

# Florence

OREGON COAST  
Area Chamber of Commerce

## BUSINESS BEAT

541-997-3128

290 Highway 101, Florence, OR 97439

www.florencechamber.com

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April 1, 2017

### Welcome to the Chamber!

#### NEW BUSINESS MEMBERS

**Lauren's Place Bed & Breakfast**  
10987 Mapleton Road 541-268-6943  
Garden to table Bed & Breakfast on the Siuslaw River, with dock, kayaks, swimming, hammock & more!  
www.laurensplacebnb.com

#### NEW ASSOCIATE MEMBERS:

**Florentine Homeowners Association**  
182 Florentine Ave. 541-997-1762  
Beautiful 55+ Gated Residential Community  
www.florentineestates.org

**Siuslaw Vision 2025**  
c/o 1460 Ninth St.  
A community organization working together toward a 10 year vision for the Siuslaw Region.  
www.siuslawvision2025.com

2016-2017

### Corporate Underwriters

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

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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!

### Chamber Business After HOURS

April 6<sup>th</sup>, **Lovejoy's Restaurant Hosts Business After Hours** at 195 Nopal Heather and Hannah are opening their amazing restaurant to share a sampling of finger foods such as samosas and pasties, along with more dessert items like sticky toffee puddings and lemon tarts. There will also be tea samples, and refreshments. What better way to make connections than with exceptional tasty bits and sips?

April 20<sup>th</sup>, **Siuslaw Vision 2025 Hosts Business After Hours**/Siuslaw Celebration from 5:30 p.m. to 7:00 p.m., at the Florence Center of Lane Community College. Refreshments will be provided by Chef Kelsey Terry of Homegrown. A brief program from 6:00-6:30 p.m. will feature updates on Siuslaw Vision projects. The public is invited and welcome to this community open house. Lane Community College is located at 3149 Oak Street, in Florence.



April 13<sup>th</sup> **Noon Forum - GOOGLE GURU** -Put your business on the map training! Nick Wiley from the Lane SBDC will be the guest speaker for the Noon Forum on Thursday, April 13. Let's Put Our Cities on the Map is a program designed to empower communities to support their local businesses and encourage them to get on the map. Local businesses keep our communities strong; when we help them succeed on the web, they make our communities even stronger. Visit [www.gybo.com](http://www.gybo.com) to learn more about the program and get involved. On the lunch menu - Cod in a roasted pepper cream sauce, spring veggies, honey polenta and Caesar salad is available for \$14.

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!

### From the Director's Desk

By Bettina Hammigan  
Chamber Executive Director



What do you want and what do you want to pay for it? Brutal, right? Well that's some good old-fashioned wisdom my father instilled in me from the beginning of my memory. It applies to

EVERYTHING, our time, talents, resources, relationships, goals, and more. I find it to be a very quick way to evaluate choices. Answers become crystal clear when this simple equation is applied.

You have to plant a seed to get a harvest - and don't plant seeds with weeds! Plant the good stuff, the best seed, for the best harvest. That investment can sometimes be very scary. Will it grow? How long will it take? What will the return be? Our community is coming up on some incredible opportunities.

Re-Vision Florence is right around the corner, and our community has some serious decisions to consider. ODOT is coming through, this is not debatable. Our season is going to be affected by the construction, not debatable. What is debatable, is how we capitalize on this opportunity: We can stick

with "as-is," with minimal investment, and get just that return--nothing remarkable, nothing to drive new economic development to our community. *Basically enduring the process and gaining nothing.*

Or...we can plant seeds and build our future. The city is working hard to support healthy and sustainable economic development and to grow stability and opportunity for residents and their families. Re-Vision Florence is truly an amazing opportunity to capture visitors traveling up and down Highway 101 who may not have planned a stop in Florence. Once they slow down through the new beautiful corridor, pull into Old Town, discover the river view restaurants, hotels, and shopping—they'll stay, spend time ALL AROUND TOWN and return, the next time it will be **destination Florence**. That's what I call a good harvest.

The Chamber's Downtown Revitalization Team (think last year's flower baskets) has partnered with the Oregon State Parks "Main Street Program." This program works with communities just like ours to assist with goal setting, finance resourcing, and successful revitalization of "main street" business. Their success is evident in communities all over Oregon. McMinnville, Astoria, Sisters, are just a few. The Chamber's DRT committee is currently developing a plan see how we can work together with the City, local businesses, investors, and the Main Street program to partner with Re-Vision Florence. The proof

### Simplicity Sells-

By Bobby Jensen Jr.  
Chamber Board Member



As the world becomes increasingly complicated with more and more options available in about every area of our lives, we're starting to change our buying behaviors.

This change goes against common reasoning but is being proven by our purchases in the marketplace. See, we as consumers say we want personalization and more purchasing options but what we're actually buying is saying the exact opposite. An example of this was the McDonald brothers, who built the restaurant that could deliver you a hamburger, fries & milkshake in thirty seconds. That's all you

could buy and did we ever! They have left that model and who is swinging in and grabbing the simplicity menu? In & Out Burger with their three meal options. I have personally witnessed the two restaurants next door to each other and McDonalds with two cars in the drive through while In & Out had a line of twenty one cars down the street. That's a real example I personally witnessed but there are studies out there telling us the same thing. Check this out: Sheena Lyengar, a professor at Columbia University, set up a tasting booth in Draeger's supermarket which is known for having a large selection of products. This was done twice on two consecutive Saturdays. On one Saturday, 24 flavors of jam were available, and on the other, 6 were available. Now myself, and probably a few of you reading this would assume the 24 flavor booth would get more attention and it did but let's look at the results. When 24 jams were available, 60% of the customers stopped for a taste test and 3% of those bought jam. When

only 6 jams were available, 40% of the customers stopped for a taste test, but 30% bought some. Huge difference in results. The larger display attracted more people but the smaller display sold way more jam; about 6 times more. A 600% increase in jam sales! I'll be the first to admit it doesn't seem like this would be the case but the results are too good to overlook! Another benefit of fewer options is your customers will not only purchase more from you, they will be happier with their purchase as well. When we have more options and we make a purchase decision, we will always second guess our purchase and have a higher level of buyer's remorse. We wonder if we would have been happier with one of the many other options we could have purchased.

So take a look at your product or service offerings and see how you can combine, remove, or simplify options. You can be that easy to decide, easy to buy, be glad you bought, Business!

## LEVERAGE - Maximize Your Chamber Membership

### Maximize Your Membership

The Chamber is your go-to resource. Are you maximizing your membership? Here are just a couple ways you can use your membership to help build your business.

- 1) Request the membership list, market to fellow Chamber members with member to member deals via e-mail, snail mail, and personal contact.
- 2) Is your market homeowners? Request the relocation list, welcome prospective new residents with your services, offer them an incentive. Market away!
- 3) Take advantage of the Chamber's bulk mail permit, send out a postcard with your introduction or special to the neighborhood that fits your demographics. (Call Bettina, she'll tell you how.)
- 4) Host a Business After Hours, introduce your business to the Chamber and local community.
- 5) Have your brochure or business card

- 6) Come introduce yourself to the volunteers, let them know you appreciate their referrals (you'll probably get more if they know you!).
- 7) Attend Noon Forums - Discover new knowledge, resources, and relationships.

We like to think outside the box! If you have an idea, challenge, or opportunity you'd like help with, give us a call. Let's leverage our resources and maximize your membership! Not a member? Become one today! Call 541-997-3128 for details.

## LEGISLATIVE UPDATE

### Legislative Update - Oregon News

**Look for taxes that can be passed with simple majority votes.** Oregon State Chamber of Commerce has cautioned its members that the legislature would look to 'kick the tires' on a new Legislative Counsel legal opinion that gives the legislature authority to raise some taxes without invoking the constitutional 3/5th supermajority voting requirement to raise in the legislature. The Legislative Counsel gave legislators the green light to take away tax deductions and tax credits with simple majority votes. This provides a tempting path of least resistance to raise revenue. The House Revenue Committee is signaling its interest in raising revenue using this method and is eyeing such things as *removing or limiting itemized deductions, property tax deductions (HB 2771) and mortgage interest deductions (HB 2006)*. **This will be an issue to keep a very close eye on over the next several months.**

**Major PERS hearings resume in the Senate.** The Senate Workforce Committee will continue to take testimony on SB 560 and SB 913, which to date are the major PERS Reform bills of the 2017 session. Among other things, the bills raise the retirement age, lower the assumed earnings rate, re-direct the 6% employee contribution into the pension plan, and spread out 'final average salary' over five years instead of three years. The concepts in both bills are heavily supported by school boards, local government and the business community. The bills are strongly opposed by the unions.

**Predictive Scheduling (SB 828) is a HOT issue,** it affects both the employer and the employee. Proposals are currently floating in Oregon and in municipalities around the country that would require employers to provide employees with work schedules at least two weeks in advance, compensate workers if changes are made, and offer penalty wages

if workers are called in at other than scheduled times. A primary goal of these bills is to help workers balance the demands of their jobs with family responsibilities. However, these mandates reduce flexibility for employers and employees—many of whom sought out their jobs for the flexibility they provided.

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