

OREGON COAST Florence Area Chamber of Commerce

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

Florence Area Business Beat

February 3, 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:

February 4th-

Home Grown Public House

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!

Please join me in welcoming the following new members who joined the Florence Area Chamber of Commerce in January:

Cross Road Assembly Church – 1080 10th Street, Florence - A local congregation that has been active in Florence for over 70 years. Active, vibrant Christ centered and community minded.

Welcome to the Florence Area Chamber of Commerce!

Meet Our Distinguished Sponsors

“Local Radio... KCST & KCFM!”

KCST and KCFM are Florence's locally owned and operated community radio stations. KCST can be found at 106.9 FM and KCFM is located at 104.1 FM and 1250 AM. It can also be heard in Mapleton on 103.1 FM.

KCFM now features an Oldies/Nostalgia radio format appealing to the eclectic taste of music lovers with songs intended to stir memories from our yesterdays. The format, Soundtrack of our Lives, includes Swing, Do Wop, and early rock and Roll and specifically targets Florence's largest demographic, 50 & over. KCFM also features local personalities, news, sports and information.

KCST Radio is the company's flagship station reaching south to Coos Bay and east to Swisshome. The music format focuses on top hits from the 1980's through today. KCST Radio's contemporary music format, live personalities and emphasis on local news, high school sports and information targets adults 25-plus demographic. It is Florence's Emergency Broadcast station.

Coast Radio's two distinctly different stations provide the area's only daily local news Monday through Friday, local public affairs programming and commentary, local high school football, basketball and baseball broadcasts, and breaking news coverage. 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 and serving on boards, sponsoring events and efforts, and covering local promotions and events. The company and its staff have received multiple community awards including the Chamber's Stu Johnston "Business of the Year" twice, and 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.

Business After Hours Showcase Your Business!

If you missed the great food at our recent Siuslaw Awards banquet, don't worry – you can sample some of the same fine fare at the February 4th Business After Hours hosted by Homegrown Public House located at 294 Laurel Street. Chef/Owner Kelsey Terry will offer samples of local beer & wine, and their popular appetizers!

We have no Business After Hours scheduled for February 18th, and still have several dates still available for the balance of 2016. This is a great opportunity to showcase your company and network with your business community. If you would like to schedule one for your location contact the Chamber's Visitor Center now and get on the schedule!



“Mayor Joe Henry address a packed house at the FEC during the State of the City Addressed at Business After Hours hosted by the City of Florence



Chamber Visitor Center Volunteers enjoy lunch and fellowship at the annual Volunteer Appreciation Luncheon recently.



LCC Florence Campus Interim Director Russ Pierson updates attendees at January Noon Forum on progress at Lane Community College.

Competition vs. Cooperation in Business

By Bobby Jensen Jr.
Chamber Board Member, Y Marina



About nine years ago this was a brand new concept to me, competing businesses working together to create more success than by working solo. There is a great example of this with Quicksilver the clothing manufacturer, specifically the Roxy (women's) surf brand. They were contacted by MTV back in 2002 about creating a reality TV show called "Roxy Girl". This seems like a home run opportunity for Roxy to gain more market share in the surf sector, right? Well that show didn't air; Roxy told MTV they would help with a show but it would not be called Roxy girl, rather

"Surf Girls". Why would Roxy turn down this enormous solo marketing opportunity? Because they wanted to include many other women's surf brands in the show. Roxy wanted the show to be big and deliver the surfing girl culture to the world. They currently held a 25% market share which was the largest of the women's surf wear. The Roxy marketing director knew that by themselves they wouldn't influence the world enough to get millions of non-surfers to wear Surf products. Have you seen how many people wear surf apparel? It has become such a desirable lifestyle that people wear its clothing and have never even touched a surfboard. This is a result of many competitors coming together to create a larger market which benefits all of them more than if they all fought over a share of a much smaller market. As a side note, we're going to put this to the test in our own community. Y Marina and Diversified are going to be located right next door to each other in an attempt to have a very large and diverse boat retail lot which we hope will bring more people to our community who are in the market to purchase a boat because of a large amount of inventory in one location. So remember, find ways to work with you're so called competitors and make your market stronger!

Volunteer with your Chamber!

Do you like people? Have a good knowledge of the Florence area? Do you like to help people with their needs? Do you enjoy a task with a lot of variety? If you answered yes to these questions, you might just be a great candidate to serve as a Volunteer in the Visitor Center for the Florence Area Chamber of Commerce!

At the Visitor Center we receive as many as 5,000 phone calls and over 11,000 visitors annually, coming from all over the globe as well as our own back yard. The questions and requests for information can range from maps to trails to lodging to adventure and more. They arrive as singles, couples, families and groups, all seeking information on or an

experience of, the Florence Area. It's always such a rewarding feeling to be able to satisfy their need and watch them leave with a smile on their face!

We accomplish this task with a group of dedicated Volunteers including our Ambassadors who typically work four hour shifts one or two days each week. Our hours run from 9:00 a.m. until 5:00 p.m. weekdays, and then on weekends through most of the year we work shorter hours. We thank all of our Volunteers for their time and talent – we couldn't do it without them!

We have several opportunities for volunteer service here at the Visitor Center, and we invite you to check us out. If you are seeking an experience that's fun, challenging and rewarding, please consider joining us as a Volunteer in the Visitor Center for the Florence Area Chamber of Commerce. For more information, please call 541-997-3128.

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!