



www.florencechamber.com
541-997-3128

Florence Area Business Beat

A service of the Florence Area Chamber of Commerce

MARCH 7, 2015 UPDATE

Welcome New Members!

Call or visit these new Chamber members and tell them you're glad they joined!
Fresenius Medical Care – 2820 Kingwood Street, Florence, 541-997-1136
 Leading network of dialysis facilities and top producer of dialysis equipment in North America.

Blue Heron Inn Bed & Breakfast – 6563 Hwy 126, Florence, 541-997-4091
 Charming bed and breakfast overlooking the Siuslaw River, minutes from Old Town. Beautiful views and comfortable rooms with a full breakfast!

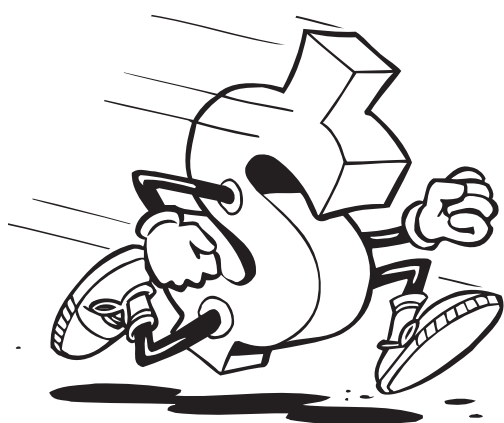
If you'd like to know more about the Florence Area Chamber of Commerce and what it can do for you, call 541-997-3128 or e-mail Cal Applebee at Cal@FlorenceChamber.com

Meet Our Distinguished Sponsors Sea Lion Caves

Though discovered by settlers in 1880, the Sea Lion Caves recently celebrated 80 years in the Florence business community and have been a long-standing supporter of the Florence Area Chamber of Commerce as a Distinguished Sponsor or at a higher level. Co-owner Steve Saubert served as Chamber president twice in the 1970s. They were also the recipient of the Chamber's Stu Johnston Business of the Year Award for 2012!

Located just 11 scenic miles north of Florence, they are a major employer in our tourism industry, and a huge supporter of the community overall. If you haven't visited the Caves, you'll be surprised to learn that it is the largest sea cave in America at 12 stories high and as large as a football field. The bronze statue "The Family" was presented to the Caves in 1982 in celebration of their 50th anniversary.

Connecting The Dots: Why Chamber Membership Matters



By Bobby Jensen, owner, Shoreline Customized Apparel and Chamber board member

The Chamber advertises around the state to invite visitors to Florence. One might think that supporting the Chamber doesn't impact their business if they don't serve tourists. This is short sighted.

Here's why: Every time a dollar is spent in Florence it has a ripple effect through the local economy, benefitting many. For example: A local hotel sells a room whose occupants use hot water maintained by a local plumber who wears a locally-embroidered uniform from a local company that has a website cared for by a local broadband company whose technician gets his haircut at the local barber who pays rent to a local property manager who just paid a local contractor to remodel a different location and who takes his family out to a local restaurant that buys fresh produce and meats from local growers who drive vehicles from a local dealership which uses bright lights powered by the local utility that employs your neighbor who shops locally, attends local concerts, donates to local charities, and pays taxes to support local schools, the local fire department, and the local police department!

So join the Florence Area Chamber of Commerce! Serve others through networking to build familiarity and trust! Come to Chamber events, discover new resources, ask members about their businesses, and help them connect with others. When you support them, they will support you by buying from you or donating to your organization. It's not always *what* or *who* you know — it's also *what* you know *about* who you know!



February Noon Forum Speaker Packs the House

Mayor Joe Henry addressed a packed house at the Chamber's February 19 Noon Forum at Three Rivers Casino Resort. He presented "Look at Us Now Because We Are a City in Motion." Henry described each of the seven primary goals recently adopted by the Florence City Council, including expanding and diversifying the Florence economy, in part through a partnership with the Florence Area Chamber of Commerce.

Why I am a Member

By Woody Woodbury, Owner, Florence Grocery Outlet



When I moved to Florence 10 years ago the first organization I joined was the Florence Area Chamber of Commerce. It had been recommended to me by some of the staff at City Hall. I started attending the Noon Forum luncheons and Business After Hours as a means of meeting potential customers and as a great way to network with other business owners. By my second year in business I was asked to attend a board meeting as a potential board member. I was impressed by the board's desire to promote its member businesses and Florence as a recreational destination. After I joined the Chamber board I realized how many events for which the Chamber was responsible for recruiting volunteers, sponsors, and participants. Ten years later, this is still all being done by one paid employee and the remainder by Chamber members who volunteer their time to make these events successful. I proudly served on the board for seven years and I am still a member and volunteer. It's a great way to contribute our community.

Make Meetings More Productive

By Scott Steward, Creative Wave Marketing Solutions

Your staff all just attended the same meeting. Their differing perspectives and perceptions color what they think just happened. This is inevitable due to individual personalities and status within the organization. Managers tend to speak freely. Subordinates, who do most of the work and know the customers best, tend to stay quiet and support their bosses. Remember this during and after each meeting, and don't let either type get away with this. Get balanced participation. Before adjourning, make sure every expectation and decision made is crystal clear to all—and is communicated to, and ultimately implemented by, the person assigned. Sadly, most organizations forget these accountability tactics, and nothing gets done. Ask these questions to get out of that rut and onto the road to productive meetings:

- To whom, and how, are we going to communicate any decisions made in this meeting?
- Who is responsible for carrying them out and how/when will they report back to the group?
- Who else needs to know?
- What did we dislike or like about this meeting? (You must facilitate an environment for unfettered participation.)
- Allow each to acknowledge someone for their contributions to the meeting. (Require the person to address the one being acknowledged personally, directly, and sincerely—good or bad. And allow people to ask for acknowledgements for their contributions... (egos can be fragile!)
- Are there any lingering, unspoken thoughts in anyone's mind? (Make sure everyone is clear and feels confident regarding their roles, assignments, and deadlines.)

Adjourn with confidence, carrying your list of action items with names and deadlines, knowing everyone is headed in the same direction.

Coming Events

For even more information on other exciting local events, visit www.FlorenceChamber.com/Calendar.

- Noon Forums:**
 Chamber members and the public are invited to the Chamber's Noon Forums on the third Thursday of each month at the World Market Buffet at Three Rivers Casino & Resort. Lunch is \$12.50. Come enjoy food, friends, and fun! Meet area business leaders and find out what's going on in the Florence business community!
- March 19:** In May, voters will help decide how we pay for road maintenance and preservation in Lane County. Join Lane County staff and Chamber members for a lively discussion about the proposed fee and road maintenance needs in Lane County. The proposed \$35 annual registration fee would generate about \$145,000 annually to help with roads in the City of Florence, and help Lane County maintain more than 1,400 miles of roadways and 417 bridges.
- April 16:** Andy Marohl from Siuslaw Middle School presents his students' Lego Robotics class.
- Business After Hours:**
 Chamber members and the public are invited to Business After Hours, an opportunity to network at a local business, exchange business leads and tips, and learn about the business that is hosting. These fun networking events are generally held on the first and third Thursday of the month:
- March 19** Mon Ami
April 2 McKenzie Primary Care
April 16 Natural Dentures (tentative)
- May**
 Chamber Board of Directors election—get involved!
 15-17: 108th Rhododendron Festival
- July 4:**
 Fireworks Display in Old Town, Wings & Wheels Fly-in/Car Show at Florence Airport
- September**
 11-13: Rods 'n' Rhodies Invitational Car Show
 12, 13: Community Wide Garage Sale—FEC and everywhere
- October**
 3 Oktoberfest—FEC/Old Town
 11 Columbus Day Festival—Old Town
- November**
 11 Veterans' Day Parade
- December**
 Florence Holiday Festival



Your Chamber— A Work In Progress

By Cal Applebee, executive director



We may be coming out of the winter months when things seem somewhat dormant, but that doesn't mean your Chamber Board and committees have been! There has been a lot going on over the past several months to bolster economic development and the business community on several fronts. Your Board of Directors met in early February in a strategic planning session to evaluate events, marketing efforts, and membership benefits.

We're making progress.
 For the past year-plus, the Downtown Revitalization Team (DRT) has been working at continuing various efforts launched over the past two decades to enhance the Highway 101 corridor through Florence. These initiatives originated with a City of Florence downtown implementation plan in 1999, followed in 2009 by a visitor readiness report prepared by Travel Lane County. The DRT has taken some elements of those plans and is making great progress toward implementation.

A Membership Committee has been meeting for several months, evaluating along with the Board of Directors, our benefits packages and determining ways to enhance the value to our members. This committee is also recruiting new members and helping existing members understand the value of a Chamber membership.

And of course, the Rhododendron Festival Committee has been making progress on this year's spectacular 108th celebration of that iconic community event. There is a lot of planning and work that goes into producing these events to benefit our membership and our community. It simply would not happen without these volunteers.

Your Old Town Committee has been meeting faithfully over the past few years and is constantly evaluating the effectiveness of the various events and promotions they produce for historic Old Town and the rest of our membership. The Marketing Committee continues to meet on a regular basis to guide our marketing plan in conjunction with Celeste/Daniels Advertising and Design. Both groups are making measurable progress.

There is a lot of work that goes into making your Chamber a viable partner in the Florence business community. The value of all these benefits and efforts far exceed the dollar investment of a Chamber membership. When you join the Florence Area Chamber of Commerce you're investing in your business community and the economic health of the Florence area! If you're not yet a member, make some progress of your own and join today!

Underwriters

2014-2015

Three Rivers Casino & Resort
Distinguished Sponsors

2014-2015

101 Things to Do

Bi-Mart

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Florence Heating & Sheet Metal

Fred Meyer Stores

KCST/Coast Radio

Oregon Pacific Bank

PeaceHealth Peace Harbor Medical Center

Sea Lion Caves

Shippin' Shack/Siuslaw Signs & Graphics

Siuslaw Bank

Spruce Point Assisted Living

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The Siuslaw News

Be sure to thank these members for their investment in our community!

Join the Florence Area Chamber of Commerce! • www.florencechamber.com • 541-997-3128
 Have some good business advice? An event to promote? A story about your Chamber membership? To get an article or notice published in Business Beat, e-mail Cal@FlorenceChamber.com by the third Friday of the month.
 Publisher: Cal Applebee, Executive Director. Editor: Scott Steward, Creative Wave Marketing Solutions.

Come See What We See!