

# Florence

OREGON COAST  
Area Chamber of Commerce

January 7, 2017

## Welcome to the Chamber!

### NEW PREMIER PARTNER

#### Florence Glass

3661 Hwy 101 • 541-997-5177

Full service glass shop installing windows, doors, shower enclosures, and mirrors in addition to automotive windshields and chip repairs.

[florencechamber.com/listing/florence-glass-residential-commercial-automotive-glass-shop](http://florencechamber.com/listing/florence-glass-residential-commercial-automotive-glass-shop)

### NEW BUSINESS MEMBERS:

#### Cheveux Salon

351 Laurel St. • 541-997-3160

A full service salon. Hair and nail services. [florencechamber.com/listing/trudy-cheveux-salon/](http://florencechamber.com/listing/trudy-cheveux-salon/)

#### HuntingFish Charters

Florence Area • 541-999-9282

Ocean and river fishing charter and guide service.

[facebook.com/Huntingfishcharters](https://facebook.com/Huntingfishcharters)

#### Northwest Reflections Memory Care Facility

5292 Harvard Ave • 541-997-5002

Secured residential care facility with memory care and on-site health care.

[nwreflections.com](http://nwreflections.com)

#### Oregon Pacific Wealth Management

1365 Hwy 101 • 541-902-7272

Offering investment management, insurance products, estate planning, retirement planning and business succession planning. [oregonpacificwealth.com](http://oregonpacificwealth.com)

#### Purple Pelican Antique Mall

478 Hwy 101 • 541-997-2220

Antiques, Collectibles and Art [florencechamber.com/listing/purple-pelican-antique-mall-antiques-art-collectibles](http://florencechamber.com/listing/purple-pelican-antique-mall-antiques-art-collectibles)

#### Rose & Crown Apothecary

1845 Hwy 126, Ste G • 541-902-8860

Rose & Crown is a modern apothecary, and part of the community supported herbalism movement.

[roseandcrownapothecary.com](http://roseandcrownapothecary.com)

#### Scott Del Fava, Real Estate Broker at

##### Berkshire Hathaway

1875 Hwy 101 • 541-234-3300

For all your real estate needs!

[www.scottdefava.com](http://www.scottdefava.com)

#### The Studios at Jayne Smoley Design

1465 1<sup>st</sup> St. • 541-991-0110

A glass art studio that specializes in lighting design with studio spaces for rent. [janesmoleydesign.com](http://janesmoleydesign.com)

#### Vintage Blue Warehouse

80 Harbor St. • 541-999-8240

Estate items, antiques, art, accessories, and furnishings.

[facebook.com/VintageBlueWarehouseEstateSales](https://facebook.com/VintageBlueWarehouseEstateSales)

#### Wellspring Clinic

1845 Hwy 126, Ste H • 541-902-8860

Wellspring Clinic is your source for personalized, safe and effective natural medicine.

[thewellspringclinic.com](http://thewellspringclinic.com)

### NEW ASSOCIATE MEMBERS:

#### RAIN (Regional Accelerator & Innovation Network)

Florence and Central Coast • 971-282-8003

Turning ideas into high impact, innovative, traded-sector companies that can grow and thrive locally.

[oregonrain.org](http://oregonrain.org)

#### Shoreline Christian School

4445 Hwy 101 • 541-997-5909

Shoreline Christian School is a service of the Florence Adventist Church. It is the only alternative school option within an hour of Florence.

<http://sonshine22.adventistschoolconnect.org>

2016-2017

## Corporate Underwriters

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  
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!*

## From the Director's Desk

By Bettina Hannigan  
Chamber Executive  
Director



Opportunity's knocking – let it in! How will your business capture new opportunities in the New Year? Are you considering a new venture or different ways to do what you do? I hope you are and letting your imagination go to new places and ideas. For instance did you know QuickBooks allows you to electronically bill your customers and for them to pay you (at no expense) directly from their bank to yours, no mail, no checks, no waiting? There are many innovative ways you can reduce overhead and increase your bottom line, stay connected to your Chamber partner and take advantage of, well, you know – OPPORTUNITY!

When you partner with the Florence Area

Chamber of Commerce you're partnering with success. Resources, marketing, economic development. Small business is our business. Give me a soap box and I can really let 'er rip. I am super excited about our new year and doing business in Florence is going to be better than ever. We've been working on the 2017 Chamber Resource Guide and Membership Directory the last couple weeks. I've got to tell you, it's going to be a powerful device. With sections on Visiting, Living, and Business, it WILL drive commerce to our members. There is no better way to build revenue than to build relationships with our tourism and local patrons. Successful business builds strong community by developing resources so our members not only have enough, but have resources to share with local nonprofit organizations such as Boys and Girls Club, Rotary, Churches, Food Share, and so on.

*Get connected – stay connected.* Join us for our Noon Forum January 12<sup>th</sup> and our twice monthly Business After Hours. For more information look on the lower left corner of this page.

## Light it Up!

By Bobby Jensen Jr.

Chamber Board Member,  
Y Marina



A critical component of accomplishing anything is something we all possess, but in limited quantities. How much of it you invest in a project—or how you divvy it up between all of your daily distractions—

determines your success. I'm talking about your focus. The mind can only truly focus on one thing at a time. Multitasking is a myth. However,

some people can quickly switch their focus with minimum lag time. Unfortunately, most of us have to limit the number of things we try to focus on.

Every time you switch your focus, you have to spend some of it to remember where you left off on the new task. Switching focus from one task or conversation to another will always create some lag time. Too many different focuses causes stress. When I spread my focus too thin I can mentally lock-up.

The nice part of focus is when you really eliminate distractions, and get excited about what you are focusing on, you are capable of amazing things—like an elite athlete training for their sport. You have that same capability.

Focus is more like a mathematical equation than talent. You have to add and subtract certain amounts of passion, time, and priority; but you

**Tickets On Sale Now!**  
Call or Visit the Chamber  
to Purchase Tickets

Florence Area  
CHAMBER OF COMMERCE  
Siuslaw Awards  
2016

Stu Johnston Business of the Year  
Community Caring • Curb Appeal  
Excellence In Customer Service  
Non-Profit Achievement  
Innovation in Business

Plus Award Presentations for  
Florence First Citizen  
Florence Future First Citizen

February 8, 2017  
6:00 PM  
Florence Events Center  
\$35 Per Person

## YOUR LOCAL CHAMBER WANTS YOU. NOW.

### Visitors Center

Meet folks from all over the world by volunteering here. Fun and rewarding!

### Rhody Days

Help coordinate the Carnival, Floral Parade, Rhody Court, Vendor Fair

### Rods 'N' Rhodies

10th Annual this year! Car Show, Info Booth, Raffle Sales, Merchant Awards. Lots to do!



## LEGISLATIVE UPDATE

The Florence Area Chamber of Commerce is focusing on current legislative activity that can or will affect economic development for local small business, employers, and the community. With that purpose, for information and awareness, the following is the December 9, 2016 report from the Oregon State Chamber of Commerce (OSCC).

“There has been a lot of chatter in the Oregon business community about what to expect from the Oregon Legislature on the heels of the massive defeat of Measure 97. These are a few of the tax issues that OSCC will be paying attention to in 2017:

**Tax Reform.** Senator Mark Hass (D-Beaverton) has been steadfast in his support

for a 0.4% Commercial Activities Tax (CAT) in exchange for eliminating corporate income taxes and lowering personal income taxes. 2017 may be the year this proposal gains traction.

**Property Taxes.** Senator Hass has also proposed eliminating the 3% annual growth cap on assessed value in exchange for moving to market-value based assessments coupled with a significant homestead exemption. This would translate into an increase in business property taxes and would likely be part of a comprehensive tax overhaul proposal.

**Creative Tax Increases.** For the past several years, the legislature has exploited a loophole that allows it to both extend existing tax credits (revenue deduction) and raise taxes (revenue increase) in the same legislation in order to avoid the 3/5 supermajority requirement for raising taxes. *Significant emerging threat to the business community.*

**What can be passed with a simple majority vote?** The Oregon Supreme Court handed legislative tax-raisers a victory in the past year by ruling that it no longer takes a 3/5 supermajority vote of the legislature to raise revenue through the elimination of tax credits or deductions. For years, certain legislators have salivated over the prospect of scaling back or eliminating tax deductions such as the mortgage interest deduction. 2017 will be the first session where this will be possible with a simple majority vote. *Huge implications for Oregon businesses.*”

Awareness, Advocacy, Action. Local Chambers working together make a difference. For more information on these impactful issues and to see how your representatives are voting go to [OregonChamber.org](http://OregonChamber.org).

## UPCOMING EVENTS

### NOON FORUM:

“Building Successful Business Relationships: Understanding Characters and Motivators in Sales and Management” join us for this interactive program facilitated by LCC's Barry Miller at the next Noon Forum January 12th at the Best Western Pier Point Inn. 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

**January 19th at 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! This FREE event is open to the public, come discover how participating in Chamber activities build relationships and business!

**February 2nd – 1285 Restobar at 1285 Bay Street, Old Town**  
Join Kurt, Kelley and their team for February's first Business After Hours.

**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.



Sales Leads  
**The Member's Edge**  
FREE Hot Sales Leads

Quick show of hands...Who wants more than 500 hot sales leads for free?

Your Chamber has them. All you've got to do is ask. In fact, call Bettina today at 541-997-3128 and mention this article.

The Florence Area Chamber wants to help build your business. An Excel spreadsheet with the names of people requesting information on either visiting Florence or moving to Florence is available each month as part of your membership fee! Over the last year the list has grown to more than 500 names.

Savvy business people know the cost of procuring a new customer needs to be as low as possible, and an introduction to these people who want to come to Florence will cost you a simple e-mail or snail mail postage stamp. Just one sale off this list could pay a membership fee several times over. All you have to do is USE IT!

Just one more way your Chamber is working every day to help grow and promote your business. You're welcome.