

Florence

OREGON COAST
Area Chamber of Commerce

BUSINESS BEAT

541-997-3128

290 Highway 101, Florence, OR 97439

www.FlorenceChamber.com

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July 7, 2018

Welcome New Members!

We would like to welcome
Handyman 101 as our newest
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LUNCH & LEARN

* network * eat * learn * grow

July 12th Noon Forum – Lunch & Learn
Employee Benefits: Keeping the Good Ones
Employee benefits can play a major role in recruiting and retaining the kind of talent that will grow your business. How do you know which benefits mean the most to your employees? Listen in on the expert wisdom of Sally Wantz, Human Resource Manager for the Confederated Tribes, as she shares from her wealth of experience and industry knowledge.
July 12th, 11:45AM at Best Western Pier Point Inn. Lunch is available for \$14. This event is open to the public. Strong business builds strong community!

Business Matters: On the Shoulders of Giants

By Russ Pierson
Chamber Board President



There is an old saying people often use when assuming a new position: "We stand on the shoulders of giants." At the recent Annual Membership gathering of the Florence Area Chamber of Commerce, I was reminded of just how very true those words are for me. As I assume the role of President of the Board of Directors for this coming year, I am incredibly humbled by the warmth of our community and the remarkable talent and commitment to service that marks our local Chamber.

I have been so proud to serve with our outgoing President, Bobby Jensen, owner of Breen Marine. He is committed to our community, enthusiastic, innovative, collaborative—always positive—and otherwise everything I want to be when I grow up. Jenna Bartlett, publisher of The Siuslaw News and our Past President who now steps off the Board, is truly wise beyond her years, remarkably generous with her time and talents, has deep understanding of the rich history of the entire Siuslaw region, and knows everyone and everything. Every single one of our board members, both outgoing and incoming, are extraordinary people with a servant's heart. Then there are our ambassadors, our volunteers at the Visitor's Center, and business people who serve on the various Chamber committees—all of these incredible people have given so much of themselves to ensure the success of our Chamber and the greater community we serve.

We work closely with the great people at the City of Florence—both elected officials, Mayor Henry and the Council, and the City staff, from Erin Reynolds, our City Manager, and everyone on her team. And our exceptional staff includes Executive Director, Bettina Hannigan, who fights for all of us every day, with charm, grace and a refreshing no-nonsense approach to our work; and Terry Abeyta, our Assistant Director, who is herself a business person and a woman with great capacity and many talents. Of course, I'm aware of so many others, like our former director, Cal Applebee, who served with distinction with so many dedicated board members and volunteers. Thank you, one and all.

This is the year of ReVision Florence, and while there will be moments of consternation, as we all band together, we will thrive. Some of us are competitors, but all of us are collaborators for the good of our businesses and our community.

From the Director's Desk

By Bettina Hannigan
Chamber Executive Director



Are you a "one armed wallpaper hanger"? I think many of our businesses feel that way most of the time, especially now in the middle of our busiest season. So much to do – so little time. How can your chamber help you? We are your "go to" resource for solutions! Around here it's all about our members and our community. Our primary purpose is to help and we do it through Economic Development, Advocacy, Education, Connections, and Resources. That doesn't even include the stellar global tourism marketing the chamber does. The plethora of

resources the chamber has is almost infinite. Need help with employee development – we've got resources. How about financing? Yep, we have resources. What about face to face help? We can do that too. Too often business owners are so busy "hanging wallpaper" that it never crosses our minds that there might be a better way.

The chamber is bringing new education to our community with the monthly Pub Talks and the Lunch & Learn Noon Forums. Partnering and leveraging relationships allow us to bring fresh content that can easily be implemented. I am so excited to see the new businesses in town and even more excited to see our "almost" new businesses expanding, hiring new staff and bringing new ideas.

Your chamber asks tough questions. How can we bring more value to you? How do we connect our community stakeholders? Where are we going and why? The why is the anchor and I think you know why. It's simple, the more

resources the Florence AREA has the more we can invest in a sustainable future, help those in need and support our non-profits.

We are the Florence AREA Chamber of Commerce. Our sphere of influence ranges throughout the Siuslaw Region. We have members in Deadwood, Eugene, Springfield, Yachats, and Reedsport. It's important to see the "community" picture. Individuals, businesses, organizations, government all working together with a shared purpose is a mighty powerful collaboration. Seeing all these players playing well together will be the backbone of sustainable economic development. Of course we don't agree on everything, but we can all agree that when we partner up it works. We have so much in common that even if that's all we worked on we'll be busy for a long time. I am proud to be your Executive Director and even prouder to call Florence my home. Together we can do hard things and we are!

Diligently Perfecting your Prudently Organized Business

By Bobby Jensen Jr.
Chamber Board Member



This month's article is the fourth 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 three we discussed in previous articles which were Prudence (aka: wisdom), Perfectionism and Organization. They connect closely and magnify this month's topic which is Diligence. This principle like the others has more to it than one thinks at first. There is some depth to it. Diligence is often referred to as "hard work" to most of us, or "hustle" to the younger crowd. While working hard or getting after it is important, diligence is much more. It's working with heart, purpose and meaning! Remember the story of the brick layers. A man in passing asked the first of three brick layers what he was doing. The first said gruffly, "I am laying bricks". The second stated when asked the same, "I am earning money" and the third said

with a smile, "I am building a Cathedral". I'd bet that the third man's attitude was reflected in his craftsmanship and we would all like to have him as our brick layer as opposed to the previous two. Now, if we look at the previous three principles, let's see if we can understand diligence at a new level. So "Prudence" relies on our experience and wisdom ensuring that our work will be most meaningful. "Perfectionism" means when we're "Diligently" working on the thing our "Prudence" decided was most important, we will act with precision and minimal defect. "Organization" directs our "Diligent" work as to what order and time were implementing our perfected skills. See, it's a circle, and the better we become at implementing each of these principles the more success will follow in our wake, and yes, that's a boat word.

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



July 19th 6-7:30pm, Evening At the Spa – Beauty by Delivery Hosts Business After Hours at 508 Kingwood. Florence's #1 Day Spa is opening our doors to hometown for an evening filled with fun, laughter and great food. Featuring an award winning spa line of organic & natural products. Samples for everyone who attend. Take home a bit of luxury this evening. Box Lunch will be catering the event, serving amazing food. Food infused with essential oils, and choices of cocktails. Come meet the entire staff. Award winning therapist will be offering complementary chair massages. The spa will be offering specials for our services this evening. We look forward to seeing our favorite faces and meeting new ones.

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

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.



July 13-14: Friday: 6 - 9 PM; Saturday: 8 AM - 8 PM at LCC 3149 Oak St. Florence, OR 97439.

Cost: General \$40, Student \$30, Includes 3 delicious meals, expert speakers, networking, coffee, internet, and more! Buy tickets at go.startupweekend.org/florence

Have you ever wanted to start a new business that could change the world? Do you have an idea you'd like to pursue or a problem you'd like to solve but don't know where to start or who to start with? Startup Weekend Oregon Coast is the place to look for a team, create a prototype of your idea, validate your business idea, and receive feedback from experienced entrepreneurs, all in one weekend.

July 13-14: Friday: 6 - 9 PM; Saturday: 8 AM

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