

Florence

OREGON COAST
Area Chamber of Commerce

www.florencechamber.com • 541-997-3128
290 Highway 101, Florence, OR 97439
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July 2, 2016 UPDATE

Welcome New Members!

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

- FLORENCE METHODIST CHURCH
333 Kingwood St., 541-997-6025
- CUSTOM PROFILE ENGRAVING
541-997-3691
- SH EMBROIDERY & MORE
1745 15th St., 541-902-8780
- BIG DOG DONUTS & DELI
1136 Highway 101, 541-997-8630

Welcome to the Florence Area Chamber of Commerce!

Underwriter
2016-2017

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.

Noon Forum:

July 14th – “Developing your 30-second elevator speech”

Business After Hours:

- July 7** - America's Mattress Grand Opening, 2455 Highway 101, from 12-7
- July 21** - Shangri-La, 2230 Kingwood St.

Also in July:

- 2 - Wings and Wheels
- 4 - Fourth of July in Old Town Florence
- 16 - Power of Florence

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
Ciny Wobbe, 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

- Expanded online presence
- Networking and mentoring
- Marketing resources
- Business Tips

From the Director's Desk

By Bettina Hannigan
Chamber Executive Director

What's Happening at the Chamber



New to me - I am overwhelmed by the number of visitors and locals that call and visit the Visitors Center to learn more about the Florence area. Promoting our chamber members is a privilege, we literally hear and see the relief and confidence when our

guests receive a referral they know will meet their needs and expectations.

Noon Forum News - The Chamber's Noon Forum was an interactive success in June with the "Ramp Up Your Online Reviews" program and July's will be a similar format, "Developing Your 30-Second Elevator Speech." Communication is critical to building business and referrals. Being able to introduce yourself and create interest in your business helps maximize each opportunity. Join us on

July 21st at noon at the Best Western Pier Point, lunch is \$12.

Board Changes - Our new year starts July 1, and with that we have dedicated people leaving and joining the board. The generosity of spirit these leaders share with the Chamber is truly an inspiration. We say "Good-bye but don't go too far!" to Glenna Martin, Jerry Matheny, Jodi Newby and Cindy Wobbe and "A big welcome!" to Martin Alletson (Driftwood Shores) and Nancy Bosket (Oregon Pacific Bank).

Renewal Time - It's membership renewal time around my office. As you'll see on the chart below, each level of membership has incredible



Martin Alletson



Nancy Bosket

Join The Fun in Old Town!

Watermelon & Pie Eating Contests - ALL AGES!

Sign Ups at 12:30 pm

1499 Bay Street (Silver Sand Dollar)

Other Fun Games Too!

1st Place Prizes!



Fireworks at Dusk!

Donate today to the Florence Fireworks fund. Visit the Chamber or call us to donate over the phone.

Thank you for your support!

value relative to your investment. Take a minute and check out the many benefits and consider how your business would grow having this type of promotion and support. Contact me directly to discuss how the Chamber can be a part of increasing the success of your business or organization.

Our Season is On – Let's all appreciate our community, our visitors, and our friends and family. Be safe on our roads and dunes. Smile, we really do live in the most wonderful place on earth.

"Here we go again"

By Bobby Jensen Jr.
Chamber Board Member, Y Marina



It's going to sound like all I talk about in business is people, team, employees and contractors, but, no question, they are most businesses' most important asset.

If you are the most skilled person in your business,

chances are you own your job. I hope that you are still set on building up a team using systems and procedures. This goes for any group of people, not just business organizations.

I want to share something taught to me by a man named Josh Wood. He calls it "pre-qualifications." When looking for just the right person to fill a specific role and you know the skills or traits the person needs to fill that position, you create hidden tests that will expose the possessors of the needed skills or traits.

For example, after World War II when jobs were scarce, a business had a job opening for a telegraph technician. The office posted that all applicants were to apply in person at their address at a specific time. The turnout was over

200 applicants, but the office door remained closed. The business played music for people in line. Little did they know, they had already started the interview. The music masked a message in Morse code! The subtle static Morse code spelled out "knock on the window three times and walk to the side door." One savvy individual stepped out of line and did exactly that. Immediately following, the door opened and a brief conversation took place. Then the business notified the other applicants that the position was filled. That's just clever! We tried something similar a few years ago in a service business, and it made for another good story.

Keep in mind those "pre-qualifications" when you build your team.

MEMBERSHIP LEVELS

BENEFITS OF MEMBERSHIP	Associate Member	Business Partner	Premier Partner	Distinguished Partner	Corporate Underwriter
	Annual Investment \$125	\$225	\$500	\$2,500	\$10,000
COMMUNITY AND NETWORK DEVELOPMENT					
Access to regularly-scheduled networking opportunities	X	X	X	X	X
Educational seminars	X	X	X	X	X
Volunteer opportunities on Chamber committees	X	X	X	X	X
Access to Chamber Mentor Program		X	X	X	X
Ribbon cutting and/or milestone celebration event support services		X	X	X	X
Lunch on us at Noon Forum		X	X	X	X
Noon Forum lunch sponsor - 5 Minute promotion of your business or event				X	X
SPONSORSHIP AND PROMOTION					
Listing in Chamber business directory	X	X	X	X	X
Member-only visitor/customer referrals to YOUR business	X	X	X	X	X
Use of Chamber bulk-mail rates, address lists, relocation requests	X	X	X	X	X
Enhance your business name with "member of" logo on your website and business directory	X	X	X	X	X
Use any Chamber festival logo for your own marketing	X	X	X	X	X
Host Business After Hours- with Chamber promotion			X	X	X
Banner with your company name for Rhody Days Grand Floral Parade, KCST on-air recognition and interview on parade day.				X	X
1/8-page ad in Festival Programs (Siuslaw News)			X		
Prominent advertising presence in Visitors Center				X	X
1/4-page ad in Festival Programs (Siuslaw News)				X	
Radio spots for festival advertising campaigns on KCST				X	X
Sponsor recognition for annual events (Rhododendron Festival, Independence Day, Oktoberfest, Rods 'N Rhodies, Siuslaw Awards, Chowder Festival)				X	X
Exclusive member-only brochure and business cards in Visitors Center	X	X	X	X	X
Rotating video in Visitors Center					X
CHAMBER WEBSITE & MEMBERSHIP DIRECTORY					
Listing and your web link on Chamber website under specific category	X	X	X	X	X
Rotating recognition on Chamber website and link to your website				X	X
Rotating hero image on home page of Chamber website					X
Subscription and opportunity to promote company news in weekly E-blast and monthly Business Beat	X	X	X	X	X
Participation in visitors E-Newsletter discount offers		X	X	X	X
Spotlight your business on the Chamber's facebook, twitter and instagram posts with links to your website.			X	X	X
2 category listings in print and online directories			X		
3 category listings in print and online directories				X	
4 category listings in print and online Business Directory					X
Enhanced listing in Business Directory			X		
Business card ad in Business Directory				X	
Full-page ad on back page or inside cover of printed Business Directory					X
EVENTS					
Exclusive VIP packets for festivals				X	X
4 complimentary tickets to Siuslaw Awards				X	
8 complimentary tickets to Siuslaw Awards					X
VALUE TO ANNUAL INVESTMENT (See Above)	\$750+	\$800+	\$1600+	\$7500+	\$18000+