



[www.florencechamber.com](http://www.florencechamber.com)  
541-997-3128

# Florence Area Business Beat

A service of the Florence Area Chamber of Commerce

**JULY 1, 2015 UPDATE**

## Welcome New Members!

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

**Coastal Property Management**  
1780 W. 20<sup>th</sup>, Florence, 997-1351  
florenceoregonvacationrentals.com  
Residential, commercial, and vacation rentals

**Dairy Queen**  
125 Hwy 101, Florence 997-3672  
Quick service family restaurant internationally known for taste treats and desserts.

**Florence Moose Lodge #2110**  
1108 Quince St., 997-6691  
Members and guests enjoy a place to relax, Sunday breakfast, and some evening dinners.

**Le Chateau Inn**  
1084 Hwy 101, Florence 997-3481  
Lechateauinnflorence.com  
Spacious, clean, affordable rooms, and pet-free.

**Resto-Arts**  
1255 Bay St., 991-3322  
Resto-Arts offers quality, unique local art and vintage treasures in historic Old Town Florence.

**Rosa's Mexican Restaurant**  
2825 Hwy 101 Florence 997-1144  
Authentic Mexican food with friendly service, generous portions, good online reviews.

**Tax Freedom Retirement**  
1132 9th St., Florence 541-977-6199  
"Use insurance to participate in stock gains without losing any money."

*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*



**Dozens of local residents and business leaders gathered June 4 for Business After Hours and help owners Lisa Walter-Sedlacek and "Bamboo Dave" Sedlacek celebrate Laurel Bay Gardens' 26th year in business—and the 10th anniversary of their nursery and garden center.**

## President's Message July 2015

By Jenna Bartlett, Chamber President,  
General Manager, The Siuslaw News



It is an honor and a privilege to serve as Florence Area Chamber of Commerce president this coming year.

The Florence Area Chamber of Commerce is unique in that we are the only local organization whose mission is to promote Florence as

one of the best cities in which to live, work, and play. And we take that mission very seriously.

We take a pointed interest in the success of our local businesses—we care if patrons are dining in our restaurants, customers are making purchases in our retail stores, and clients are seeking assistance from our professional service businesses. It is the Chamber's priority to ensure that both residents and out-of-town customers are taking advantage of the wide number of services our businesses have to offer.

The Florence Area Chamber of Commerce is dedicated to ensuring our city remains a desired place in which to live and do business. We will continue to carry out this plan of action by focusing our efforts on helping to build a strong local economy, promoting travel and tourism, and providing networking and business development opportunities.

The Chamber staff, Chamber board, and I will continually assess the services and programs we offer you with the goal of increasing the value of your Chamber membership. We are hard at work providing you the opportunity to promote, build, learn, and support our businesses and community. When you see our executive director, Cal Applebee, and his volunteers, please take a moment to thank them for ALL that they do to make it happen!

## This Month's Business Tip: If You Offer It, Will They Buy?

*This month's business tip is offered by Jim Mitchell of Coastal Fitness and Aquatics. If you'd like to submit a tip for Business Beat on how to operate a successful business, contact Cal Applebee at Cal@FlorenceChamber.com*

One of the most important ingredients for a successful business is simple, but often overlooked by both new entrepreneurs and seasoned professionals: offering a product or service that they want to sell rather than meeting a need of potential customers.

Starting and running a business requires the proprietor to carefully research the market that he/she wants to serve, and to provide the goods and services that will be the most attractive and beneficial to that market. Often prospective business owners (or even a current business owner) will have a special talent or hobby and decide to open a business based on their passion... without considering whether or not there are enough potential customers who will actually buy.

When I offer a new product or service as an entrepreneur, I need to understand beforehand who my primary consumer will be. Identifying the size and scope of my target market is the critical first step. If my target population is too narrow, too shallow, unable to afford, or just plain uninterested, my chances for success are proportionally diminished. Whatever the conditions, or the multitude of ways to compete in your niche, invest in the research to understand the potential or shortcomings of your market. It is less painful to look ahead with cautious realism than to look back with regret.



**People from all over the Florence area gathered on June 18 for the Chamber's Business After Hours at Banner Bank.**

## Meet Our Newly Elected Board Members

### Jenna Bartlett, The Siuslaw News

Jenna has lived in Florence for the past five years. She is the general manager of the Siuslaw News and has served on various civic boards and committees including the Boys and Girls Club, Relay for Life, Veteran's Day Parade, and has been on the Chamber board for the past three years. During her time on the Chamber board she has volunteered on the Siuslaw Awards, Rhody Showcase, marketing, Oktoberfest, City-wide Garage Sale, Old Town, and e-committees.

### Gary Cargill, Flowers by Bobbi

After vacationing in Florence over the years, Gary and his family became residents in June 2005, wooed by the small but friendly community environment. His professional background includes work with the 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 leadership and the Chamber's Rods n' Rhodies Invitational Car Show committee.

### Jennifer Connor, Florence Events Center

Jennifer has lived in the Florence community since 2011 and is the marketing specialist and event coordinator for the Florence Events Center, a member of the Florence Rotary Club, and the bookkeeper for the Last Resort Players. She also has professional affiliations with the Yaquina Bay Optimist Club board, Rotary International Group Study Exchange, Porthole Players Theatre Company, Writer's on the Edge board, Newport Chamber of Commerce, and as a volunteer with the Girl Scouts of America.

### Sue Gilday, State Farm

Sue has been in Florence for 15 years and looks forward to utilizing her experience in business, fund raising, and community service to the Chamber board. Her company was awarded the Chamber's Stu Johnston Business of the Year Award for 2010. She currently serves on the Oregon Coast Military Museum board where she originated the annual Christmas Tree Festival, and is an active member of the Florence Rotary Club.

### Robbie Wright, Siuslaw Broadband

As a small business owner in Florence for nearly five years, Robbie is very familiar with the challenges of running a business in a small town. He has served on the Chamber's board for more than a year and understands the critical role the Chamber plays in the tourism industry and helping to support its member businesses. Robbie has served as chair of the e-committee and enjoys helping the Chamber utilize the most effective technologies possible.

## Meet Our Corporate Underwriter

### Three Rivers Casino Resort

Sitting on a 100-acre site and nestled in rolling sand dunes on the pristine Oregon coast, Three Rivers Casino Resort offers a great escape in spectacular surroundings with the Pacific Ocean as the backdrop and the wonderful town of Florence at its doorstep. Opened in 2004 as a casino-only facility, their success soon enabled the Confederated Tribes of the Coos, Lower Umpqua, and Siuslaw Indians to expand the casino and open an adjoining hotel in 2007. Since then they have added, and continue to renovate and revitalize, Ocean Dunes Golf Links as an attraction.

Three Rivers Casino Resort provides resources and opportunities for tribal members, and has become a pillar of community support in the Florence region. In addition to providing local jobs (the facility is the area's largest employer) Three Rivers has developed programs that reward residents and tourists for shopping locally, and sponsors arts programs for professional and children's theatre.

Three Rivers also works hard with other businesses and organizations to promote Florence as a destination for families who enjoy a wide variety of activities. They have received a number of awards for food and entertainment offerings, recognition as a leader in the environmental community, made donations to dozens of local and regional non-profit organizations, and serve a free lunch to all United States active duty and military veterans on Veterans Day.

The Florence Area Chamber of Commerce is proud to have Three Rivers Casino Resort as a corporate Underwriter of our organization.

## Get the Chamber's Membership Advantages

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

**Join the Florence Area Chamber of Commerce! • [www.florencechamber.com](http://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!*

### Underwriters 2014-2015

Three Rivers Casino & Resort

### Distinguished Sponsors

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& 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](http://www.FlorenceChamber.com/Calendar).

### Noon Forum:

Third Thursday of each month at a new location to be announced soon – visit Chamber's website for updates. Come enjoy food, friends, and fun! Meet area business leaders and find out what's going on in the Florence business community!

### July 16: "Technology in the Workplace."

Find out what our panel of experts has to say that will benefit you and your business. 12:00 p.m. to 1:00 p.m.

### 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.

### July 2: Y Marina, 5:30-7:00pm at their

location 4390 Hwy 101; refreshments and games including a fishing booth.

### July 16: Relay for Life hosts at The Bay

View at Best Western Pier Point Inn, 5:30 p.m. to 7:00 p.m.

### August 6: The Siuslaw News invites

you to commemorate their 125th anniversary. Details to come.

### August 20: Coast Insurance Services

Details to come.

## OTHER IMPORTANT DATES & EVENTS

### July

3: First Friday—Shop Old Town 'til 8:00 p.m.

4: Fireworks Display in Old Town, Wings & Wheels Fly-in/Car Show at Florence Airport, Pie/watermelon contest; and flag living history display in historic Old Town

### September

11-13: Rods 'n' Rhodies Invitational Car Show

12, 13: City Wide Garage Sale—FEC... and everywhere around town

### October

3 Oktoberfest—FEC

11 Chowder Festival—Historic Old Town

### November

11 Veterans' Day Parade—Historic Old Town

### December

Florence Holiday Festival—City Wide