

Florence

OREGON COAST
Area Chamber of Commerce

November 5, 2016

Welcome to the Chamber!

NEW BUSINESS PARTNERS

Lane County Community & Economic Development

125 E. 8th Ave, Eugene • 541-682-4616
www.lanecounty.org

Working to attract, retain and expand businesses.

Lovejoy's Restaurant

195 Nopal Street • 541-902-0502
www.lovejoysrestaurant.com

High Tea, Fine Food, Custom Bakery, British Imports, Teas & Candies

PE Bennett Company

Florence Area • 209-986-4793
Business and Financial Consulting, Entrepreneur Support, Business Development

Spice Restaurant

1269 Bay Street • 541-997-1646
www.spiceinflorence.com

An epicurean experience with fresh organic vegetables, meats, and seafood

Village Grooming

4981 Hwy 101 – North of Fred Meyer
541-305-5411

Quality dog grooming with a gentle touch. Over 50 years "hands-on" experience.

2016-2017 Underwriter

The Korando Dental Group
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!

UPCOMING EVENTS

Holiday Festival Saturday November 26 – Old Town and Around Town! For event details see the detailed article to the right.

Noon Forum – November 10 – Best Western Pier Point Inn Please join the Chamber for an informative and interactive presentation by Ron Green on current economic related issues impacting local and coastal businesses. The Florence Area Chamber luncheons are designed to inform, educate, and promote business and economic development in our community. This event is open to the public, lunch is available for \$14.

BUSINESS AFTER HOURS:

Vacasa Vacation Rentals - November 17, 5:00 pm - 6:30pm. Vacasa would like to invite the community to tour one of our lovely Florence vacation rentals. Enjoy wine, cider and hors d'oeuvres and mingle with the local Vacasa staff. With 35 vacation rentals in Florence, and over 4000 rentals worldwide, we would be happy to help you find your next vacation rental or answer any questions about our full-service vacation rental management. Be sure to enter the raffle drawing! Two nights free lodging at our Oceanside Inn in Oceanside, OR will be given away to one lucky winner! 83787 Hwy 101 – Look for the Lantern and Lights!

Cindy Wobbe Estate Sales – December 1, 4:30-6:30pm. Cindy Wobbe invites you to kick off the Christmas season at the Cindy Wobbe Estate Sales showroom (498 Hwy 101) in the Florence Antique District. Join Cindy and her team for nibbles and nosh, great music, and door prizes, and preview firsthand the private offerings of several local estates.

Event Committee Meetings – Want to grow your business? Business by referral is powerful. Participating on a Chamber Committee is an effective way to build relationships and referrals. Contact Nancy Pearson for upcoming meetings and times at 541-997-3128.

From the Director's Desk

By Bettina Hammigan
Chamber Executive Director



October flew by in a flash! Oktoberfest, the Wine Walk, Chowder Fest, and Great Glass Float Giveaway are all happy memories. We had record attendance at both the wine and chowder events, with attendance up more than 30 percent from previous years. Participants and our local merchants had a great weekend as more than 600 happy folks wandered through our local restaurants, shops, and galleries. I am happy to report this is exactly the kind of event success your Chamber aims to achieve.

Chamber event coordinator Nancy Pearson and I spent several very fruitful days in Redmond last week at the Oregon State Chamber of Commerce's annual conference. Nationwide, Chambers of Commerce are working diligently to promote, protect, and develop robust business. Many, like our Florence Area Chamber, partner with their respective cities as their designated marketing organization to promote tourism and grow our local economy.

We heard from Chambers from all over the state. Many struggle with relationships with their city, burdened with traditions that hold them back, non-productive events, internal board conflict, and membership challenges. As I listened to people sharing their experiences, I reflected on my short tenure as your executive director, and I am so proud to represent our Chamber. We have amazing representatives from the City of Florence who truly care and are working to meet our community's needs. Our Chamber board is smart, innovative, purposeful, and willing to consider new ideas and opportunities. Our membership continues to grow as local businesses see personal value in the Chamber as a partner to grow their business.

I came away from the conference exhilarated to create additional education opportunities for members by bringing timely, relevant, and useful resources. Legislatively there are many crucial issues coming up both at state and federal levels. If small business is going to thrive, we had better get informed and make our voices heard.

Successful local businesses sustain the economic health of our community. The stronger our businesses are the more they support the area with employment, non-profit contributions and resources. Join us. Let's work together to make the circle bigger.

Managing Expectations

By Bobby Jensen Jr.
Chamber Board Member, Y Marina



Surprise! Whether you like it or not every time you have an interaction with your customer you're likely to surprise them. It may be your selections, appearance,

quality, speed, the way you talk to them and ultimately your price. This is where things really get passed on as well. People don't talk about mediocre or normal experiences, they will usually only share poor or excellent experiences. We all know that word of mouth weighs in heavy on a company's success. So we don't want to take customer expectations lightly! Solution is to take a little time and put yourself in the position of your customer. Write down the worries or concerns you would have. Now develop a strategy, script/keyword, or program that not only takes that worry or concern away right up front, but it actually exceeds the general expectation in your

Warm up your cash register!

Black Friday and Small Business Saturday are just weeks away, and your Chamber is busy working on ways to get shoppers and buyers into your place of business!

The Chamber's Annual Holiday Festival is the Saturday after Thanksgiving, November 26. The Tree Lighting, Santa's arrival, Choruses, and more activities will be in Old Town with many shops open for holiday shopping. The Chamber will advertise the event locally and out of town.

As you know, our Old Town area is a major draw for visitors. I believe it's the best Historic Old Town on the coast. However, while out-of-town visitors are enjoying our festival, we want

to get them into our shops in Old Town and ALL AROUND TOWN!

To do so, we are developing a digital coupon book for all Chamber members who wish to participate. Participating business will be listed on our webpage and Facebook event page. The list of specials will be downloadable so shoppers can print it out or present it on their electronic device. It too will be promoted in our local and out-of-area marketing.

You can make your offer or coupon for whatever you'd like—a discount, buy two get one free, \$10 off purchases over a certain price...you get the idea. You can also set the expiration date to your preference.

Remember, this is limited to Chamber members. Not a member? Call me today at 541-997-3128!

To participate provide the following information:

Florence Holiday Festival

Kick Off Your Holiday Season In Historic Old Town
Saturday, November 26
3:30 - 6:30 pm

- ✪ Take Photos with Santa & Mrs. Claus at Gazebo Park
- ✪ Hay Rides
- ✪ Hot Chocolate & Cider
- ✪ Tree Lighting Ceremony
- ✪ Enjoy performances by Florence's finest Musicians and Singers!

SHOP • EAT • PLAY • STAY

industry. This an opportunity to wow a customer and make them wanna talk you up! Examples: You quote the price prior to performing a service, then never exceed that price, heck make it lower! You're a plumber and everyone knows for the most part they make messes. You put on shoe covers at the door before entering the customers home. You set your tools on a protective mat. You even wipe down the work area with wet wipes you carry in your tool bag. Boom! You have a delighted customer who is talking you up. The more concerns you solve the more they talk and refer! You win! The end!

- 1) Your offer in 25 words (or so)
 - 2) Your business name & address
 - 3) Expiration date
 - 4) Any logo or graphic you'd like included
- Please submit your offer via e-mail to Bettina@FlorenceChamber.com prior to November 10.
- Florence Holiday Festival Kick Off —Saturday, November 26:
3:30 —Santa arrives - Take photos at Gazebo Park with Santa & Mrs. Claus. Take a hay ride down Bay Street
5:30 — Tree lighting ceremony, Siuslaw Interpretive Center
4:00-6:00 — Musicians, Siuslaw Choir, soloists, warm beverages on Bay Street. Caroling too!
Many sales and stores open late

Did you know???

Employment Law Update!

"Ban-the-Box": As of January 2016 it is an unlawful employment practice for an employer to exclude an applicant from an initial interview solely because of a past criminal conviction. The practice is subject to enforcement by the Bureau of Labor and Industries (BOLI).

Excluding an applicant means:

- Requiring disclosure of a conviction on an application form;
- Requiring such disclosure prior to an initial interview;
- If no interview is conducted, requiring such disclosure prior to making a conditional offer of employment.

HB 3025 does not prevent an employer from considering an applicant's conviction history when making a hiring decision. Refer to House Bill 3025 for more details and exceptions.

Oregon Minimum Wage: As you know, minimum wage increased to \$9.75 on July 1st of 2016. It will increase to \$10.25 on July 1st, 2017, and will keep increasing yearly through 2022. Refer to Senate Bill 1532, ORS 653.025 and OAR 839-020-0004-001 for more information.

Sick Leave changes as of January 2016: All employers with more than 10 employees in Oregon must provide up to 40 hours of paid leave per year. Employers with less than 10 employees must provide up to 40 hours of unpaid protected sick time. Refer to ORS 653.606 for more details.

Other changes which have occurred this year, or are about to change in 2017 that you will want to research: Paycheck Transparency, Social Media Privacy, Health Insurance Continuation under OFLA, Itemized Pay Statements

For more information on all changes and to contact BOLI for Employer Assistance:

Visit the BOLI website: www.oregon.gov/BOLI/TA
Call for assistance: (971) 673-0824
Email for assistance: bolita@boli.state.or.us

FLORENCE AREA CHAMBER WISHES TO EXPRESS OUR HEARTFELT THANKS TO SEA LION CAVES FOR THEIR INCREDIBLE, WONDERFUL AND GENEROUS DONATION OF

SUNNY THE SEA LION

SHE WILL BE ENJOYED BY OUR COMMUNITY FOR MANY YEARS TO COME AND WE ARE POSITIVE HER BEAUTY WILL THRILL VISITORS FROM ALL AROUND THE WORLD!



Sea Lion CAVES

NO on 97

No Tax on Sales

Message supported by Florence Chamber of Commerce