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Florence Area Business Beat

A service of the Florence Area Chamber of Commerce

October 7, 2015 UPDATE

Welcome New Members!

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

Gardner Cartography—239 Maple Street. Living history maps and graphics.

Siuslaw School District 97J; 2111 Oak Street. Dedicated to motivating and preparing all students to reach their greatest potential.

Meet Our Distinguished Sponsors

Driftwood Shores Resort & Convention Center

Distinguished Sponsor Driftwood Shores Resort is not new to the community – it has been one of the Oregon Coast's premier lodging destinations located in Florence since 1977. Driftwood Shores has been a valued Chamber member for many years and for the last several years, one of our Distinguished Sponsors! They represent Oregon Coast lodging at its best by offering a spectacular ocean view from EVERY room! Amenities include 10 miles of unobstructed beach; indoor aquatic center with heated pool; oversized whirlpool spa; plus water features for kids of all ages. The Surfside Restaurant is open seven days a week serving breakfast, lunch, dinner, and offering banquet facilities for up to 120 people. Convention Services are enthusiastically handled by Megan Busalak, and Sue Keys recently joined them as General Manager bringing several years of destination marketing experience on the Oregon Coast with her. Stop in, say 'hi' to Sue and Megan, and check out all the facilities!

101 Things To Do

101 Things To Do has joined the ranks of our Distinguished Sponsors! The publication has been a recognized, leading regional publication for years, and since 2010 Nate Kaplan and Judy Adams have owned the coastal edition, *101 Things To Do, Western & Coastal Oregon*. Nate handles sales and distribution, and Judy handles the editing, graphic design, and layout. Both are members of the Florence Rotary Club.

In addition to publishing, Nate is also an accomplished drummer with the popular Miles To Go Quartet, which performs locally at City Lights Cinemas, and he plays frequently with other musicians in Eugene and Florence. Judy is involved in theater productions with Last Resort Players and the Florence Playhouse. She also sings with the FloTones and The New Folksters. She currently co-owns It's About Time Productions with Victoria Seitzinger and is a mosaic artist, using stained glass to cover pretty much anything that isn't nailed down.

With 2014 being a banner year for 101 Things To Do, Nate and Judy recognized the significance of supporting the local Chamber. We are proud to introduce them in their first year as a Distinguished Sponsor.

Executive Director's Message

By Cal Applebee, Executive Director,
Florence Area Chamber of Commerce



and tips. We provide some general guidelines for members on how a "typical" event is hosted, i.e. hor'dourves, beverage, door prizes, and plenty of face-to-face networking time.

Every once in a while a member hosts a truly unique event that gives everyone an opportunity to enjoy those components and gain a closer look into how that business or industry functions. On September 17 we enjoyed that type of event when the King and Waggoner families of R&R King Logging hosted "A Walk in the Woods."

Nearly 50 guests enjoyed a close-up experience of a skyline logging operation on a hilltop outside of Glenada, and enjoyed a commanding view of our Florence community and the Siuslaw River while Bay Street Grill served delicious treats and adult beverages. Patriarch Bobby King described step-by-step the functions of their crew, who worked late for our benefit, as they transported logs via the tower and log carriage—practices developed to eliminate erosion from dragging logs up-hill as done years ago. We watched as all of the high-tech equipment carried, stripped, de-limbed, cut-to-length, and loaded the logs into place on a truck.

Space here doesn't allow complete coverage of all elements of the operation, information imparted regarding the industry, nor the contribution R&R King logging makes to their industry and our community, i.e. 85 employees, service on bank and hospital boards, etc. But I particularly enjoyed Bobby's closing comments as the logging truck rolled away and he hoisted a roll of toilet paper into the air to demonstrate it as "the end" product!



The eighth annual invitation-only Rods 'N' Rhodies car show, September 11-13, has a big success with more than 100 high-end hotrods from across the western US and Canada, as well as several local vehicles.

Rock-Solid Business Tips from Sand Ranch

By Hilary and Deacon Matthews
Owners, Sand Ranch

Some of the best business tips we've received, and share with other businesses, start with supporting local business by joining the Chamber. Networking is one of the reasons that we are members of the Florence Area Chamber of Commerce. We have especially enjoyed the trust and friendships that we have developed through membership.

A couple of other key business tips we've received are to keep reviewing your vision, and to recognize your resources to remain adaptable.

For example, we were looking for ways to expand our business; to fill a niche in Florence that would be beneficial to people of all ages while catering to locals and visitors. It had to fit with our current resources and vision for the

future. With the addition of the Sand Ranch Rock Shop, we found that juncture. Rock shops are educational, affordable, and fun—and a natural extension of our basic business.

As a result, we now offer a sluice box for treasure hunters, and a western studio with a gallery of stones, decorations, crafts, and gifts. We also have a variety of thunder eggs, obsidian, jasper, agates, geodes, petrified wood, crystals, and mineral specimens on site. To compliment those offerings, we will soon have a working lapidary shop with tumblers, saws, and polishers for members. These additions fit within that advice to review our vision and utilize resources that allow us to adapt.

Other tips that have helped us grow our business include treating others like we want to be treated, understanding what customers want and following through in a timely fashion, and surrounding ourselves with people smarter than us who support these principles.



Nancy Bosket of Oregon Pacific Bank presented an overview of EMV (Europay, Mastercard, Visa) credit card security technology that protects businesses from card payment fraud. After October 1, 2015, businesses are responsible for all losses if they process a transaction using an EMV chip card on a non-EMV terminal. If you have information to present to local business leaders to help them improve business, contact Cal Applebee at the Chamber office to propose a presentation.

A Chip Off The Old (Credit) Card

Provided by Rebecca Ruede
Assistant Vice President, USBank, Florence



cards are new to your customers as well. They may need one of your employees to walk them through their first chip card transaction. Training your staff on the differences between traditional magnetic stripe transactions and EMV chip card transactions is simple.

IMPORTANT POINTS

- Chip cards are inserted into the terminal and remain there throughout the transaction process. Customers will want to swipe their card like a magnetic stripe card out of habit. This is a good opportunity to be helpful and guide them through the transaction.

- Your customers may also be unsure of how to insert the card. Make sure your employees know how to properly insert a chip card.

- The card must not be removed until the transaction is completed. If your customer removes the card too early, the transaction will be cancelled.

- A helpful video to acquaint your employees on the different transactions that can be processed on your EMV-enabled terminal is available at www.bechipcardready.com. Be sure to visit the EMV equipment page for access to more videos on specific terminal models.

- Be sure employees know that magnetic stripe transactions are a "back-up" in the event a customer has a damaged chip card or has not been issued one by their bank.

It's a slightly different process, but chip cards are easy to handle. A little education will go a long way to make sure your customers have a great experience using their new cards at 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.

Noon Forum:

BIG NEWS for October—Noon Forum is moving to the second Thursday of the month! Third Thursday of each month at the Please join us at noon on October 8 at the Best Western Pier Point/Bay View Bistro. Lunch is \$12. Come enjoy food, friends, and fun! Meet area business leaders and find out what's going on in the Florence business community!

OTHER IMPORTANT DATES & EVENTS

October

8 Noon Forum—Fire Safety in the Workplace. Sean Barrett will present an overview of key topics in the Oregon Fire Code pertaining to businesses, and a brief history as to why fire codes exist.

8 Grand re-opening, ribbon-cutting, and refreshments—Darlings Marina Resort, 4:00 to 6:00 p.m., 4879 Darlings Loop, Florence, 997-2841.

10 Wine Walk, 2:00 – 5:00 p.m., Historic Old Town. Stop by Spice to purchase your glass and pick-up a map showing the participating merchants.

11 Chowder Festival, Noon to 4:00 p.m., Historic Old Town at participating restaurants and at Gazebo Park.

November

11 Veterans' Day Parade—Historic Old Town

December

Florence Holiday Festival—City Wide

Florence Chamber members were treated to a visit to an active logging site, courtesy of R&R King Logging on September 17, as part of the Chamber's ongoing Business After Hours networking and showcasing events. Curious about hosting one of these events? Contact Cal Applebee at the Chamber office for more information.



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!