

Your business as a destination

The recent visit of the Small Business Revolution Main Street team to our fair city has in many ways clarified and crystallized an economic truth that is never truer than when it is uncovered in a rural area like ours — our small businesses really do need each other, even as we compete for our piece of the proverbial pie.

Especially in an area like the Siuslaw region, we will do better if we understand we are not just marketing our individual businesses, we need to be part of marketing a destination — making Florence and the surrounding communities a great place to visit, to shop, to play, to work, to live.

Our business community is a complex economic ecosystem, and in rural America we truly are more collaborators than competitors, and we do best when we remember that.

Have you ever noticed how fast food chain restaurants tend to cluster? Where there's a Burger King, a McDonald's will surely follow ... along with a Subway, a Pizza Hut, etc.

How does this make sense? Macroeconomics and game theory provide an answer, and validate the decisions these huge chains make. As a small business, it is a temptation to focus only on profit (and clearly, we need to make a profit to survive in the long-term), but

these chains are playing a longer game, focused on market share and — most importantly — on increasing the size of the overall market. They may have a smaller piece of the pie, but they've managed to bake a much larger pie as customers begin to think of these clusters of restaurants as a meal-time destination.

President John F. Kennedy, in an address in Frankfurt, Germany, on June 25, 1963, noted, "As they say on my own Cape Cod, a rising tide lifts all the boats. And a partnership, by definition, serves both partners, without domination or unfair advantage. Together we have been partners in adversity — let us also be part-

ners in prosperity."

Those words still ring true, here in Florence, Ore., in 2018.

Our Florence Area Chamber of Commerce operates on this essential economic truth. The chamber works, not only for its individual members (and it certainly does that well), but also for the entire community, slowly but surely building our reputation as a destination, with ripples of economic benefit that touch every sector of our common life here in the Siuslaw region.

— Submitted by Russ Pierson, Dean of Lane Community College Florence Center and President-Elect of the Florence Area Chamber of Commerce

Waterfront Depot rated in top 10 seafood eateries

Another nationally-read blogger has discovered Florence and boasts to readers about one of the area's iconic restaurants.

Writing for the widely-read website, OnlyInYourState.com, a listicle (list-article) site that ranks select "best-of" experiences, author Tessa Metcalf reports on Oregon's famous seafood scene. In "These 13 Restaurants In Oregon Have the Best Seafood EVER" (OnlyInYourState.com/Oregon/or-seafood), Metcalf enthuses over her

discovery.

"Boy oh boy, Oregon truly has some of the best seafood in the country. From wild salmon and halibut to crabs and oysters, Oregonians are lucky to have such a plethora of local, amazingly fresh seafood," writes Metcalf.

She found 13 Oregon seafood-oriented restaurants worthy of mention, stating they are the "best of the best, serving up mouthwatering plates heaped with fresh-caught perfection," and that "The coast is especially

renowned for its amazing seafood, so it's no surprise that the majority of these eateries are ocean-side."

Coming in at number nine on the list is Florence's own Waterfront Depot in Historic Old Town.

Metcalf reports that Waterfront Depot "is a lovely restaurant in Florence with amazing dishes such as Crab Encrusted Alaskan Halibut, Dungeness Crab Caesar Salad, Seafood Linguine and more."

"We're always thrilled to see national recognition for our chamber members," says Bettina Hannigan, executive director of the Florence Area Chamber of Commerce. "Marianne Brisbane is a world-class restaurateur and Waterfront Depot is such a highly regarded destination for locals and visitors to our area."

For more information on where to dine, shop, play, or stay in Florence, visit FlorenceChamber.com/Adventures.

Oregon Pacific Bank adds new talent to corporate team

Oregon Pacific Bank is proud to announce the addition of Amber White and Kate Salyers to the bank's corporate team. White will be assuming the role of executive vice president and chief financial officer as the bank's current CFO Joanne Forsberg retired at the end of December after 19 years of service. Salyers will be filling the position of senior vice president and credit administrator to assist with the bank's growing lending needs.

"We consider ourselves very lucky to add such talent to our local banking team," says Ron Green, President and CEO of Oregon Pacific Bank. "Amber and Kate join us with many years of experience and great enthusiasm. Both are looking forward to continuing their careers with a local community-based bank, to deliver excel-

lence to their clients through relationship banking and local decision making."

White is a proud Oregonian, graduating from Oregon State University with a B.S. in business administration in 2006. She joins Oregon Pacific Bank after seven years of experience with Pacific Continental Bank, where she recently worked as vice president and controller, overseeing the company's financial and regulatory reporting. White has previous experience as the controller for Citizens Bank in Corvallis and as staff accountant for the Eugene office of Moss Adams, LLP, where she earned her CPA license in 2008.

White is passionately involved in the banking industry, and has been a member of the Oregon Bankers Association (OBA) Financial Officer and Accounting Roundtable Com-

mittees since 2008. She enjoys spending time with her family and actively volunteers for the Food for Lane County's snack pack program.

Salyers earned a B.S. in business administration and economics from the University of Oregon. Prior to joining Oregon Pacific Bank, she enjoyed an extensive career at Pacific Continental Bank where she was employed in various positions since 2004, including commercial banking officer, and most recently senior vice president and special assets manager. Salyers completed the OBA Executive Development Program in 2016 and has been on the OBA's Lending Committee since 2012.

Salyers enjoys spending time with her family and helping the local community. She has been on the board of directors for

Eugene Active 20/30 since 2009 and is an MBA Student Mentor and Guest Speaker for the University of Oregon. She has also been a Meals on Wheels delivery driver since 2015.

You can learn more about Oregon Pacific Bank and its local employees by visiting www.opbc.com or calling 800-997-7121.

Joanne Forsberg retires after 19 years with Oregon Pacific Bank

Executive Vice President and Chief Financial Officer Joanne Forsberg retired on Dec. 22, 2017, after 19 years with Oregon Pacific Bank.

Forsberg was hired on May 17, 1999, by Tom Grove as controller for the bank's accounting department. She came to the bank with an extensive career in finance, having 14 years of experience as a Certified Public Accountant prior to working in the banking industry.

She completed her B.S. degree in business with an emphasis on accounting from Portland State University. Her career path before joining Oregon Pacific Bank covered accounting and auditing experience in both public practice and the private sector.

In 2001, Forsberg was promoted to the position of EVP, Chief Financial Officer at Oregon Pacific Bank, which she would hold for the next 16 years until her retirement. In December 2007, she was the recipient of the bank's very first Annual Chairman's Award, in recognition of many years of outstanding dedication and commitment to Oregon Pacific Bank.

Always supportive of the Florence community, Forsberg has served as a member of the governing board of Peace-



COURTESY PHOTO

Joanne Forsberg Health Siuslaw Region, and is an active member of the philanthropic organization Delta Gamma.

"Joanne has been a great friend and mentor to myself and her colleagues," says Ron Green, President and CEO of Oregon Pacific Bank. "On behalf of all of us at Oregon Pacific Bank, we want to pass on a heartfelt thank you to Joanne, for your 19-year commitment to Oregon Pacific Bank. You have left behind a legacy that will be with us forever."

Forsberg's vacancy will be filled by Amber White, who comes to Oregon Pacific Bank after seven years of experience at Pacific Continental Bank, where she previously worked as vice president and controller, overseeing the company's financial and regulatory reporting.

For more information about Oregon Pacific Bank, member FDIC, visit www.opbc.com.

Chamber gains new distinguished sponsor

Florence Area Chamber of Commerce has gained a new distinguished sponsor, Turell Group.

Turell Group is a marketing, public relations and digital strategy company located in Eugene, Ore. The company designed and maintain the chamber's website, florencechamber.com.

Chamber Executive Director Bettina Hannigan said, "I am thrilled to welcome Turell Group to our prestigious group of distinguished sponsors. Distinguished sponsors are just that, their generous support contributes to chamber events and operations."

She added, "The purpose of the chamber is to help our members develop their business."

In this case, a partnership with Turell Group helps the chamber in its efforts to connect with members and people outside of the area.

Florence Area Chamber of chamber offers memberships from \$125 for associate members to \$2,500 for distinguished partners, with tiered membership advantages. Corporate underwriters contribute \$10,000 per year.

"Being a sponsor comes with a plethora of benefits including premier placement on the website and inside the Visitors Center with video presentation and materials, weekly e-blasts, printed directory recognition, promotional material placement in relocation and visitor information packets distributed over 500 times per year, and newspaper and radio advertising, just to name a few," Hannigan said. "The chamber is honored to receive Turell

Group's support and contributions to the Florence Area Chamber of Commerce."

The Florence Chamber offers its membership various networking opportunities with peers, government officials and business leaders. Members receive timely, relevant information so that they may be kept informed; professional development workshops and seminars so that they may gain valuable knowledge and skills

to help them succeed; and policy and communications expertise to assist them in advocating their positions and business interests.

"The chamber is part of providing the resources for businesses to grow. And the businesses support the chamber. It's a circle," Hannigan said.

For more information about joining the chamber, visit florencechamber.com/chamber/join/.

LCB#6718

LAUREL BAY GARDENS

OPEN 7 DAYS A WEEK
88493 Hwy 101, 3 miles north of Florence
(541) 997-5973

We deliver!

Plants • Flowers
Soil • Rock • Bark
Pavers • Gravel
Shrubs • Compost

Florence Tech Solutions

- Smart TV Setup
- Virus Malware
- Cloud/iCloud
- Email Setup
- Tutoring
- iPad, iPhone, MAC
- Universal TV Remote
- Sound Bar Setup
- Smart Phone | Tablet
- Monthly Computer Tune-Up
- Streaming Setup (Roku, Firestick)
- Printer Scanner
- Social Media Education
- Website Design

541-991-3705

Jolene Medeiros
Owner | Technician
info@FlorenceTechSolutions.com

Mon-Fri 9am-4pm • Closed Sat & Sun
1431 Bay Street (Old Town)

BOYS & GIRLS CLUB

of Western Lane County

1601 15th Street • Florence, OR 97439
541-902-0304
Great Futures Start Here

Volunteer

Florence Food Share provides food to those who are hungry in our community. If you have four hours a week available, we are in need of volunteers to staff our Front Desk and also act as Guides as clients walk through the pantry. Please call our volunteer coordinator, Ivy Medow, @ 541-997-9110 (Monday - Friday, before noon) to learn more about volunteering. info@florence-foodshare.org 2190 Spruce Street.

Get involved

Habitat for Humanity

Volunteers needed for new home construction, home repairs, general office work, public relations and program administration. Join an operating committee and help Habitat help others!
Call 541-902-9227 or e-mail to florencehabitat@gmail.com
Office located at 2004 HWY 101, Florence

Donate

Volunteer

Assisting those in need in our Community.
Free Hot Meals Mon-Wed-Fri
12:30 AM - 1:30 PM

HELPING HANDS COALITION
New Life Lutheran Church,
2100 Spruce St, next to Foodshare,
Call 541-997-5057 to Volunteer

SENIOR MEALS PROGRAM
Offering Café 60 & Meals On Wheels

Meals on Wheels are available to people over the age of 60 who cannot get out much due to illness or advanced age and who are not eating properly, regardless of income. Café 60 is available for those who prefer to make new friends in a dining room setting.

1570 Kingwood • PO Box 2313, Florence
541-997-5673
lanesenior-meals.org
Operating Monday, Wednesday and Friday

Get involved

US & TOO
FLORENCE
PROSTATE CANCER
EDUCATION & SUPPORT
www.ustoooflorence.org

Saving men one PSA test at a time.
541-997-6626
maribob@oregonfast.net
Someone to talk to... who understands!

To include your organization in this directory, please call us @ 541-997-3441