

# Florence

OREGON COAST  
Area Chamber of Commerce

February 7, 2018

## Welcome New Members!

### DISTINGUISHED SPONSOR

#### Blue Heron Gallery

1385 Bay St. 541-997-7993

The Blue Heron is an ocean themed gallery with a wide variety of locally, regionally, and nationally acclaimed fine artists.

[www.oregoncoastgalleries.net/blue-heron-gallery](http://www.oregoncoastgalleries.net/blue-heron-gallery)

#### Wind Drift Gallery

1395 Bay St. 541-997-4023

Offering a large selection of award winning chocolates, candies and caramel corn and many local, regional and world renowned craft and jewelry artists.

[www.oregoncoastgalleries.net/wind-drift-gallery](http://www.oregoncoastgalleries.net/wind-drift-gallery)

### BUSINESS PARTNERS

#### AIC Insurance

697 Maple St. 541-997-5947

More than 50 companies to meet your insurance needs, writing insurance policies and surety bonds and providing emergency claims services.

[www.aicinsagency.com/#our-offices|6](http://www.aicinsagency.com/#our-offices|6)

#### Blair Fountain Photography

Florence Area 541-991-1637

Lifestyle, Portraits, Events, Artist Collaboration

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

#### Diversified Marine & Equipment Sales

2530 Hwy 101 541-997-4505

Trailer and boat sales & repair. Auto, boat & RV detailing.

#### Diversified U-Haul & Equipment Sales

2530 Hwy 101 541-997-4505

Moving supplies, moving trucks & trailers, towing and trailer supplies.

#### Kreations Hair Studio and Spa

498 Hwy 101, Ste B 541-997-8440

Aveda exclusive hair salon and medical spa.

[www.facebook.com/kreationsspa](http://www.facebook.com/kreationsspa)

#### Goodwill Industries

1665 Hwy 101 541-997-4066

Goodwill Industries is a mission integrated, enterprise-funded organization that provides services to individuals with barriers to employment.

[www.goodwill-oregon.org](http://www.goodwill-oregon.org)

#### Kaimana Bodyworx & Tan Republic

3757 Hwy 101 541-997-9771

Offering Massage Therapy, Esthetician Care, Tanning, Nails and Pedicures

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

#### Of Land & Sea Gallery

1383 Bay St. 541-997-1904

Featuring an array of artists specializing in elements of nature. As well as natural treasures; petrified wood spheres, amethyst geodes and unique coral specimens.

[www.oregoncoastgalleries.net/of-land-sea-gallery](http://www.oregoncoastgalleries.net/of-land-sea-gallery)

#### Sticks & Stones Gallery

1368 Bay St. 541-997-3196

Sticks and Stones features many local and regional potters, jewelers, sculptures, and painters. A walk through this gallery is like a stroll down a beautiful forest trail.

[www.oregoncoastgalleries.net/sticks-stones-gallery](http://www.oregoncoastgalleries.net/sticks-stones-gallery)

#### Tracy's Personal Training

Florence Area 714-843-9002

Providing a positive, safe and joyful environment to bring your body balance, strength and awareness from a heart of knowledge, passion and care, so your body can perform at its best for a life time.

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

#### Twin Lakes Store

88940 Hwy 101 541-997-3021

Convenience Store located 5 miles North of Florence on route to Yachats. Pacific Coast Parking passes available along with other fishing supplies, cold beer, soda and ice.

Future expansion to state liquor store.

[www.facebook.com/pg/TwinLakesStore](http://www.facebook.com/pg/TwinLakesStore)

#### Waterlily Studio Jewelry & Beads

1901 Hwy 101 541-997-7339

A custom jewelry design studio with art, gifts, workshops, and jewelry making supplies.

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

#### Wind Drift Kites

1368 Bay St. Unit B 541-997-5007

A kite store with sweatshirts, gifts and beach toys.

[www.facebook.com/winddriftkites](http://www.facebook.com/winddriftkites)

### ASSOCIATE MEMBER

#### Ann Dowdy - Individual

Florence

Making connections and supporting the community.

## From the Director's Desk

By Bettina Hannigan  
Chamber Executive Director



Are you wearing your Imagination Hat? Years ago I took my nephew to Disneyland for the first time, (he was eight) and the first few hours he told me time and again, "That's not real Aunt B". It didn't impact me at first, but then I squatted down to his eye level and said to him, "Robert when we come into Disneyland we have to put on our Imagination Hats. If it weren't for imagination we wouldn't have cell phones, video games, television, internet, cars... So even though we "see" it's not real, let's let our minds imagine." Years later we brought my brother (Robert's dad)

and my husband. They ran off all over the place not following Robert and my routine. At the end of the day Robert said "Aunt B let's not have them come with us again, they didn't even put on their Imagination Hats." And he was right.

The chamber's noon forum a couple months ago "Get Funded" sparked imagination in our business community when I asked attendees, "If you had unlimited resources, how would you build your business?" Sparks lit in eyes throughout the room as each business imagined what they could do. Small Business Revolution's Main Street opportunity has intensified the imagination of our entire community. This is a priceless gift, and we don't want to miss one single benefit. I am optimistic that Florence will make the top 5 and then we have one week to get out the vote to win. As Amanda Brinkman stated when they we here in January, we're already winners. This opportunity has made the circle bigger and brought our community together in new ways.

Our Imagination Hats are on and there's no stopping us now.

The Siuslaw Vision 2025 ([www.siuslawpathways.com](http://www.siuslawpathways.com)) surveyed our region several years ago and recently Mike Webb made a very astute observation. "It's easy to lead people when you're leading them where they want to go." Isn't that the truth? I am ecstatic that our community's leaders, organizations, and governments are working collaboratively for the benefit of the Florence area. I am impressed by the Port's openness to hear what the community sees and imagines. By hosting public forums, they are effectively strengthening their ability to lead their organization, a brave step indeed. I hope that we see more listening, imagining, thinking new, re-purposing, leveraging, new partnerships, new resources and optimism as we team up to build a strong and sustainable economic environment. When it's TEAM work it doesn't seem work. Florence, we rock!

## The world is changing, so start Specialization-ing!

By Bobby Jensen Jr.  
Chamber Board President



Competing in business for a share of a market is getting tougher, as the internet is making all things available to everyone! Purchasing products, having a design done, even babysitting, it's all

available online. Profits are becoming microscopic on commodity type products sold online. It only takes a second for google to scour the world for the most desperate person with exactly what you want, who is willing to sell it for minimal profit. Local service based businesses like hair salons or auto repair are hard to duplicate online so they get a pass here, at least for a second.

So how do we prosper in an extremely competitive world market place? We niche out and specialize, becoming the best option in the world in one tiny little sector! Focus on one small area of business or specific product that for some crazy reason, only you can do or get! You don't sell "beverages", you have to get even more focused. You could only sell juices, actually only orange juice, wait! Here

you go, you sell the purest, strongest, orange juice made from oranges off of trees that were watered with orange juice! See nobody can touch you now!

Being focused or having a niche business makes your product or service easier to sell because you have perfected it more than the business that tries to offer all kinds of stuff! Service companies, here is where you come in, more specific specialized services means less tools and equipment to buy, store and carry. You will spend less time training your team, too! If your selling online you will need less inventory and can ask for a premium price. You can maintain profitability because you know you have the unique, strongest, purest, orange juice in the world! And now everyone wants some!

## LEGISLATIVE UPDATE

Here is some key backdrop information that Chamber members need to know:

- The budget is relatively stable, thanks in large part to the recent passage of Measure 101. There does not appear to be any pending budget crisis that requires the legislature to try to find additional money. The only caveat here is that – as of right now – the recently passed federal tax cuts are projected to cost the state around \$120 million. So the legislature has a real choice to make: whether to 'connect' or 'disconnect' from the recently-passed federal "Tax Cuts and Jobs Act of 2017."

## Oregon State Chamber's Recent Advocacy Updates

- The House will be very aggressive. Look for the House to pass Cap & Trade, further gun restrictions, data breach regulations, drug pricing disclosure and perhaps even a constitutional mandate to provide health coverage for all Oregonians. A lot of progressive legislation will be considered and even passed in the House.
- The Senate will be very cautious. There is largely an agreement amongst Senators that no partisan legislation will survive in the Senate. This is good news for chambers as nearly all of the partisan legislation would add additional burdens on business.
- 250 bills have been introduced, and timelines are very tight. The first major deadline is this Friday. Bills that have not been scheduled for a committee vote by this Friday are dead. Expect that over half of the 250 bills that have been introduced will be dead by this time next week.

**Environmental Regulation:**

- OSCC and local chambers will actively participate in the 'Cap & Trade' debate that will dominate the first week of the session. [House Bill 4001](#) and [Senate Bill 1507](#) will be the two 'Cap & Trade' bills. We anticipate that HB 4001

will be the bill that gains momentum.

- 'Cleaner Air Oregon' funding will also be a huge issue. DEQ is proposing legislation ([HB 4002](#) and [SB 1508](#)) that raises Title V and ACDP fees by \$2 million to help initiate the air toxics regulatory structure known as 'Cleaner Air Oregon'. There will be significant industry opposition. Please be aware there may be a 'compromise' bill in the offing – [SB 1541](#) – which would limit the stringency of the new rules in exchange for the increased fees. OSCC is actively abreast of the compromise efforts. OSCC will only support the compromise if it is in the best interests of food processors. As of now, it is too early to tell.
- Diesel engine regulations are also being considered with [HB 4003](#). The bill requires DEQ to adopt new emissions standards for medium and heavy duty on-road diesel engines as well as off-road diesel engines.

For updates on Employment Regulation, Affordable Workforce Housing, Fiscal Reform and Taxes go to [OregonChamber.org](http://OregonChamber.org) and click on the Advocacy Tab.

## UPCOMING EVENTS

# 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.

• 2/8/18 Noon Forum - The Siuslaw Vision - A Business Tool. Discover how your business can use the RiverCal.org resource to maximize

your events and promotions. The program will also include a brief history of the Siuslaw Vision, which is a community-led, regional effort to improve quality of life for local residents. The Vision focuses on six spheres of life in our region: Working People (Jobs), Happy People (Health & Human Services), Educated People (Lifelong Learning), Connected People (Public Services & Infrastructure), Creative People (the Arts), and Active People (the Outdoors & Recreation). Multiple projects are underway within each of these spheres that connect volunteers, businesses and organizations of every kind for our common good.

**March 1st 5-7PM - Shervin's Automotive Hosts Business After Hours.** Shervin's invites you and your friends to mix and mingle with us at our shop! We want to get to know Florence more and we thought this would be a wonderful way to get to know you all better! We will have delicious bites and tasty drinks. Come by and say hi or stay the whole night!

Business After Hours are FREE and open to the public. Come out and make new connections and do some 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.



February 15th, 5-7 pm, Darlings Marina Hosts Business After Hours. Be part of an evening with friends, community, and chamber members. Please join us at Darlings Marina for hors d'oeuvres and beverages and a million dollar view. BRING YOUR BUSINESS AND RACK CARDS to exchange with other businesses.

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

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