Florence Area Business Beat

A service of the Florence Area Chamber of Commerce

FLORENCE AREA CHAMBER OF COMMERCE

www.florencechamber.com

541-997-3128

Underwriters
2014-2015
Three Rivers Casino Resort

Distinguished Sponsors
101 Things to Do
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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 Bay View Bistro at teh Best Western Pier Point Inn – 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!

August 20: Central Lincoln PUD will provide informative and useful information for your business.

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.

August 6: BeauxArts Fine Art Materials, 2285 Highway 101. 5:30 to 7:00 p.m.

August 20: Coast Insurance Services, 777 Maple St. 5:30 to 7:00 p.m.

OTHER IMPORTANT DATES & EVENTS

August
7: First Friday—Shop and Dine in Historic Old Town 'til 8:00 p.m.

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

Get the Chamber's Membership Advantages

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

August 5, 2015 UPDATE

Welcome New Members!

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

BeauxArts Fine Art Materials & Gallery
2285 Hwy 101 Suite H, Florence, 541-991-8213
Fine arts supplies and inspiration for the creative community.

Old Town Barbershop
1341 Bay Street, Florence
Classic old-school barbershop

Meet Our Distinguished Sponsors

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.

Membership Matters

It's time again to renew your membership in the Florence Area Chamber of Commerce. Renewal reminders went out in June; however, vacations and the increase in business during this busy season may have led you to put it off until things slow down this fall. Don't delay! I encourage you to get your renewal in and avoid the interruption of your Chamber benefits.

There is a lot of work that goes into making your Chamber a viable partner in the Florence business community. The value of the many member benefits and efforts far exceed the dollar investment of a Chamber membership. When you belong to the Florence Area Chamber of Commerce you're investing in your business community and the economic health of the Florence area!

The support of the Chamber's Distinguished Sponsors, the paid membership of approximately 300 leaders in the business community, and the contributions by other members enable us to accomplish all that we do for both our membership and the Florence community. Your community and fellow Chamber members value your membership and the investment you make in our organization and the business community as a whole. Together we can accomplish more than we can individually.

Please send in your Chamber membership renewal today, or contact me at cal@florencechamber.com or 997-3128, or drop by the Chamber office at 290 Highway 101 if you have questions. If you're not yet a member, join today!

Wishing you the best of success as we work together to strengthen our community.

Cal Applebee
Executive Director
Florence Area Chamber of Commerce

Robbie Wright, Siuslaw Broadband, moderates a lively and informative discussion on IT security for businesses with a panel of local business tech experts during July's Noon Forum at the Bay View Bistro at Pier Point Inn. The public is welcome to attend Noon Forums every third Thursday.

Florence First Friday!

As the sun sets, the reflections on the waters of the Siuslaw River calmly bring you into the evening hours. Come, enjoy shopping and dining in the many fine stores and restaurants in Historic Old Town Florence and the Antique District during the extended shopping hours on Bay Street this Friday. Many shops and restaurants will be open until 8:00 p.m. with special First Friday prices and promotions!

Some merchants offer inviting music to enhance your time in these unique shops and restaurants. As you shop during the week, look for the signs in the windows of the participating businesses and then plan to enjoy First Friday with friends and family in our idyllic town!

Be sure to visit these participating businesses:

Kitchen Klutter
Perriwinkle Station
PS Winkles
On Your Feet with a Splash
Silver Sand Dollar
Bay Street Family Tyes
Captain's Lady
Kenneth B Gallery
Siuslaw River Coffee Rosters
All About Olives
Le Bouchon
Frienze Wine & Chocolates - LIVE MUSIC
Flashback Photo
Thrifty Threads
Old Town T-Shirt
River Gallery
Jambo
Back Street Gallery
Books N Bears
Bonjour
Divine Decadence
Wizard of Odds
Old Town Barbershop

First Fridays are produced by the Old Town Committee of the Florence Area Chamber of Commerce. To add your business to the list please email cal@florencechamber.com

Chamber Welcomes New Events Coordinator

The Florence Area Chamber of Commerce is pleased to announce the arrival of Sherri Bollinger to the newly-created position of events coordinator. As the Florence area's tourism strengthens, Bollinger brings the much needed support essential to elevate our economic vitality and community events.

"I am very excited to work with the Florence community," says Bollinger. "I look forward to sharing my experience and working with a well-respected community team."

Board President Jenna Bartlett noted "Sherri has been a great addition to our meager staff and has hit the ground running, taking on tasks for upcoming events such as Rods & Rhodies and Oktoberfest."

Bollinger brings diverse experience in many events. These include president of Waldport Beachcomber Days and managing event staff for the Portland Rose Festival, Portland Marathon, Cirque du Soleil, Oregon Armories, Portland area music venues, and many more. Bollinger also has many years of volunteering with Wilderness Search and Rescue, Outrigger Gorge Games, and many charitable events with the Moose Lodge.

This Month's Business Tip: Achieving Community and Customer Satisfaction

This month's business tip is offered by Michael Falter, co-owner with Susan Tive of City Lights Cinemas. 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.

My guiding personal and business principle is to do my best to help create community—bringing people together, whether for entertainment or education, reaffirms our connections to each other and, through film, the rest of the world. Helping to maintain or grow a thriving community makes for a better cultural—and business—environment.

City Lights Cinemas fulfills a variety of roles beyond showing movies. For example, as a state-of-the-art theater, we are available for professional conferences with a number of multimedia options for presentations. Alternatively, businesses can rent a theater for events. Assisting other businesses to succeed will inevitably circle back to our own success—creating community again.

Regarding customer service, I believe that the customer may not always be correct, but they are always right. I model excellent customer service for our staff so that our culture is that of delivering a four-star experience for everyone. When it comes to caring for customers, always empathize. Empathy can transcend barriers. We never know what it is like to be in another person's shoes, but we can do our best to provide a memorable and friendly experience regardless.

Some of the best business tips I can offer are to always be generous of heart and be not afraid of change. Oh, and that a half-teaspoon of salt will absorb enough moisture to make a great batch of popcorn. You can build a great sense of community around great popcorn.

I believe a strong Chamber is necessary for a thriving local economy and a generous, empathetic community of enthusiastic, successful business leaders—and satisfied customers. That's why City Lights Cinemas is a member of the Florence Area Chamber of Commerce.

Community Invited to Meet Business Leaders After Hours

Come connect with fellow community members and business leaders during two upcoming events, sponsored by the Florence Area Chamber of Commerce.

BeauxArts Fine Art Materials is hosting an open house on Thursday, August 6, from 5:30 to 7:00 p.m. in the Coastal Fitness Plaza, 2285 Highway 101. Owner Jo Beaudreaux invites everyone to come for refreshments, prizes, and a special event surprise. BeauxArts is a local, family-owned and operated fine art supply shop dedicated to supporting the creative community.

Then, on Thursday, August 20, from 5:30 to 7:00 p.m., John and Jean Murphey, owners of Coast Insurance Services, 777 Maple St. (across from the post office) invite you to meet their staff, wander through their office, visit with friends and neighbors, and enjoy some refreshments. Plus, if you can spot Nationwide's NASCAR driver Dale Earnhardt, Jr. while you're there, your name will be entered into a drawing!

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!