

Florence

OREGON COAST
Area Chamber of Commerce

BUSINESS BEAT

541-997-3128

290 Highway 101, Florence, OR 97439

www.florencechamber.com

www.facebook.com/florenceoregon

www.twitter.com/FlorenceOrCoast

September 3, 2016 UPDATE

Welcome New Members
and congratulations to members
who recently upgraded!

NEW PREMIER PARTNERS

1285 Restobar
1285 Bay Street 541-902-8338
www.1285restobar.com

Les Schwab
4325 Hwy. 101 541-997-7178
www.lesschwab.com

Shorewood Senior Living
1451 Spruce Street 541-997-8202
www.shorwoodsl.com

NEW BUSINESS PARTNERS

CASA of Lane County –
Court Appointed Special Advocates
541-984-3132
www.casa-lane.org

Class Act Theatre –

Florence Repertory Theatre
509 Kingwood Street
541-999-3773
www.catproductions.org

Dirty Dog Grooming
1726 Hwy 101 541-590-3485
www.dirtydogflorence.com

Frames of Florence

2285 Hwy 101 Ste G
541-997-2043

Hearing Associates of Florence

1525 12th Street
541-997-7617
hearingassociatesofflorence.com

Susan D Johnson Graphic Design

505 Juniper Street
541-902-9229
www.susandjohnson.com

2016-2017

Underwriter

Three Rivers Casino Resort
TR Hunter Real Estate

Distinguished Sponsors

- 101 Things to Do Magazine
- Banner Bank
- Bi-Mart
- 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:

September 8th –
Marketing Mayhem

at the Best Western Pier Point
How is your marketing working? Print, Radio, Digital, Social Media... Don't miss this interactive panel program to learn how you can make your marketing money make money!
Open to the public, lunch is available for \$14.

Business After Hours:

September 15- Lane Community College Florence Campus

Join us for a fabulous selection of appetizers, wine, beer and an assortment of beverages as we launch the year-long celebration marking 40 years of service to our community in our dedicated location right here in Florence. Break out your disco lights and "Saturday Night Fever"-era duds and you could win two tickets to an awesome Seacoast Entertainment concert that you won't want to miss, best 70s costume wins!

Coordinator's Corner

Saturday • October 1



Live Entertainment
Wiener Dog Races
Authentic Food
Happy Hour
Games
Headliner
T Club Band

Sat & Sun • October 8/9



Chowder Fest
Wine & Walk
PLUS!
The Great Glass Float Give Away

From the Director's Desk

By Bettina Hammigan
Chamber Executive Director

"He that tooteth not his own horn, the same shall not be tooted."



Say what? As the City's marketing partner, the Chamber would like to report that revenue numbers are UP! Florence has seen an increase in demand for lodging with a resulting increase in revenue of almost 17%.

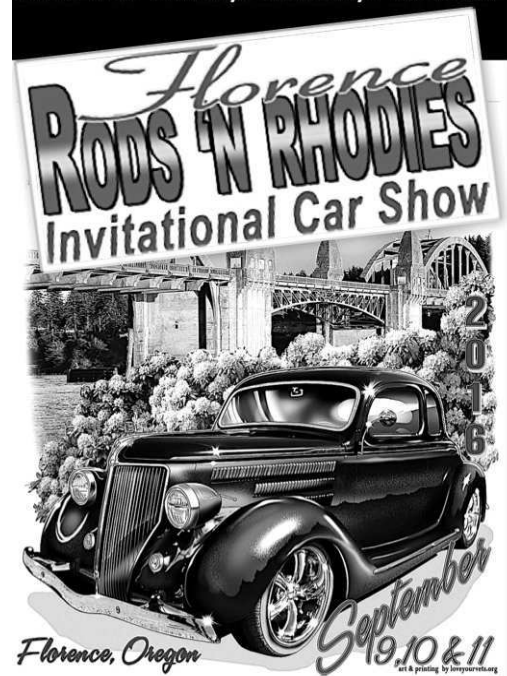
What does this mean to the average business? It means revenue, resources, and more local cash flow in our community. Even if a local business isn't directly tourism-based, we all receive the benefit of tourism spending. Usually the money first comes directly to hotels, restaurants, and entertainment venues. Then the revenue goes to support the business such as buying inventory, building maintenance, and staff salaries; then to their families for spending at our local grocery stores, jewelry stores, hardware stores, home

and car repair shops, etc.

The Chamber's purpose is economic development for the Florence community and Chamber members. Tourism marketing is a key part of how it's done. The Chamber website has been hit more than 240,000 times since October, and the Visitor Center receives more than 14,000 walk-ins and calls per year. As a member, are you getting all the available local and visitor referrals? Every day we receive requests for fishing supplies and permits, gifts, restaurants, hardware stores, realtors, and contractors, just to name a few.

Let's talk apples and oranges for a minute. Apples: Did you know that the Florence Area is in desperate need of Foster care for our local children? Currently children are being moved to the Eugene area because we don't have short-term foster care available. The Oregon Department of Human Services is hosting a Foster Care Awareness Event, September 22, 6:00-7:30 p.m. at the Florence Event Center. Oranges: When local business thrives, local families thrive—then we can all partner together so our community becomes stronger, healthier, and more sustainable. The apples (community services) and oranges (local businesses of the Chamber) have different roles and responsibilities, but when they mix together with the other ingredients in Florence (government agencies, civic clubs, individuals), we have a delicious fruit salad for everyone! Join the Chamber today and let's do this together!!

September 9, 10, 11
Cruisers • Convertibles • Customs
...AND a Cult Classic Movie!
Special Engagement!
"Deuce of Spades"
at City Lights Cinemas
Meet The Writer/Director/Producer



Win A Customized Pedal Car!
Raffle Prizes • Cruisin' Tunes
Merchant Awards & Best of Show!

Getting Oregon-ized

By Bobby Jensen Jr.
Chamber Board Member, Y Marina



Some of you out there are somewhat aware of my personal business history which is nothing spectacular but if you know me you know I like business a lot! Doesn't mean I'm good at it but it's some kinda odd trait some people possess. After

work you think of ways to do more work. Ok, so I had an opportunity to buy into a small service company based in Utah. This opportunity included a business partner. He immediately came out to Florence to discuss the details and see how we do business in Oregon. We decided

it's pretty much the same and just did tourist stuff most of the time. So, now he's back in UT and were working on it for reals now. His big question was "where do we start?" I replied "Well let's get really basic- let's see the Organization Chart". His reply was "how about we make one?". I was not set back or surprised that they didn't have one, better yet use it daily. I'm willing to bet most of us don't have or use one. If you do then stop reading and go do something to reward yourself right now! Good for you! As for the rest of us we got work to do! What's an "org" chart some may be wondering. It's a diagram that shows the structure of an organization and the relationships and relative ranks of its parts and positions/jobs. (Thanks wiki-p) Simply put, it's a visual way of seeing who is doing what in an organization. Why is this important? Well if you know all the different job descriptions in the organization and can define their roles, tasks, responsibilities, focus and titles and have a chart which displays these titles, you and everyone else will know who is doing what. Why is this

important? If you have all the roles filled in with names of people in the organization or business you might actually make the business function smoothly. Team members can know who to go to for different questions. Information can flow through proper communication channels and this visual chart shows everyone how to do it. It's like a wiring schematic for a complicated electrical circuit. Without that schematic it would take you a lot more time and testing to figure out how electricity flows through the many wires and switches. The biggest advantage to a working org chart is accountability! Yeah, you'll know who is responsible for what and so will everyone else. I would suggest starting every business day with a filled out org chart that's displayed for everyone to see. It's that basic and simple! Make sure you have a company manual that explains all the duties and details of the job positions on your org chart! That's the next step in getting your business, team, or club "Oregonized!" We'll play with that next month! Thanks for reading!



Protecting Yourself against Check Fraud

Submitted by Oregon Pacific Bank

Even though we live in a digital age where electronic payments and mobile banking are widely utilized, check fraud is still a very real threat. Modern advances in printing technology allow for scammers to forge checks in order to commit fraud.

If a check is found to be fraudulent, the consumer who cashed or deposited the fraudulent check is liable for the funds and owes the financial institution for the full amount and any resulting fees. It is difficult to spot a

fraudulent check, but there are some tips that can help you avoid becoming a victim.

- If you accept checks, ask that they be drawn on a local bank so that you can call or visit the bank to verify the check's validity
- Never accept a check for more than the amount required
- Limit the number of people authorized to issue and sign checks
- Know the person you are receiving the check from and never wire money to strangers
- Monitor your account regularly
- If you think you may have been issued a counterfeit check, immediately contact the issuing bank directly; Do not use the contact information listed on the check.

If you fall victim to a check scam, be sure to notify your financial institution as well as the Federal Trade Commission <https://www.ftccomplaintassistant.gov>.

For more information and tips about avoiding fraudulent scams, you are always welcome to contact Oregon Pacific Bank at (541) 997-7121 or visit us directly at our Florence branch located at 1355 Highway 101.

Measure 97: A Bad Idea for Oregon

Measure 97 is an initiative on the November statewide ballot that would impose a huge new \$6 billion tax on sales in Oregon.

The Florence Area Chamber of Commerce strongly opposes Measure 97, and we're urging voters to take a hard look at the facts surrounding this costly measure.

Measure 97 would hurt all Oregonians, especially families on low and fixed incomes. Measure 97 is a regressive tax that would result in higher prices for every day essentials – food, electricity, medicine, healthcare, gasoline, and other basic necessities.

According to a recent study by the nonpartisan Legislative Revenue Office (LRO), Measure 97 would cost the typical Oregon household more than \$600 each year.

Measure 97 would weaken Oregon's economy and job market. The LRO study found this tax would result in the loss of over 38,000 private sector jobs in Oregon. Since this is a tax on sales, not on profits,

businesses would be forced to pay the tax even if they don't make a profit – leaving them to raise the prices of their products and services, cut jobs, or both.

Measure 97 provides no guarantee and no plan for how the \$6 billion would be spent – that's because the tax revenue would all be paid into the state general fund, giving politicians and bureaucrats a blank check to spend as they choose.

Please join us in voting NO on Measure 97.

Visit Defeat97.com where you can join the coalition to oppose Measure 97.



NO on 97
Defeat the Tax on Oregon Sales

Help Historic Old Town Bloom in 2017!

(Contributions in any amount are greatly appreciated)

Mail your check to:

Florence Chamber of Commerce
290 Highway 101 • Florence, OR 97439
541-997-3128

Name: _____
Address: _____
Phone: _____
Grand Floral Patron \$500 _____ Pole Sponsor (2 baskets) \$170 _____
Sponsor \$85 _____ Other: _____
Credit Card # _____ Exp: _____

Sponsor contributions help with basket costs and part of the watering/maintenance costs all season