

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

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June 3, 2017

Welcome to the Chamber!

NEW BUSINESS MEMBERS:

Breen Marine

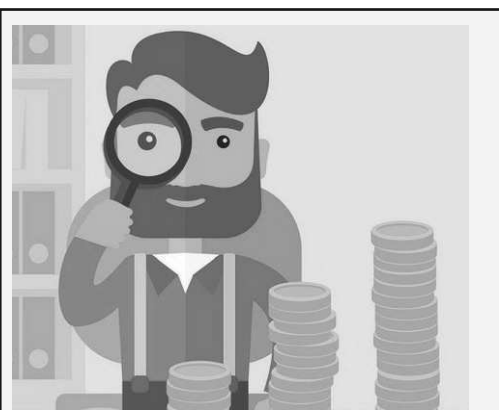
4390 Hwy 101 541-991-8783
For the love of boating! Boat repair
- Electronics, Maintenance, Repair,
Accessories, Sales.
www.breenmarine.com

Brian & Jan Jagoe - Realtors at TR Hunter

1749 Hwy 101 541-999-1314
For all your real estate needs.
www.trhunter.com

La Bu La Chinese Restaurant & Bar

1073 Hwy 101 541-997-5100
Fresh, authentic, delicious.



Chamber Noon Forum - Finding Your Inner Salesperson!

Wherever our natural talents, personality, and preferences may take us, every business person quickly realizes that each of us must become sales people to be successful. Here's our chance to hear Jack Hannigan, a world-class salesman, share his secrets of success to finding your inner sales person.

This event is open to the public and lunch is available for \$14. Join Chamber members for new knowledge, new connections, and new resources.

From the Director's Desk

By Bettina Hannigan
Chamber Executive Director



Who cares? That doesn't represent a flippant attitude, but a challenge.

Summer season is upon on us. This is what we waited all winter for, right? We are already meeting visitors from all over the world. We are seeing increased traffic on the roads, stores full of shoppers, restaurants full of happy people, and people spending money all over town!

So "Who cares?" They do.

Many are here for an experience and thus are open to our hospitality. And that gives us the chance to show that we care too...about them...and to plant seeds with them for return trips in the off-season.

Tourism brings in more than 127 MILLION dollars to the Florence area each year. This generates more than 3 million in tax revenue for local and state agencies and 1800 jobs for local people who spend their earnings in your business.

So, "Who cares?" You do.

While our visitors are experiencing all the

fun Florence has to offer, let's get them around town, uptown, downtown, and into Old Town. Help them find what they desire.

Your Chamber is working hard to promote all the experiences a visitor could want: fun on our amazing sand dunes, delightful art galleries and antique shops, riverside shopping and dining, award-winning lodging, beachcombing, hiking, fishing, crabbing, wine tasting, fine entertainment, and long romantic beach walks at sunset. We are Oregon's Coastal Playground! And that slogan promises a memorable experience. (Please use that slogan in all your marketing efforts!)

So... "Who cares?" Your customers—local and from out of town. They want the Oregon's Coastal Playground experience; and you provide it in every business transaction, support it by training your staff (and yourself) in outstanding customer service, and by planting seeds for a return trip.

So because the Chamber cares about your success, here's a great tip:

Travel Oregon, the Oregon Restaurant and Lodging Association, and the American Hotel & Lodging Educational Institute now offer a comprehensive, accredited, and affordable online training course specific to the tourism industry. For only \$30 per employee your business will be equipped to provide the superior experience customers are looking for, develop repeat business, and build lasting customer relationships.

Let's work together to deliver an

The Florence Area Chamber of Commerce Invites the Florence Community to our Annual Meeting!

Enjoy great food and drinks and discover how the Chamber is impacting the Florence area.

Thursday June 15th from 5:30pm-7pm
Florence Senior Center 1570 Kingwood
Adults Only
RSVP -541-997-3128

Special Thanks to our event sponsor
ABEL INSURANCE

exceptional experience to our visitors, entice them to come back, and give them lots of reasons to promote Florence to their friends and social circles. They care. And to succeed we must demonstrate that we care about what they care about.

I'm a Punk



By Bobby Jensen Jr.
Chamber Board Member

Twenty two years ago, I received my first lesson in customer service. Working in my father's appliance shop as a teenager I heard the phone ring and was standing closer than anyone else in the office. I decided to grab the call and give it an answer... "Hello, Fix-All Appliance"

I answered the customer's questions and hung up the phone. My father came across the office right for me. I was kinda proud I knew the answers to the questions so I was confident that I had an att-a-boy headed my way. But then my father proceeded to tell me I answered the call incorrectly. I mentioned

that I said the exact same thing everyone else said when answering a call. He agreed, but explained that it was the way I spoke that he wanted me to improve. As a male teenager I kinda spoke monotone and numbly. Dad shared an example where his voice changed tones and implied-we're busy (social proof-if this business is busy lots of other people are using them too, so I should) but I'm excited to work for you and want your business. I never thought changing your voice around could say so much even when your words are exactly the same! So my first lesson in customer service and inside I was thinking "wow cool" but outside I said "ok dad whatever," what a punk!

In all organizations that have customers, there are many different points in time we interact with them. These are referred to as "customer touch points". The goal is to make each one of these "touch points" a positive experience. All these interactions accumulate to create the overall experience that determines

whether or not you or your competition will get the profits of the next purchase. Not to mention, whom they tell about the experience as well. So maybe step back and note all the interactions you have with customers. Pretend you're a customer and look through their eyes, heck, shop your own business and then write down all the things you notice as you do. Notice all the little things and ask yourself how you can make them better. Pay attention to the way things make you feel because a customer will not really remember what you said or how much they paid or even what they got, customers will always remember how you made them feel, and that's what a great business understands. That feeling will always be stored away in their minds prompting them to steer clear or keep buying from you. People will even look for more ways to buy from you if you make them feel good! It's great for your community as well, we want people to love our little town and yep, that's a feeling!

2016-2017 Corporate Underwriters

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

Distinguished Sponsors

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- 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!

ANNUAL MEETING



Florence Chamber Annual Meeting - This very special event is being catered by Marianne Brisbane and we invite you enjoy delicious bites, nibbles, drinks, and adult beverages. Please join us and discover the heart of the Florence Area Chamber of Commerce. We welcome the Florence community to this adult-only event. Thank you to our Event Sponsor - ABEL INSURANCE for your support!

Thursday June 15 from 5:30pm-7pm
Florence Senior Center
1570 Kingwood—Florence
RSVP -541-997-3128 or
Bettina@FlorenceChamber.com

Chamber Business After HOURS

Florence Tech Solutions Hosts Business After Hours July 6. Founded by Jolene Medeiros in April 2016, FTS Internet Lounge is a computer repair and tutoring support company. They happily fix whatever you bring into the shop. They are dedicated to be the best computer repair service in the area. FTS will be opening their doors to host **business after**

hours. This is a catered event, refreshments and adult beverages will be provided. Come discover how FTS is serving the community and learn about all the great services they provide! Feel free to ask questions about your devices and pick Jolene's brain while you are there. Enter to win a kindle fire and other door prizes! 1431 Bay Street from 5-7p.m.

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.

THANK YOU TO OUR SPECIAL INDEPENDENCE DAY SPONSORS!

- AMERICAN LEGION POST 59
- BRISBANE ENTERPRISES
- FLORENCE BAND OF BROTHERS
- FLORENCE TRUE VALUE
- HOP VALLEY BREWING
- LOFY CONSTRUCTION
- SHOREWOOD SENIOR LIVING
- SIUSLAW NEWS

Yes, I want to be a part of the Florence Chamber's Fireworks!

Donate today to the Florence Fireworks Fund presented by the Florence Area Chamber of Commerce, then come enjoy the Festivities in Old Town and the Fireworks Show over the Siuslaw River on Tuesday the 4th of July.



Name: _____ Deliver or Mail Donation to:
 Address: _____ Florence Area Chamber of Commerce
 City: _____ State: _Zip: _____ 290 Hwy. 101 Florence, OR 97439
 Credit Card #: _____ Exp: _____ CCV: _____
 Signature: _____

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