

OREGON COAST Florence Area Chamber of Commerce

www.florencechamber.com • 541-997-3128
290 Highway 101, Florence, OR 97439

Florence Area Business Beat

January 6, 2016 UPDATE

Underwriter
2014-2015

Three Rivers Casino Resort

Distinguished Sponsors

101 Things to Do
Bi-Mart

Banner Bank

Burns's Riverside Chapel

Driftwood Shores Resort

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.

Business After Hours:

January 7th – Boys & Girls Club

January 21st – City of Florence

Noon Forum:

January 14th Lane Community College

Staff Introductions & programs and projects

ALSO IN JANUARY:

16, 17: Winter Music Festival presented by Friends of the FEC

20: Siuslaw Awards

Committee Opportunities:

Ambassadors – Mike Bones, Chair

City Wide Garage Sale
Cindy Wobbe, Chair

Downtown Revitalization Team
David Wiegand, Chair

E-Committee – Robbie Wright, Chair

Marketing Committee
Mike Rose, Chair

Membership Committee
Bobby Jensen, Chair

Oktoberfest Committee
Jenna Bartlett, Chair

Old Town Committee
Robyn Smith, Chair

Rhody Festival – Jenna Bartlett, Chair

Rhody Court – Dee Osborne, Chair

Rods & Rhodies Car Show
Gary Cargill, Chair

Siuslaw Awards
Lisa Walter-Sedlacek, Chair

Check website for more info on committee service.

Get the Chamber's Membership Advantages

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

Welcome New Members!

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

Passages Coaching & Hypnosis – 1845 Hwy 126 Suite A10 - Using Hypnosis and Life Coaching to remove blocks and achieve your goals.

Meet Our Distinguished Sponsors

Oregon Pacific Bank

Headquartered in Florence for over 36 years, Oregon Pacific Bank is committed to local growth and economic development, investing local dollars directly back into the community. Established on December 17, 1979, Oregon Pacific Bank has grown to include full service branches in Coos Bay and Roseburg, as well as a Trust and Wealth Management office in Medford, and a Professional Banking and Trust office in Eugene.

Staffed by local decision makers, the Bank specializes in offering holistic financial services to local families and business owners, including full service, online, and mobile banking, business financing and cash management, mortgage lending, trust and asset management, and brokerage and insurance services.

Founded on a culture of caring, Oregon Pacific Bank is committed to giving back to the community through charitable gifts and sponsorships. The Bank's culture inspires employees to actively participate in worthwhile volunteer activities, with over a dozen Bank employees holding active leadership roles in various boards and committees throughout the Florence community.

This is why we value Oregon Pacific Bank as a Distinguished Sponsor of the Florence Area Chamber of Commerce!

Thank you for your membership and support!

Ahoy, Florence Business Owners and Managers

By Bobby Jensen, Y-Marina

With the many different areas of concern business owners and managers have to deal with on a regular basis, this little tip may help one find focus. I have heard from many business owners that they can only grow as fast as they can find talented people they can trust. In the boat business we recently found that one of the larger boat dealerships in our area has three dealer locations. We asked them what their management strategy was and it was a simpler answer than we were looking for, their kids. They have three sons and each one runs a dealership. It's apparent that the biggest issue is trust. I mean what are the chances



Julie Pimentel from Celeste Daniel Advertising & Design instructs Chamber members on new Chamber website features at December 10th luncheon



Packed house despite inclement weather to visit Lounge & Grill at Sandpines for December 17th Business After Hours

Business After Hours Kicks off for New Year

Start 2016 attending the first Business After Hours for the New Year! On January 7, 2016, Business After Hours Will be hosted by the Boys & Girls Club of Western Lane County at the newly remodeled Teen Center from 5:30pm – 7:00pm. The Teen Center is located at 1601 15th Street, Florence. Come meet the Club Teens who will be serving odourves to their honored guests. A new 2-piece 6' rod and reel donated by North Country Lures and

Flies will be raffled during the event. See what the Gift of a Great Future looks like to our future leaders in Florence.

We have several dates still available for 2016 to host a Business After Hours. If you would like to showcase your company and network with your business community, schedule one for your location!

Join the City of Florence for the January 21st Business After Hours at the Florence Events Center. Mayor Henry and the City Council will host an open house from 5pm to 7pm with the State of the City Address beginning at 5:30pm. Come hear what our City in Motion has been working on over the past year and where we plan to go in 2016.

that the three sons were more proficient in their job positions than thousands of other potential employees. So we have a trust problem. This is the best solution I have come up with to date.

Eliminate more areas where trust would be required: It's called systems and procedures, take different responsibilities and shift them around so that different people are accountable for different parts of the business. Example: If an employee orders items, have a different employee receive items. An employee won't be able order personal items and receive them without anyone else knowing about it.

Test your trust: If this is a big holdup for you, simply create tasks that are tests of trust. Let them prove to you they are watching out for the company as much as themselves.

Build it into your company culture: Tell everyone how important trust is to the business and what trust means to you. Do not allow the smallest act dealing with trust happen without, consequences good or bad. If you allow employees to use any company assets for personal use make sure that is clear and known to everyone.

Trust allows you to let deserving people in the company move forward and take on roles that you would once only do yourself. That is where focus comes in. You're now free to work on your business, not so much in it.

Remember this: Your job is to take care of your employees in every way possible. An employee's job is to take care of customers in every way possible. The customers job is to take care of the Shareholders.

Executive Director's Message "So-long, farewell..."



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

Well, it sounded good in the Sound of Music. It has been nearly five years that I have served as your Executive Director for the Florence Area Chamber of Commerce and this will be my final message to you. There are so many people to thank for making these past years not just successful but also enjoyable, starting with the Board of Directors, both past and present. These are the people in our business community who just don't contribute their money to the Chamber in the form of dues, but also dedicate a significant

amount of time and talent to get the job done.

Our partnership with the City of Florence, both elected officials as well as professional staffers, has been truly amazing particularly in recent years, and I am very grateful for that relationship and support.

The Visitor Center Volunteers, coordinated by Jean Hefty, contribute thousands of hours of time and their own knowledge of our community to welcome visitors to our community. We wouldn't be able to fulfill that portion of our mission without their valuable help. Same with the Florence Area Ambassadors – these Volunteers not only contribute their time to augment our Visitor Center staff in the summer months allowing us to remain open seven days a week, they also represent us at Ribbon Cuttings and After Hours as well as represent Florence around the state at Ambassador events.

Then there are our members, particularly our Corporate Underwriter Three Rivers Casino Resort, and our fifteen different Distinguished Sponsors who invest a significant dollar amount to not just cover their dues, but also recognize that by investing in the Chamber we're able to accomplish more for the business community because of that commitment. Many of the rest of our 261 members who comprise our total

membership base, contribute by supporting events, filling committee obligations, and attending business and networking events to leverage the value of their membership.

Over the years I have often received a common response from both members and non-members – "what do I get out of being a Chamber member?" Besides the obvious value of networking, exposure and referrals from our Visitor Center and website, I often respond that they also get the added value of being invested in our business community with the realization that the larger and stronger we are, the more we can do for our business community – together. For example, with just 50 additional members, our part-time Event Coordinator could become full time resulting in more effective events. With 100 additional members, we could do that as well as additional media buys to promote Florence out of the area.

As the Chamber moves forward in this New Year, please contemplate your dedication and support of the Florence Area Chamber of Commerce – it is your business community. To borrow from John F. Kennedy: "ask not what your chamber can do for you, but what you can do for your chamber."

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.

Editor: Cal Applebee, Executive Director.

Come See What We See!