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**RAIN from page 1A**

initiating a new Entrepreneur in the Community (EIC) position. Ruben called it “an evolution of RAIN’s model,” shifting some of the workload from the venture catalysts to local businesspeople.

“Someone in the community should really be leading this work,” she said. “To have someone there whose eyes and ears are on the ground, and who is so much more invested in the community and who can be a champion, makes so much sense. That income is going directly back into the community — which is also what we are into.”

Currently, Ruben is only able to dedicate one or so days a week to each of her six cities. Now, bringing in local people will help RAIN provide relevant resources to each community.

“Essentially, the EIC will be activating events, supporting entrepreneurs and putting them in the top end of the funnel (for resources),” Ruben said. “The EIC will also be good for business activity, support the efforts of the chamber and the city at large and just add another layer of local activity for businesses.”

Ruben will still be the venture catalyst for the region and provide mentorship and support, but the EIC will work with her to create excitement and build relationships at the local level.

Florence is the first city to establish an EIC; in fact, RAIN selected two local entrepreneurs to assist the coastal community: Elaine McMillan and Lynda Colter-Bergh.

McMillan owns Beauty By Delivery Wellness Spa and Homegrown Public House & Brewery in Florence. Lynda



**Lynda Colter-Bergh**

Colter-Bergh is a consultant and personal coach.  
 “It’s awesome, and they’re both very different, which is great,” Ruben said. “Elaine is a mile a minute and has so many responsibilities and a huge network. Lynda is pretty well plugged in as well but has in a quieter temperament, so I think we’ll be able to reach a broader audience with the two of them.”

Veneta is also in the process of hiring an EIC.

“Florence, being our flagship city, always gets to do things first,” Ruben said. “This is definitely an evolution for RAIN, where we feel like we’re still going to be in the community as much as we can, but it’s so nice to have someone there full time.”

RAIN has also worked to create another new position to support coastal communities. Partnering with Hatfield Marine Science Center, Oregon State University’s marine laboratory located in Newport, RAIN announced the hiring of Laura Furgurson as the first blue economy innovation catalyst.

According to Ruben, Furgurson will be working to promote “marine science, blue tech or anything to do with ocean innovation. It’s really exciting to have support for



**Elaine McMillan**

marine businesses.”  
 The position will serve the whole central Oregon Coast region.  
 “It’s nice to allocate resources in one direction and provide places and resources for people more cohesively,” Ruben said. “(RAIN) just goes where we’re needed. ... Overall, I think we are skyrocketing and RAIN is in for some big growth.”

The network is also working on a calendar of events for 2021.

These include some smaller, one-time events like “Talk to the SEC (Securities and Exchange Commission)” on Wednesday, Feb. 24, at 10 a.m., and “Climate Action in Lane County & Emerging Opportunities for Entrepreneurship” on Thursday, Feb. 25, at 3 p.m., both over Zoom. People will also get the chance to meet Florence’s two EICs via Zoom.

Additionally, there will be a course in financial literacy.

“After the sales and marketing accelerator, we realized that there are a lot of entrepreneurs who lack financial understanding,” Ruben said. “We’re pulling together a 12-week ‘MONEY maker’ course focused on financial literacy for small businesses.”

The program will run from March 31 to June 30, with weekly meetings from 9 to 10 a.m. on Wednesdays. RAIN is accepting applications now online at [www.oregonrain.org](http://www.oregonrain.org).

“RAIN is just more and more excited to offer exciting programs and activities to local entrepreneurs,” Ruben said.

Learn more about RAIN and its programs at [oregonrain.org](http://oregonrain.org) and [www.meetup.com/Startup-Florence-Oregon-Coast](http://www.meetup.com/Startup-Florence-Oregon-Coast).

**240 HOURS**

**Is your family prepared?**

If an emergency happens in your community, it may take emergency workers some time to reach you. You should be prepared to take care of yourself and your family for a minimum of 240 hours.

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**IDENTIFY • PREPARE • SURVIVE**

**Beware of carbon monoxide when using alternate heat sources**

SALEM—Loss of power and freezing temperatures have some Oregonians using alternate heating sources, many of which come with the added risk of carbon monoxide poisoning.

Carbon monoxide is a colorless, odorless, toxic gas produced when anything is burned. Gas and oil furnaces, water heaters, fireplaces as well as wood burning and gas stoves are common sources.

The only way to know if you are being exposed to carbon monoxide is by using a detector. Common symptoms of carbon monoxide poisoning are headache, dizziness, weakness, nausea, vomiting, chest pain and confusion. Exposure to carbon monoxide can cause loss of consciousness and death. If carbon monoxide poisoning is suspected, seek fresh air and consult a health care professional right away.

If used inappropriately, items that emit heat can produce dangerous levels of carbon monoxide. Prevent carbon monoxide poisoning:  
 • Use caution with kerosene or gas space heaters; use vented space heaters whenever possible and make sure they are clean and inspected.  
 • Never use a gas range or oven to heat your home.  
 • Check exterior exhaust vents to be sure they are clear of

snow, ice and fallen debris.  
 • Do not use charcoal grills or camp stoves indoors.  
 • Never run a portable generator or any gas-powered engine in a basement, garage or other enclosed area, even if doors and windows are open.  
 For more information on carbon monoxide safety, visit [oregon.gov/oha/PH/Preparedness/CurrentHazards/Pages/CarbonMonoxidePoisoning.aspx](http://oregon.gov/oha/PH/Preparedness/CurrentHazards/Pages/CarbonMonoxidePoisoning.aspx).

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