

OREGON COAST Florence Area Chamber of Commerce

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

Florence Area Business Beat

March 2, 2016 UPDATE

Underwriter
2015-2016

Three Rivers Casino Resort

Distinguished Sponsors

- 101 Things to Do
- Bi-Mart
- Banner Bank
- Burns's Riverside Chapel
- Beachcomber Pub
- 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:

March 17th—
Driftwood Shores Resort

Noon Forum:

March 10th—

Also in March:

- 12 - Florence Rotary Auction
- 15 - Fraud Prevention at The Shorewood Retirement Residences
- 18 - Glenn Miller Orchestra presented by SEACOAST Entertainment
- 19 - Wine tasting at Sandpines Golf Links

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

Meet Our Distinguished Sponsors The Siuslaw News

The Florence Area Chamber of Commerce works closely with, and relies heavily on, our partnership with our local media members; one of them being the Siuslaw News, a life-long Distinguished Sponsor of the chamber. Much of what the chamber accomplishes on behalf of our membership is because of the support the media in Florence provides.

The Siuslaw News and its predecessors, the Siuslaw Oar and The West, have served the coast since the 1890's. With a circulation of more than 6,000, the Siuslaw News is one of the main sources of local news and other information on the central coast, and an active supporter of many local nonprofits and community events. It is in its 126th year.

Many employees are engaged in numerous community projects. They have held board positions with the Florence Area Chamber of Commerce, Florence Rotary, PeaceHealth Hospital Foundation, Friends of Florence, Water Team International, Boys and Girls Club of Western Lane County, Relay for Life, Friends of the Siuslaw Public Library and the Florence City Budget Committee. Employees also serve as volunteers for various organizations.

The Siuslaw News was the recipient of the chamber's 2012 Siuslaw Awards Community Caring Award.

General manager Jenna Bartlett says that publishing the local newspaper is an honor and giving back to the community is a privilege.

The chamber is grateful for the paper's ongoing support.

Ambassadors to our Community

One of the groups of volunteers in our community that play a vital role, particularly for the Florence Area Chamber of Commerce, is the Florence Ambassadors. This group of more than 20 volunteers provides a variety of support to the business community and chamber. They serve as the chamber's welcoming arm by providing Ribbon Cuttings for new members and businesses, as well as calling on new businesses to invite them to become members of the chamber.

In addition to attending functions such as our monthly Business After Hours and Noon Forum, during the summer months the ambassadors also augment the Visitor Center Volunteers, which allows us to remain open seven days a week.

In 2013 this group also hosted the statewide convention for Oregon Ambassadors and Greeters groups, resulting in hundreds of visitors from around the state coming to Florence, some for the first time.

We appreciate the time, dedication and efforts of this group of volunteers — we couldn't do it without you!

Promote your business at triathlon

Chamber members are encouraged to promote their businesses at the Oregon Dunes Triathlon on Saturday, May 7, at Honeyman State Park. There will be a lot of people coming to the area that will need places to eat, drink, stay and play. Dunes City is inviting local business to become "community sponsors" of the event. For \$100, businesses will be recognized as community sponsors and will have an opportunity to place coupons, brochures or samples in goody bags for the athletes. Call the City of Dunes City at 541-997-3338 for more information.



Sean Sisson speaks about his video project at the Feb. 11 Noon Forum.



Applebee sings his favorite karaoke songs at his retirement party.



The chamber board thanks Executive Director Cal Applebee at his retirement party during Banner Bank's Business After Hours on Feb. 18.

Work on it, not in it.

By Bobby Jensen Jr.
Chamber Board Member, Y Marina



Businesses are like dogs. They can be intriguing to watch because you don't know what they might do. Some are cute, while others are ferocious. Some are fun, while others are terrifying. However the dog may be, it's the job of its owner to direct it and make sure other people are safe. Like a puppy, it has to be trained so it can fulfill its purpose as it grows. This training takes work combined with specific skills. If you don't train this puppy, you will

find all kinds of messes any time you look away. It will bark and annoy others — and, even worse, could bite someone.

Training a business is very important, but how is that done? Procedures, systems, and culture, that's how.

These areas are where you go to work. You dictate how your business will act. You train your business to treat customers a certain way in all interactions. You create simple step-by-step instructions to handle situations. You always track its progress along the way so you can direct it.

This is a real job! Probably the most important one, at that. Problem is, it is the least-filled job position in small businesses. The results are messes everywhere to clean up and people getting hurt. So the message here is fill that position first. Think of yourself as an orchestrator of a symphony who directs the many musicians when to start and stop. You direct and then listen as the professionals perform together to create amazing music!

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!