

# **BUSINESS BEAT**

541-997-3128 290 Highway 101, Florence, OR 97439 www.FlorenceChamber.com www.facebook.com/florenceoregon www.twitter.com/FlorenceOrCoast

# June 2, 2018

# Welcome New Members!

# PREMIER PARTNER

**Bob Garcia Insurance Agency – Allstate** 2775 Hwy 101, #C 541-991-8900 Auto, Home, Business and Life Insurance https://agents.allstate.com/bob-garciaflorence-or

# **BUSINESS PARTNERS**

**Coastal ATA Martial Arts** Inside Coastal Fitness, 2285 Hwy 101 541-579-9456

Martial arts school teaching ATA Taekwando to kids and adults. Life skills, tournament circuit, comprehensive curriculum. Ages 4 and up. www.coastalata.com

# Haggard Family Lawn Care

13993 Hwy 36 #5, Swisshome 541-725-4192 Lawn care and minor handyman jobs.

# The His & Hers Shoppe

185 Nopal St. 971-291-2054 Home décor, collectibles, wood and metal art, fashion accessories, and gifts.

# **Fairway Estates**

North side of Rhododendron Drive 541-997-4000 Gated community subdivision with 40 home sites adjacent to Florence Golf Links.

# **Florence Oregon Real Estate**

2006 Hwy 101, #340 541-999-7035 Full service real estate brokerage serving Florence, Deadwood, Dunes City, Lakeside, Mapleton, Reedsport, Swisshome, Waldport, Winchester Bay and Yachats www.FlorenceRealEstateOr.com

# Mid Columbia Pest Control

75325 Hwy 101, Winchester Bay 541-806-5506 Pet control services.

# **Pink Buffalo Racing**

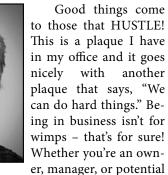
750 Commercial St. 7, Eugene Our Oregon running and walking event portfolio features 7 half marathons and one 18 mile trail race in Oregon including the Florence Half Marathon. www.pinkbuffaloracing.com

# **Roto-Rooter Coos Bay (Oregon Pacific** Leasing)

93788 Carlisle Lane, Coos Bay 541-269-5050

# From the Director's Desk By Bettina Hannigan

Chamber Executive Director



business person my hat goes off to you. Being in business today is in many ways the same as it's always been: hard work. Business people are their own breed; courageous, innovative, and in some cases difficult to manage. Works well with others isn't always the case and that's okay. Visionaries are very special, they think differently. I've had the pleasure of working with some very dynamic visionaries who are big thinkers. Most business people I know hustle, they work long hours, sometimes for very little money to build a future for themselves and those who join their team. They

don't just think about themselves; they carry the weight of those that work for and with them, they think about their business 24/7. They worry about work pipeline, employee's satisfaction and happiness, and about breaking even.

How do we grow business people and entrepreneurs? The first thing we do is RESPECT them and share our appreciation with our families and organizations. We show appreciation for their dedication to our community. We hold them in high esteem. As our youth grow into the workforce they'll consider business ownership and management because of the example our community has given. Strong, ethical, and sustainable business is good for our economy.

The chamber is currently partnering with business growing organizations to bring resources to our local small businesses and potential start-ups. Developing ideas and dreams into jobs, profits, and stability. The fourth Thursday of the month is now PubTalk night which is open to our entire region. We have heavy appetizers, beer, wine and refreshments along with a 90 minute, "sink your teeth into" workshop that will provide tangible take-aways to help attendees build good busi-

ness. Tickets are available at FlorenceChamber.com.

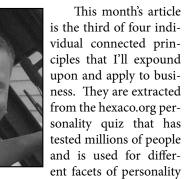
2017 Tourism numbers are out and they're up! Can we say 136.2 MILLION DOLLARS? Yes, we can and we do. These dollars work their way through our community starting in tourism related businesses and migrating into every business in town through employee spending, inventory, supplies, and hard costs. Direct employee costs translate to 45 million dollars in the Siuslaw region.

Our season has started and we're already seeing increased traffic at the Visitors Center. If you're a chamber member, please stop in and make sure your business cards are here so our visitors can find your resource. (We also have lots of locals come through, you don't have to be in tourism to benefit from your chamber membership!). Not a member? It's time, sign up today online or come into the Visitors Center.

Florence, let's make this summer the best experience possible for our visitors and for each one of us. Re-Vision is coming and we need to be a TEAM. We can do hard things..... together.

# Prudent Perfect Planning

By Bobby Jensen Jr. Chamber Board President



study due to its unbiased outcomes. The section in which the most successful business developers consistently score highest in is called "consciousness". This category breaks down into

# **Business Matters: Politics Aside...** By Russ Pierson

Chamber Board President Elect

These are tough times for moderates of any sort. Our political "spidey senses" are on high alert, ready to pounce on anything we perceive as representing the wrong side of the ever-increasing political divide between red and blue. And those purple people in the middle can be the most irritating of all when they just can't seem to make up their minds. Of course, our political sense of identity also touches on many other aspects of our lives, from religion to culture to our personal conception of right and wrong.

four principles. The first two we discussed in previous articles were Prudence (aka: wisdom) and Perfectionism. They connect closely and magnify this month's topic which is Organization. Let's say you decided to build a house you had imagined building for years. You have a totally clear image of it in your mind. Would you start by buying a big stack of wood, cement, nails, paint, then grab a hammer, call up a few helpers and start working? Sure you could and there are many outcomes or pieces of "artwork" you may end up with after you're finished. Big chance you would not end up with your dream house. If you did you probably spent way more time and money than if you had started with a plan! The efficiency of organization is that your making each action and resource fully count through your plan. If you are leading others then your planning is multiplied by each person D.

you work with and this is where the big opportunity kicks in. If you're in a leadership role this is pretty much the biggest part of your role, but often not looked at as such. Plans are the blue prints for our businesses and organizations. We all know that our days, time and resources are limited. To make each one count to its fullness, we need to have a plan for them. The plan designates each hour and activity creating a sequence that keeps things organized. As a leader for others your most important skill is your ability to organize and plan, so applying some "perfectionism" might be a good idea. Coupling that with "prudence" will strongly enhance your balance and expectations when you plan or "organize". See I told you these principles are connected, keep playing around with them and you'll see what I mean. Final one starts with a

becomes important for your business to take a public stand on one issue, one ballot measure, one election or another. But I tend to think it is in the best interest of our community-and your business-to ensure those times are few and far between.

I think there is wisdom in working to keep a kind of firewall between your personal political inclinations and your best business instincts and interests. By all means, go ahead and put up the candidate's signs in your yard at home and twist the arms of your friends to contribute to your favorite political causejust don't put those signs up at the office or enlist your employees to become mouthpieces for a candidate you happen to like as they interact with your customers. I am to report I am not the only person to think this way. Steve Tobak, best known as part of the CBS MoneyWatch team, offers three reasons to keep politics out of your place of business, adapted here:

- 1. Politics are polarizing. You run the risk of roughly turning half your customers against you.
- 2. Politics won't help when times are good. When your business is on a roll, everybody's happy and nobody wants to sour the business atmosphere with politics.

Portable toilets, horizontal drilling, oily water pumping and environmental vactor pumping. www.rotorooter.com

# Smokin' Pops Food Truck and Catering

5454 Hwy 126 541-357-0601 Authentic Carolina Bar-B-Que, everything is home-made. Food truck, catering and special events. www.facebook.com/Smokin-

Pops-335874279932159

### West Coast Media Group

2109 Hwv 101 541-997-8914 Multimedia, graphic design, printing, web design, audio and video services, photography and vinyl graphics. www.westcoastmediagroup.com

### **ASSOCIATE MEMBERS** Bonnie Stone – Individual

### **KXCR** Public Radio

1509 9th Street 541-997-5252 A non-commercial community supported radio station in Florence at 90.7 FM. www.kxcr.net



Please join the Chamber for our Annual Meeting. We'll review 2017/2018 and look forward to 2018/2019. We will have a special presentation retiring outgoing board members and installing new board members and officers.

Enjoy delicious bites, nibbles, drinks and adult beverages. The Chamber welcomes the Florence community to this FREE adult-only event

Special thanks to Darci Clark - KW Real Estate and Windermere Real Estate/Lane County for sponsoring this event!

Thursday June 14th 5:30pm-7pm Three Rivers Casino-Events Center RSVP -541-997-3128 or Bettina@FlorenceChamber.com

In short: these days, taking a stand can easily mean starting an argument.

When it comes to your business, there are certainly times when politics intervene, and it

# 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

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

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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!

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

Get New Customers by Telling Your Existing Customer's Story Thursday, June 28th 5-7PM Lane Community College 3149 Oak Street

Admission includes (1) beer or wine, sodas, heavy appetizers. Chamber Member \$10 Non-Chamber Member \$15 Pub talks are sponsored by the Florence Area Chamber of Commerce, SBDC, and LCC,

and **Oregon RAIN**, with funding

support from the City of Florence, to help equip and promote new and existing business growth and sustainability.

### **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.

3. Politics won't help when times are bad. When business is in decline, smart business people focus squarely on their business—not whether they ought to convince others to lean left or right.

Again, there are exceptions to every rule, including this one. But I like where Tobak lands: "Unless Your Business is Politics, Keep Politics Out of Your Business."

# 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 Coast Radio Darci Clark, Real Estate Broker Fred Meyer Stores Lofy Construction Oregon Pacific Bank PeaceHealth Peace Harbor Medical Center Sea Lion Caves Shorewood Senior Living Spruce Point Assisted Living The Siuslaw News Turell Group Wind Drift Gallery

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

# to life.