

Florence

OREGON COAST
Area Chamber of Commerce

September 2, 2017

Welcome to the Chamber!

NEW BUSINESS MEMBERS

Pacific Northwest Hula Academy
1574 Coburg Rd. #161, Eugene
541-603-4393
Cultural Arts & Dance, Instruction & Entertainment
www.facebook.com/pnwuhula

St. Andrews Episcopal Church
2135 19th St. 541-997-6600
To know Christ and lead others to Him through welcome, worship, and works of service.
www.standrewsflorence.org

Waterfront Wine Store & Provisions
1300 Bay Street 541-590-3880
Enjoy river views, wines, cheeses, pastries and beautiful art.
www.waterfrontwinestore.com

UPCOMING EVENTS:



Chamber Noon Forum – NOW AT THREE RIVERS CASINO & RESORT!
September 14 “Hope for Housing in Florence” Presented by Kelli Weese, City Recorder / Economic Development Coordinator

The City of Florence is at the forefront of solving our region’s housing shortage that plays into our ability to attract and retain both the area’s professional community, like doctors and teachers, as well as our all-important workforce that ignites our economy. Get an update and get your questions answered. Please arrive at 11:45 to get your food before the program starts. Noon Forums are open to the public, buffet lunch is available for \$12.

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



When it’s TEAM work it doesn’t SEEM work. That’ll stick in your head for a while! But, it’s true. When we collaborate with other resources, things are easier. How’s your business? Really? When is the last time you actually thought about it? Summer is almost over and it’s been a busy one for us here at the Chamber as well as for our Florence community. It’s time to think about business, think about how to harness new resources and maximize existing ones.

Every month I write this article motivated to build our business community. Many of you have heard me share my motivation to build resources in our area. It’s very difficult for people without resources to help others. How brutal is it

when we see a need and have no ability to help? Well, that’s where I’m coming from. I want our community to have the assets it needs to help when opportunity presents.

Since stepping into this position, I’ve had the opportunity to share different grant programs (which have been successfully acquired), partnerships, opportunities, and resources. I am excited to see our members taking advantage of them. The Chamber’s Sponsorship Levels are an excellent way to market your business to warm leads who want to visit or move here. Visitors are looking for lodging, activities, entertainment, shopping, and eating. Movers are looking for realtors, mortgages, financial managers, medical and dental providers, beauty technicians, contractors, insurance agents, and the list goes on. The Distinguished Sponsor level has their presence on the website prominently placed with a live link on every web page and their printed material is distributed to all the relevant mailed information packets. That’s some pretty valuable promotion, and that’s just the tip of the iceberg. Significant presence in the Florence Resource Guide & Membership Directory, community

events, radio and print advertising are like the cherry on top. When you consider the exposure versus the expense, it’s one wheel of a deal! I encourage you to seriously consider how leveraging this level of membership can help you grow your business and how your business can be a part of building a stronger Florence area.

The Chamber Membership Committee put out a survey last month to members. We appreciate the feedback and are working diligently to incorporate CHANGE into our future. Some members come to us looking for direct results, we do a lot of referrals here at the Visitors Center, that’s for sure. Some members come to us to help support the community, sharing their resources to strengthen Florence. The Chamber is a TEAM and every member participates in the economic health of our area. If you’re on the team – work it, get your material here in the Visitors Center and update your info on the website. If you’re not, it’s time to step up to Chamber membership, for \$20 a month for a business membership you’re really missing out if you don’t. Florence is truly an amazing community!

Russian Submarines?

By Bobby Jensen Jr.
Chamber Board Member



We’ve all heard the saying: “It’s not what you know, it’s who you know”. Alluding to the concept that your contacts offer up more potential success than your training or skills. I like to take it one step further and say, “It’s not who you know, it’s what you know about who you know”. If this is the case the more people you know and the more you know about them, the more opportunity you will find in connecting with them. I personally know that the best crew members (employees) I have worked

with, were people I knew before they were hired. When you put people in a positive situation with opportunities for them to talk about ideas and update each other on their progress, great things start to emerge. I was just talking to a friend named Ed a week or so ago out on his boat. It was a simple basic conversation where I was asking him about his profession and life. I noticed a small insignia on his business card that prompted me to ask what it represented. This is funny; it was the design from his sub! Like a full on Russian submarine. I kept asking questions, as that’s the first time I ever met someone who owned a submarine! It was interesting to learn that he found funding to purchase this submarine for a business venture by simply talking to people he “knew”. Ed had to know enough about the people he knew, to know they had funds to invest. See how this works? You build friendships by being around

others and asking them about themselves. Not just so you can find out what they can do for you, but what you could make happen by teaming up! You can also be the person who connects people who might need each other’s help or resources. You just need to get out and be in these places where these relationships can be built. If you’re building a business it’s a really good idea to be around other business owners or managers. Hmm, where do the business people meet up at? Chamber events, of course!

The Florence Area Chamber of Commerce has different events almost weekly where you can meet up with Florence’s greatest business leaders. The more people who attend these, the better they are becoming. Visit the website FlorenceChamber.com to know when and where these events are taking place. Hope to see you there and if by chance you have need of a giant Russian sub, I know a guy!

SBM: The MBA for the Rest of Us

Once you’ve started your small business—or started a new chapter in the life of your enterprise—it can feel like it’s all you can do to keep your head above the deep waters of funding, finances, personnel and marketing. The LaneSBDC (Small Business Development Center) can help.

Last fall, the SBDC brought its premier Small Business Management (SBM) program to the Siuslaw Region for the very first time. This is an incredible program for several reasons:

- It’s based in reality and the application of the best available information to you and your business.
- It uses a cohort model, and going through this training together creates a network of goodwill among other business owners in town that you can lean into as your business grows.
- Lane’s SBM program is the flagship for the entire Oregon Small Business Development Center Network—our faculty and coaches are the best in the state.

While you take classes once or twice a month together as a cohort, you also receive at least 15 hours of one-on-one business coaching each term.

- Finally, this is a world-class, MBA-level education without all that student debt at the end!

This year, we will offer both the first and second-year programs at the LCC Florence Center. Year One focuses on the basics—marketing, financial and operations. Year Two adds business systems and processes. And the third year is all about employee management.

The discounted price for an entire year’s worth of classes is \$579—and we are awaiting word on a grant that may reduce the cost even further for Florence-area residents, so stay tuned. Find out more at <http://lanesbdc.com/> and register now at <http://goo.gl/gZUvzj>.

Rise above the crowd and join us today in the LaneSBDC SBM!

JOIN US AROUND TOWN SEPTEMBER 8TH—10TH

Fun for everyone!
Poker Walk
American Graffiti
Tribute Cars
The Copper Caddy & Awe Inspiring Hot Rods

Friday at Three Rivers Casino—Free Show & Shine, Bring Yours Too!
Saturday in Old Town—Invitational Car Show & Poker Walk
Saturday Eve—American Graffiti the Movie and Costume Competition
Sunday in Old Town—Raffles, Prizes & Trophy Presentation
More details at FlorenceChamber.com



member the wonderful contributions our donors have made, allowing us to support local non-profits, schools and students with grants and scholarships. Hear exciting news about the growth of our managed funds

Chamber After Hours with Western Lane Community Foundation. Stop into our office on Thursday, September 7 for refreshments, and visit with our Board members and Staff. Learn about the Foundation mission and impact in western Lane County. Feel free to discuss with any board

to over \$6 Million! Catering by 1285 Restobar. Event from 4-6pm. 491 Laurel Street West in Country Corners.

Business gets done at the Siuslaw Public Library! – Business After Hours! September 21, 2017 @ 6:00 PM - 7:30 PM Please join us for beer, wine, pizza, and some good work at the Siuslaw Public Library. Did you know that more than 500 people in the Florence area visit the Siuslaw Public Library District every day? If your business isn’t at the library, you are missing out. We’ll be showing you all the ways the Siuslaw Public Library is here to help support your business, non-profit organization, and employees with language learning online, tools around finance and business plans, classes in basic computer skills, access to paid market information for free, wi-fi, gathering spaces, and much, much more. Learn how we are here to help you go further with wherever your business is headed next. 1460 9th Street.

BUSINESS BEAT

541-997-3128

290 Highway 101, Florence, OR 97439

www.FlorenceChamber.com

www.facebook.com/florenceoregon

www.twitter.com/FlorenceOrCoast

YOUR LOCAL CHAMBER WANTS YOU. NOW.

Volunteers Needed
Call 541-997-3128



Visitors Center

Meet people from all over the world
by volunteering here.

Fun
&
Rewarding

Rods N’ Rhodies

Car Show, Poker Walk, Raffle Sales,
Merchant Awards. Lots to do!