

Florence

OREGON COAST
Area Chamber of Commerce

September 1, 2018

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Digital Marketing for Small Businesses.
Promote your business with our digital marketing services. From social media to web design, we have it all.
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Florence Area 541-997-5008
Garage Doors, Openers and Gate Operators - Overhead Door™ Garage Doors and Garage Door Openers
Deliver superior Performance, Style, and Reliability.
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The Register-Guard

3500 Chad Dr. #600, Eugene
541-338-2313
The Register-Guard is a daily newspaper in the western United States, published in Eugene, Oregon. It was formed in a 1930 merger of two Eugene papers, the Eugene Daily Guard and the Morning Register.
www.registerguard.com

Stephanie Ford Photography

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A Passionate Oregon gal who LOVES: Wedding & Portrait Photography, Researching Locations & Ideas, Encouraging Others, Serving OR, WA, ID & beyond.
StephanieFordPhotography.com

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It's Time For Your Business To Stand Out From The Crowd -Our company will take the time to understand your business, and create a custom video that will really grab people's attention.
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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.

From the Director's Desk

By Bettina Hannigan
Chamber Executive Director



Keep on Keepin' On. I don't know about you, sometimes I think my batteries are just worn out. How do successful people stay "up" day in and day out? Well, the truth is we don't. All of us have days when we don't FEEL like being the powerhouse that we

need to be. Hopefully, these days are far and few between.
So, how do we keep on keepin' on? I'll share some the ways that work for me.

#1 Keep the vision, remember why we do what we do.

#2 Spend time with people that are more successful than you, learn from them and use

their experiences and energy to expand your vision.

#3 Give. Giving out of our need is a biblical principal that works. Need something – give some of it away. "Plant a seed" and make sure it's a good one, you don't want a crop of thistles.

#4 Mentor someone. There is something extremely rewarding and inspirational about sharing wisdom and investing in someone else's success.

#5 Take time for yourself. It's very difficult to be creative when you're busy putting fires out and being that "one armed wallpaper hanger". When you rest, you take control. Be aware of the tail wagging the dog, it will wag you right into frustration and failure.

#6 Never stop learning. Take advantage of the business resources through the Chamber and our partners. The questions may be the same but the answers change with new innovations and solutions. Be an "easy" learner. Remember, you don't know what you don't

know until you know it.

#7 Use a lifeline - ask for help. We're not islands and we're not in this alone. It's okay to need help once in a while, we can't be everything, all the time.

#8 Have fun. My philosophy is "If it isn't fun, I don't want to do it." Remember, if you're doing what you love, it's not really work. Find ways to integrate fun into the work. Smile, sometimes we have to fake it until we make it. Smiles can start on the outside and work their way inside.

#9 Goals. Make them and make them in bite size pieces. How do you eat an elephant? One bite at a time. Celebrate when you achieve them, give yourself an "atta-boy" or "atta-girl".

#10 Talk nice to yourself. Remind yourself of who you are. Appreciate your talents, creativity, kindness, faithfulness, and loyalty. We are a work in progress, try not to be so hard on yourself.

Don't grow weary in well doing, you can do this!

Business Matters: A Stoic's Guide to Business

By Russ Pierson
Chamber Board President



As if to prove the adage, "everything old is new again," stoicism is incredibly hip these days. There are well over a thousand books on this philosophical approach to life listed on Amazon. Several well-known tech entrepreneurs, including author and serial startup mogul, Tim Ferris, are proponents, too. So where does stoicism come from and how can we apply its basic principles to our businesses?

Stoicism was founded in Athens by Zeno of Citium in the early third century BCE, and it was further developed by other Greeks

and Romans including Epictetus, Seneca and the emperor Marcus Aurelius, among others. George Washington even used stoicism to inspire the troops during the cold winters of Valley Forge.

At its essence, according to author Ryan Holiday, "The philosophy asserts that virtue (such as wisdom) is happiness and judgment should be based on behavior, rather than words." Stoicism offers a mindset rooted firmly in the realities of life. Holiday goes on to suggest that stoicism can be summed up in two Latin words, *amor fati*—literally, "love of fate."

Amor Fati is a mindset that you take on for making the best out of anything that happens. Treating each and every moment—no matter how challenging—as something to be embraced, not avoided. So that like oxygen to a fire, obstacles and adversity become fuel for your potential.

What can we take from stoicism as lessons for approaching the seasons of life that impact our business? The aforementioned Tim Ferris

offers three takeaways:

1. Practice Misfortune. Seneca was a close advisor of the emperor Nero—definitely part of the Roman "one percent"—yet he intentionally practiced poverty on a regular basis, denying himself the usual creature comforts to both remember his roots and to affirm that if life took a bad turn, he would survive.
2. Train Perception to Avoid Good and Bad. This means turning obstacles and misfortune on their head; or as Marcus Aurelius said, "What stands in the way becomes the way."
3. Remember—It's All Ephemeral. Humility, honesty and awareness come from remembering how small we are. As the group Kansas once crooned, speaking of our dreams and our plans, "Dust in the wind—all they are is dust in the wind."
So the next time a "Throwback Thursday" comes around, go way back—and consider your business from a stoic perspective.

Fishy Business

By Bobby Jensen Jr.
Chamber Board Member



I was standing at the water's edge, casting a two ounce lead with two trailing jigs when after a long, patiently awaited response, bump, bump, bump! Fish on! I set the hook and felt a solid fish hooked up, the fight was on! Carefully applying a balanced tension to the line and slowly overcoming the fish, I finally had it to the shore and with a big smile held it up and measured it out. It went right in the bucket. I casted back out in the same spot, gave a few cranks to the reel and then, bam, another hit and another fish in the bucket. Fishing was getting pretty good, I had the spot, at least for a moment. I looked up and noticed that the other fishermen were surprisingly closer to me than a few minutes prior. I hooked another and by the time I turned back around to recast, my spot was taken. I had to reposition a few yards as to

avoid getting hung up with one of them. Another fish on and by the time I got it unhooked and turned back around there were two other fishermen right in the spot I had been pulling the fish out of. It wasn't like I left my spot, was standing three steps from where I was fishing. I actually found it pretty funny that they were moving in on me like that. I thought to myself, this can't be the only good location, so I picked up and moved to another spot on the far side of them. It wasn't much time and bam! Another fish! Now this was funny, I had placed a marker on the ground because this had turned into a social experiment. Would they move towards me again? They didn't, but what they did was even better, they walked by within a few feet and slowly peered into my open tackle bag. I was watching out of my peripheral vision and they took a long hard stare at my arsenal of bait, then casually strolled on by. It wasn't long before one of them hooked up a fish and was excited as could be!

What's the lesson here? First off, if you ever see me catch a fish and you want to know how, just ask me, I'll tell you, probably. Second, in a business that is competing with other businesses, when you get innovative and figure out

a product or procedure that helps you win, just wait, if it's good you can count on your competitors adopting the same to match you. Take it as a complement! But if your continually innovating and progressing, you will always be ahead and the leader of your industry. Remember what phones looked like prior to the release of Apple's iPhone? Not even close what they look like now. And unless you're a flip phone person, which I know in Florence per capita we're pretty high up there, all phones are a direct copy of the original iPhone. You're going to get copied if you're great and successful so innovation must be looked at like a marathon and not just a sprint. Constant innovation solves problems and creates prosperity for our community. So get creative and try new ways of doing things. Try to think "what if" and see past the many barriers. Remember waiting weeks for a package to arrive? Now we are seeing deliveries in two days, sometimes one! But that's not it, Wait till you receive your first same day drone delivery! You may have already. But in the end if you absolutely can't come up with something new, just put on a wig, dress different, and make a visit to your competitor.

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



September 13th Noon
Forum – Lunch & Learn
Ramp Up Your
Resources – Funding,

Staffing, Training

If you had unlimited resources how would you build your business? Well, this incredible Noon Forum will bring New Knowledge that can help Florence Area businesses develop and expand. *Let's talk Funding, Staff Training,*

Employee Development, Education and Support. You're invited to join chamber members and guests for this interactive panel discussion. Special guests will be Austin Ramirez, Community & Economic Development Officer for Lane County, Melissa Murphy, Regional Development Officer for Business Oregon, and Henry Fields, Workforce Analyst for the Oregon Employment Department.



Phone: 541-997-3815.

PeaceHealth – Peace Harbor Medical Center Host Business After Hours at the Florence Events Center! September 20, 2018 @ 4:30 PM - 6:30 PM. PeaceHealth Peace Harbor invite you to come out and connect with their new providers, leadership and staff. The PeaceHealth team is excited to be a part of the Florence community and they're hosting this special Business After Hours to meet you! New CAO Jason Hawkins along with the Foundation and board members will be on site to answer questions and share new resources that PeaceHealth is bringing to the Florence community. Join us at the Florence Events Center for appetizers, beer, wine and refreshments. Bring your business cards, make new connections and discover how PeaceHealth is changing things up to meet the needs of our area.

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

Jerry's Place, Home of What'cha Brewing Hosts Business After Hours, September 6, 2018 @ 5:30 PM - 7:00 PM. After August and Labor Day Weekend we will all need to just calm and enjoy. Jerry's Place will host free pool, serve ups some sliders and wings. The party will spill into the Beer Garden. Hope you can join us. Keep Calm and Jerry On! Where: 88274 Rhododendron Drive.

8th Annual
Wine & Chowder Trail
Florence, Oregon 2018

JOIN US IN HISTORIC OLD TOWN

Fri-Sun: Great Glass Float Trail
Enter to win a memorabilia and collectible float. A treasure hunt you'll not soon forget!
Hunt: Friday-Sunday
Giveaway: Sunday 3:30 pm

Saturday: Wine Trail – 2-5pm
Taste from over 10 Oregon wineries!

Sunday: Chowder Trail – 12-4pm
You decide who the best chowder winner is!

October 5, 6, & 7, 2018

presented by
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