

Florence

OREGON COAST
Area Chamber of Commerce

BUSINESS BEAT

541-997-3128

290 Highway 101, Florence, OR 97439

www.FlorenceChamber.com

www.facebook.com/florenceoregon

www.twitter.com/FlorenceOrCoast

March 3, 2018

Welcome New Members!

PREMIER PARTNERS

Bottom Lines Consulting

Florence Area 970-235-0064
Business Services, Finance, Consulting,
Coaching, Merchant Services – ATM, POS,
Online, Mobile and more.
www.bottomlinesconsulting.com

BUSINESS PARTNERS

Bay Street Bling

1499 Bay St.
Come check out the wide selection of
Hoodies, T shirts, Jeans, Purses and
accessories made on site.

BNT Promotional Products

1712 Sheridan Ave. North Bend
541-756-7142
Promotional products and gifts. Screen
Printing, Embroidery, Signs & Graphics
www.bntpromo.com

Dragon Art

520 Laurel St. 541-999-6451
Art and Craft Classes, Camps, Gifts, Henna
and Mehndi, Face Painting, Books, Cards
www.facebook.com/dragonart/

Pilates @ The Studios

1458 1st St. 315-246-4147
Pilates studio offering classical Pilates group
and individual reformer sessions.

ASSOCIATE MEMBERS

Patriot Place (Florence Liberty Alliance)

175 Nopal St. 541-590-5435
Patriotic Gifts
www.patriotplaceflorence.com

UPCOMING EVENTS



MAIN STREET

Championed by DELUXE

FREE SMALL BUSINESS REVOLUTION WORKSHOP!

The Deluxe SBR Team is returning to Florence March 14th to present a FREE all day business development workshop. The business community is invited to attend. We're keeping the momentum going with IMAGINATION RESOURCES. #MyFlorence!!!

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
Blue Heron Gallery
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
Wind Drift Gallery

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

From the Director's Desk

By Bettina Hannigan
Chamber Executive Director



Humility – It will get you everywhere. This is a lesson I've learned and shared many times over the years. My dad never raised his voice or his hand to me, but he did share his disappointment. At which time I would hit the floor in tears and swear whatever it was would NEVER happen again, and it didn't. Being successful in business has many facets, flexibility, vision, intuitiveness, confidence, humility, stick-to-itiveness and teach-ability, just to name a few. How we respond to disappointment and embarrassment will have an enormous impact on how and what we build. I recently had a healthy dose of both

and can say with confidence, I didn't like it one bit! The choice becomes to build or to tear down? Play the blame game or own it and move on? I am blessed to be able to say my situation built - built stronger communication, different expectations, and a change in style. Success requires a willingness to change, the humility to accept that there is a better or different way to achieve the desired result. As leaders, it is our responsibility to change. Not every person or situation will be responsive to the same style. We must listen (figuratively and relatively) and adjust so we can build better relationships with our employees, co-workers, clients and customers. Humility shows respect and respect builds engagement and buy in.

One of my greatest joys as your Executive Director is seeing the sincere respect between our community stakeholders. The ability to share vision and resources to make our area stronger shows humility, strength and purpose. A perfect example of this partnership mentality is the new UPTOWN 101 COMMITTEE. This committee

will be defining its goals and purpose for businesses north of 9th street on and off the highway. The Re-Vision street scape project will bring a new experience to our locals and visitors and it's a perfect time to bring those folks UPTOWN too! I am excited to see this committee's engagement and vision.

It's hard to believe it's March and Rhody weekend is two and a half months away. This community festival is a wonderful tradition and this year's Rhody Rendezvous will bring many returning Florence friends and family. Event committees are in full swing and are a wonderful way to get connected, do business, and build friendships. The chamber puts on the Carnival, Vendor Fair, Rhododendron Court Coronation, and the Grand Floral Parade. Join a committee and join the fun!

Lastly, keep those imagination hats on! Join us March 14th for our very own SBR – Siuslaw Business Revolution at the Florence Event Center. #MyFlorence

Sales Skill & Second Chances

By Bobby Jensen Jr.
Chamber Board President



Did you know that of all career paths, starting out in a sales job, gives you the highest chance of becoming a billionaire? (Forbes did the research.) Many say that sales skills are the most essential to success in business. Come on now, salesmen are the people we're always trying to avoid right? Well I recently had this experience which made me realize why sales skills are so essential to business success.

While I was representing Breen Marine at a recent boat show, I left the booth and strolled the aisles of the boating and fishing wonderland for the seventh or so time. While again, scanning every booth for products that

I might need to add to my fishing arsenal, I stopped and spoke with a fishing guide. During our conversation a boy, about 10 years old, walked up asking, in a polite manner, if we would like to buy a product his Grandfather designed. We both respectfully declined his offer and continued our conversations all the while the kid held the product up to our height so we could see it. I took a second glance and became slightly more aware of what the product was but again declined as we were deep in to our fishing stories. The boy made a brief comment that I can't even recall but I got the feeling like I might have missed something and he was on his way to the next person. I actually really admired the kid's willingness to be out presenting the product while every other vendor sat in a booth and waited for someone to walk by.

A few minutes later on my eighth trek around the show I noticed the kid and gave him a nod. I decided to take a second and tell his father standing next to him that I admired the hustle his kid had. The kid jumped in and asked me straight why I didn't buy what he was selling. Again he was only focused on the sale oblivious to the fact that a stranger just

complimented him. I thought, why didn't I buy it? I told him I didn't know what value it offered to me. He asked me "How do I know if it's valuable to you?" I replied, "You need to ask me questions to find out, so you will know if I could benefit from what you're selling." He began asking questions and I was actually answering yes to each one which made me think, maybe I do need to see what this kid is actually selling!

It was an innovative little crab measurer/bait cutting combination tool and not only did I buy one, but a half dozen to sell at the Boat Shop as well. I had walked past this booth seven times and never noticed the product until someone asked for my attention. The "sales" part was not trying to make me purchase an unwanted product, but to get my attention to see if I was a "Qualified Buyer". Once I was asked the questions and answered each one positively I realized on my own that this was something I may want to purchase and did so. Big take away, get the attention and always ask questions. Some people need your product/service and some don't, so you just - get more attention - ask great questions - present a qualified product! Then they will buy it.



Chamber "Business After Hours" are happening! Don't miss your chance to make connections and build business

by referrals and resources. Business After Hours are FREE and open to the public. Come make new connections and discover how the chamber does business!

• March 15th from 5-7pm Shorewood Senior Living. You will feel like you have had a night on the town. Come to Shorewood Chamber After Hours and have a glass of wine, chowder, shrimp cocktail, bread and plenty of sweet treats. Dance to the music from DJ Dan, take a turn on the "open mike" spotlight to share with others about your business.
• April 5th from 5-6:30PM. Siuslaw Historic Museum. Take the journey back and view the local pioneer and tribal history and learn more about the area you live in. Come and enjoy the

hors d'ovres, wine, and soft drinks. The John Quay Heritage Players will be in attendance, and have a conversation with our Museum volunteers about history.

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.

Siuslaw Business Revolution: The Local Resources You Need When You Need Them

By Russ Pierson
Chamber President Elect

The Small Business Revolution, sponsored by Deluxe, has catalyzed our community, and even though Florence wasn't among the five finalists for an appearance on their Main Street show, the Deluxe team returns to the Florence Events Center on March 14 for a full day of small business training, focused on marketing and budgeting. It will be an excellent opportunity for business people throughout our region to learn from this team of expert business specialists.

In the immortal words of a Ronco telemarketer ... "But wait—there's more!"

Our community is banding together to expand and enhance the revolution, drawing on resources that are already available but sometimes hidden in plain sight. The "Small Business Revolution" is fast transitioning into the "Siuslaw Business Revolution," and while the details are still in the works, we expect to announce a launch event some time soon to rival the excitement we experienced with the Main Street visit—complete with food and beverage, rousing presenters—and an opportunity for the region's small businesses to win big by talking about the dreams for their own community.

There are local finance experts that our region's small businesses can connect to—like NEDCO, the Neighborhood Economic Development Corporation, that can help you access capital and build financial stability through their Community LendingWorks division. And we already have business advisors and experts working locally in the LaneSBDC, the Small Business Development Center, and RAIN, the Regional Accelerator and Innovation Network.

While there is a bit of overlap, the SBDC's focus is on classic, local small businesses, while RAIN can help launch your traded sector entrepreneurial dreams into the realm of reality.

The Florence Area Chamber of Commerce is always front-and-center in developing the local business ecosystem, ready to put their one-two punch of marketing expertise to work for you, both creating a platform for your business and marketing the entire region well beyond the bounds of the Siuslaw area. In fact, it is the Chamber's Downtown Revitalization Team that got this ball of energy rolling to begin with, and they have launched a new team focusing on the needs of the uptown (and beyond) businesses in our region.

The good people from the Siuslaw Vision team are connecting all these dots, and you will be hearing much more in the days just ahead. Stay tuned.

Deluxe Small Business Seminar for #MyFlorence

Wednesday, March 14th 8:30am to 3:30pm
FLORENCE EVENT CENTER

In this FREE one-day seminar, small business experts will share insights and suggestions to help you operate and market your business.

Register today at:
deluxe.com/sbrc/marketing/deluxe-small-business-seminar-florence-oregon

**Be there for a chance to win \$1,000 in marketing services!
Hurry! Space is limited (2 seats per business, please)**

★ MAIN STREET ★

Championed by DELUXE

FLORENCE, OR

– 2018 –
Top 10 Town