

# Florence

OREGON COAST  
Area Chamber of Commerce

## BUSINESS BEAT

541-997-3128

290 Highway 101, Florence, OR 97439

[www.FlorenceChamber.com](http://www.FlorenceChamber.com)

[www.facebook.com/florenceoregon](https://www.facebook.com/florenceoregon)

[www.twitter.com/FlorenceOrCoast](https://www.twitter.com/FlorenceOrCoast)

January 6, 2018

### Welcome to the Chamber!

#### DISTINGUISHED SPONSOR

##### Turell Group

800 Willamette Street, Ste 770  
Eugene 541-685-5000  
Turell Group excels at connecting you to your customers.  
[turellgroup.com](http://turellgroup.com)

#### BUSINESS PARTNERS

##### Beauty by Delivery Day Spa

508 Kingwood 541-337-5978  
Welcome to Luxury, Wellness, & Beauty  
[beautybydeliverydayspa.com](http://beautybydeliverydayspa.com)

##### Dan Hankins Service

Florence 541-590-3066  
Commercial Appliance Repair & Installation

##### In Town Vacation Rental

Florence 541-999-2948  
Seasonal Vacation Rental and Short Term Rental Off Season

##### Oregon Eye Consultants

2002 Hwy 101 541-687-1927  
Physicians and surgeons of ophthalmology. Offering comprehensive eye care. Retina, cornea and uveitis specialists.  
[oregoneyeconsultants.com](http://oregoneyeconsultants.com)

##### Richard Beaudro, Realtor at TR Hunter

Florence Area 541-991-6677  
Richard has a very good knowledge of the local market and continues to help folks with their real estate business in every location within the greater Florence area.  
[17lakesrealestate.com](http://17lakesrealestate.com)

##### Sunni Days Yard Care

Florence Area 541-999-5074  
At Sunni Days Yard Care our core mission is to provide affordable beautification of your outdoor space.  
[sunnydaysyardcare.com](http://sunnydaysyardcare.com)

##### Treehouse Signs & Decorative Arts, Inc.

309 Laurel St 541-997-7367  
Full service sign shop offering graphic arts and decorative arts.

#### ASSOCIATE MEMBER

##### Lane Families for Farms and Forests

92514 N. Coburg Rd - Eugene  
541-914-0613 [LaneFamilies.com](http://LaneFamilies.com)  
Committed to harnessing support for Lane County's rich heritage of agriculture and forestry.

## 2017-2018 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  
Spruce Point Assisted Living  
The Siuslaw News  
Turell Group

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

### From the Director's Desk

By Bettina Hannigan  
Chamber Executive Director



New year, new ideas and new opportunities! If we keep doing what we've been doing, we'll keep getting what we've been getting. I know this isn't new news, but it's important we take time to really consider what we are doing and look at it carefully. I've had the pleasure of meeting with several new Chamber members and listening (Yes, I do occasionally listen!). I've heard some very interesting comments and the bottom line is the Chamber has CHANGED and the community is seeing the results. You'll hear me say "When you partner with the chamber you partner with success." Well, I'm not kidding. The resources that the chamber has can and will positively affect your business, under one condition. Yes, there's a catch.

YOU have to participate. No matter how hard I try, I still can't push a string. I write e-mails, I write articles for the paper, I talk on the radio and I meet people at our events and around town. Sometimes I feel like a broken record, THE CHAMBER IS YOUR GO TO RESOURCE!

Want to build your business recognition? How about hosting a Business After Hours? Want to expand your customer base? Have you done a chamber to chamber promotion? Updated your listing on the chamber's website? Attended chamber events and made new connections? How about looping me into your promotions so I can include in my promotional materials? Have you stopped in and met our 22 amazingly dedicated volunteers here at the Visitors Center to introduce yourself and your business? They're on the front lines dispensing referrals every day. How about sharing your ideas? Have you joined a committee to build relationships and promote the chamber? Let's brainstorm how the chamber can help you. When you join the chamber it's a partnership, you'll only get out of it what you put in and the returns are amazing. My heart's desire is to help

you build your business with growth and sustainable stability.

Small Business Revolution - Main Street Series is HOT!! I want to shout out to Ellen Huntingdon from Oregon Pacific Bank! She stepped up to chair the chamber's Downtown Revitalization Team. She's done an amazing job and her latest feat of nominating Florence for the Small Business Revolution's Main Street television series has rocked it out of the park. The Chamber's DRT has been the catalyst for this incredible opportunity for our community and the City of Florence has stepped up to bring resources that will empower Florence to show why we should be the recipient of a potential \$500,000 investment in our small businesses. Our community has rallied as a team and I couldn't be more proud. We are currently in the top ten, the show's producers will shave it down to five. If we make the top five, it's up to us to rally social media and communications to get the most votes, I believe with all my heart we can do this. The circle is indeed getting bigger and our community is coming together in new ways. Go Florence!

### Micro-Changes: Hack your brain and become a Goal Achiever



By Bobby Jensen Jr.  
Chamber Board President

With the new year underway and all the hype of goals and progress, I thought it appropriate to discuss one way in which goals become more likely achieved. As you know, goals are often forgotten and fade away after "life" overruns our visions of accomplishment and achievement. I mean, go see how busy the gym is during January! The biggest reason I personally don't achieve the outcome that I

had set out to accomplish is my imagination is too far ahead of where I am personally, leaving a big gap between the goal and my abilities. This thinking probably spawns from the encouragement that we all receive like: "You can do anything you put our mind to." or "If I could do it, you can too". These comments are nice to hear, but false. If not, so show me a 50 year old female playing basketball in the NBA. (I just checked to be sure and oldest player ever was Nat Hickey, a 45 year old male.) These nice "feel good quotes" create some momentary motivation creating big visions of insane progression! But then later the letdown of yet another missed mark. We become apprehensive of setting goals if we consistently fail to achieve them, putting ourselves in an apathetic lifestyle where we just don't care as much as we used to. My opinion: this leads to our biggest social issues. When it comes to progressing ourselves towards who we want to become it really takes an honest case of self-

awareness. You have to know you. Which is difficult because we cannot see ourselves like everyone else can. That's why it's easier to give advice than receive it!

Now on to what we do about it. Start out with itty bitty tiny little micro goals you know that you can achieve easily with minimal effort. Write it down and then treat that goal like it's the most important thing in your life until you achieve it. Tell people about it, get some nice praise for being an official achiever, then set another one just a bit bigger and do the same thing, keeping a perfect accomplishment record for yourself. This will program your mind to keep achieving and taking goals seriously. You're going to know what it feels like to make progress in your life, directed by you! This will empower you to start taking bigger steps and before you know it, you're going to look up and notice that you actually achieved some of those old goals that you never did because of that big gap!

### UPCOMING EVENTS

**You're invited to the 10<sup>th</sup> Annual Siuslaw Awards - Wednesday February 7<sup>th</sup> at the Florence Events Center.** This prestigious event recognizes excellence in the local business community by naming recipients for awards in Excellence in Customer Service, Curb Appeal, Non-Profit Achievement, Community Caring, Innovation in Business and the Stu Johnston Business of the Year Award.

Two outstanding individuals in the community will be honored with the Future First Citizen Award and the First Citizen Award. The First Citizen Award recognizes that individual who has given selflessly to the community based on community involvement, leadership and overall community impact. The Future First Citizen Award recognizes that student based on his or her academic success as well as civic involvement and contributions to the community. The Florence Area Chamber of Commerce will also recognize an individual or business that has selflessly given of their time and efforts in supporting the Florence Area Chamber of Commerce and its efforts with the Distinguished Service Award. Tickets on sale now at [FlorenceChamber.com](http://FlorenceChamber.com) or at the Visitors Center. Come out and show your appreciation of these exceptional nominees who've given so much to our community.

• 2/8/18 Noon Forum - The Siuslaw Vision - A Business Tool. The Siuslaw Vision 2025 is all about business. Find out aligning with the Vision can boost your business.



**January 18<sup>th</sup>, 5-7pm - Oregon RAIN and the Small Business Development Center at the Lane Community College Florence Center** are on the same team when it comes to helping entrepreneurs launch and grow businesses in Florence. This month, they're hosting Business After Hours for the Florence Area Chamber of Commerce. Please join us for food and beverages, and learn how Oregon RAIN and SBDC/LCC work with the Chamber to support local business development. 3149 Oak Street.

**February 1<sup>st</sup> - Florence Antiques and Coast Jewelers host Business After Hours in their new location at 1220 Bay Street!** Tom and Rich invite you to step into their new location, sip, savor, shop and make new connections. Doing business is powerful and even fun when you're hosted by hosts with the most!

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!

**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.

## LUNCH & LEARN

\* network \* eat \* learn \* grow

**Chamber Noon Forums - Lunch & Learn! Luncheons are at the Best Western Pier Point and lunch is available for \$14**

• 1/11/18 Noon Forum - Get Your Bite of 11 Billion Bucks Kari Westlund and Natalie Inouye from Travel Lane County will describe how every business in our region can ensure they get their bite of the \$11 billion that comes into Oregon every year through travel, entertainment, hospitality and destination marketing.



TICKETS

*On Sale Now!*

online at:  
[florencechamber.com](http://florencechamber.com)  
or at the Visitor's Center 290 Hwy 101, Florence



**Our businesses support our community, now is your chance to support them and celebrate their successes in 2017.**