



www.florencechamber.com
541-997-3128

Florence Area Business Beat

A service of the Florence Area Chamber of Commerce

JUNE 3, 2015 UPDATE

Welcome New Members!

Call or visit these new Chamber members and tell them you're glad they joined!

Bill's Rentals - 85113 Hwy 101-S, Florence
 Provides rental of kayaks, canoes, sandboards, sandsleds and SUPS (stand-up paddleboards) as well as sales of dry firewood.

Darlings Marina & RV Resort - 4879 Darlings Loop, Florence, 541-997-2841, www.darlingsresortrv.com.
 Stay and play on beautiful Silcoos Lake! Located at the head of the Oregon Dunes, they offer affordable lodging with a million dollar view.

Kreations Hair Studio
 498 Hwy 101, Ste. B, Florence, 541-997-8440
 Full service salon; waxing, men's and women's haircuts, colors, perms, pedicures, and coming soon - massage therapist.

Lane Monthly
 1430 Willamette, Ste. 622, Eugene, 541-228-9644, www.lanemonthly.com
Lane Monthly covers the people, places, and events that make our region a beautiful place to visit and call home.

R&R RC Hobby Shop
 2515 Hwy 101 Florence, 541-991-3335
 RC cars, planes, heli's, quadcopters, toys, games, and more!

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

TR Hunter

TR Hunter Real Estate is your home grown, independent broker on the Florence, Oregon Coast. Comprehensive marketing is just part of the TR Hunter advantage that gives their sellers the confidence that keeps them coming back. They also have a user friendly website at www.trhunter.com to make property searching easy for buyers, with a number of virtual tours for buyers to browse.

The staff and members of TR Hunter Real Estate are also active in our community - helping out with Florence Food Share, Annual Veteran's Day Parade, one of the founders and avid supporters of the Oregon Coast Military Museum, and more. We are grateful for their support at the Florence Area Chamber of Commerce as a Distinguished Sponsor.

Spruce Point

Spruce Point Assisted Living and Memory Care Community is a beautiful 65-apartment senior living community located on the majestic Oregon Coast, just off of scenic Highway 101. At Spruce Point, residents enjoy the comfort of independence, coupled with the convenience and camaraderie of community living. Apartments feature private baths, full kitchenettes, and the peace of mind knowing that you're always steps away from programs and services designed to make life easy and exciting.

They provide numerous community participation activities for residents throughout the year, and Chamber members really enjoy each year when we visit with our Rhody Court young ladies. Spruce Point's staff and management are great people to work with! We have enjoyed their support as a Distinguished Sponsor for many years here at the Florence Area Chamber of Commerce.

Banner Bank

Banner Bank is a full-service bank headquartered in Walla Walla, Washington, with roots dating to 1890, and now with a branch in Florence. As a community bank, they are committed to supporting the communities in which they operate with employee volunteerism and corporate philanthropy. Available banking services include commercial banking, construction and residential lending, and personal banking services. They also offer online and mobile banking services for personal and business accounts. The Chamber is proud to have Banner Bank continue the tradition as one of the Chamber's Distinguished Sponsors. Banner Bank is a member of FDIC and an Equal Housing Lender.

President's Message June 2015

By Brian Castleman, Chamber president, senior credit analyst at Oregon Pacific Bank



It's been a pleasure to serve as your Chamber President this past year. We have just completed a successful 108th Rhododendron Festival weekend with all its pageantry and are preparing for our annual Independence Day and Wings & Wheels celebration.

Executive Director Cal Applebee, the Chamber board, and the many sponsors and volunteers have invested significant resources to make these events successful.

In the past year we have continued to build on the progress made to strengthen the Chamber events and increase tourism dollars coming into our community through our partnerships with the City of Florence and our marketing agencies. We have increased the visibility and usability of the Chamber website, and are effectively using mass media to get our message out to visitors about all the fun Florence has to offer.

As a result, our Visitor Center has experienced an 8.5% increase in activity over 2013, highlighted by a five-year high for walk-in visitors and a 34.5% increase in requests for mailed-out visitor packets. Our website had a 27.6% increase in activity within Oregon alone. Our downtown revitalization team will soon hang new Welcome to Florence banners along our commercial areas. We are also proud to welcome 28 new members this year who want to build upon that success. If you aren't currently a Chamber member, come join us to keep this momentum going.

To all current and past board members, volunteers, Distinguished Sponsors, Underwriters, and members: thank you for your service and your continued strong support.

Why I Am A Chamber Member

By Susy Lacer, Grant Professional Certified
 Susan Lacer Consulting Services



I am a member of the Florence Area Chamber of Commerce because I want to support the Chamber in its many efforts to help local businesses thrive, and to help our entire community prosper.

Along with countless others in our area, I volunteer with the Chamber to help conduct local events, assist with fundraising efforts, and promote our community. Chambers of commerce, often combined with visitor's centers, are universally understaffed and overworked. These organizations accomplish an amazing amount of work with generally very few employees. Our Florence Chamber is no exception and Cal Applebee is to be commended for his incredibly generous dedication to his job and our community.

From a business standpoint, I have received multiple new clients simply by being a Chamber member and having my business listed on their website. Being a member of the Chamber adds credibility to a business and inspires trust from potential customers. Joining the Chamber was a sound business decision for me, as well as a vote of support for our community. The Florence Area Chamber is also an effective and enjoyable networking organization—Business After Hours are my favorite events!

Get the Chamber's Membership Advantages

- Networking
- Business Tips
- Cooperative Promotions
- Preferred Trade Status

Candidates for 2015-2016 Florence Area Chamber of Commerce Board of Directors

The Florence Area Chamber of Commerce is managed by a Board of Directors elected from the membership. Each serves a three-year term with staggered terms to ensure ongoing continuity. These individuals do more than just invest their dollars within the Florence business community - they also invest their time and talent to manage the Chamber's affairs. Election ballots were mailed out to members in late May and are due back to the Florence Area Chamber of Commerce by June 19. Terms of office begin on July 1, 2015.

The following Chamber members are each running for one of the five open three-year board positions.

Jenna Bartlett, The Siuslaw News

I have lived in Florence for the past five years. I have been involved in the community and have sat on many boards and committees from day one, including the Boys and Girls Club, Relay for Life, Veteran's Day Parade, and have been on the Chamber board for the past three years. During my time on the Chamber board I have sat on many committees including e-committee, Siuslaw Awards, Rhody Showcase, Marketing, Oktoberfest, City-wide Garage Sale, and the Old Town committee. I have a passion for this community and the businesses in it, and would love to continue to serve on this board.

Gary Cargill, Flowers by Bobbi

I have been a Florence resident since June 2005 when my wife, son, daughter, and son-in-law moved from Northern California. We had vacationed in Florence several years prior and the small but friendly community environment was the main reason for our move. My occupational background includes US Army, State of California Dept. of Corrections, self-employed accounting and tax preparer, and owner of Flowers by Bobbi for the past year. Community involvement includes Florence Rotary Club since July 2011, Rotary Club board since July 2013, and budget chair for Rotary's annual auction and annual golf tournament. I also have also served on the Chamber's Rods n' Rhodies Invitational Car Show committee since 2013. As a merchant and business owner in Florence I feel I may be able to bring fresh ideas and motivation to keep the forward momentum that the Florence Area Chamber of Commerce has been working so hard to maintain.

Jennifer Connor, Florence Events Center

I have lived in the Florence community since 2011 and am the marketing specialist and event coordinator for the Florence Events Center. I am currently a member of the Florence Rotary Club and am the bookkeeper for the Last Resort Players. My past experience includes professional affiliations with the Yaquina Bay Optimist Club board, Rotary International Group Study Exchange with District 5110, Porthole Players Theatre Company, Writer's on the Edge board, Newport Chamber of Commerce member, Newport Swim Team board, and five years as a volunteer for the Santiam Chapter of the Girl Scouts of America. I have a passion for community events and look forward to having the opportunity to contribute to the Florence Area Chamber of Commerce.

Sue Gilday, State Farm

I have been in Florence for fifteen years. I feel my experience in business, fund raising, and community service may be of benefit to the Chamber board. My company was awarded the Stu Johnston Business of the Year Award for 2010. I currently serve on the Oregon Coast Military Museum board where I originated the annual Christmas Tree Festival, and am a Florence Rotarian.

Robbie Wright, Siuslaw Broadband

As a small business owner in Florence for nearly five years, I am very familiar with the challenges of running a business in a small town. Having sat on the board for more than a year now, it is abundantly clear the critical role the Chamber plays in the tourism industry and helping to support our member businesses. I hope to continue my role as the Chairman of the e-committee and help push the Chamber and the City of Florence forward using the most effective technologies possible.

**Underwriters
2014-2015**
 Three Rivers Casino & Resort

Distinguished Sponsors
 101 Things to Do
 Banner Bank
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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
 Spruce Point Assisted Living
 TR Hunter Real Estate
 The Siuslaw News

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

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

Noon Forum:
 Third Thursday of each month at the World Market Buffet at Three Rivers Casino. Lunch is \$11.75. Come enjoy food, friends, and fun! Meet area business leaders and find out what's going on in the Florence business community!

June 18: "Together We Prepare" presented by the American Red Cross Oregon Pacific Chapter
 Representatives will discuss both man-made and natural disasters that can occur in our area, and how to prevent, prepare for, and respond to them. Each audience member will receive a Red Cross "Prepare!" booklet.

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.

June 4 Laurel Bay Gardens, 88493 Hwy. 101, Florence, 5:00 p.m. - 7:00 p.m.
June 18 Banner Bank, 777 Hwy. 101, Florence, 5:30 p.m. - 7:00 p.m.

OTHER IMPORTANT DATES & EVENTS

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: City Wide Garage Sale—FEC and everywhere

October
 3: Oktoberfest—FEC
 11: Chowder Festival—Historic Old Town

November
 11: Veterans' Day Parade

December
 Florence Holiday Festival

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!