

# Oregon Coast Florence Area Chamber of Commerce

November 4, 2017

## Welcome to the Chamber!

### ASSOCIATE/NON-PROFIT MEMBER

#### Florence Farmers Market

Florence Area 541-261-5423

Newly forming marketplace for regional farmers to sell locally grown/produced foods.

### BUSINESS PARTNER MEMBER

#### K-9 Genius Academy

1790 Hwy 101 541-590-5131

Personalized training for humans and dogs. Obedience, therapy, service dogs, behavior modification, and more.

www.K9GeniusAcademy.com

#### Silke Properties, LLC

PO Box 1075 541-997-9779

Beautiful rental homes built into the hillside, all with amazing views of Siltcoos Lake.

www.silkeproperties.com

#### Whales Watch Vacation Rentals

88527 2nd Ave 541-999-1493

Family owned vacation rental management company.

www.WhalesWatch.com

### UPCOMING EVENTS:

#### Chamber Noon Forum – Lunch & Learn!

• **Noon Forum - November 9 Tax Tips & Tricks:** Finishing Strong in 2017 Holloway & Assoc. Just in time for the end of the year, the team at Holloway & Associates offers their list of money-saving tips and tricks sure to save you money when tax season rolls around in 2018.

• **Noon Forum December 14 Make Social Media Work for You:** Carol Shaw/Jolene Medeiros. Carol Shaw from KEZI-TV and Jolene Medeiros of Florence Tech Solutions (FTS) will help you distinguish a tweet from a tweet and teach you how to make social media work for you rather than the other way around.

#### Business After Hours

• **Roby's Furniture and Appliance... and the Mattress Shoppe - November 16th** -will be hosting the Florence Area Chamber of Commerce Business After Hours. There'll be plenty of treats from Nosh Eatery, beverages (adult and otherwise), and even live music from the award winning keyboard of Marty Adams.. Thursday, November 16th from 5:00 to 7:00 p.m. we'll provide the food (and beverages) and you can browse, meet our team, and visit with other members of the community.

Business After Hours are FREE to attend and open to the public. We invite you to come see for yourself how the Chamber does business!

## From the Director's Desk

By Bettina Hammigan  
Chamber Executive Director



### Catalyst – Convener – Champion

Small business employs 99.7 percent of all private sector jobs. Think on that for a moment, 99.7%. Wowza! All we have to do is look around our community to see it's absolutely true. Small

business is the backbone of our community, not to mention our country. Let's shout out to these hard working people who make jobs possible. Too often, their dedication and sacrifice go unnoticed. Having been a small business owner most of my life, there were many times we paid our employees more than we made. They get paid first, then the bills, and what's left, is what's left. The Chamber cares about our community; employers, employees, customers and residents.

Our purpose is to be a CATALYST for business growth. We help equip our small businesses. We connect business with resources; mentorship, education, referrals, marketing, funding, and even staffing. New News - the Florence Area Chamber's website will soon be sporting a "Job Resource" page where our members can submit

their job listings and potential hires can connect!

I don't know about you, but I like to learn the "easy" way – not the "hard" way. You don't know what you don't know, 'til you know it. This is where CONVENE comes in. By bringing together leaders and influencers, the chamber develops collaborative ways to strengthen our business community. Working together, sharing information, and supporting one another is good for Florence.

Chamber truly CHAMPIONS strong community. Jobs, schools, parks, health care, and shops are all an integral part of developing sustainable economic development. If we don't have quality life resources we're going to continue to struggle to bring in doctors and professionals. As a wheat farmer, I understand all too well that you have to plant a seed to get a crop and most importantly plant good seed, not seeds with weeds or low performers. We're dryland farmers, we plant our crop in the fall and wait all winter to see those blessed green stems come up and then we wait till summer to harvest. It requires patience and trust.

Florence is prime for planting. In the next twelve months several major projects will be coming to fruition. Hyak (locally owned and operated) will be installing fiber optic broadband that will create new opportunities for high tech business expansion and tele commuters who want our lifestyle. Re-Vision Florence will slow down drivers and create new business through tourism and destination spending.

We are very fortunate to have strong partner-

## Marketing- It's About Programming Minds

By Bobby Jensen Jr.  
Chamber Board Member



Most neuroscientists tend to estimate our brain's storage capacity somewhere between 10 terabytes and 100 terabytes of information. So, with all these memories we're making decisions about how we're going

to spend our money and where we're going to spend it. As a marketer or promoter we need to create amazing and memorable experiences that are very consistent; as I wrote about in last month's article.

Right now, let's look at how we keep our brands fresh on our client's minds with advertising. In business, when someone sees a sign with your logo or hears your name on the radio, we call that an impression. These

impressions have different levels of influence as well, that's why we usually use a tagline or jingle along with the name or logo in an attempt to make the impression memorable. When marketing, you're trying to produce the most memorable impression to your specific customer for the lowest cost to your business or organization. Big corporations that have many locations and large budgets and strategies are way beyond me, so let's look at smaller companies that might need to get high quality impressions for a low price or even free.

Here are two examples of how we can get these impressions: Back in 2011, a company called the Service Depot, in Logan UT was in need of a small office. In Logan, (where the business serviced) there is a big glass walled building on the busiest intersection of town. They rented a \$345 mo. single office on the corner that faced the intersection and did two things, first they put a big print of their logo on the interior wall and second, pointed a bright LED spotlight on it, and left it on all night. This office building exterior was black tinted glass so during the day you couldn't see into it, most of businesses were closed and lights out

SMALL BUSINESS | NOV  
SATURDAY | 25

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ship with the City, the Chamber and the Florence Community. Let's work smart, be patient, support one another and continue to be what makes us special. We're Florence.

at 5:00. The building was always dark except for one big window on the corner facing the intersection for all to see with their brightly lit logo on display. Example #2: A surveillance camera manufacturing company parked their logo wrapped vehicle in a strategic parking spot during a Las Vegas Surveillance expo where thousands of installation companies were coming to be trained. Due to the location of this parking spot, most of the attendees would walk right past the vehicle on their way in and out of the expo. The company paid for a couple days of parking, (I'm sure they didn't move it or would have lost the spot) and received thousands of impressions with the top people who purchase their cameras from all around the country. Doesn't get much better than that!

A little creativity can go a long way when you're sharing your message or displaying your name. And when you spend money to get your message out, make sure that message takes up a nice chunk in the memory of your clients and doesn't get deleted too fast!

Bobby Jensen Jr.

### OregonSaves Employer Registration Timeline

Based on number of employees



## LEGISLATIVE UPDATE

Oregon State Chamber of Commerce Reports "On or about October 15, 2017, employers with 100 or more employees in Oregon can expect to receive notice about an upcoming deadline for OregonSaves, the State or Oregon's new retirement savings program. Employers with 100 or more employees in Oregon will need to either register to facilitate OregonSaves or certify that they are exempt from the program by November 15, 2017. Facilitating employers are encouraged to register early and avoid the crunch at the deadline. Registering early will allow plenty of time for extra support, if and as needed. The notice from OregonSaves will include a link to <http://employer.oregonsaves.com> and a unique access code employers will need to complete the registration or certification process online. For employers with an email address on file, the notice will be sent by email from [clientservices@oregonsaves.com](mailto:clientservices@oregonsaves.com). For all others, it will be sent by regular mail in an envelope marked "OregonSaves". OregonSaves will roll out to smaller businesses according to the timeline here. Employers can expect to receive notice several months ahead of the deadline for their wave. If an employer doesn't receive the notice and should have, has questions about which wave they're in, or needs assistance, they can reach out to the OregonSaves Client Service team at (844) 661-1256 or [clientservices@oregonsaves.com](mailto:clientservices@oregonsaves.com)."

### 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.

Please join us in Old Town  
Saturday November 25th

Annual Florence  
Holiday Festival

Meet Santa and Mrs. Claus  
Hay Rides  
Christmas Tree Lighting  
Music and Fun!

Be special and be an event sponsor!  
Contact the chamber at 541-997-3128

Oregon Coast  
**Florence**  
Area Chamber of Commerce

## 2017-2018 Corporate Underwriters

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

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Be sure to thank these  
members for their  
investment in our  
community!