

# DOWNTOWN

A MONTHLY GUIDE DEDICATED TO DOWNTOWN ELLENSBURG BUSINESSES

## Downtown entrepreneur shakes things up

## Year One

### Mollie Edson introduces new, locally-made products

By LIZ BRYSON



Mollie Edson, owner of the Warm & Cozy Co., located inside downtown Ellensburg's former City Hall, has introduced several new products to her already-successful line of Cozy Cookies. Here she holds her newly-created boot warmers, humorously named Hot Toe Mollies.  
Photo by Liz Bryson

Mollie Edson's company, the Warm & Cozy Co., has undergone a lot of changes in the past year. What was once a business that focused on one product, it now has several new items, all themed around the concept of warming the body and the soul.

Long-time Ellensburg residents may be more familiar with the name Cozy Cookie. For many years, that was Edson's product, which she created with former business partner, Jane Wright. The company back then was known as the Edson-Wright Co., and it first created Cozy Cookie about a decade ago, when Edson and Wright came up with the idea to make an object filled with rice that could be warmed in the microwave and used as a heating pad.

What began as a concept eventually became the Cozy Cookie — a perky, smiling gingerbread man filled with all natural rice and cloves that's been sold in stores for many years. Heated in the microwave for about a minute-and-a-half, Cozy Cookie gives off a soothing warmth for more than an hour and smells almost good enough to eat.

For years Edson saw it as a product for children, but as word spread, adults began buying it as well, using it for sore muscles or relaxation.

"I started to hear

about all these other ways people were using Cozy Cookie. They were even using it to heat up their dog's beds," she said. "So it got me thinking about new products."

Edson's not the type to wait around. Once she has an idea, she moves quickly. People consider her to be a highly collaborative, creative person with a strong inventor's streak.

"I often find myself coming up with ideas for new products," she said. However, unlike a lot of people, Edson tends to actually run with them. So it wasn't a big surprise to her friends and colleagues when she came up with the idea for four new products and immediately got started on them.

What probably excites Edson most about these new products is that they are made locally. Several seamstresses will make the products, which will help support them. It also enables Edson to have a lot more flexibility with production.

"Made locally means we can do specialty items," Edson explained. "So instead of only making one thing 5,000 times, we can tailor it to a customer's needs."

All of the new items focus on the same concepts as Cozy

In November, this monthly section, *Ellensburg Downtown*, will celebrate its one year anniversary. For the last 11 months the Ellensburg Downtown Association and the Daily Record have worked together to produce this publication focusing on the exciting events, activities and business success stories throughout our downtown.

This has been a great partnership between the Daily Record and the EDA that has allowed Ellensburg to share the good news about downtown and provide an important marketing opportunity for local businesses to promote themselves and their neighbors as a district.

It is an invaluable tool for local businesses, and we want to reinforce with you, local consumers and merchants, what

this section does. It not only informs residents about what's available downtown, but promotes businesses, oftentimes with free feature stories.

That's right, we said free. And we mean it. Any business that's interested in being featured in this section can simply contact the Daily Record and suggest a story idea. Write to advertising director Suzanne Williams at [williams@kvnews.com](mailto:williams@kvnews.com), or call her at (509) 925-1414 to suggest a story idea.

All the stories are written by veteran journalist Liz Bryson, who is a business owner herself and understands what it takes to run a successful downtown enterprise.

But don't take our word for it. Read what three local business owners had to say about this section's benefits.

Thanks for reading *Ellensburg Downtown*, and we look forward to providing you with local news in the future.

"I was amazed, absolutely amazed, by the response to the article about my store," said Purple Pelican owner Sandy Lapp. "I definitely made some money off of it, and the day after it came out, I had a fabulous weekend."  
(Featured in the September, 2007 edition)

"The article written about our interior designer, Amanda, was terrific. The response was immediate and we saw the story's great value," said Brad Fitterer, co-owner of Fitterer's Furniture. "We realize that this section is a tremendous tool for downtown Ellensburg."  
(Featured in the August, 2007 edition)

"It was great for our business," said Gord Wollen, owner of Ellensburg WineWorks and the Yellow Church Cafe. "We appreciate it."  
(Featured in the June, 2007 edition)

ENTREPRENEUR continued on pg. 4



Sealy Posture Premier  
Smokey Blue Plush

**\$499** QUEEN  
2 pc. set reg. \$749

Twin 2 pc. set: \$399 Reg. \$599  
Full 2 pc. set: \$499 Reg. \$749  
King 3 pc. set: \$799 Reg. \$999

Sealy Posture Premier  
Rapture Blue Plush

**\$399** QUEEN  
2 pc. set reg. \$599

Twin 2 pc. set: \$299 Reg. \$499  
Full 2 pc. set: \$399 Reg. \$599  
King 3 pc. set: \$699 Reg. \$899

• FREE DELIVERY & SETUP • FREE REMOVAL OF OLD BEDDING

FREE 30 DAY SLEEP TRIAL\*

4TH & MAIN • ELLENSBURG

925-9828 • 800-992-9828

[www.fitterersfurniture.com](http://www.fitterersfurniture.com) • Open 7 Days A Week



\*See Sales Associate For Details

**Entrepreneur**

continued from front page

Cookie — providing warmth and comfort with natural ingredients. One product, chili-shaped, rice-filled boot warmers, are perfect for Ellensburg's winter days. They snugly fit inside ski or work boots, and are aptly named Hot ToeMollies.

The other products are also filled with rice and warmed in the microwave. They include Cozy Paw, Cozy Pookie and Cozy Blessings. Cozy Paw is in the shape of a paw, Cozy Pookie in the shape of a bone and Cozy Blessings are outstretched arms with hands.

The paw and bone are made to warm up pets' beds, or their favorite places to sleep, and calm a fussy new puppy or aging, aching pet. Cozy Blessings are great to use as neck wraps and help babies or young children keep their heads straight as they sleep upright while traveling.

Edson hopes to market the paw to more than just pet owners. She plans to make them in specific school colors when universities or high schools place special orders.

"I really feel like my products improve quality of life. They've been used to soothe hospitalized children, older folks with arthritis ... just people who need comfort," Edson said. "And they are unbeatable for warming up the bed. We all know what it's like to crawl into a cold bed on a windy Ellensburg night."

As the Warm & Cozy Co. began to expand, Edson eventually decided she needed more office space. For years she worked out of a large basement, but this past spring she purchased Ellensburg's former City Hall on Pearl Street and Fifth Avenue. She moved her office onto the Art Deco building's second floor. The building, originally constructed in 1886 as a bank, was later rebuilt by the famous architect, Carl F. Gould, in 1930. When the city moved in, it expanded the building by constructing a second floor in between its original first and second floors, turning it into a three-storyed one. Edson plans to restore it by tearing out the unoriginal second floor and returning the building to a high-ceilinged one that shows off its expansive windows.

As Ellensburg's former mayor, Edson is passionate about the restoration and maintenance of downtown Ellensburg buildings.

"Downtown Ellensburg has a lot of potential, and once its historic buildings begin to encourage multi-use, its economy will change. I want to be a part of that," Edson said.

# The season 'tis almost here!

## Holiday time downtown is always a moment to remember

BY LIZ BRYSON

Ah, the holidays! There may not be snow on the ground, yet, but for those who live in Ellensburg, the day after Thanksgiving (Nov. 23 this year) is known to be a very important day.

It's the day thousands of people converge on the downtown to participate in the holiday community celebration, Moments to Remember.

"This is one of the few Ellensburg events that's designed by the community, for the community," said former Moments organizer, Rolf Williams. "It's an opportunity for people to come together as a community and get a sense of place, a sense of our history, who we are and what we are."

This is the 26th anniversary for Moments, and because it's always the day after Thanksgiving, locals and former residents automatically know when to come downtown. That



kind of consistency over the years has helped to make this event truly a large city reunion.

"I overhear people saying, 'Hey! I haven't seen you since 1972!'" Williams said. "It's a thing kids just know to come back for, to see Mom and Dad, and to bump into everyone else. To me, that's the special part."

Each year, Moments organizers and many volunteers

help put on a tree lighting ceremony, a fully-casted street nativity scene, a chili feed and lighting at the Kittitas County Fairgrounds and a the much-anticipated grand lighting of downtown's buildings. It's followed up the next day with a children's Christmas parade and a visit from Santa at Fitterer's Furniture on Main Street and Fourth Avenue. All the events

take place downtown.

For many years it was organized by Rolf Williams, owner of Jerrol's Book & Supply Co. This year, long-time Ellensburg resident Amy Mohler has taken over, and she is in need of volunteers, especially for the nativity scene, which requires only minimal work.

To volunteer, call her at (509) 899-0637 or e-mail her at starlightstarbrighthope@gmail.com.

"We are always looking for ways to improve and welcome your suggestions and help," Mohler said.

Possibly new to Moments this year will be upgraded building lights. Williams

said they will still be very festive, however, they will look differently than previous years' lights.

"There is talk of changing all the light bulbs out to led lights," Williams said. "If we do that, it will be very cool, because they have virtually no maintenance. We're talking to see if we can have that done in time. If we do have the prototype, we know at least the Clymer Museum of Art will have the new lights."

For more information about this event, contact Mohler, or go to the Ellensburg Chamber of Commerce's Web site at [www.ellensburg-chamber.com](http://www.ellensburg-chamber.com).



For more information about the  
**Ellensburg Downtown Association,**  
go to  
**[ellensburgdowntown.org](http://ellensburgdowntown.org)**.

**HURRY!**  
the November edition  
of **ELLENSBURG DOWNTOWN** is right  
around the corner!

To advertise here  
call Suzanne Williams  
at the Daily Record 925-1414

### Brown Bag Business Basics Schedule FREE EVENT

Every third Thursday of the month, from noon to 1 p.m., at the Hal Holmes Community Center, 209 N. Ruby St.

- **November 15:** How to Market, Advertise and Promote Your Business or Service in a Small Town, by Thomas C. Egelhoff
- **December 20:** Retail Selling Ain't Brain Surgery. It's Twice as Hard, by James E. Dion



GET YOUR HOLIDAY  
SCRAPBOOKING  
ITEMS TO  
PRESERVE THOSE  
FUN FAMILY  
MEMORIES

ALSO... CHECK OUT OUR  
GREAT SELECTION OF  
western ITEMS.

113 East 4th Avenue • Downtown Ellensburg  
509.962.1988

[www.papermoonandstars.com](http://www.papermoonandstars.com) • [dar@papermoonandstars.com](mailto:dar@papermoonandstars.com)

Monday - Friday • 12:30 - 6:00 PM | Saturday 10:00 AM - 4:00 PM

The *Clymer*  
MUSEUM OF ART

Come visit us during our  
"Holiday Spectacular"  
starting November 2nd  
&  
remember...it's never too early to  
start your Holiday Shopping

20% off Christmas Cards &  
2008 Calendars

416 North Pearl  
Downtown Ellensburg  
509.962.6416