

House Concurrent Resolution 8

Sponsored by Representative GOMBERG (Pre-session filed.)

SUMMARY

The following summary is not prepared by the sponsors of the measure and is not a part of the body thereof subject to consideration by the Legislative Assembly. It is an editor's brief statement of the essential features of the measure **as introduced**.

Congratulates Mo's Seafood and Chowder for 75 years of business on Oregon coast.

CONCURRENT RESOLUTION

1
2 Whereas Mohava Marie "Mo" Niemi, as a single mother of two young boys in the 1940s, began
3 her quest to improve her coastal community; and

4 Whereas Mo Niemi's entrepreneurial spirit led her to launch coffee shops, restaurants and a
5 radio talk show; and

6 Whereas in 1946, Mo Niemi and her friend Freddie Kent started a café called "Freddie and
7 Mo's," and when Freddie was diagnosed with cancer, Mo bought her share and the small café be-
8 came known simply as "Mo's," which was the start of a legendary business in Newport, Oregon; and

9 Whereas Mo Niemi and her restaurants hosted dignitaries such as Governor Tom McCall, Sen-
10 ator Mark Hatfield and Representative Les AuCoin; and

11 Whereas people began visiting from all over the world after hearing about the restaurant, and
12 even national news commentator Paul Harvey came to the coast and asked, "Is there a Mo here?
13 I'm supposed to meet her"; and

14 Whereas Paul Newman, Joanne Woodward, Henry Fonda, Lee Remick and the entire cast and
15 crew of "Sometimes a Great Notion," the movie made from Oregon author Ken Kesey's novel, be-
16 came friends of Mo Niemi's while filming in Newport; and

17 Whereas Senator Robert Kennedy came through Newport on his presidential campaign in May
18 1968 and liked the chowder so much he took a couple of buckets with him on the plane to Los
19 Angeles, California, and he even invited Mo Niemi to join him on the trip; and

20 Whereas Mo Niemi politely declined Senator Kennedy's invitation and bitterly regretted her
21 decision when just a few days later Kennedy was shot to death after a campaign speech at the
22 Ambassador Hotel; and

23 Whereas the summer of 1968 also earmarked the opening of Mo's Annex, sister to the original
24 Mo's, across the street in Newport, overlooking Yaquina Bay; and

25 Whereas four years later, in 1972, Mo's West in Otter Rock, Oregon, opened; and

26 Whereas by the mid-1970s, the idea of packaging chowder base and selling it frozen to retail
27 outlets was born, and today customers can buy frozen chowder base in many grocery stores and can
28 also order fresh chowder base online to be shipped anywhere in the continental United States; and

29 Whereas in the late 1970s and early 1980s, Mo Niemi added partners to expand to other Oregon
30 locations: Lincoln City overlooking Siletz Bay, Florence on the Siuslaw River, Cannon Beach with
31 its ocean view, Astoria on the Riverwalk and Portland International Airport; and

32 Whereas in 1999, Mo's clam chowder was a featured entrée at the first luncheon ever held at

NOTE: Matter in **boldfaced** type in an amended section is new; matter [*italic and bracketed*] is existing law to be omitted. New sections are in **boldfaced** type.

1 the Smithsonian Institution, which celebrated the best American regional foods; and

2 Whereas Mo Niemi tirelessly promoted “Newport, the Friendliest,” bringing the slogan to life
3 with her time, energy and money; and

4 Whereas Mo Niemi was one of the founding pioneers of the Newport Seafood and Wine Festival,
5 which has become the longest running such festival in the State of Oregon; and

6 Whereas Mo’s was awarded the 2001 Small Business Administration (SBA) Oregon business of
7 the year and received the first runner-up award in the national SBA competition from President
8 George W. Bush; and

9 Whereas Mo Niemi passed away in 1992 at the age of 79, but her spirit lives on in her wildly
10 successful family-run business and the vibrant community she did so much to foster and grow; and

11 Whereas a trip to the Oregon coast is not complete without a stop at Mo’s; now, therefore,

12 **Be It Resolved by the Legislative Assembly of the State of Oregon:**

13 That we, the members of the Eighty-first Legislative Assembly, congratulate Mo’s Seafood and
14 Chowder for 75 years of successful business, and we recognize and honor Mo Niemi’s larger than
15 life personality for being the spark that lit the fire of the tourism industry on the Oregon coast.

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