

Florence

OREGON COAST
Area Chamber of Commerce

BUSINESS BEAT

541-997-3128

290 Highway 101, Florence, OR 97439

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December 1, 2018

UPCOMING EVENTS

LUNCH & LEARN

* network * eat * learn * grow

Legislative Look Out - Update on Relevant Legislation to Small Business, December 13th - Chamber advocacy is a key element in support of local business and economic development. JL Wilson advocates for Oregon State Chamber of Commerce and the 80 plus chambers that are part of the state organization. JL will be updating us about legislation that is currently on the table impacting business and what is on the horizon. Knowledge is power and this month's Noon Forum is built to inform and to provide opportunity to make a difference.

January 10th - Let's talk about economic development and the impact of tourism in Florence. Whether your business is a direct tourism business or a secondary impact you'll be better equipped to develop new concepts. Join Andy Vobora from Travel Lane County and discover new news, resources and ways to leverage this \$136.9 million dollar industry in the Florence area. Marketing, partnerships, knowledge all contribute to this tangible and profitable local industry.

Join us at the Best Western Pier Point Inn Thursday December 13th at 11:45. Lunch is available for \$14. This event is open to the public. Strong business builds strong community!

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



'Tis the season! Giving is one of my very favorite things to do and the holidays are a perfect opportunity to share our heart, our kindness and our support. Over the next month we'll hear about opportunities to give to many amazing causes.

What a joy to have the resources to support our community - it's why we work so hard.

Over the last few months I've written about One Armed Wall Paper Hangers, How Successful People Stay Inspired, Oxygen Masks, and how Pro's Make it Look Easy. All of these articles were meant to equip and inspire you to stay in the game, keep connected and be more successful. This holiday season is the WHY. Sure we want to pay our own expenses and be able to afford Kleenex® and Charmin®, yet it's so much more. It's about abundance for every good deed, it's "giving on the sneak" when no one knows but you, and the receiver is free to receive with gratefulness not indebtedness. It's about making room for more blessings, by sharing what we have with a happy heart. Our community is

known for its generosity, and for good reason, you are! Businesses, organizations and individuals all come together; some volunteer, some share finances and some share a vision.

This holiday season I hope that we can all share a vision of a strong stable economy with good paying jobs, homes, education, and opportunity. Florence is strong with a talented City staff and City Council. Florence is a community that goes beyond city limits. It's capable individuals from north, south and east who all share time, talents and resources strengthening the foundation of our future.

Habakkuk talks about sharing the vision so people can join and bring it to pass. Challenges are inevitable; keep the vision. Florence has a vision that builds relationships, leverages skills and opportunities and bridges differences.

I can never talk about giving without talking about receiving. Givers need receivers! My first father-in-law spoiled me, when I finally told him, "No more gifts!" he responded by saying, "Are you going to rob me of my blessings?" How could I respond but to be a good receiver. As we run around doing good works, giving and sharing holiday cheer, I encourage you to stop for a moment, receive the love being offered, receive that specially selected gift and embrace our blessings.

From my heart to yours I wish you a blessed holiday season filled with lots of giving and receiving!

IT'S TIME TO TOOT THE HORN!

Nominations Are Open For First Citizen!

This prestigious recognition is awarded to an individual who's civic involvement and contributions have impacted welfare and improvement in the Florence area. Nomination forms are available at the Chamber Visitors Center or online at FlorenceChamber.com/blog

Business Matters: Just One-Percent Better

By Russ Pierson
Chamber Board President



In his book "Atomic Habits," author James Clear tells the remarkable tale of the British cycling team. In 2003, the team hadn't won an Olympic gold medal since 1908 nor had a Brit ever won the Tour de France in its 110-year history. They were so dreadful at least

one European bicycle manufacturer refused to sell bikes to the team for fear it would hurt their sales to be associated with such mediocrity.

But then they hired Dave Brailsford as its new "performance director." Brailsford's philosophy was as simple as

it was stunning: "the aggregation of marginal gains," countless small improvements in everything you do. According to Brailsford, "The whole principle came from the idea that if you broke down everything you could think of that goes into riding a bike, and then improve it by 1 percent, you will get a significant increase when you put them all together."

Better equipment, lighter fabrics, aerodynamic studies, super-clean white vans to eliminate dust that could degrade the bikes, different workouts—even matching pillows and mattresses to each rider—all of this represented 1% improvements. The result? Over the next few years, these small gains added up:

During the ten-year span from 2007 to 2017, British cyclists won 178 world championships and sixty-six Olympic or Paralympic gold medals and captured five Tour de France victories in what is widely regarded as the most successful run in cycling history.¹

Excerpt From: James Clear. "Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones."

Check out the self-help section of any bookstore and you'll see an emphasis on goals as the "be all, end all" of success. But though many of us share the same goals, the setting of those goals can't ensure we'll reach the top. Every team in every sports league has a goal to win its championship—but only one team can reach that goal. Worse? There's no guarantee of continued success.

The answer is to focus on systems and process rather than goals, making incremental gains that build up over time. That's how the teams that have become sports "dynasties" make it to the top and stay competitive year after year. It is all about incremental gains—which comes down to building good habits.

What can you do to improve your business, your team, your life by just one percent today?

Get Your Business Listed in 6,000

2019 Visitors Guide

and Membership Directories!

Memberships start at \$20/month!

FlorenceChamber.com/chamber/join

Or call us at 541-997-3128

LAST CHANCE

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The Siuslaw News
Wind Drift Gallery

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

Friends & Business

By Bobby Jensen Jr.
Chamber Board Member



In business we're always looking for small ways to boost sales and promote. The local Chamber of Commerce has a resource that can really build your business and it's an opportunity most are currently overlooking. Let me explain.

When people come to town or call ahead, they are looking for referrals from the "Local Guru's". And where bet-

ter, to find a guru than the local Visitors Center? Now how does one get these Guru's to give an inquiring potential customer a solid referral to your business? First you must understand that in Florence, they are volunteers and are kindly giving their time and knowledge as a service to our community. They refer members of the Florence Area Chamber of Commerce whenever possible. And because it is a Visitors Center, their first priority is to serve the visitors with the best resources possible. To get that awesome personalized referral which is so much stronger than any advertisement or commercial can provide, it helps to have these Guru Volunteers know you so they can send one of these 14,000 per year inquiries to your business. How? The next step is where you can get a little creative.

Make a visit or send down some samples. Share your unique business offerings and why people use your business. Leave them some business cards. Give them gift certificates so they will try your product or service. They get goodie bags every year at the annual volunteer recognition luncheon where you can put items in the bags. Also, remember that there are many people reaching out not just for tourism requests but they are moving to Florence. They inquire about builders and realtors or where to get a haircut. People even inquire about insurance and veterinarians so taking the time to introduce yourself to the volunteers and appreciate and encourage them will definitely be time well spent for your business.

Cindy Wobbe Estate Sales Hosts Business After Hours December 6th. Cindy Wobbe and the team at Cindy Wobbe Estate Sales invite you to kick off the holiday season at Business After Hours on Thursday, December 6, from 4:30 to 6:30 at her showroom in the Florence Antique District. Cindy has chosen this event to launch the first public preview of The Ternyik Collection and will showcase select artifacts, memorabilia, and artwork curated over the lifetime of the late Wilbur and Joyce Ternyik. View firsthand the private offering of this and several other noteworthy estates, sign up for some fun door prizes, and plan on enjoying a fabulous selection of nibbles and

nosh personally catered by Cindy and her team. Cindy Wobbe Estate Sales is located at 498 Hwy. 101.

Bob Garcia Insurance Hosts Business After Hours January 17th. You're invited to visit the newest Allstate agency in town! Meet Bob and his knowledgeable team of agents who are ready to help you. Connect with other businesses and peers while nibbling and sipping tasty treats and drinks!

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



HAPPY HOLIDAYS