

OREGON COAST Florence Area Chamber of Commerce

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

Florence Area Business Beat

April 6, 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:

April 7th

Florence Regional Arts Alliance (FRAA) Art Center

Noon Forum:

April 14th

Also in April:

9 - Dancing With Sea Lions Splash Off

15 - Tax Day

16 - Early Rhody Show

16-17 - CROW presents "Shrek the Musical Jr."

22-24, 29-30 - LRP presents "The Diary of Anne Frank"

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 us in welcoming the following new members who joined the Florence Area Chamber of Commerce:

Florence Dry Cleaning - 511 Highway 101, Florence

Shane Schuster is bringing high quality, professional dry cleaning to the Urban Renewal area. Contact him at 541-991-8178 and www.florencedrycleaning.com.

Welcome to the Florence Area Chamber of Commerce!

Meet Our Distinguished Sponsors

Beachcomber Pub

Established in 1936, the Beachcomber Pub has been a part of the Oregon coast through generations of fisherman, loggers and travelers. It is a place for locals to hang out and try a wide variety of food, drinks and events. You will always find the right thing to drink with 20 beers on-tap, bottled beers, a nice wine selection and cocktails. Several games can show on any of the nine TVs, and people are always up for a game of pool or shuffle board.

Beachcomber Pub ownership and its staff are active in the community through volunteering and fundraising events for the Western Lane Community Foundation and a scholarship it sponsors. Owner Scott Weiss can be seen around town on his penny-farthing bike and Gayle Weiss, also known as Miss Gayle at the Siuslaw Public Library, recently received the Florence First Citizen Award.

Get to know your Interim Executive Director Sherri Bollinger

How is your first month going?

I went into this with my eyes VERY wide open wondering how, between committee, board, city and other meetings, I'd manage to find time to balance the work load. Now, everything appears to be to smooth out nicely.

When did you start working at the FACC?

I began working at the Chamber in July of last year as Event Coordinator, just in time to dive into the Rods 'N Rhodies Invitational Car Show event.

What did you do before then?

Prior to working in Florence I worked with my husband as a self-employed general contractor building homes and as Group Coordinator/Accounts Payable Specialist for the Oregon Coast Aquarium. My event experience comes from working as General Manager for a company that staffed Portland Rose Festival Events, Cinco de Mayo, concerts, and much more.

How does Event Coordinator work with the Executive Director?

Overall, this team had a great working relationship in that I was able to learn the fundamentals of each event quickly. As a result, we found we were on the same page with the ability to anticipate and resolve situations before they developed.

Best part about living on the coast?

I actually live in Waldport, and I can honestly say I have the most amazingly beautiful commute in the world.

What has been your favorite Chamber Event so far?

My favorite event so far would have to be Rods 'N Rhodies. Because this is a 3-day event, I worked closely with the committee and participants who made me feel a part of an exceptional group of people.

Which event are you most looking forward to this year?

I definitely look forward to seeing what challenges the 109th Annual Rhododendron Festival throws my way.



Florence Area Chamber of Commerce ambassadors welcomed Florence Drycleaners to the area in March.



Rhody the Sea Lion Pup continues to tour as the ambassador for Dancing with Sea Lions. She will be joined by all 20 of the full-size adult sea lions on Saturday for Splash Off! Dancing with Sea Lions celebrates the 20th anniversary of the Florence Events Center.

BeauxArts Fine Art Materials is working for area artists

By Jo Beaudreau

I am pleased to say that I was able to attend the International Art Materials Trade Show in Houston, TX, last week as a representative of BeauxArts Fine Art Materials. I was able to learn and meet people in the art materials world that will help me continue to serve my customers and grow my business in Florence. I also am proud that I was able to attend alongside large corporate art materials store as a small business.

Furthermore, I am now able to accept NFC payments such as Apple Pay and Android Pay. Chip payments are already accepted. We're getting ready for the tourist season where many payment types can come through town.

Second Saturday Gallery Tour

Twelve Galleries and Business that feature art are officially participating right now. We are working together to help support each other and the arts. Find out more about the tour at 2mdsaturdaygallerytour.com and don't forget to Shop Local!

All Systems Go!

By Bobby Jensen Jr.
Chamber Board Member, Y Marina



Last month I wrote about the most important job position in any business being the proprietor who orchestrates the business. They stand back and watch the company perform and are positioned to fix and tune it as they see a need. If they are attempting to jump in and do the work of their company's product or service, they likely will not be able to see issues that lead to upset customers and problems. When I say watch over the operations this may be really difficult as there may be multiple locations your doing business at or you may have dispatched service technicians out in the field.

So how do you watch over everything? It's impossible to be everywhere and see everything. This is where business gets technical — the ability to know what's happening on all fronts while being in one place is your systems! Systems are everywhere around us. We use them all the time and may not even notice it. Electrical wiring in a building is a system of switches and circuits that create a desired result. Plumbing is the same thing.

You have to design systems in your business to handle all kinds of different situations and create a desired outcome. The systems determine who does what steps in which order to create that perfectly crafted product every time exactly the same. This consistency is crucial to customer satisfaction. You know how one time you visit

a business and the experience is amazing, then another it's poor or mediocre. That biz lacks systems or the discipline to follow 'em.

In 1954, the greatest systemizer businessman joined the in the restaurant game. Ray Kroc was hired by the McDonald brothers to help open up a few restaurants. He looked at every process and step to produce a burger exactly the same way every time. The cook times, temps and even the layout of the condiments were dictated precisely. Once Ray traveled to Idaho to study potatoes because he noticed that his fries tasted different when harvested at different times of the year. If you ever worked at a McDonalds you will know that the griddles don't have temperature dials they have two settings, on and off. And each product has its own button in the fryer. You may not be a fan of McDonalds but no one can deny that the dang burgers taste the same anywhere they have a store! This consistency more than any other one component has lead to their success.

So how does one create these systems to run a business? You need a system! Yep, a system to create systems. Software has been gigantic for the progression of modern business. Most business management software has a workflow built in that you can change to work with your company's flow. These software systems keep track of many things, such as inventory and who is working on what when.

There are many business software options available for your industry type. I have one big tip here: go with a cloud-based system where it's all on a remote server. Implementing one of these systems costs \$5 to \$60 per user per month. Ensure your software can notify customers when their service is finished, or allow you to attach training videos directly into your tasks. Don't get discouraged! It will revolutionize the way you do business while freeing you up to awesome the many details of your business. I guarantee you will be so pumped when you finally have a working system for creating your systems!

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 cmeyer@thesiuslawnews.com by the third Friday of the month.

Come See What We See!