

OREGON COAST Florence Area Chamber of Commerce

BUSINESS BEAT

541-997-3128

290 Highway 101, Florence, OR 97439

www.FlorenceChamber.com

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May 5, 2018

Welcome New Members!

DISTINGUISHED SPONSORS

Darci Clark, Real Estate Broker at Keller Williams

I'm A Local Realtor Who Lives and Works in Florence. I'm Very Familiar with the Florence areas and have completed many successful sales. I have built my business on Customer Satisfaction. BUYING OR SELLING LETS MAKE THIS "ABOUT YOU". 541-999-2346 www.kw.com/kw/agent/darci-clark

Shorewood Senior Living

Stay vibrant and active with us. If you are looking for a place where you can explore your dreams, expand your life, live in the spirit of community with other like-minded people, maintain your routine or try something new Shorewood is the place for you. 1451 Spruce St. 541-991-4319 www.compass-living.com/senior-living/or/florence/shorewood-living/

BUSINESS PARTNERS

Oregon Integrated Health

1441 7th St, B 866-972-0235 Offering Primary Care, Counseling & Mental Health, Naturopathic Medicine, Physical & Massage Therapy, Acupuncture, Chiropractic and Health & Wellness Coaching. Clinic and Telemedicine. www.oregonih.com

Stillwagon Distillery

1341 Bay St (Inside Old Town Barbershop) 253-732-8458 Handcrafted varieties of Rum, Whiskey and Vodka www.stillwagondistillery.com

The Mustard Seed

6 Fawn View 541-222-9982 A community shoppe and creative studio. www.themustardseed1720.com

ASSOCIATE MEMBERS

KXCR Florence Area Community Radio on the Central Oregon Coast

1509 9th Street 541-997-5251 KXCR 90.7 fm provides non-commercial, educational, community radio on Oregon's central coast, serving Florence, Mapleton, Glenada, Westlake, Dunes City, Deadwood, Swishome, and Ships at sea. www.kxcr.net

Teri Grier for Oregon, House District 9

97459 Sether Street Lane, North Bend 541-808-4696 www.terigrier.org Teri Grier has spent much of the last 25 years working with local, non-profit, county, state and federal officials to enhance business development, encourage jobs, protect and engage in economic growth and development.

From the Director's Desk

By Bettina Hannigan
Chamber Executive Director



"What on earth are you doing, for heaven's sake?" Did you ever hear this from your parents or grandparents? I think it's a darn good question and now I ask you the same thing! What are you doing? This is my 23rd "From the Director's Desk" article and I wonder, do you see a theme? Are you tiring of me yet? I sure hope not. These articles stretch my skills but not my heart. I want to see our community THRIVE with resources and happy people.

Your chamber is on the move! We have two more Distinguished Sponsors - Darci Clark, Real Estate Broker at Keller Williams,

and Shorewood Senior Living. These savvy individuals see the opportunity and are taking advantage of it. I'm so thrilled to see our business community partnering with the chamber to build sustainable business. They not only get a great return on investment but they're supporting the chamber. More resources make it possible for the chamber to provide more services, more knowledge, and more value. April was my two year anniversary as your Executive Director. I've drank from the firehose, put my nose to the grindstone to learn about how to best serve the chamber, built many new relationships, and put on my imagination hat. The board has supported me and my new ideas, even when it's been uncomfortable. They have my highest regard. It's not easy to change and we are changing, growing, and serving. Serving you, serving the Florence area.

Rhody days are right around the corner, what will you do differently this year to maximize your business opportunity? Change up menus, put up signage inviting spenders in,

do more radio, print, and digital/social media marketing. How about leveraging your buying power by partnering up with a complementary business and buying down your marketing costs? The average tourist spends over \$250 per day and they'll be all over town. They're here to have fun, let's help them and give them great value for every penny spent.

As the city's tourism marketing partner we've out performed previous years and continue to carefully evaluate our investments to bring the biggest bang possible for tax payer's money. We just finished partnering with KCST Radio on the second annual Florence-Fest. What an event! Bringing in folks from all over to enjoy Florence, jazz, wine, and art. We also partnered with the Winter Music Festival and you'll see new partnerships develop as our community taps into chamber leverage. Events bring visitors to town, and you, Florence, give them the experience that brings them back again and again. From my heart, thank you.

Be Perfect, Sometimes

By Bobby Jensen Jr.
Chamber Board President



This month's article is the second of four individual connected principles that I'll 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. Life coach and

highly successful business developer Tai Lopez recently pointed out that the section in which the most successful business developers consistently score higher numbers is called "consciousness". It is broken down into four areas.

Last month we covered prudence and how you develop more of it, this month is perfectionism. It seems self-explanatory, be perfect, right?! Not even close! How we're looking to understand it and apply perfectionism is in the very important critical areas of our lives. Let me also warn that if you attempt perfectionism in too many areas you will fail and stress yourself out, big time! We need to deploy prudence or wisdom discussed in last month's article. Knowing where and how much perfectionism to apply is key to your success. Years ago I watched a surgery, like I got to be in the room and watch,

very cool! So before the doctor started stitching up the large incision, they halted while the nurse began counting out loud. It seemed odd so I got a better angle and noticed they were counting all of the surgical tools. Like 23 different ones they had used, each one scary looking, but the point was, this was where there is no room for error. As an amateur it would never occur that you might leave one behind, causing really serious consequences! That's why we seek out professionals because they make a lot fewer mistakes and on top of that, the more perfected you are the more you are sought out.

Use your wisdom from experience and knowledge to determine the most important promises you or your business make and apply systems or checks that will make that promise be fulfilled perfectly time and time again!

Survival of the Sanest

By Russ Pierson
Florence Area Chamber of Commerce President-elect

Cue theme from "Jaws" The Florence ReVision project is coming!

These days I serve as Dean at LCC's Florence Center, but in a prior role at Lane, I was intimately involved in several major

construction projects, and as a long-time Eugene resident, I weathered multiple disruptions over the life of the transformative EmX bus project. I spearheaded communications through the life of a \$35 million project to renovate the Center building. True to its name, this building lies in the very heart of campus, sits four stories high with an additional basement level and houses multiple academic departments and essential student services. The project spanned three years and disrupted the campus in many significant ways. It was like living in a house while it's being gutted and remodeled.

We survived—even thrived.

And so it shall be for Florence, too, as we sit on the threshold of a huge ReVision project. As we anticipate both the awesome end game and the torturous process, here's just a little advice from a somewhat wizened pro.

First and foremost, always "keep your eyes on the prize." This has been a thorough community-wide process that is going to have a fabulous result, so in those moments—and there will be many—when you are inconvenienced or your business is impacted, remember the end

game.

Second, stay huddled for warmth. As these winds of change blow across the months ahead of us, stay in touch with your neighbors and fellow business community. Share strategies for coping and find a proverbial shoulder to cry on.

Third, get creative. Here's a chance to find a new route to work, to shake up some of the old routines. Are you a business owner in the impact area? Hand out ear plugs or mini construction cones and run sales or email coupons during the worst of it. If you're not on social media, give it a go. You could become the go to authority on the happenings in your neck of the woods.

Finally, laugh. A lot. There will be many laugh or cry moments where you get to choose your response. You might as well enjoy the journey.

I am impressed by the City's preparation. They've got this. City staff has published a remarkable "Construction Survival Guide" that is essential reading for all of us. Get your hands on a copy and buckle in for the ride ahead. It will—really!—all be worth it in the end.



Welcome to our newest Distinguished Sponsors Darci Clark and Shorewood Senior Living 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.



June 7th C.R.O.W. Hosts Business After Hours! C.R.O.W. extends a warm invitation to the general public for an exciting "Business After Hours" on June 7th from 5-7 pm at the C.R.O.W. Center for the Performing Arts - 3120 Hwy 101 If you have not yet had an opportunity to tour C.R.O.W.'s wonderful

facility for youth in the arts...now is your chance to see where magical shows like "Disney's Tarzan" are brought to life.

June 21st 4-6pm - Windermere Real Estate Hosts Business After Hours.

Come join Windermere Real Estate/Lane County at their Florence office, 1625 12th street, on June 21st for a relaxed, fun filled networking event. Celebrate Windermere's growth and office expansion with office tours, live music, door prizes, drinks and refreshments.

July 5th Waterlily Studios Host Business After Hours in their new location on Bay Street!

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



* network * eat * learn * grow

May 10th 11:45am-1pm, Max Out Your Membership at the Best Western Pier Point Inn

If you're looking for networking

opportunities, a marketing machine, business hacks, just-in-time advice—even a way to do good and do good business all at the same time—you've found them all, wrapped up in your Chamber membership. Find out what you're missing and how you can access your full benefits. 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.

What's Happening with the Florence Area Chamber of Commerce?

Discounted Pre-Sale Rhododendron Festival Carnival Tickets on Sale Now!
ALL DAY UNLIMITED CARNIVAL PASSES \$20 EACH
Get tickets online florencechamber.com or at the Visitors Center 290 Hwy 101 Florence

WANTED RHOODY 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

BEACHCOMBER PUB
Bay Street Grille
Firehouse Restarant
Le BouchonCafé
ICM Restaurant
Homegrown

ANNUAL MEETING
Join us June 14th
This evening is a chance for the entire community to celebrate their hard work and dedication to the Florence Area Chamber of Commerce.
This is also a ceremony to recognize the retiring board members as well as hear from the new Chairperson of the board.
A great night for networking as well!
6pm
Three Rivers Events Center

4th of JULY
We Need Sponsors
Donate today to the Florence Fireworks Fund presented by the Florence Area Chamber of Commerce, then come enjoy the Festivities in Old Town and the Fireworks Show over the Siuslaw River on Monday the 4th of July.
Deliver or Mail Donation to:
Florence Area Chamber of Commerce
290 Hwy. 101 Florence, OR 97439

2017-2018 Corporate Underwriters

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