

The Business Development Department is offering several computer training classes in August. Space is limited to three people per class, so call Debby to reserve a spot. If you are interested in specific computer trainings that we haven't offered, call and make an appointment with a staff member.

BASIC COMPUTER: Come learn the basics of the computer. We cover an overview of the basic components of the computer, learn the mouse, and a brief overview of Word for Windows. Instructor: Shelley Hanson (8/12 and 8/24 10:00 A.M. to Noon)

WORD FOR WINDOWS: Word for Windows is an easy to use, quick to learn word processing system. If you are wanting to write letters or memos, or create reports, Word for Windows is ideal. Instructor: Mitch Conley (8/10 from 1 to 3:00 P.M.)

BEGINNING SPREADSHEETS: Spreadsheets are an easy to use method of manipulating numbers. You can keep books on a spreadsheet program, or perform financial analysis and calculations. Come learn the basics. Instructor: Elaine Moore (8/19 1 to 3:00 P.M.)

PRINT SHOP DELUXE: Do you ever need flyers or signs for your business or program? Print Shop Deluxe is easy to use, and creates flashy designs. Print Shop Deluxe has a variety of pictures and graphics to add pizzazz to your flyers, signs, cards, or calendars. Instructor: Debby Childers (8/17 1 to 3:00 P.M.)



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
879-2211 or 1-800-422-0232

