



"I love to help people buy and sell property"

Delbert L. "Del" Phelps
Real Estate BROKER



Berkshire Hathaway Home Services
Northwest Real Estate

1875 Hwy 101, P.O. Box 276, Florence, OR. 97439
C- 541-991-7787 * 541-997-6000 * 800-788-3319

dphelps@bhhsnw.com • oregoncoastlistings.com

Greater Florence Area Business Quarterly

Siuslaw News' Business Quarterly is a new way to seasonally highlight local businesses and economic development updates. It will be published next in July and October. To advertise, call 541-997-3441. To submit, email pressreleases@thesiuslawnews.com.

C&M STABLES SHOWS 'HORSE SENSE'

Florence's premier corral takes Oregon coast visitors on horse rides to the beach, trails

By MARK BRENNAN
Siuslaw News

C&M Stables is celebrating a birthday. And while the popular tourist destination is not having a party, staff find themselves celebrating.

"We first opened our doors for business on April 1, 1980, so I guess that really makes me an April fool," stable owner Jeff Chastain said. "We have been giving people the chance to take a ride on our spectacular Oregon beaches for about 37 years now."

For nearly four decades, visitors to the Oregon coast, and many Florence residents, have been able to get back to nature by taking a horseback ride on the beach from C&M Stables, 90241 Highway 101 north of Florence.

"It's springtime, which is always when we start to get busy. We get a lot of calls asking for information and then we get customers that come here from all over the world. We do get some visitors from Oregon and we get lots of folks from Canada, but a lot of our other customers come from Europe and some come from as far away as China," he said.

The trees and bushes on the long hillside behind the main corral at C&M are starting to bloom, and the fresh, clean smell from the ocean mixes with the earthy aromas of the nearby horses relaxing in the warming late morning sunshine. The sun is shining brightly and there is a steady breeze blowing in from the nearby ocean as Chastain takes a short break from his duties and gazes out the window, smile in place.

"A lot of our visitors are traveling by, and they make a special stop here to take a ride on our beautiful Oregon beaches," he said. "Some people come back every couple of



MARK BRENNAN/SIUSLAW NEWS

C&M Stables staff regularly takes groups of riders on trails and to the beach, from visitors from across the world to local neighbors from Florence.

years and bring kids and grandkids, making this a family part of their vacation trip."

A well-maintained area houses the horses that appear to be ready for the day's tours and beach rides. There are about 10 horses waiting calmly in the corral and a group from Eugene is lined up at the entry gate, preparing to meet the horses that will take them for a ride on the beach.

Staff members speak briefly with the riders, asking a few questions of each, to determine the experience level of the individual before matching them with a horse. The process takes a brief time, during which the newly paired horse and riders get acquainted while waiting

for the group to form for the day's ride.

I have some experience riding, although it has been years since I rode more than a short distance. My horse is a large, light brown gelding named CJ. I introduce myself to CJ and give him a slice of apple I brought with me, remembering a neighbor's horse from my youth that loved the fruit. He is a friendly horse and he snuffles and lightly snorts as I swing my leg over the well-worn brown saddle and settle into the saddles.

He gives me a second to get my bearings and then starts walking steadily towards the gate that leads to the short trail that will bring us to our first major obstacle, Highway 101.

The group makes its way down a slight incline that skirts C&M Stable's main corral, the horses walking in line as we head the short distance west to the ocean.

The traffic on 101 is flying by, and the slipstream from the fast-moving vehicles is unsettling to me but seems second nature to CJ as he stands calmly by the side of the road, his mane blowing back and forth. There is a gap in the traffic and our two guides post themselves on either side of the road, acting as crossing guards.

The traffic approaching from both directions comes to a stop, allowing the line of horses and riders to cross Highway 101 safely. Next, we come to a short, paved road, lined with

trees that are 50 to 60 feet high and swaying in the wind. The horses are clearly used to this walk and quickly fall into a single file line, heading towards the waves now visible in the distance.

The wind doesn't deter the animals from walking the familiar route to the long, open stretches of sand that await. CJ starts to trot as soon as we hit the open sand and I hold on a little tighter, squeezing my legs around the leather saddle that suddenly seems much less comfortable than it did just a few minutes ago. CJ and a couple of the other horses canter, seeming to take pleasure in the opportunity to stretch their legs.

See STABLES page 3

3 new distinguished sponsors support chamber

Florence Area Chamber of Commerce has gained three new distinguished sponsors, Christina Voogd, principal broker with Berkshire Hathaway Northwest; Darci Clark, broker with Keller Williams Realty Florence Coastal Team; and Best for Hearing.

"The purpose of the chamber is to help our members develop their business," said Chamber Executive Director Bettina Hannigan. "I am thrilled to welcome these businesses to our prestigious group of distinguished sponsors. Distinguished sponsors are just that — their generous support contributes to chamber events and operations."

Florence Area Chamber of Commerce offers memberships ranging from \$125 for associate membership (nonprofit or individual), business

partner at \$225, premier membership at \$500, distinguished sponsors

tion, promotional material placement in relocation and visitor in-

relevant leaders. Members receive timely,



at \$2,500, all with extensive tiered membership advantages. Corporate Underwriters contribute \$10,000 per year and receive many chamber resources.

"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 recogni-

formation 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 Christina Voogd, Best for Hearing and Darci Clark's support."

The Florence Area Chamber offers its membership various networking opportunities with peers, government officials and business

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/ or stop in to the Florence Visitor's Center, 290 Highway 101.

BONFIRE sets tastebuds ablaze at Three Rivers

BONFIRE, the region's newest culinary destination, is now open. Located at the Three Rivers Casino Resort in Florence, 5647 Highway 126, BONFIRE provides a fine-dining experience for Florence residents and visitors alike.

With the opening of BONFIRE, the vision of a specialized dining experience in Florence has now become a reality.

BONFIRE diners will enjoy a selection of specialty appetizers including coconut shrimp, pan-seared scallops and Dungeness crab cakes. A signature wedge salad with smoked pecan bacon and imported Danish blue cheese has already become a popular favorite. Entrees include only the finest certified Angus steaks, prime rib cooked and served on the bone, the freshest salmon, halibut and succulent lobster tail.

BONFIRE is fine dining at its best. The restaurant is open Thursdays through Sundays from 4 to 9 p.m.

For more information or to make a reservation, call 541-902-6619 or visit threeriverscasino.com.

"67.3% of Florence Area adults have read the local newspaper in the past 30 days." ~ Pulse Research

More than just a newspaper. There is no job too big or too small.

We can come up with ideas and solutions to any of your marketing challenges.



UPCOMING SPECIAL SECTIONS

April- MidCoast WAVE, Visitors Guide

May- Official Program of the 111th Rhododendron Festival
Mother's Day Gift Guide

June- 2018 Business Card Directory

Father's Day and Graduation Gift Guide

For more information or to be included in these special sections, contact us today! 541-997-3441 or advertising@thesiuslawnews.com