



OREGON COAST

Florence

Area Chamber of Commerce

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

Florence Area Business Beat

May 4, 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:

May 5th - Florence Food Share

Noon Forum:

May 12th

Also in May:

7- Oregon Dunes Triathlon and Duathlon

11- Rhododendron Court Scholarship Showcase

14- Dancing With Sea Lions Geocaching

18-22- Davis Amusement Carnival

20-22- 109th annual Rhododendron Festival

30- Memorial Day

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

Sea Lion Caves

Though discovered by settlers in 1880, the Sea Lion Caves recently celebrated 80 years in the Florence business community and have been a long-standing supporter of the Florence Area Chamber of Commerce as a Distinguished Sponsor or at a higher level. Co-owner Steve Saubert served as Chamber president twice in the 1970s. It was also the recipient of the Chamber’s Stu Johnston Business of the Year Award for 2012.

Located just 11 scenic miles north of Florence, they are a major employer in our tourism industry, and a huge supporter of the community overall. If you haven’t visited the Caves, you’ll be surprised to learn that it is the largest sea cave in America at 12 stories high and as large as a football field. The bronze statue of sea lions, called “The Family,” was presented to the Caves in 1982 in celebration of their 50th anniversary.

Get to know your Executive Director Bettina Hannigan



What are you most excited for with the Chamber?

Building productive relationships and developing strong mentoring within our community. Along with working to create a business friendly support system for our local businesses. I am

also very excited to work with the City and the Event Center to expand our effective tourism marketing.

How are you getting Florence ready for Rhody Days? We have a rich history and the chamber has done an amazing job in the past. The committees, previous event coordinator Sherri Bollinger and interim coordinator Nancy Pearson are working hard to honor our legacy. I will be on a hot learning curve for sure!

Best part about living in Florence? The people! I love our community, their generous spirit, kindness, and hospitality truly are exceptional.

What do you miss most about your old community? Well, as I type this I am on a plane flying home from a visit to both my SoCal communities, Palm Springs and Orange County. Palm Springs will forever have a place in my heart, it’s beauty and peacefulness is timeless. Orange County, I miss my lifelong friends and family, but not the hustle and traffic!

What has been your favorite Chamber Event so far? I am a sucker for parades, so I would have to say the Rhody Day Grand Floral Parade. Families, businesses, bands, benevolent organizations, horses, fire trucks and the military — it all speaks community

What are your plans for the chamber? How can chamber members help with your vision? Right now my plans are to learn this Executive Director position. Former director Cal Applebee left big shoes to fill and I want to build on his success. We need economic strength for our families and I hope to be a part of developing opportunity for our Florence area. I am depending on our chamber members to communicate their passion and concerns to me so we can work together to bring our common vision to fruition.

The Circle of Business

By Bobby Jensen Jr.
Chamber Board Member, Y Marina



The employees you count on to fulfill the promises of your business really need to be your main focus as owner or manager of a business. A couple months back I mentioned the “circle of business.” you take care of your people, they take care of your customers, the customers take care of you. I’m telling you, It works! Starbucks was crazy to offer full benefits to part time employees they are doing pretty well if you ask me! I recently had a chance to go to work with



The Downtown Revitalization Team celebrates the arrival of colorful flower baskets in Old Town.



New Florence Chamber of Commerce Executive Director Bettina Hannigan is flanked by local Coast Guard crew members at the April 21 Business After Hours at Y Marina. (photo by Deborah Heldt Cordone)

Florence Chamber seeks board member nominations

The Florence Area Chamber Board of Directors is currently taking applications to fill three 3-year vacancies on its Board of Directors. Applicants must be in good standing as Florence Area Chamber members, having paid their dues and actively participated in Chamber activities or committees.

All board members are expected to support the Chamber’s mission to “champion the future of the greater Florence community as an innovative leader in economic vitality and active lifestyle...” and

goals by helping to recruit new members, supporting special events and actively engaging in committees and programs.

The board meets the third Thursday of every month at 7:30 a.m. at the Florence Events Center, 715 Quince St.

For anyone interested in being considered for a board seat, applications are available for download at www.florencechamber.com, or email bettina@florencechamber.com to request a form to be emailed. Deadline for applications is May 20. Nominees will be announced May 25. Chamber members will be allowed to make their selection online until June 10. For more information, call 541-997-3128.

Let’s Get Ready to Rhody!

There are many ways to get involved in the 109th annual Rhododendron Festival, May 20 to 22. Keep reading to find out about the vendor fair, window display contest, Grand Floral Parade participation and the annual showcase.

Join the Grand Floral Parade

“Catch the Wave” during the Grand Floral Parade on Sunday, May 22, at noon. The deadline to apply to participate in the parade is this Friday, May 6. Download an application from www.florencechamber.com to show off your band, equestrian team, vehicle or vehicle club, commercial business, noncommercial group or service.

The Junior Parade is on Saturday, May 21. For more information, or to get involved, contact Sean Barrett at 541-999-0600.

Rhododendron Court Scholarship Showcase

This year’s junior and senior Rhody Courts are gearing up for the Rhododendron Court Scholarship Showcase on Wednesday, May 11, at 6:30 p.m., at the Florence Events Center, 715 Quince St. This year’s event features two juniors, Hanna Anderson and Taylor Coolidge, and one senior, Lyndsey Keppel, from Siuslaw High School who will compete for scholarships and title Queen Rhododendron. Each princess has a team of Junior Princesses and Princes, and they will compete as a team in the showcase’s events.

Court members will be judged individually and as teams on participation, mentorship, public speaking and platform presentation, pin sales and talent. Queen Rhododendra will be crowned at the end of the showcase, and both courts will make appearances in the Kids Parade and Grand Floral Parade during the 109th Rhododendron Festival, May 20 through 22.

Tickets are on sale now for \$13 and are available through the Florence Events Center box office, or online at www.eventcenter.org.

Rhody Festival Window Display Contest

Help spread the excitement of Rhody Days with the Rhody Festival Window Display Contest. Entry forms are available at www.florencechamber.com and are due by Monday, May 16. Judging will occur between May 17 and 19, and windows need to stay decorated for the entire festival.

The theme for this year’s window display contest and the entire festival is “Catch the Wave!” The Window Display contest is open to any business or organization in the City of Florence.

There is no entry fee, and there are no divisions this year. Windows will be judged on the following: appearance and attractiveness, use of the theme, use of color and creativity. Each display must include signage that reads: “Rhododendron Festival May 20 to 22, 2016” that can be read from the street and be less than 50 percent of the total window area. Windows also need to be decorated by non-professional window decorators.

Support the Chamber at the Vendor Fair

Head out to Maple Street during Rhody Days to experience local and regional food, crafts, artwork and beverages at the annual Vendor Fair. While you’re in Old Town, head to the Davis Amusement Carnival at the Port of Siuslaw Parking Lot, which starts Wednesday, May 18, and runs to Sunday, May 22.

Drop off completed entry forms at the Florence Area Chamber of Commerce Visitor’s Center, 290 Highway 101. For more information, call the chamber at 541-997-3128, email info@florencechamber.com or visit www.florencechamber.com

Let’s do our part to make the 109th annual Rhododendron Festival the best one yet!

a friend of mine and many of yours as well, Oley Nelson of Reedsport Machine and Fabrication. A boatyard known up and down the pacific coast for exceptional service and quality. I’m not biased, I asked my commercial fishing friends who have actually used their services. I drilled Oley for info that would lead to why! It didn’t take long to figure out when he started introducing me to his team, “Bobby meet John, he has been here 16 years, oh and meet Paul, 23 years, Cody 29 years, and then Mike, 36 years! (I Changed names for privacy) His people were devoted to the company! Ok Oley, how did you get get these people to stay for so long? Humbly he responded, “I care about them and take care of them. We pay good and offer benefits. The benefits you expect like Retirement, Health Care, 401k and some you might not, such as 24hr accident coverage pay, life insurance, holiday pay, and Free Fish. Free Fish? Yeah when we do work on fishing boats we get a lotta fish! Crazy! What else? This one time we had a talented guy who would quit and

go to another place to work for some reason or another. He would always come back but it got a little annoying. He took a day off because of some medical appointments he had. I knew his family was out of town so I offered to drive him. He was set back but accepted the offer. I spent the entire day with him while he had medical testing done. Then took him to get food and finally home and “tucked him in”. The next day he said to me “I will never leave R.M.F. Again!” He couldn’t believe the owner of the company would do such a kind thing. Oley turned to me and said “Bobby, these guys are my friends not employees”. I have always talked about how the leader’s job is to watch out for their people. Oley has been doing it for years! It sure felt good when I found out what I always believed and taught really works! I got to see it first hand! Even if your profits don’t allow for all the extras right away, I am willing to bet that your attention and time might get you pretty far. As you grow you can just start adding the extra benefits!