



www.florencechamber.com
541-997-3128

**Stronger Partnerships,
Better Results**

by: Brian Castleman

Your Chamber is a volunteer-powered organization. We have 14 hardworking volunteers on our board of directors, more than 20 Visitor Center volunteers, but just one paid employee—Cal Applebee, our Executive Director who does a phenomenal job for us. Thank them next time you see them! They do a terrific job representing you and greeting our guests when they come into or call our Chamber Visitor Center.



In 2014 we developed or strengthened partnerships with Celeste/Daniels Advertising and Design, Travel Lane County, and the Oregon Coast Visitors Association. With their assistance we were awarded a new three-year marketing contract from the City of Florence which provides increased funding through transient room taxes for out-of-area marketing efforts. We are very thankful for the strong partnership with the City of Florence.

With creative and professional assistance from Celeste/Daniels we kicked-off our Uncurbed Adventures TV and newspaper ad campaign in the Bend and Medford areas, and to a lesser extent in Eugene-Springfield. This year we may expand our efforts into the Corvallis and Portland areas—all in an effort to boost business all around town. And it seems to be working. In 2014 we had 12,329 walk-in visitors—an 8.5% increase over 2013. We received 3768 calls, and mailed out 612 visitor packets and 215 relocation packets. These numbers represent a six year high.

I invite you to get more involved as a Chamber committee member or as a board member. We always benefit from new energy and fresh ideas that make your Florence Area Chamber of Commerce, and its results, even better.

- Underwriters**
2014-2015
- Three Rivers Casino & Hotel**
Distinguished Sponsors
2014-2015
- 101 Things to Do
 - Bi-Mart
 - Burns’s Riverside Chapel
 - Driftwood Shores Resort
 - Firenze Wine & Chocolate
 - 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
 - TR Hunter Real Estate
 - The Siuslaw News

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

Florence Area Business Beat

A service of the Florence Area Chamber of Commerce

Welcome New Members!

Call or visit these new Chamber members and tell them you’re glad they joined!
Divine Decadence, 1300 Bay Street
A “wow-what-great-stuff” store featuring antiques and fabulous jewelry.
Foursquare Church, 1624 Hwy 101
A family-friendly, Bible-believing, Christian church.
Barbara McGaughy
Individual associate/supporter, and new Visitor Center volunteer.
Learn 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
KCST/KCFM**

Coast Radio, which many know as KCST 106.9 FM, began serving Florence as KCST 1250 AM in 1988. In 1992, the company added 106.9 FM. Its second station, KCFM, was established in 1999 on 1250 AM and recently added 104.1 FM in Florence, and 103.1 FM in Mapleton, giving the company two stations on four frequencies. With a staff of about a dozen, they are proud that the average tenure of full time salaried staff is 19 years! Coast Radio’s two distinctly different musical formats are served by Coast Radio’s news and sports departments that provide the area’s only daily local news Monday through Friday, local public affairs programming and commentary, live local high school football and basketball broadcasts, and breaking news coverage. This has resulted in several awards for their news director. In addition, the stations carry U of O and OSU sports, ABC Radio’s national news, and several other popular, nationally-produced news and information programs.
Coast Broadcasting ownership and its staff are active in the community through volunteering, sponsoring, and covering local promotions and events. The company and its staff have received multiple community awards in their 25-plus years of service including the Chamber’s Business of the Year (twice), and this year’s Community Caring award. Coast Radio has been a Distinguished Sponsor of the Florence Area Chamber of Commerce since that membership level was established, and supports the Chamber in numerous immeasurable ways.

Siuslaw News

The Florence Area Chamber of Commerce works closely with and relies heavily on partnerships with our local media members, one of them being Siuslaw News. Much of what is accomplished on behalf of the membership is because of the support they provide to the Chamber.
Siuslaw News and its predecessors, the Siuslaw Oar and The West, have served the coast since the 1890s. With a circulation of more than 6,000, Siuslaw News is one of the main sources of local news, community events and information for the central Oregon coast.
This year marks Siuslaw News’ quasiquicentennial, its 125th anniversary, a remarkable achievement for any business in a small town like Florence. To commemorate this milestone, throughout the year it will feature some of the town’s history as originally published in the newspaper, including historic articles and photos from more than a century ago.
Through its employees, the newspaper is engaged with numerous community projects. They have held board positions over the past dozen years on the Chamber, Florence Rotary, PeaceHealth Hospital Foundation, Friends of Florence, Boys and Girls Club of Western Lane County, Relay For Life and the Florence City Budget Committee. Siuslaw News was the recipient of the Siuslaw Awards’ 2012 Community Caring Award, and its Publisher John Bartlett was named 2012 Florence First Citizen.
In addition, Siuslaw News is a life-long Distinguished Sponsor member of our Chamber whose support is a large part of our success.



Florence mayor Joe Henry (l), and Chamber president Brian Castleman (c) of Oregon Pacific Bank, learn the art of screen printing from Kaleena and Bobby Jensen of Shoreline Customized Apparel, and Ashley Hennessee, daughter of Todd and Amanda Hennessee of The Shippin’ Shack, during Business After Hours on January 22, 2015.



Business After Hours at City Lights Cinemas tomorrow, Thursday, February 5, from 5:30 p.m. to 7:00 p.m. Owner Michael Falter invites you for free popcorn and beverages, and to tour several of the auditoriums. As a bonus, Chamber members get 2 for 1 admission for any of their films that evening. The public gathered in December for the official ribbon cutting ceremony during the grand opening of City Lights Cinemas. The Chamber Ambassadors help new Chamber members host the public for an official ribbon cutting ceremony to mark the occasion of opening a new business or joining the Chamber. For more information, contact Cal Applebee at Cal@FlorenceChamber.com or 997-3128

A Site to CROW About

Children’s Repertory of Oregon Workshops (C.R.O.W.) in Florence is planning the purchase and renovation of a local building to create a permanent performing arts facility for youth and grow its thriving youth arts program. The facility will house classes in dance, theatre, voice, and other fine and performing arts. It will also provide desperately needed space for rehearsals, small performances, set construction and artistry, and proper costume and prop storage.
The site has been selected and a minimum budget of \$280,000 is needed for the project to succeed. C.R.O.W. aspires to obtain \$75,000 in direct community donations and will apply for matching grants from local and national foundations. C.R.O.W. is unique in the US because it offers performance opportunities free to children.
To meet this goal, C.R.O.W. will present “Share Your Heart” on Friday, February 13, at 7:00 p.m. at the Florence Events Center (FEC). This fundraiser will feature a wide variety of donated local talent and a silent auction. Single tickets are \$39 for adults and \$25 for youth (12 and under). Sponsor’s tables for eight are \$285. For tickets, contact the FEC at 997-1994 or www.eventcenter.org. To learn about C.R.O.W. visit www.crowkids.com or contact Melanie Heard at 999-8641.

**Discover Effective
Supervisory Practices**
BOLI

Making sure the work gets done is only part of a supervisor’s job. Supervisors also bear the responsibility for making the workplace safe, legal, and harassment-free. They have to know how to motivate and discipline employees—all within the legal guidelines for workplace practices. This half-day session provides supervisors and managers with practical tips that promote efficiency and compliance with state and federal employment laws. Discussions may include: At-will employment and its exceptions, job interviews and legal hiring practices, coaching and motivating employees, writing effective warnings, documentation and discipline, and termination and exit interviews. Bring your questions and concerns.
The event is Thursday, February 19, from 1:15 p.m. to 5:00 p.m. at the Driftwood Shores Conference Room. Fee is \$40 per person. Presented by the Bureau of Labor and Industries / Lane Employer Council
For more information contact Anne Blakeslee at 541-997-1913 or Anne.F.Blakeslee@oregon.gov.

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. 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!
February 19: Mayor Joe Henry presents a City of Florence update
March 19: 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:
February 5: City Lights Cinemas—Free popcorn, beverages, tours, and 2 for 1 admission to that evening’s movie for Chamber members only!
February 19: OPEN! Call the Chamber office if you’d like to host. 541-997-3128

- 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

- Get the Chamber’s
Membership Advantages**
- Networking
 - Business Tips
 - Cooperative Promotions
 - Preferred Trade Status

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!