

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.pinkbuffaloracinng.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

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



Sat • Sun October 8, 9

Chouder Fest Gine Galk

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

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

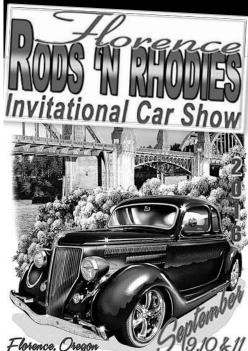
IP28, a ballot initiative that will tax Oregon's corporations on their gross income, not their net profit. Studies are showing that Oregon will lose jobs and low income households will bear the brunt of this "General Fund" tax revenue. The Chamber is working with other organizations defeat IP28 and its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

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!

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



Fun For the Whole Family Raffle Prizes **Merchant Awards Best of Show**

Special Guest Appearance September 10th

It's all about the net

By Bobby Jensen Jr. Chamber Board Member, Y Marina



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

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.

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

this value online:

-Create videos that teach people how to do what you do. Give some of your secrets away so they can learn more about your industry.

- Connect people, ask questions and find out what they need. Connect them with others who can deliver.

- Post photos that are intriguing or amazing or funny. Don't forget to name them so the world can find you through them as they are

- Give away your products or services. This was how Google was built, the most valuable company in the world! It hardly makes logical sense that they give away 90 percent of their products, but I would venture to say it works.

Hopefully you get the idea. Give value, some more value, and then some more. Then when you ask, you can simply say, "Hey, give us a chance." They will already know you care. The nice thing about the web is it can keep on giving with little or no effort from you. Like this article — you may be reading it in the archives 25 years from now.

Associate Member	Business Partner	Premier Partner	Distinguished Partner	Corporate Underwriter
\$125	\$225	\$500	\$2,500	\$10,000
Х	X	Х	X	X
Х	X	Х	X	X
Х	X	Х	X	X
	X	Х	X	X
	X	Х	X	X
				X
			X	X
Х	X	Х	X	X
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\$750+	\$800+	\$1600+	\$7500+	\$18000+
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