

# 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

October 1, 2016 UPDATE

### Welcome to the Chamber!

and congratulations to members who recently upgraded!

#### OUR NEWEST

##### CORPORATE UNDERWRITER

##### THE KORANDO DENTAL GROUP

Giving people something to smile about since 1985!

1705 West 22<sup>nd</sup> Street • 541-997-3111  
www.korandodentalgroup.com

#### NEW PREMIER PARTNERS

##### All About Olives

1411 Bay Street • 541-997-3174  
www.allaboutolives.us

##### Central Coast Disposal

5405 Hwy. 101 • 541-902-7554  
www.FlorenceChamber.com/listing/Central-Coast

#### NEW BUSINESS PARTNERS

##### Christina Voogd - Realtor

1875 Hwy 101 • 541-999-0239  
www.CallChristina.com

##### Florence Caring Pregnancy Center

1525 West 12<sup>th</sup> Street • 541-902-2273  
www.CaringPC.org

##### Florence Tech Solutions

The Florence Greater Area • 541-590-2474  
www.FlorenceTechSolutions.com

##### Fresh Harvest Café

Open for Breakfast and Lunch  
1677 3056 Hwy 101 • 541-997-4051

##### The J Group - Realtors

Amy and Desiree Johnson  
1749 Hwy 101 • 541-997-1200

www.florencechamber.com/listing/j-group

##### J. Johnson Tree Service

The Florence Greater Area • 541-999-7989  
www.florencechamber.com/J-Johnson

##### Maple Street Grille

Welcome new owners Marinela and Lane Eubank!  
165 Maple Street • 541-997-9811  
www.maplestreetgrille.com

2016-2017

#### Underwriter

Three Rivers Casino Resort  
TR Hunter Real Estate  
The Korando Dental Group

#### 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!

#### UPCOMING EVENTS

### Chowder Fest and Wine Walk - October 8 & 9

#### Saturday, October 8

2:00 to 5:00 p.m. **Wine Walk.** Stroll fabulous Bay Street and sample wines from Oregon wineries. Purchase a punch card. It's your palate's passport to some of the region's best offerings, and gets you two commemorative glasses to sample and remember your fun in Florence.

#### Sunday, October 9

Noon to 4:00 p.m. **Chowder Fest.** Who makes Florence's best clam chowder? You decide! In this election year, cast a vote that truly counts—for the Central Coast's best chowder. Your \$5 punch card serves as your scorecard and ballot.

On Sunday enjoy live music at Gazebo Park and a chance to find gorgeous glass floats hidden in the shops of Historic Old Town. You may even meet Columbus and Queen Isabella as they stroll Bay Street and beyond with valuable wooden doubloons for all.

**Noon Forum - October 13<sup>th</sup> - Economic Development Report from the City,** Mayor Joe Henry and City Manager Erin Reynolds will be sharing new news about our city's economic development. Florence is open for business! Best Western Pier Point Inn at noon on Oct. 13<sup>th</sup>, lunch is available for \$14 and this meeting is open to the public, come join the Chamber and find out how Chamber membership means business.

**Business After Hours - October 6<sup>th</sup> from 5-6:30pm at the Siuslaw Outreach Services** located at 1576 West 12<sup>th</sup> Street. Enjoy wonderful hors d'oeuvres by Marianne Brisbane, a variety of wines, sparkling cider, and tours of their building. Learn about this non-profit, which serves low-income families, seniors, persons with disabilities, people in crisis situations, victims of domestic/sexual violence, and the homeless. Last year they served 2,902 persons.

### From the Director's Desk

By Bettina Hannigan  
Chamber Executive Director



#### Welcome Fall!

I think of pumpkin bread, cool mornings, and my yard filled with maple leaves. Football is on the television and the days are getting shorter. The holidays

are right around the corner and winter looms ahead. Makes you feel warm and fuzzy right? But au contraire! The Chamber isn't slowing down, no way—no how, this is a perfect time for business!

Successful business strategy embraces the seasons, each has its purpose and time. Many entrepreneurs I've met over the years take time to rest and relax. When the mind detaches from the urgent pressure of day-to-day activity, creative juices flow, then what I call "Witty Inventions" develop. I encourage our business community take a moment, a day, a week, and let your mind wander. How can your business perform better for you? Where do you see it in the next year, next few years, next five years? How can you implement productive changes, new education, marketing, staffing, inventory, even succession strategies? Maybe your business needs to update

its location, procedures, equipment, policies, staff training, and/or customer service. This season brings opportunity to grow your business. Go for it! The Chamber is here to help, we are Florence's business resource. Join us for our Noon Forum October 13 at the Best Western Pier Point Inn for an economic development report from Mayor Joe Henry and City Manager Erin Reynolds.

Here at the Chamber we're going strong, our marketing team is hard at work expanding and improving the out-of-area marketing, and reaching potential visitors and customers from all over the world! The Chamber's website is seeing more activity than ever, and it will only get better as we respond to member and visitor requests to meet their needs. New pages in the works include Job Resources, Wedding & Special Occasion Page, Antique Shopping and Transportation.

The amazing volunteers at the Visitors Center welcome guests coming to Florence for our fabulous shops, food, lodging, and our astounding sand dunes. Then they make every effort to direct them all around town to meet all their needs and introduce them to the many gems off the beaten path. And as they tootle all over our awesome town, they meet you, our local businesses and community. That's when we hear frequently their heartwarming response to Florence—they want to stay longer and come back soon. Florence, you are truly an amazing community!

### Jack of All Trades Master of one



By Bobby Jensen Jr.  
Chamber Board Member, Y Marina

The industrial age showed us that if we can master a certain trade, it will increase productivity dramatically. Then as a community, we will prosper much more than each citizen

trying to take care of all their specialized needs

themselves. This is called interdependence which is the highest form of productivity. When we allow others to perform their specialty and we focus on our own, you and the others will prosper. I have found one very specific job that requires a level of competency in about five specific trades or skills. This professional is a business developer, aka, an Entrepreneur. They need to know how to read and record financial statements and have a strong understanding of branding and marketing. Have you ever talked in depth with a business attorney, gotta know some law as well! Technology is making advances every year, how you apply that technology to a business is also a much needed skill. To be a professional business developer you're going to need to become good at a few other occupations. The key is

exactly which ones. Yeah, you can always hire out professionals but you'll have to speak their language. Think of yourself as the hub in the middle of a wheel and each spoke is a professional which holds up the tire. You are the connector that brings them together and the only way to do this is understand how each works. This kinda sounds like a daunting task when you look at all the areas of business you need to learn but there are many ways to get these skills. Lane Community College is offering a 3 year program which covers Small Business Management, brochures are available at the Visitors Center or online. If you can't participate in the program, copy down the list of subjects and learn them through researching and reading. Then go to work and watch your awesome business grow!

### JOIN US...in honor of the Service and Sacrifice of our Armed Forces members and

The parade, will be starting at 1pm, on 11/11/16 and all Patriotic Groups and individuals are welcome to participate!

This Veteran's Day, our nation is again reminded of the tremendous sacrifices endured to ensure America's freedom. Our Veterans have bravely and proudly carried the burden of defending this country by their honorable service during war and peacetime. And for that, there are no words to express our gratitude.



Soldiers, Sailors, Airmen, Marines and the Coast Guard have all given their time, and many times their lives, to protect our freedoms. They answered the call when our Nation needed them most. And now they deserve our honor and respect. We invite you to take this opportunity to say thanks.

Great viewing from Harbor Street, the Port parking lot and Bay Street. Tributes and treats for Veterans will be available at Veterans Memorial Park.

If you would like to be in the parade or would like to be a sponsor, please contact Jim Swant 541-968-3692.

### Learn Why You Should Vote NO on Measure 97 in November

This fall, Oregonians will vote on Measure 97, the 2.5% tax on sales of goods and services in Oregon that would cost Oregon consumers and small businesses more. It is important to know the facts about Measure 97 before you vote.

**Measure 97 is a tax on total sales - not profits - that would increase consumer costs for all types of products and services.** It has no exemptions - not even for essentials like food and medicine. Most of the \$6 billion in new taxes would be passed on to Oregon consumers and small businesses through higher prices for everything from food, gasoline, electricity, natural gas, phone service, and cable TV to cars, insurance, medicine and healthcare.

A study by the nonpartisan Legislative Revenue Office (LRO) concluded that **Measure 97 would cost a typical Oregon family over \$600 per year**, and would especially hurt low and middle-income families and seniors who can least afford it.

Measure 97 would damage Oregon's economy. The State of Oregon's own study concluded that this tax would **cause the loss of 38,000 private sector jobs in our state.**

**There's no guarantee the money would go to education or anything else.** Oregon's Legislative Counsel, the Legislature's own top legal authority, has stated the Legislature could spend the money "in any way it chooses."

It's wrong to try to expand Oregon's state budget with a badly designed tax that would increase costs for every Oregon family and business, put the biggest burden on the Oregonians who can least afford it, cause the loss of thousands of jobs - and let the politicians spend the money however they choose.

**Please join us in voting NO on Measure 97.**

Visit [www.NOon97.com](http://www.NOon97.com) to join the coalition to oppose Measure 97.

# NO on 97

No Tax on Sales