OREGON COAST Florence 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

May 6, 2017

Welcome to the Chamber!

NEW PREMIER MEMBERS

Buck's Sanitary Service
3960 W. 12th, Eugene 541-342-3905
Portable Restroom Rental & Service
www.bucks-sanitary.com

NEW BUSINESS MEMBERS:

Ocean Grinds Coffee
87738 Hwy 101 & 813 Highway 101
541-999-7433
Espresso, Coffee, Tea, Smoothies, Snacks, Organic Fair Trade Coffee –
WE DELIVER!
www.facebook.com/ogcoffeeflorence/

Sherwood Like A Tow
83570 Hwy 101 541-999-9167
Towing, Recovery, & Roadside Assistance
www.sherwoodlikeatow.com

Chamber Noon Forum – Proper Protection Planning! Is your business protected? Assets, succession strategy, legal exposure? Attorney Jane Hanawalt will be presenting must know info for small business. Find out what you don't know at the Best Western Pier Point Inn Thursday May 11th at noon. Chicken enchiladas, beans, rice and salad with Chipotle lime vinegarette lunch is available for $14. This event is open to the public, join Chamber members for new knowledge, new connections, and new resources.

- **Grand Re-Opening & Ribbon Cutting – Florence Are Chamber of Commerce Visitors Center!** Join the Chamber as we celebrate the new remodel and artist exhibits welcoming our visitors and guests to Florence. Wednesday May 17th from 4:30-6:30pm. Wine, Refreshments, & Tastes Too!

- **Windemere Real Estate Hosts Business After Hours!** June 1st 4:30-6pm enjoy good food, drinks and live music! 1625 12th Street.

Event Committee Meetings –
Come join the fun!
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 us for upcoming meetings and times at 541-997-3128.

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

Is your business Ready to Rhody? This 110th annual festival is both historic and fun! The Rhododendron Court is out painting Rhodies on business windows (don't get left out, call the Chamber to get your business painted!) Rhody buttons are for sale around town and we're busy here at the Chamber selling discounted Carnival tickets. What's in it for you? Well, that's a good question. There's opportunity. Are you stuck in a rut? Don't get mad, it's a very important question. Are you putting the right hook on your line to catch customers and do business? If you're fishing with bass bait and we have a salmon run, you'll be wasting your time and missing out on the best part of fishing – CATCHING!

I've been your executive director for a year now and I couldn't be prouder of our community. I've had the pleasure of working with quite a few of our local businesses and I'm impressed by the willingness to "move with the cheese" to try new things, to do things differently – expecting better results. Sometimes we get so busy doing things the way we always have we miss the innovations that can make our labor more productive, our time better spent and improve the bottom line.

I know that historically you may have had different experiences with Rhody weekend. I encourage you to evaluate how you can modify, change up inventory, run different food and drink specials, and reel in those customers. Remember, they're the customer and they're here to have a good time AND they're prepared to spend money. For many years my husband and I travelled all over the country on our Harley, just the cost of our leathers and bikes would put most of us into debt these days. Don't judge the book by its cover, there's a reason they're called "RUBS", rich urban bikers. You can be a part of making their Florence experience exceptional and bringing them back again to your location.

I'm looking forward to seeing you all Sunday for the Grand Floral Parade, Rosa tells me the Shriners (my favorite) in their little cars will be back this year. Together let's make this year's Rhododendron Festival the best ever for your business and for our visitors. Florence, you are an amazing community!

You're invited to the Grand Re-Opening!
Florence Area Chamber of Commerce
Visitors Center 290 Hwy 101
May 17th 4:30-6:30pm
Come see the completed remodel.
Enjoy refreshments & amazing
art exhibits by
Digital Dunes Photography
& Lakeshore Myrtlewood!

Clean Up

By Bobby Jensen Jr.
Chamber Board Member

Remember your last visit to Google.com? Did you by chance notice how clean their page is? It›s not by chance that it›s so clean and simple, it›s their business model and with Google owning 65% of all the searches in the world I›m thinking they might be on to something! Now just a disclaimer before I rally on the subject of cleanliness and order, I want to admit I›m the one that needs to work on it most!

So, remembering back to an opportunity I had to attend a big presentation by Bob Proctor (Google him). He explained how he professionally consulted business owners and later slipped a little, stating his very high price to do so. His first and biggest step he took with these business owners was to organize and clean up in all areas of their lives and business. I mean my mom told me to do that like a hundred times growing up, in comparison that would put me in debt to her $5,678,156.00 just for that advice alone, not to mention all the other stuff I owe her for! But seriously there is a lot of business sense in this little piece of advice, but easier said than done, so I wanted to share a couple easy ways to start. Bettina Our Chamber Director told me she opens the mail over the garbage can not allowing the unnecessary mail to reach her desk. I have my kids help me by finding one thing that doesn›t look in its place when they visit the shop I work at, then ask if they can fix, arrange or dispose of it. Disneyland puts full time cleaners at the entrance when you enter their park where their efforts can be easily noticed. Visitors take notice and are proven to put more effort into cleaning up after themselves during their visit. It›s a called a social norm, and people will subconsciously make an effort to keep your business cleaner even though it won›t affect them.

Cleaning up your place of business is an opportunity that will pay in savings as well as increased business. It will make room for more creativity and in some magical way, progress the business. I›ll start working on it if you do! Deal!

JUST TWENTY BUCKS?

The Florence Area Chamber of Commerce announces that annual membership can be purchased on a monthly program for $20 a month! Yes, it's true, Florence area businesses can now reap the benefits, rewards, leverage, connections, and resources of being a Chamber member for $20 a month!

How can the Chamber help you? The question is, what does your business need? The Chamber has means beyond your wildest expectation. By leveraging resources and relationships, the Chamber has established it is prepared to partner with Florence Area businesses to strengthen, expand, streamline, update, and develop small to large businesses.

The Chamber spends over $200,000 a year marketing Florence regionally and globally. Florence is on the map, is your business? Referral is a key benefit of membership; website, phone, walk-in, 99% of these contacts are looking for a referral. Visitors, relocations, new businesses - Chamber members get the referrals.

Business ownership and management is tough. Relevant education programs, networking events, online resources are just a few ways to make your business better. Partner with the Chamber and partner with success. Download the application and agreement at FlorenceChamber.com/blog/

VISITOR CENTER REMODEL COMPLETE!

The Florence Area Chamber of Commerce Visitors Center underwent significant renovations this spring. Lofy Construction and their team worked swiftly and efficiently to help the Chamber improve the visitor experience.

The Visitors Center is an anchor to both visitors and locals looking for information about the area. With over 14,000 visitors a year, the Visitors Center meets and greets people from all over the world. Renovations included relocating the "greeting" area and creating a better flow-through space for the dedicated volunteers that work hard all year long sharing their love and passion for the Florence Area. The remodel resulted in abundant wall space which has been harvested into a beautiful art exhibit experience. Table top expansion made room for three dimensional art displays. Overall the Visitors Center has been repurposed, greeting visitors and now expanding their perception of Florence. Florence does indeed have the most pristine sand and sand related adventures in the world AND it is home to a plethora of amazing art galleries and artists. The Chamber is pleased to present to the world Florence as an ART COMMUNITY! Exhibits will change monthly. The first exhibitors are Digital Dunes Photography and Lakeshore Myrtlewood, both have set the bar extremely high with their beautiful artwork and presentation.

Join the Chamber for its Grand Re-Opening Wednesday May 17th from 4:30pm-6:30pm. Meet the artists, enjoy refreshments, and check out the newly renovated Visitors Center!

Discount Carnival Tickets

SAVE! SAVE!

Discounted one day unlimited ride passes are available through Wed, May 17th at 1:00 pm. Save $6 to $7 per person per day.

Online: FflorenceChamber.com
Call: 541-997-3128
Chamber Office

ARE YOU READY TO RHODY?

JOIN THE FUN!

Banner Carriers

FREE CARNIVAL TICKET

Youth Volunteers between 9 -17 years of age receive one ticket to the Davis Carnival if selected to participate as a banner carrier during the parade.

Sign up online at the Chamber website or come into the Visitors Center!

Parade

DEADLINE EXTENDED

Be part of the fun! Enter now through Friday, May 12th!

Are you the 110th entry?

The 110th entry receives 4 FREE Carnival tickets!

Get your application online or contact Rosa at 541-997-3128 or events@florencechamber.com

Volunteer

GET INVOLVED

Want to be in the action?

We need volunteers ages 21+ to help. We will work with your schedule.

Contact Rosa
541-997-3128