

OREGON COAST Florence Area Chamber of Commerce

July 1, 2017

Welcome to the Chamber!

NEW BUSINESS MEMBERS:

A Taste of Hawaii – Food Truck
Florence Area 541-991-1071
Hawaiian Food Truck & Catering

Butterfly Effect
584 Winchester Ave, Reedsport
541-361-6469
Offering named brand clothing, gifts and collectibles.
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Ixtapa Family Mexican Restaurant
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On Spot Security
Florence Area 541-997-9092
Alarm system monitoring and installation.
www.onspotsecurity.com

Petersen Auto Detail
Florence 541-999-6078
We offer a wide variety of services here at Petersen Auto Detail, from Interior detailing, to High Quality Machine Polishing, and anything in between!

Turell Group
800 Willamette St. #770, Eugene
541-685-5000
We'll work with you to build and carry out a marketing, digital and communications plan to achieve your goals.
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Chamber Noon Forum – NOW AT THREE RIVERS CASINO & RESORT!

How to be an EMPLOYEE MAGNET!

Join the Chamber for lunch and discover how your business can become an Employee Magnet - learn the top three tips you need to do in these difficult days for recruitment and retention of the talent you want and need. Presented by Gary Smith from Lane Small Business Development Center. Noon Forums are open to the public, buffet lunch is available for \$12.



From the Director's Desk

By Bettina Hammigan
Chamber Executive Director



Are you getting enough bang for your buck? When's the last time you got more than you expected? Last month I wrote to you about the importance of customer service. This month I'm going to share with you how the Chamber serves its members. Every member has different expectations. Some are members by default, it's just what they've always done. Some come in for specific resources; only to find there is a plethora of opportunity to build business. Let's get real, for \$225 a year or \$20 a month, an average business receives a minimum value of over \$800. If the member uses Chamber resources, the sky's the limit! My passion is to see our local businesses thrive and be able to support our community. The Chamber board came together with a facilitator to set Chamber goals and priorities. After five hours and a lot of hard work, we drilled down through many ideas, events, and purpose. The Chamber's number one top priority is bringing

VALUE to the members. We have partnered with a new Website Maintenance/Marketing company – Turell Group. They're well versed in our industry as they also do Eugene Cascades & Coast/Travel Lane County. You can see some of the improvements already. Member's website listings will be updateable by each member and can literally be used as a business website if desired. Update with pictures, events, deals, promotions, brochures, etc. The remodeled Visitors Center is a tremendous resource for referral. Business cards, brochures, and other materials are shared daily. The new Chamber Resource Guide and Membership Directory is flying off the table and being distributed by other Chambers, businesses, and partners. It has been extremely well received; which is good news since we printed 5000 of them! That alone is worth membership cost.

The Chamber is kicking off our new year which starts July 1st. Membership renewals are out and we're excited to welcome returning and new members. I have had the pleasure of presenting the "Heart of the Chamber" to different groups around town. The Annual Meeting held at the Florence Senior Center was packed, the new board was installed, and the 2017-18 vision shared. The Chamber is making a difference for its members and the economic health of our community. If your organization would like a presentation, please give me a call.

ONCE AND FOR ALL



By Bobby Jensen Jr.
Chamber Board Member

In the Boating industry, we're competing with corrosion like rust and electrolysis, especially in a saltwater environment. We carefully seek corrosion from the start and take steps to remove or stop it before it destroys the boat. Boating is for making lifetime memories and having fun. We want the boat to last a long time, which it can if proper steps and investments are taken. In our organizations, we are challenged with the same types of "corrosion" issues which are slowly deteriorating away the amazing organization its founders set out to build. It needs to be stopped as soon as it is noticed. The

sooner issues are addressed the easier they are to fix. The best way to stay ahead of issues is to stop them before they start! Policy handbooks tell everyone what is expected of them and how to participate in the organization. By letting one employee train the next, can cause corrosion of your culture as they slowly add or take away from the original role. My personal favorite is the company videos. Record yourself training your "new" person in the organization. Take that video and shazam! Your video is now training the future employees exactly how you would like it done. This works, really, I even proved it with my kids!

It was time for the three oldest children to have standardized chores and the big one cleaned the kitchen. After many attempts to get a well performed job, I finally thought: why don't I do what I learned to do in business. After all, the concept of running a family is not much different. I called a family meeting and sat the children to watch as Mom did her

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More information:
florencechamber.com



LEGISLATIVE UPDATE

A brief business update from the Oregon State Chamber of Commerce. "Last week was a classic good news, bad news week for our businesses.

The good news? The legislative leadership scrapped plans to pursue a major tax increase. At issue was House Bill 2830, which for weeks looked like it would be passed out of committee as a new gross receipts tax on businesses with \$3 million or more in Oregon sales. HB 2830 will not advance.

The bad news? The House totally switched gears and re-focused on taxing small business. Upon the failure of HB 2830, the House abruptly took up consideration of House Bill 2060 which eliminated the 'small business tax cut' passed by the 2013 legislature. The House took a particularly egregious tact by cancelling the tax cut for all employers with fewer than 10 employees, raising the ire of small business groups including OSCC. HB 2060 is a \$200 million tax increase on small business, and it squeaked through in a special Friday session with a 31-28 vote. ACT NOW – Contact your Senator to reject this bill!

Don't be surprised if another tax bill pops up in the waning days. In particular, OSCC is paying attention to legislation that would disallow the deduction of the wages of highly compensated management employees and owners.

As of now, the legislature really does not need any additional tax money to balance the state budget. The small business tax increase was a tactic of the progressive House leadership to appeal to its progressive support base. There is absolutely no reason why the legislature cannot produce a balanced budget and adjourn by the July 10th deadline.

Predictive Scheduling: SB 828 is now moving forward with bipartisan support due to finalized negotiations between business and labor. The bill has been watered down to only apply to food service, retail and hospitality businesses with 500 or more employees. Business groups gain a statewide preemption on all local scheduling ordinances. It is OSCC's belief that the negotiated bill is a 'best case' scenario for Oregon businesses."



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 5-7pm.

Siuslaw Outreach Services (SOS) Hosts Business After Hours July 20. Meet new Executive Director Bob Teater and learn about the difference services SOS provides to our community. Delicious food by Marianne Brisbane along with refreshments and adult beverages.

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.

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