

Florence

OREGON COAST
Area Chamber of Commerce

January 5, 2019

Welcome New Members!

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UPCOMING EVENTS

LUNCH & LEARN

*network *eat *learn *grow

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!

2018-2019 Corporate Underwriters

Driftwood Shores Resort
The Korando Dental Group
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Spruce Point Assisted Living
The Siuslaw News
Wind Drift Gallery

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

From the Director's Desk

By Bettina Hannigan
Chamber Executive
Director



He that tooteth not his own horn, the same shall not be tooted, right? I'd like to do a little tooting about your chamber. As the Florence AREA Chamber of Commerce, our purpose is drive sustainable economic development that translates into jobs, resources, hope and a future.

2018 was a stellar year. It brought the Small Business Revolution to Florence (thank you Ellen Huntingdon). This special infusion of inspiration and imagination fueled many "Imagination Hats". Chamber membership has grown signifi-

cantly and it continues to bring relevant resources to its members. Business After Hours average between 75-125 attendees who come to do business and meet the BAH host, Lunch & Learn Noon Forums have provided needed resources to local entrepreneurs, managers, and business owners. The chamber website has been updated and is a powerful communicator for locals and visitors looking for reliable resources in our area. With over 24,000 average page views a month, the website is an asset that performs! The Florence Oregon Coast social media has grown by leaps and bounds. Folks from all over the county and even globally are gifted with the beautiful images and events we share. The Wine & Chowder Trail has grown into a real economic powerhouse, with over 600 folks in and around town for three days in October. Chamber events are economic drivers and that's why we do them!

We are pleased to have participated in a Workforce Video produced by the City

and Lane County and we produced our own Membership Video, both are excellent and we appreciate all the local talent that makes them so effective. The Membership Video can be seen on Florence-Chamber.com under Chamber/Join.

When it's team work it doesn't seem work. We couldn't accomplish these feats without the amazing partnership we share with The City, our dedicated volunteers (there are 24 that man the visitor center year round), event volunteers, and your Chamber Board of Directors.

My heart is filled with pride as I review the nominations for the 11th Annual Siuslaw Awards, the Florence Area is truly special and we blessed to call it home. I hope you'll come out and show your smiling face in the audience for the January 23rd event. We are excited to have a shorter and fun evening planned for you.

Finally, the community is seeing that the chamber has a heart and that's the WHY in everything we do. Happy New Year!

Business Matters: Boosting Your Small Business in the New Year



By Russ Pierson
Chamber Board
President

When the new year rolls around, our minds often turn to our personal goals—getting to the gym, quality time with family and friends, reading more—but the new year is also a great marker to pause and reflect on the state of your business. It's never a bad time to think strategically and tactically with respect to your business, so let's take a moment and discuss five of the best ways you can approach your "business resolutions" for this coming year:

1. Position ... position ... position. Real estate, they say, is all about "location," but whatever your business may be, your position in the market is key to your success. Do you have a business story, a compelling vision for why you do what you do? Do you have an ideal customer in mind that helps you know how to spend precious marketing dollars?
2. Find—and become—a business mentor. Leaning into the advice of a mentor is a classic tip, but in these days of increased connectivity, your mentor could be anyone anywhere! Is there someone in-state or online in your business sector whom you look to as a leader? Connect with them and learn the story of their business. But you can also become a mentor to another business in the community (or anywhere on the planet). One of the best ways to stay on top of your game is accountability to others.
3. Focus on the One Thing. What is your

priority for business this week, this month, this year? Are you all about revenue or is your focus to increase branding and expand your customer base? Those business activities aren't mutually exclusive, of course, but focus on one thing at a time and see if that doesn't boost your results.

4. CTA. Internet marketers harp on "CTA"—your "call to action." Marketing is one thing, but sales is another, and any time you're in sales mode, make sure you're making a clear call to action, and giving your customers every reason to say "yes" to your pitch.

5. Room to breathe. Try to step back from your business when you can. This gives you opportunity to reflect and recharge, and if you're not a sole proprietor, it can even give your business (and any employees) opportunity to grow.

Whether or not the calendar year represents your fiscal year, this is a great time to slow down and consider what's ahead in 2019 for you and your business.

You don't need goals, you need...



By Bobby Jensen Jr.
Chamber Board
Member

As we go into this new year and set New Year's resolutions, I would like to offer up a suggestion or little way to make those resolutions a little more likely to actually happen. Make a goal right! Goals are objectives that put your focus way out on the horizon. We stretch and reach for it and usually hold a decent pace towards it for a while. One busy day and our focus gets pointed another direction. The next day we may get back on track, but the next, off again and before you know it your goal gets forgotten. So how can we set a goal and be sure to achieve it? You don't! If you're trying to progress towards anything, you can use the most powerful tool known in the world for production and achievement. A System! Just like the assembly line that changed the world, you can build your very own system or process and just follow it. A goal takes more steps than a system. You have to recall a goal and then every time strategize on how you're going to accomplish it. Build a system and while it may not feel as exciting as a goal, it makes you work consistently over and over on what the system dictates you do. When you build a personal system it gives you a different perspective than a goal will, because it has no end. Say you just wake up one morning and wanna run a marathon. Your goal mind says you gotta get practicing and so you start running every day. You train and keep an eye on that goal for months. Once you get to that marathon you push yourself through and destroy your body, but you make it and at a personal best time never to compete again. Now, let's contrast that to a system mindset: you decide you would like to become a runner. As a runner you

train at a scheduled weekly interval with a small calculated increase in distance each day. You find the next marathon to participate in and run it as a "runner". Your mindset isn't that you have to run yourself to near death but you're just practicing for your next marathon as you will run again and again for the rest of your life. You get better each race and fill your wall with trophies, like my friend and mentor Ron Zellar, who ran the Wasatch 100 and Badwater 100 mile ultra marathons at 73 years old. When asked, he said he never would have set out to run those distances. He just wanted to be healthy and show that age doesn't mean your life is over yet. Then he tried to get me to go hike up to a glacier on top of the mountain above his house that day but I was too busy, being a wuss! I didn't go, it was like 10 miles straight up!

The difference is the mindset, with goals there is an end, while with a system you just do it because you're programmed to and when you look up you'll notice that you ended up even further than your goals would have landed you.



February 7th – Waterlilly Studio, 1340 Bay Street

February 21st – Anahi's Beauty and Spa

We are currently booking Business After Hours from July 18th on. Business After Hours are the first and third Thursdays of the month and are one of the many benefits of being a chamber member. If your business would like to maximize this opportunity contact Bettina to get on the schedule at 541-997-3128.

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.

BUSINESS BEAT

541-997-3128

290 Highway 101, Florence, OR 97439

www.FlorenceChamber.com

www.facebook.com/florenceoregon

www.twitter.com/FlorenceOrCoast

Florence Area
CHAMBER OF COMMERCE
Siuslaw Awards
2018

TICKETS ARE ON SALE NOW!

Join us in celebrating the amazing businesses and special individuals making a difference in our community. Share your support and enthusiasm by attending with friends and family.

This prestigious event recognizes excellence in the local business community by naming recipients for awards in Excellence in Customer Service, Curb Appeal, Non-Profit Achievement, Community Caring, Innovation in Business and the Stu Johnston Business of the Year Award. The event includes heavy appetizers, wine, live music, State of the Chamber, and the fun and inspirational awards program presented by KEZI's Matt Templeman.

Two outstanding individuals in the community will be honored with the Future First Citizen Award and the First Citizen Award. The First Citizen Award recognizes that individual who has given selflessly to the community based on community involvement, leadership and overall community impact. The Future First Citizen Award recognizes that student based on his or her academic success as well as civic involvement and contributions to the community.

The Florence Area Chamber of Commerce will also recognize an individual or business that has selflessly given of their time and efforts in supporting the Florence Area Chamber of Commerce and its efforts with the Distinguished Service Award.

Special thanks to our Event Sponsor THREE RIVERS CASINO, Wine Sponsor CHRISTINA VOOGD, Realtor at Berkshire Hathaway and emcee sponsor DRIFTWOOD SHORES.

Tickets are \$35 per person, tables of 8 are available. Get your tickets today at FlorenceChamber.com/Events, at the Visitors Center or call 541-997-3128.