

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

February 11, 2017

Welcome to the Chamber!

NEW BUSINESS MEMBERS

Digital Dunes Photography
1725 Kingwood St. #1 541-902-8748
Events, Portraits, Printing, Photo Finishing,
Art Sales
digitaldunesphoto.com

NW Adventures Quest
4761 Heceta Beach Rd. 541-590-0571
Choose your adventure and leave the driving
to us!
nwadventures.org

Magpie & Squid
Coming soon to Florence! 907-305-0258
Fused glass art, lessons, and commissions.
magpieandsquid.com

Polished Boutique and Salon
4969 Hwy 101, Suite 1 541-991-3636
A boutique with new and consignment
clothes and home decor as well as a fabulous
nail salon for natural nails.
facebook.com/Polished

NEW ASSOCIATE MEMBERS:

Backpack for Kids
1380 10th Street 541-997-3533
Together, no child will go hungry.
www.backpackimpact.org

Florence Elks Lodge #1858
1686 12th St 541-997-2610
The Benevolent and Protective Order of Elks
of the United States of America will serve the
people and communities through benevolent
programs, demonstrating that Elks Care and
Elks Share
florenceelks.com

Siuslaw Watershed District
Mapleton School Campus - 10868 E.
Mapleton Rd 541-268-3044
A volunteer driven organizations that
develop and participate in community efforts
to restore and protect watershed health,
water quality and native fish populations
Siuslaw.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!

UPCOMING EVENTS

NOON FORUM:

**March 9th - Noon Forum, Best Western
Pier Point Inn**
These monthly (second Thursday) meetings
are focused on resource based content to
bring new knowledge, skills, tools, and
partnerships to local business. The Chamber
isn't a service club, but when businesses
are strong we can support our service
organizations. Come find out how you can
build your business by partnering with
the Chamber. When you partner with the
Chamber, you're partnering with SUCCESS!

BUSINESS AFTER HOURS

**February 16 - 5:30-7pm Wellspring Clinic
and Rose & Crown Apothecary, 1845 Hwy
126 #H**
Enjoy Rose & Crown spiced wine, herbal
seltzers and tasty treats! This FREE event
is open to the public, come discover how
participating in Chamber activities build
relationships and business!

**March 2nd - Backstreet Gallery, 1421 Bay
Street**
Art, wine and appetizers? Who could ask
for more, save the date to connect and build
your business.

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 Hannigan
Chamber Executive
Director



"Winners never quit and quitters never win." Vince Lombardi wisdom. I'd say the New England Patriots are a testimony to this mantra. As I watched the 51st Super Bowl, I endured the first half surrounded by Falcon fans, sulking home after half time to watch the second half in the safety of my own abode. What to discover? A comeback! And what a game, the first overtime Super Bowl in history. I was like all the crazy fans immersed in the moment. What does this have to do with business, you ask? You know I'll get there, be patient, I love to tell a story. Way back when I lived in Sandpoint Idaho and my first husband did private selective logging with our team of draft horses (think Budweiser)

we had a very old Belgian named Buster. Buster had been under harness his whole life and loved to work. Buster basically taught my then husband how to log. He'd get hooked up to an enormous log and being driven he'd negotiate it through the woods to the landing. Every once in a while, one of these large logs would get hung up on a stump in the trail. Here's the lesson... Buster knowing the drill would back up, change the direction a bit, and move forward. Get it? That's what the Patriots did at half time and that's what successful businesses do.

Embrace change, look forward, make adjustments, try something different. If you keep doing what you're doing you'll keep getting what you're getting. Use your Chamber resources, make connections, attend Business After Hours, the Noon Forums, and ask questions, learn from your Chamber partners. Are you receiving my weekly e-mail Blasts? If not sign up, they're filled with resources to build business, many FREE opportunities, and new knowledge. When you need to, do it - Back Up, Switch Up, and Move Up!

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!



Your Top 10

By Bobby Jensen Jr.
Chamber Board Member



You know how when you hear a customer walk in or the business phone rings and you get a small pit in your stomach that they might be a little salty or price shopping? You imagine you'll have to explain your value or they might even have a complaint. I know, I do down deep, but then when it ends up being one of my great customers my mind goes to ease and I feel excited to work with them on whatever they may need. These customers are special, because they give you more confidence in the way you work. They

allow you to maintain a sustainable margin on your product or service. Heck they give you a reason to build up a business! We all love these customers and by the way, try to be one of these customers yourself!

So here is a simple way to really build an amazing business by following your top ten. What you do is keep a hidden list where you and your team can see and update it as needed. This is a list of the current top ten customers you enjoy working with the most. Next, whenever you encounter one of the top ten on your list you go into business development detective mode! Pay close attention to their preferences such as how they like to communicate (text, email, phone, etc.). Pay attention to colors they prefer and even the volume levels they speak with. Ask them questions about suggestions they may have for the business. Find out why they prefer working with your company. Basically you want to know all you can to build the perfect

experience for them. Make them your top priority and just ignore any other customers or distractions when a top ten is doing business with you. Oh yeah, don't ever tell them they are in your top ten because the list is likely to change.

The idea here is; you are different from your competitors, just like each customer is different as well. This strategy allows you to naturally find those who match your company the best and keep them coming back as well as referring their friends and associates who are probably similar to them. This is where the magic happens, you keep building towards your top ten customers and before you know it, the business will have evolved and you will have an extremely dedicated clientele that fits the business perfectly. The whole time you're working more and more with the customers that make building a business awesome!

LEGISLATIVE UPDATE

Oregon Saves - A new EMPLOYER ORDERED program being considered by the State of Oregon, get informed now and let your voice be heard.

Quoted directly from OregonSaves.gov
Every business that employs workers in Oregon will need to do something, whether the company has one employee or thousands.

Starting in 2017, the State of Oregon will notify businesses how and when they need to inform the state whether or not they offer a retirement savings plan. Those that offer a retirement savings plan will complete a simple certification process. Those that don't offer a retirement savings plan will need to offer OregonSaves to their employees.

Employers who need to offer the plan to their employees play an important role. They will:

- Provide employee data to the state, to allow the state to set up employee accounts
- Pass along information about OregonSaves to employees
- Do payroll deductions for participating employees
- Keep track of employee opt-out and contribution decisions

There are questions regarding the actual implementation of this program due to a Federal provision. The issue at hand is "Employer Liability". Much of the language in the proposal heavily burdens employers.

Proponents of the plan state "OregonSaves is a way for employers to offer a retirement savings option to their employees without having to create a workplace plan. Employers can use the plan to help their employees start saving and take responsibility for their own financial future. Research shows that employees are more productive when they have less finance-related stress. They are also 15 times more likely to save if an option is available through their work. In July, the plan will begin with a voluntary pilot group of employers to help ensure that it works well for everybody. After the pilot stage, the plan will be phased in statewide, starting in January 2018 with employees of larger companies that do not

offer a retirement savings option." There are opportunities available to participate in the pilot program,

The Florence Chamber has not taken a position on this proposal, this information is provided to our local business community for awareness purpose. For more information go to www.oregon.gov/retire/Pages/Employers click on the "Want to Learn More" link on the top right of the page and on the Treasurer's page about half way down you can view the program rules. Get informed today.

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