

# The Faces of Small Business

Owner & Operator of The Crafty Mercantile



Michele Rose

The Crafty Mercantile is located at 517 E Main Street in Historic Downtown Cottage Grove. Inside the Crafty Mercantile you will find art and craft supplies, guitar strings, knick-knacks, clothing, treats, jewelry, cards, and books. They also offer various types of classes, workshops, and custom parties.

The owner and operator of The Crafty Mercantile is Michele Rose. Michele opened the store in July 2012. She decided to open the store because she was tired of commuting to Eugene and knew she could offer a unique shopping experience. The biggest obstacle she has faced since opening has been Covid but it lead to her daughter opening her business (Talullah & Co) inside her shop, which just adds to their selection. They are a true family run business. All of their employees are family members; three generations! Michele says that smiling people and her family motivate her.

The Crafty Mercantile has been a member of the Cottage Grove Area Chamber of Commerce for four years and when asked why she is a Chamber Member, Michele said "To make connections with other businesses and community members. Businesses working together create a stronger entity which benefits us all".

When she is not running her business, Michele likes to enjoy our beautiful surroundings by gardening, hiking, and kayaking. She is also the Opal Center Executive Director, Art Walk Director, Downtown Cottage Grove Board Member, Lane Arts Council South Lane County representative, and serves on the Downtown Events Committee.

When asked what advice she had for new business owners, Michele said "Give it time. It does not happen overnight. Get involved and learn from those around you".

