

OREGON COAST

Florence

Area Chamber of Commerce

April 6, 2019

Welcome New Members!

PREMIER PARTNER

Providence Medicare Plans
 1500 Valley River Dr. #200, Eugene
 541-579-5901
 Premiums starting at \$0/month
 in Clackamas, Multnomah and
 Washington counties, King and
 Snohomish counties, and Lane
 County.
healthplans.providence.org/medicare

BUSINESS PARTNERS

Adventure MotoStuff, LLC
 4969 Hwy 101 #4 541-590-3679
 Parts, Apparel and Accessories for
 Street, Dirt and Sand Motorcycles,
 ATVs and Side by Sides (UTVs).
 Outfitting motorsport adventures
 since 2004. Now located in
 Florence, Oregon just north of Fred
 Meyer.
amotostuff.com

Pavilion Catering

715 Quince St. 541-590-9212
 Pavilion Catering is now the
 exclusive caterer for the Florence
 Event Center which hosts many
 events such as; Rotary Auction,
 Boys and Girls Club Auction,
 Soroptimist Bras 4 Cause, Various
 Conferences, Peace Health Holiday
 Dinner and Volunteer Lunches,
 Private Events and Parties,
 Weddings, and the Rotary Club's
 weekly lunches just to name a few.

2018-2019
 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
 Best for Hearing
 Burns's Riverside Chapel
 Blue Heron Gallery
 Christina Voogd, Principal Broker
 Coast Radio
 Fred Meyer Stores
 Handyman 101 Construction, LLC
 John's Construction and Painting
 Lofy Construction
 Oregon Pacific Bank
 PeaceHealth
 Peace Harbor Medical Center
 Sea Lion Caves
 Shorewood Senior Living
 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

Too busy to be grateful? I love the saying “Attitude of Gratitude” but really, how often do we take a moment to be deliberately grateful? As Jack and I traveled the train home from Seattle’s National Main Street Conference I had the pleasure of reading a book recommended by other chamber execs called “The Energy Bus”. It was an excellent read at just the right time. After a long dark winter my energy was, shall we say waning? As your chamber director I see the same affliction on many of our hard working business owners, managers

Business Matters:
“I Will Survive” ReVision
Florence



By Russ Pierson
Chamber Board
President

“At first I was afraid, I was petrified.”
 And so begins Gloria Gaynor’s monster 1978 disco hit, “I Will Survive,” a tune that might well serve as our theme song over the next few months as the Re-Vision Florence project munches its way through the Highway 101 downtown corridor and a bit of Highway 126, too. After all the planning, all the preparation—and then more planning and more preparation after the initial bids came in above budget—the project has begun in earnest, and it is expected to be with us in one

and staff members. We try to refresh on the run. “Well, I took a day off, I should be better right?” We tend to put unreasonable expectations on ourselves and those we work with and then when they’re not met our energy wanes even more.
 How refreshing to reconnect with gratitude and positive energy! The thing I most appreciated was the literally instantaneous rejuvenation and empowerment. How wonderful to wake up Monday morning excited about what the week holds! Gratitude is one of several instrumental actions that increase positive energy. I was sharing my thoughts on this article to a chamber member this morning, she shared her recent experience actively journaling daily gratitude. Not only is she and her team more hopeful, new and exciting opportunities are presenting themselves where they weren’t before. Coincidence? Maybe, but I don’t think so.
 The Florence community has been challenged recently with the opportunity to take sides against one another. I’m

form or another into October of this year. Including Rhody Weekend. Ruh-roh!
 This is a big project and it will undoubtedly cause us all a little grief somewhere along the way, but with the right mindset, a willingness to be flexible, and a couple of mission-critical tools, I believe we can—not just survive—but thrive through this season.
 As for mindset, it is important we remain positive and take the long view. Some of us will have our businesses disrupted directly. ODOT will be right outside our doors making noise, creating dust, and perhaps making it tough for our customers to access our business for a few days. If we communicate with our customers, work to ensure there’s good signage showing alternate routes and develop constructive working relationships with the contractors, then “this too shall pass.” As a bonus, the businesses impacted the most during construction will also benefit the most from the remarkable transformation this project will bring to

reminded of the story I shared with you all when I took this position. A very dear friend of mine married a man that had been married prior and had two different sets of children. She came into the family as an outsider looking in. I asked her what she did to bring everyone together and she said she drew the circle bigger with herself in it. That was many years ago and her love and dedication has been the foundation to that family to this day. Let’s make the circle bigger in our community, bringing all sides inside. Love, respect, humility and kindness will build the bridges we need to strengthen and grow our future. I am grateful for all those who serve and share their positive energy with our city and our community.
 Positive energy has a rich history in both religious and non-religious applications. The ability to overcome negativity and move forward requires positive energy and determination. Florence, we can do hard things, it’s time to get on the bus!

our community.
 The City has done a remarkable job preparing for this project. Their Construction Survival Guide, available at City Hall or online (from the City’s website or directly here: <https://russp.me/revision>) is a treasure of tips and ideas that includes real-world contact info when you have a question—and a clear project timeline so you can understand what is happening when, along with photo-realistic renderings of what it will all look like when it’s over.
 Your membership in the Florence Area Chamber of Commerce means you have a mighty partner in spreading the word about your business and ways you’re reaching out to your customers. And you automatically find yourself in a network of like-minded business owners, both invested and investing in our region’s business community.
 WE will survive ... together.

April 11th at 11:45AM Join the Florence Area Chamber of commerce Lunch & Learn*network *eat *learn *grow Noon Forum
 “Cyber Security – Get Secure” interactive panel discussion. Cyber Security is a HOT topic and affects every business. Merchant Services, Online Transactions, Information Storage, Ransomware, Identity Theft are just a few areas of attack. Cyber Security protects systems, networks, and programs from digital attacks. These cyberattacks are usually aimed at accessing, changing, or destroying sensitive information; extorting money from users; or interrupting normal business processes. Forewarned is forearmed!
 Come out to this month’s Lunch & Learn and get armed! Delicious lunch is available for \$14. April 11th at 11:45am at the Best Western Pier Point Inn just south of the Siuslaw Bridge. This event is open to the public. Strong business builds strong community!





April 18, 2019 @ 5:00 PM - 7:00PM, Bob Garcia Insurance Agency Hosts Business after Hours. Eat, Drink. Repeat. Drink, Eat. Repeat. Celebrate spring. Come join the Bob Garcia Allstate Insurance Agency as we celebrate our first year of business in Florence. Free Disaster Preparedness Kit (while supplies last) for all. Free Raffles! (Must be present to win) More free stuff giveaways. We make insurance fun!!

 May 2nd – Siuslaw Watershed Hosts Business After Hours – Details to follow.
 May 23rd, 5:00-6:30PM, Friends if the FEC host Business After Hours! The Friends of the Florence Events Center is thrilled to be hosting Business After Hours. Come join us and enjoy great food, friends, and fun. We’ll have live entertainment and even a raffle or two, but you have to be there to win the great prizes. Learn how the Friends support visual and creative arts, music, dance, and theater in Florence. See what we’re all about!
Business gets done at Business After Hours! These events are FREE and open to the public.
Connect – Develop – Grow
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.



Whats missing from this picture?
You Are!

The Rhododendron Festival is only possible with your help, so what can you do?

Be in the Parade!

Want to be a star of the show?
 You can apply from now until
 April 29th to be in the parade.
 Download the application at
florencechamber.com.

Kids can help too!

Banner Carriers needed.
 Participants get a free carnival pass!
 Ages 9 - 17, must be able to hold
 the banner for the whole parade
 (2 miles). Parental consent needed!

Volunteers needed!

The lifeblood of the event,
 we need your help for set up,
 take down, staging, directing
 traffic, and anything you can
 pitch in!

Email events@florencechamber.com, call (541) 997-3128 or go to the Visitor Center at 290 HWY 101 to sign up or if you have questions.