

Florence

OREGON COAST
Area Chamber of Commerce

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

Florence Area Business Beat

June 1, 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:

June 2 - Best Western Pier Point Inn

June 16 - Laurel Bay Gardens

Noon Forum:

June 9th

Also in June:

1 - RAIN Founder's Fireside Chat

3 and 4 - Gypsy Camp Vintage Market

4 - 19th annual Fore Kids Boys and Girls Club Golf Classic

9 - Coastal Fitness Spring Show

11 - Florence Green Fair

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 a new member who joined the Florence Area Chamber of Commerce:

America's Mattress

2455 Highway 101

541-991-3700

www.americasmattress.com

Welcome to the Florence Area Chamber of Commerce!

Meet Our Distinguished Sponsors

Burns's Riverside Chapel

Burns's Florence Riverside Chapel has been a part of the Florence business community even before it came under the management of Alan and Karen Burns in 1987. The Burns' purchased the funeral home and crematory in 1992 and soon after became the Chamber's first Distinguished Sponsor.

It has been in their current location at 27th and Kingwood streets since January 2006. They have always been active supporters of our community and the Chamber. With a staff of four, they provide a full range of funeral and burial services, including the only pet crematory on the Oregon coast. In addition, they own Pacific Sunset Cemetery with a section devoted to veterans, as well as provide support for families with VA funeral services. The Chamber is honored to have them as a Distinguished Sponsor.

Bi-Mart

As one of the first membership discount stores, Bi-Mart began serving membership families in the Northwest in 1955, starting in Yakima, Wash. Bi-Mart opened the first Oregon store in Eugene in 1962, and opened the Florence store in 1990. It currently employs 35 Florence-area residents.

Bi-Mart is employee owned and operated by people who live in, and are closely involved with, the community they serve. They proudly support local charitable organizations, educational programs and sporting events, and the Chamber is proud to have them as a Distinguished Sponsor.

Florence Heating and Sheet Metal

Originating down on Bay Street under the bridge, Florence Heating & Sheet Metal evolved from Florence Welding with a move to its current location on Kingwood Street in 1991 as one of only two businesses on that street at the time.

Steve and Krystal Wolford purchased the business in 2000, and currently have four employees. Florence Heating & Sheet Metal install heat pumps, furnaces, and ductless heat pumps, and is an independent Trane dealer. They service all brands, and do architectural flashings and custom sheet metal work.

As residents of the Mapleton area, the Wolfords actively support the Mapleton Booster Club as well as Boys & Girls Club of Western Lane County and your Florence Area Chamber of Commerce. The Chamber is proud to have Florence Heating & Sheet Metal continue their outstanding support as one of our Distinguished Sponsors.



Chamber Executive Director Bettina Hannigan and Events Coordinator Nancy Pearson



Chamber volunteers worked throughout Rhody Days to help Florence's 109th annual Rhododendron Festival go smoothly, (photos by Chantelle Meyer/Siuslaw News)

From the Director's Desk

By Bettina Hannigan
Chamber Executive Director



Pearson this one's in the can. To view KVAL's

The 109th Rhododendron Festival was a huge hit! The feedback is phenomenal with record setting sales, sold out vendor space and even KVAL coverage! Thanks to our amazing volunteers and hard working event coordinator Nancy Pearson this one's in the can. To view KVAL's

coverage, go to youtu.be/o8E9oTymTsY.

The Thursday, June 9, Noon Forum will be titled RAMP UP YOUR ONLINE REVIEWS. We will go over how to develop, manage, write and respond to the critical element of your online presence. Learn how positive reviews result in revenue. You and your business will never be the same after this program.

We really want to promote our June 9 Noon Forum. It's going to be an awesome program in four parts. My purpose in the Chamber is to really work hard to equip our members for success.

This event is open to the public, so bring your staff and invite others that will benefit from this Chamber event.

You'll see more of this sort of equipping-oriented Noon Forums. In July, the Noon Forum will be on developing your 30-second commercial, or elevator speech.

The Circle of Business

By Bobby Jensen, Jr.
Chamber Board Member, Y Marina



Pieces of the Puzzle Recently, a young man asked me a question that stumped me pretty good. He said, "What are the five most important things for a business to do?" Thinking the question over in an attempt to narrow down the answer to five, I realized that, there are so dang many important things to do and also know or understand. I'm also sure that even as much as I love business, I don't really know all that much. One could spend a lifetime fine-tuning a business. So let's look at a business like a Jigsaw puzzle. As you figure out how different pieces connect together and where they go, the picture becomes more clear. This process takes education, experimentation and then finally, implementation. Your "puzzle pieces" might represent your

accounting system, marketing strategies, technology, corporate image, product fulfillment, risk management, customer relations and human resources. Each one of these has hundreds of smaller pieces.

But here is some good news! You are on the path that puts those pieces in place. I know you are because you are interested enough to be reading this article right now. Keep seeking out more education and ask for help from others.

I myself really appreciate it when I'm asked for advice — though no guarantees it will be any good — and I'm pretty sure there are lots of other people who do, too.

And don't forget the many resources we have through groups like the Chamber of Commerce and RAIN (Regional Accelerator and Innovation Network — oregonrain.org).

So, Really, why make all the mistakes yourself? There are many experienced, knowledgeable people willing to help you with your business puzzle. Sometimes it takes "fresh eyes" to notice something you might have looked right over.

I want to challenge you to pick one "piece" of your business every month and Awesomize it.

If you see me around town tell me what piece you are working on. Go!

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.

Too much to do in just one day!