

OREGON COAST Florence 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

April 7, 2018

Welcome New Members!

DISTINGUISHED SPONSORS

Best for Hearing

2285 Hwy 101-M (Coastal Fitness Center)
541-997-8866
Best for Hearing is a family-owned business with a 30-year history in providing hearing care to those with hearing loss. Their state-of-the-art testing, fitting equipment, and services allow them to provide you with an unsurpassed level of comprehensive hearing care.
www.BestForHearing.com

Christina Voogd, Principal Real Estate Broker

Berkshire Hathaway, 1875 Hwy 101
541-999-0239
Exceeding expectations; being a REALTOR means more than selling homes. It's about people, families, and their hopes and dreams. It's about a relationship based on trust, knowledge and expertise. My clients can be assured that I'll always go that extra mile to make their experience the best they've ever had when buying or selling a home.
www.CallChristina.com

BUSINESS PARTNERS

Best for Aquatics

Florence Area 541-991-0609
Pool and Spa - Commercial and residential maintenance, repair, installation and removal.

Help for Webs

Florence Area 541-991-3207/805-305-4277
Dream It. Plan It. Do It. Create something wonderful. Free tips and guides for setting up your website. Coaching and tech help if needed.
www.helpforwebs.com

The Whole Package

Florence Area 907-378-8845
Image consulting/personal stylist for mothers; helping them regain their sense of self and style.
www.beththewholepackage.com

The chamber's newest committee has launched a survey targeted towards non-tourism driven businesses up town and around town. This survey will help define challenges and opportunities so that this new committee can work towards meeting these needs. Please visit FlorenceChamber.com - Blog for a link to participate. Your voice matters to the chamber!



Welcome to our newest Distinguished Sponsors **Best for Hearing, Christina Voogd, Principal Real Estate Broker and Darcie Clark, Real Estate Broker.** This prestigious level of membership comes with marketing, advertising, and tractionable promotions. Distinguished Sponsors support the chamber and our community. Please welcome them and let them know they're appreciated.



April 19th - Business After Hours with Backstreet Gallery, 5:00 PM - 7:00 PM, 1421 Bay Street. Celebrate Florence Artists and the Chamber as

Backstreet Gallery hosts Business After Hours on Thursday, April 19th, 5-7 pm. Meet the artists, and share food and drink with your neighbors and the Chamber. The event is free and open to the public. Please join us!



May 3rd - Surfside Restaurant @ Driftwood Shores "Rocks" Business After Hours, 5-7pm
Join us at the Surfside Restaurant and Kick off our Brand New Menu! We will have tasty treats, tasty drinks and rockin' music by Miles to Go! We are here to present our new management team and a whole new us! Join us to celebrate!

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

From the Director's Desk

By Bettina Hannigan
Chamber Executive Director



What is a servant's heart and why do I ask? I hear frequently how Florence's community represents a servant's heart more than other areas from newcomers, non-profit organizations and people in the know. We truly are special. A very wise man said "...the greatest among you, let him be as the younger; and the one leading, as the one serving". Leadership opportunities abound around us, our non-profits depend on the faithfulness of precious volunteers who share their wisdom and resources to lead service clubs, faith organizations,

Wisdom Works

By Bobby Jensen Jr.
Chamber Board President



This month's article is the first of four individual principles that I wanna expound upon and apply to business. They don't have any particular order but are extracted from the hexaco.org personality quiz that has tested millions of people and is used for different facets of personality study due to its unbiased outcomes. A businessman named Tai Lopez recently pointed out that the section in which the most successful business developers score

and community resources. The chamber is also a benefactor of volunteer support. The volunteer board is dedicated to economic stability and marketing Florence as a destination for visitors and businesses. These board members are leaders, yet they're servants to the chamber and to our community. I have seen many boards and organizations that have too many leaders not willing to follow, frankly, they don't get much done. Good intentions, simply are not enough. The chamber's board fortunately, is very functional and in my opinion, very productive.

My vision for the chamber and our fellow stakeholders is that we work together; government agencies, business and non-profits, side by side building a strong and viable future. Leadership roles will ebb and flow, sometimes we follow, sometimes we lead. I had an excellent teacher who used to say "You'll only have as much authority as you're willing to submit to." My position requires submission to our board,

higher numbers is called "consciousness" and then broken down into the four areas which I'm super excited to expound upon! This month we shall start with "prudence". This word is so closely defined with wisdom that I personally prefer using it instead. With all the many references and thoughts around wisdom I want to make it clear and easy to comprehend by simply defining wisdom as the ability to see an outcome before it happens. Kinda like seeing the future but it's a calculated future. It goes like this, you are confronted with a decision, so you start running the different scenarios of how you will deal with it. This is where the wisdom kicks in, you apply all of your applicable experiences, knowledge and training to the decision. Then you can mentally match the scenarios and have a fairly good idea of how things might work out. This is why elderly people are usually considered "wise", they simply have more experiences to compare to a situation as well as more ac-

I serve at their pleasure, yet I lead. The conundrum. As our community develops, the chamber represents both a servant and a leader, the chamber has a servant's heart.

Being a small historic community has many benefits, it also has an Achilles Heel - history. How many of our associations are held back by something that happened in the past? Misunderstanding, differences of opinion, different priorities, unfinished business that is impeding our future. The City has set an excellent example of moving forward - a city in motion. Their willingness to listen and implement change is making a difference in our economic culture. Together, we are making the circle bigger, leveraging relationships and programs at the state, county and local levels, partnering with similar purpose organizations, sharing resources and vision. Leading AND following - being conscious of the goal, working together for our community. Let's do this!

cumulated knowledge or understanding of a principle because of time. The idea is to beat the clock and acquire this wisdom at younger ages allowing it to be utilized for a longer period of time and deliver premeditated outcomes to your decisions. So how do we build up our wisdom bank? Do what you're doing right now (reading this article). Listen to others and use their experience. Books, trainings, classes, all good ways to increase wisdom so you can see the outcome before any decisions are formally made! This brings up a good point, failure is very valuable wisdom that is often ignored. Even if you fail you're actually winning if you own your failure. If you blame others or circumstances, you're throwing away super valuable wisdom which is priceless. Just accept it and store it away in your wisdom bank to use next time or share it so we can use it too!

Rethinking Rhody Days

By Russ Pierson
Chamber President Elect

The Rhododendron Festival is coming around again (May 18-20), a fact that seems to spur both delight and dread in our local population—including the business community. This year, let's minimize the dread and maximize for delight for our local businesses.

There's a science to running a successful and sustainable festival. Rhody Days is a medium-sized regional event with a particular profile based on our own unique cultural themes. To be successful, the experts say, "A city that is implementing a medium cultural event positioning strategy should create an event that will be held annually and become a symbol of the city and reflects its image in a local context." Since this is the 111th Rhododendron Festival, I think we've got the science down.

But there is also an art to creating a successful, sustainable festival, and that's where a smart business owner, manager or key employee can really step it up. A festival like ours has the potential to attract visitors from nearby cities as well as tourists from further afield, but our unique kind of event also needs to serve the local population, enhancing our common sense of pride in the city and celebrating our very own traditions and customs.

Take just a few moments this week to consider ways to better engage your customers—and to make your business story part of the greater story of the Rhododendron Festival. To help you in this regard, here are some quick ways to jumpstart your thinking:

1. Do a little Googling to spy on the competition. What are other businesses offering as incentives? How are they involved in Rhody Days? Or look into some of the other

Rhododendron Festivals on the west coast to see how businesses in Port Townsend, WA or Eureka, CA are maximizing their impact.

2. If you're part of the tourism and hospitality industry, think about how you can create return customers. Consider discounts or coupons that you can advertise over Rhody Days to keep you busy in the slow seasons.
3. If you're an uptown business, don't just think of ways to get the tourists to your location—you can also take advantage of Rhody Days to create loyalty among your local customer base. What if you offered a secret, locals-only discount over the long weekend to fill your business with the people who live right here?

Think ahead. Dream a little. And jump into the 111th Rhododendron Festival with enthusiasm and a plan of action.

LUNCH & LEARN

* network * eat * learn * grow

April 12 - New State-Sponsored Retirement Program: What is Your Responsibility? 11:45 AM - 1:00 PM Join the chamber for Lunch & Learn. Learn about the new mandatory program OregonSaves. This is a state-run retirement program for employees of business who do not currently offer a retirement savings

plan. It allows employees to save a part of each paycheck through payroll deductions facilitated by their employer and invest their savings in professionally-managed investment options in a Roth individual retirement account. Hear more details and ask questions on how this can be a tool to retain employees. Lunch is available for \$14.

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.

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
Best for Hearing
Burns's Riverside Chapel
Blue Heron Gallery
Christina Voogd, Principal Broker
Darcie Clark, Real Estate Broker
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!

Florence
Florence Pub Talks

RAIN OREGON SBDC Lane

DIGITAL MARKETING
Three ways anyone can start reaching more customers right away!
Learn about website and SEO, internet marketing channels, engagement and click metrics, optimization, email marketing, & digital funnels.
Thursday April 26th
5PM Mix & Mingle 5:30-7PM Workshop
Lane Community College 3149 Oak Street
Admission includes (1) beer or wine, sodas, heavy appetizers.
Chamber Member \$10
Non-Chamber Member \$15
Register online at FlorenceChamber.com - Buy Tickets

WANTED
RHODY DAYS BANNER CARRIERS & PARADE ENTRIES
BANNER CARRIERS:
9-17 years old and get a carnival pass at the end of the parade route.

PARADE ENTRY FORMS
on the Rhododendron Festival event page on the Chamber of Commerce Website

For more info or to sign up call or email Terry at events@florencechamber.com
#541-997-3128