

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

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-garcia-florence-or

BUSINESS PARTNERS

Coastal ATA Martial Arts

Inside Coastal Fitness, 2285 Hwy 101
541-579-9456
Martial arts school teaching ATA Taekwondo 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
Portable toilets, horizontal drilling, oily water pumping and environmental vector 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 Hwy 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

ANNUAL MEETING



CONNECTION • INSPIRATION • RECOGNITION

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

From the Director's Desk

By Bettina Hannigan
Chamber Executive Director



Good things come to those that HUSTLE! This is a plaque I have in my office and it goes nicely with another plaque that says, "We can do hard things." Being in business isn't for wimps – that's for sure! Whether you're an owner, manager, or potential 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



This month's article is the third of four individual connected principles that I'll expound upon and apply to business. They 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. The section in which the most successful business developers consistently score highest in is called "consciousness". This category breaks down into

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

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 D.

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.

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

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 cause—just 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.
 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."



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!

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.



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!