

# Florence

OREGON COAST  
Area Chamber of Commerce

541-997-3128  
290 Highway 101, Florence, OR 97439  
www.florencechamber.com  
www.facebook.com/florenceoregon  
www.twitter.com/FlorenceOrCoast

August 6, 2016 UPDATE

**Welcome New Members**  
and congratulations to members who recently upgraded!

**TR Hunter Real Estate**  
is now an Underwriter!

**Lofy Construction**  
is now a Distinguished Sponsor!

**Florence In Bloom**  
is now a Premier Partner!

**Siuslaw Coffee Roasters**  
is now a Premier Partner!

**Premier Partner!**

**Pink Buffalo Productions LLC**  
Race Management & Events  
www.pinkbuffaloracing.com  
541-731-3507

**Shauna Beckendorf Realtor**  
Real Estate & Staging  
www.trhunter.idxbroker.com/idx/agent/77019/shauna-beckendorf  
717-823-8552

**Bay Street Family Tyes**  
New Owners – JP & Lynne Malaspino-Badel  
1421 Bay Street  
541-997-2066

**Hometown Savvy – Advertising Services**  
www.hometownsavvy.com  
541-246-3224

**Westlake Resort**  
4785 Laurel Ave, Dunes City  
www.facebook.com/westlakeresort  
541-997-3722

## From the Director's Desk

By Bettina Hannigan  
Chamber Executive Director

### What does it mean to "Make the Circle Bigger?"



Good question! Years ago one of my very wise and generous mentors taught me a valuable lesson. She married a man who had been married twice before with children from each marriage. When holidays and family events occurred she felt "outside their circle looking in." In her wisdom, she drew a bigger circle to include herself. It worked, and their family has benefited from it for almost 40 years.

Our community has many circles. As the chamber director I'm learning of more each day. My purpose remains the same—make the circle bigger. The city, chamber, port, events center, churches, nonprofits, businesses, schools, and hospital are all in this together. Our community is facing some serious challenges housing, staffing, and health care are just a few. The Chamber is working together with our community to find solutions.

Right now, one of the issues that will have an enormous impact on our small community is

IP28, a ballot initiative that will tax Oregon's corporations on their gross income, not their net profit. Studies are showing that Oregon will lose jobs and low income households will bear the brunt of this "General Fund" tax revenue. The Chamber is working with other organizations defeat IP28 and its detrimental effect on our jobs and citizens. I hope you will join us. More information is available at www.defeatthetaxonoregon.com.

With more than 14,000 visitors a year calling and coming into the visitor center, the Chamber hears from both our tourists, locals, and our business community. We represent Florence in many areas including tourism, but it doesn't stop there. Supporting local businesses in their growth, stability, and resources is key to our purpose.

That's why I am getting out to meet our members and listen to their individual concerns and challenges. Many have come into my office to review their membership benefits and we are coming up with new ways that the Chamber can promote their businesses. Are you getting the biggest bang for your buck? Join us for this month's Noon Forum "Max Out Your Membership!" August 11 at the Best Western Pier Point Inn. Lunch is available for \$14 and is open to the public. I invite you to come check us out.

In the meantime, please take a minute to look at the chart below, come in and see me, and let's work together and make our community even better. Chamber membership has many advantages. The stronger our businesses are the more resources we'll have to support our community and its needs!

## It's all about the net

By Bobby Jensen Jr.  
Chamber Board Member, Y Marina



Internet than all the content we have recorded before 2006. That's thousands of years of content now being posted to the 'net every day. I know businesses are told all the time that they have to be online. For some businesses this is where all their advertising is taking place.

It's all about the Net. That can go two ways in business, but the "Net" I am talking about is the Internet. It's changing the world every day and it's happening fast. Today, like the day your reading this, more content will be recorded to the

Others just have a basic webpage or Facebook profile. Either way, what counts is the content you share. What you say and how you say it is what will make your web presence count.

We want people to learn more about us and our products so we can eventually sell them something. The world is getting better at discerning sales attempts and strategies with much more precision because we're bombarded with them daily. That is why your content counts! You have to deliver information and entertainment that your market cares about. It has to be of value to your customers, so they know you understand them and want to give to them first, before asking them to make a purchase, volunteer, join or whatever you are attempting to persuade them to do.

Think of your own parents — chances are you love them a lot and would probably do anything for them. Why? Because they loved you first! Be that team, business, charity, club or organization that reaches out and delivers value to others before you ask.

So, here are a few ways or ideas to provide

**DON'T MISS THIS EVENT!**  
September 9, 10, 11

*Florence*  
**RODS 'N RHODIES**  
Invitational Car Show

*Florence, Oregon*  
September 9, 10 & 11

**Fun For the Whole Family**  
Raffle Prizes  
Merchant Awards  
Best of Show  
Special Guest Appearance  
September 10<sup>th</sup>

2016-2017  
**Underwriter**  
Three Rivers Casino Resort  
TR Hunter Real Estate

**Distinguished Sponsors**  
101 Things to Do Magazine  
Bi-Mart  
Banner Bank  
Beachcomber Pub  
Burns's Riverside Chapel  
Driftwood Shores Resort  
Fred Meyer Stores  
KCST/Coast Radio  
Lofy Construction  
Oregon Pacific Bank  
PeaceHealth Peace Harbor Medical Center  
Sea Lion Caves  
Shippin' Shack/Siuslaw Signs & Graphics  
Spruce Point Assisted Living  
The Siuslaw News

*Be sure to thank these members for their investment in our community!*

**Noon Forum:**  
August 11 –  
"Max out your membership!"  
**Business After Hours:**  
August 18- Military Museum  
5:30-7pm

**Coordinator's Corner**  
Nancy P's world...

Fri • Sat • Sun  
September 9, 10, 11

**Florence COMMUNITY-WIDE**  
**RODS 'N RHODIES GARAGE SALE**  
Invitational Car Show

Saturday • October 1

**Oktoberfest**  
"Gemütlichkeit"

Sat • Sun  
October 8, 9

**Chowder Fest & Wine Walk**

Volunteer? You? Yes, Please!  
Join The Chamber Crew  
Come by the Chamber office  
or call me to talk about it!

<b>BENEFITS OF MEMBERSHIP</b>	Associate Member	Business Partner	Premier Partner	Distinguished Partner	Corporate Underwriter
<b>Annual Investment</b>	<b>\$125</b>	<b>\$225</b>	<b>\$500</b>	<b>\$2,500</b>	<b>\$10,000</b>
<b>COMMUNITY AND NETWORK DEVELOPMENT</b>					
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
Noon Forum lunch sponsor - 5 Minute promotion of your business or event				X	X
<b>SPONSORSHIP AND PROMOTION</b>					
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) & Radio Spot (KCST)			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
<b>CHAMBER WEBSITE &amp; MEMBERSHIP DIRECTORY</b>					
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
<b>EVENTS</b>					
Exclusive VIP packets for festivals				X	X
4 complimentary tickets to Siuslaw Awards				X	
8 complimentary tickets to Siuslaw Awards					X
<b>VALUE TO ANNUAL INVESTMENT (See Above)</b>	<b>\$750+</b>	<b>\$800+</b>	<b>\$1600+</b>	<b>\$7500+</b>	<b>\$18000+</b>