

Florence

OREGON COAST
Area Chamber of Commerce

December 3, 2016

Welcome to the Chamber!

**WELCOME NEW
CORPORATE UNDERWRITER!**

Driftwood Shores

Resort and Conference Center
88416 1st Ave 541-997-8263
Florence's only oceanfront hotel, restaurant,
and resort.
www.DriftWoodShores.com

NEW BUSINESS PARTNERS

**37th Street Coin Laundry & Showers/Linda's
Christmas Trees**
1856 37th Street 541-997-5111
Full service laundry and seasonal Christmas
trees.

Tracy Wolfard Painting

1184 2nd Street 541-902-2977
Locally owned, specializing in interior
and exterior house painting using quality
products and attention to detail. Call for
your free estimate.

NEW ASSOCIATE MEMBER:

Memory Loss Respite Center of Florence
1570 Kingwood Street 541-902-8539
Caregiver respite available 4 hours/3 days
a week for caregiving of persons with
memory loss. Non-Profit with volunteer
opportunities.

2016-2017

Underwriter

Driftwood Shores Resort
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
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

"TO FAIL TO PLAN IS TO PLAN TO FAIL" Noon Forum – December 8th – Best Western Pier Point Inn

Join the Chamber for hands on Strategic
Planning for 2017. Topics will include
reviewing business purpose and mission,
setting goals and how to implement a
timeline for completion. We'll help you
break down the big picture into do-able
step by step tools for your business
success. The Florence Area Chamber
luncheons are designed to inform, educate,
and promote business and economic devel-
opment in our community. This event is
open to the public, lunch is available for
\$14.

BUSINESS AFTER HOURS:

December 15th – Bay Street Family Ties

1421 Bay Street, Old Town 5-7PM
New owners JP and Lynn Badel invite you
to come in and see their new inventory.
Enjoy appetizers and adult refreshments
while browsing their beautiful selection
of gifts and holiday items. Enter to win
a special holiday item. This event is
open to the public, here's your chance to
meet chamber members and make new
connections.

January 19th – ICM Restaurant

1498 Bay Street, Old Town
Save the date for this culinary Business
After Hours. Meet your friends and make
new ones as you enjoy the view out of
some of the best windows in town!

Event Committee Meetings – Want to
grow your business? Business by referral
is powerful. Participating as a Chamber
Committee member 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 Hannigan
Chamber Executive
Director



I flunked at retirement and boy am I glad! Building business and relationships is my passion and I'm doing exactly what satisfies my heart. Are you fulfilling your passion? "If you do what you love, you'll never work a day in your life." Marc Anthony (Also said by my husband Jack when I was considering this position.) We've all heard, it but have we really heard it? How can your business, career, or job bring such satisfaction? Have you fallen out of love with what you started? I encourage every reader here to stop for moment and reflect, why are you doing what you're doing? Have you moved away from what motivates you, becoming bogged down with tasks that drain your

enthusiasm? A very successful realtor friend of mine shared her experience; she asked herself the same question and even considered cutting back or retiring. After consideration she changed the way she did business and outsourced the things that dispirited her, business is better than ever and she loves what she's doing. You may not be able to make all of the changes to bring 100% joy to what you're doing, but what can you do? Are you an extrovert trapped doing books? Are you an introvert dreading cold calling? You know where I'm going with this. Start where you can, add one or two high-satisfaction elements to your every-day schedule and watch your energy, productivity, and overall happiness improve.

With that bit of inspiration I'd like to announce the Chamber has a new Corporate Underwriter! Please join me in welcoming Driftwood Shores Resort and Convention Center to our exclusive and elite Underwriter level. We are thrilled to have their support and confidence. Membership VALUE. It's the real deal, and it's available. Join the Chamber today!

The Devil's in the Details

By Bobby Jensen Jr.
Chamber Board Member,
Y Marina



I recently visited one of my good friend's new restaurant. A friend with whom I discuss business with like many of you as well. The restaurant was clean and the food smelled excellent. Next we were nicely seated at a table by the host where I looked down at the perfectly arranged silverware wrapped in a napkin next to a nice new sleeved two-sided MENU and here it was, bright and bold, the color blue. Yeah, the menu had blue lettering and a bold header backed in blue as well! My little internal business alarm went off! See, the menu is where client's eyes are focused in an attempt to carefully select the products that the restaurant sells to satisfy their cravings for food. What's the big deal? Well when customers feel hungry they order more and different varieties of food which increases profits. Soo, THE COLOR BLUE HAS BEEN SCIENTIFICALLY PROVEN TO SUBCONSCIOUSLY SUPPRESS HUNGER. Don't believe me, put on blue tinted glasses for a day and count your calories! 20% decrease at least! Because there are so few natural fresh

foods that are blue you're hardwired to avoid eating it. The color blue is the color of the sky and sea. It is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence and intelligence. All of which don't say I would like an appetizer or dessert. Ok, maybe I'm making a big deal out of a very small irrelevant detail. I mean, the restaurant is my favorite in town. Well in a business all the small details dictate the overall profit and longevity of the organization.

Let's shift gears and think about car engines for a minute here. In the 80's the Chevy Camaro had a 5 litre Lg4 v8 engine that produced a measly 142 horsepower. That's only 28.6 horsepower per litre. Chevy's current 2016 Camaro has a 6.2 liter supercharged LT4 engine which pumps out 640 horsepower. That's 103.23 horsepower per liter. So why does it produce so much more power in the same amount of space? Chevy has learned that many small tweaks like computer controlled fuel injection, EGR's, electronic variable ignition, multiple sensors, increased compression, more valves per cylinder, yeah, we could go on for a long time but what all these things essentially do is maximize efficiency of the engine. Like a tuned modern motor, a business can have many small details come together to create amazing results with the same amount of resources. That's why business is so intriguing, because the more of these seemingly small tweaks we figure out the more overall successful they become!



New members Maple Street Grille celebrate with a ribbon cutting ceremony. You can too when you join the Chamber.

*Happy
Holidays*

Throw Open The Door!

As the City's tourism marketing partner, the Chamber's hard-working marketing team continues to work behind the scenes to bring visitors into the Florence area all year long. New advertising has been placed with the Oregon Resource Guide, Oregon Events Calendar, and the Eugene, Cascades & Coast Visitor's Guide through Travel Lane County which includes an expanded co-op sponsorship for which our member may participate. (What? You want in? Call Bettina to find out how!) Updated print ads, with our new branding as Oregon's Coastal Playground will start appearing after the first of the year in other tourist-oriented publications. Ads with the new branding that list coming events are running regularly in the Register-Guard.

We have been working closely with Attic Media in Eugene and have developed the first two 15-second commercials for TV and online. A spot schedule has started in Bend and will soon begin on cable in Portland

and other valley cable markets via Comcast. The commercials will "book-end" each commercial break in which they appear. This means they will be the first and last spot in a commercial break, giving us twice the exposure of a single 30-second ad. We have also launched our digital marketing campaigns through KEZI-TV's digital marketing department, with additional promotional emphasis for our special events, most recently Oktoberfest, the Chowder Fest and Wine Walk, and Florence Holiday Festival. These online ad placements now include our 15-second commercials.

Website changes continue to develop, enticing potential visitors with lodging, shopping and adventures. Chamber Underwriters will be included in new banner designs that will highlight their business and recognize their investment in our Chamber and community.

Did you know the Chamber will spend over \$200,000 this fiscal year in tourism-related advertising, events and promotions? The Florence Area Chamber of Commerce is truly Florence's economic development partner.

Legislative update from the US Chamber on the new FEDERAL OVERTIME RULE for employers with SALARIED staff.

Lots of questions regarding the practical implications of the recent preliminary injunction issued blocking the Dept. of Labor's overtime rule. Below is more information on the most frequent questions we are receiving.

What is the immediate effect of the court's injunction?

- Any employer who has not yet put into effect their plans to comply with the new regulation does not have to—the reason for those plans has been blocked.
- If employers have put compliance plans into place, they will have to decide what they want to do, but the only obligation is to comply with the previous salary threshold of \$23,660/year, \$455/week.
- Going forward, employers will not have to comply with the DOL's regulation unless something changes, and they hear differently.

Is the injunction permanent?

- No, the court's action is a preliminary injunction, which means it could be lifted at a later date. The Department of Labor has also indicated that it is weighing all of its options, including appealing the injunction to the Fifth Circuit Court of Appeals. However, the trial court has scheduled no further proceedings in the case, and it is currently unclear what the DOL will do, or if they will be able to act before the Trump administration takes office on January 20th.

Is Congress planning any action?

- Congress is weighing its options to permanently repeal the rule. However, to be successful, any congressional action must be signed by the president. Therefore, it is unlikely Congress will act before President-elect Trump is sworn in on January 20th.

Here's a helpful link put together by the Society for Human Resource Management (SHRM). It contains a number of answers to some of the most frequently asked questions about the court's ruling. For more information go to www.shrm.org and click on the FEDERAL JUDGE HALTS OVERTIME RULE tab.

SAVE THE DATE!

FLORENCE fest '17

WINE • ART • JAZZ

Friday & Saturday
March 31 - April 1

HOURS:
Friday
2:00 - 8:00 p.m.
Saturday
12:00 - 8:00 p.m.

LOCATION:
Florence
Events Center

Florence Fest '17
will showcase carefully selected Oregon boutique wineries along with regional fine art, food and live jazz. This upscale two-day festival is being produced by Coast Radio in cooperation with the Florence Area Chamber of Commerce and the Florence Regional Arts Alliance.

COAST RADIO 106.9 FM • 104.1 FM • 1250 AM • 103.1 FM