

Florence

OREGON COAST
Area Chamber of Commerce

July 6, 2019

Welcome New Members!

PREMIER PARTNER

Northwest Memory Care

5292 Harvard Ave. 541-590-3831
Beautiful home environment
providing professional memory care.
<http://nwmemorycare.com>

BUSINESS PARTNERS

Deborah Baxter, Realtor at Berkshire Hathaway

1875 Hwy 101 541-340-4058
As an agent representing one of the most dynamic real estate brands in the country, you can expect the utmost professionalism and dedication to all of your real estate needs.
<https://dbaxter.bhhsnw.com>

Matryoshka, Inc.

175 Nopal St. 541-991-4601
Everything Russian! Including all kinds of traditional gifts, delicious deli and bakery goods and Russian tea.
<https://matryoshka.shop/>

ASSOCIATE MEMBERS

Helping Hands Coalition

Open M/W/F from 11:00 to 2:00 PM at Community Baptist Church, 4500 Highway 101.
Helping Hands is an all-volunteer community organization dedicated to providing services, hot lunches and a daytime center for the homeless and others with emergency needs.
541-997-5057
helpinghandsflorence.org

Siuslaw Friendship Club

Our purpose is to organize social activities for members and to conduct charitable projects for the benefit of the citizens of the Florence area. It's a great way for newcomers to meet people, make friends, socialize, and participate in worthwhile community projects.
For event schedules go to www.florencechamber.com/item/siuslaw-friendship-club
541-991-9080

UPCOMING EVENTS



July 18th Distinguished Sponsor Christina Voogd and Berkshire Hathaway NW Real Estate Host Business After Hours! Berkshire Hathaway HomeServices Northwest Real Estate would like to invite you to Chamber After Hours on Thursday, July 18th from 5:00 to 6:30pm. They're located on the West side of Hwy 101 between 18th & 19th Streets. Learn more about Berkshire Hathaway HomeServices Northwest Real Estate, who they are and what they do. Everyone is invited! Come visit with friends, neighbors and local professionals. Enjoy delicious appetizers, desserts, drinks and door prizes. Learn how Florence has become the "Staycation Destination". Jason Waugh, the president & CEO of Berkshire Hathaway HomeServices Northwest Real Estate will be celebrating with us. Business After Hours are FREE and Open to the Public - Come out and make a connection and do some business!

August 1st 5:00-6:30pm Jerry's Place Bar & Grill Hosts Business After Hours! August 1st 5:00-6:30pm Jerry's Place Bar & Grill Hosts Business After Hours! It's a perfect time to take a break from our busy summer and "Stay Calm & Jerry On"! Enjoy great food and fun with your fellow business peers. Make new connections and do some business in the beer garden or around the pool table. See you soon!

Business gets done at Business After Hours! These events are FREE and open to the public. Connect - Develop - Grow

From the Director's Desk

By Bettina Hannigan
Chamber Executive Director



Hiding behind the keyboard? Social media, online reviews, e-mails and texts are all intended to be communication tools. What are they communicating? As business owners, managers and agents do we have the courage to take on a real face to face conversation to solve problems? Interestingly, written words don't always translate the intended communication. Shocker, right? It takes courage to call or visit a client or business contact that has shared their dissatisfaction. I don't know anyone that likes to do it, but the ones with the bravery are the ones building trust and building their business.

I think there is a crisis of mean spiritedness that is perpetuated by "Hiding behind the keyboard." Families, friends and acquaintance relationships all feel the sting of angry posts. Many are politically oriented or social motivated. I've asked people who feel compelled to post these type of communications what their intent is. Do they really think it will change minds? Truthfully, I've never received an answer that makes any sense. The answer I have heard many times is "That wasn't

meant for you, just scroll on past it." Well, who was it intended for? Your other "friends"? Boy, if those are the type of friends you want to communicate with, I would suggest you get different friends!

I am very privileged to be able to write an article and share ideas and suggestions with our business community to build business. Many times the topic bridges the gap between business, government and individuals. This is one of those times.

Stay positive and stay strong! Our community is in the throws of "ReVision", our streetscape project. For those of us on Hwy 101; the noise, inconvenience and challenges are taxing to say the least. Business access and frustrated customers are just a few of the elements we are faced with. This too shall pass! We aren't quitters, we can do this! Let's communicate our support and willingness to share the burden together with our customers, friends and colleagues. A sense of humor is super helpful, share a laugh.

Having been married 36 years of my

Business Matters: Sisu

By Russ Pierson
Chamber Board President



Even though one side of my family hails from the Nordic region, I confess my understanding of the geography and history of this area of Northern Europe is spotty at best. My vague impression is that these are a happy people living in an area mostly untouched by the brutalities of conflict elsewhere in the world with stable populations and economies that enable them to offer generous, cradle-to-grave benefits to their citizenry.

So I was surprised to read recently about Finland's history in WWII. The nation shares borders to its north and west with Norway and Sweden ... and to the east, it shares a long border with what was then the Soviet Union. On November 30, 1939—just as the Finns were settling in for the long, cold winter—Soviet planes dropped more than

350 bombs over Helsinki, the capital city, while nearly a half million Soviet soldiers began marching across the Finnish border. The Soviet army had over 6000 tanks and 4000 aircraft. The Finns? Just 32 tanks and 114 planes.

So began the Winter War. The Finnish people knew that many would die; the only question was whether or not any of them would survive.



The Winter War, Military Museum of Finland, [CC BY 4.0]

Temperatures that winter dipped to 40 degrees below zero and, given their extreme northern locale, darkness enveloped the country for nearly 18 hours each day. Vastly outnumbered, brutalized by the cold and the night, the Finnish soldiers dug deep into their collective memories and shared culture

to rely on what they call sisu.

Sisu is a word that has no direct translation, but it refers to the idea of continuing to act even in the face of repeated failures and extreme odds. It is a way of living life by displaying perseverance even when you have reached the end of your mental and physical capacities. During the Winter War, the extreme mental toughness of sisu was all the Finnish soldiers could rely on.

While the Finns suffered over 70,000 casualties, they managed to beat back more than 900,000 Soviet troops, and The Moscow Peace Treaty was signed in March 1940.

Sisu is akin to grit, a type of mental toughness that allows you to bear your burden with an unbreakable perseverance. James Clear, author of Atomic Habits, writes, "Sisu extends beyond perseverance. It is what you rely on when you feel like you have nothing left."

Mentally tough people are defined—not by some circumstance of failure—but by their own indomitable perseverance. When you are facing long odds in your business, dig deeper. Find your inner sisu.

BUSINESS BEAT

541-997-3128

290 Highway 101, Florence, OR 97439

www.FlorenceChamber.comwww.facebook.com/florenceoregonwww.twitter.com/FlorenceOrCoast

We're kicking off our 2019/20 year and we want you to join our team! We are a three C's Chamber Catalyst—Convener—Champion

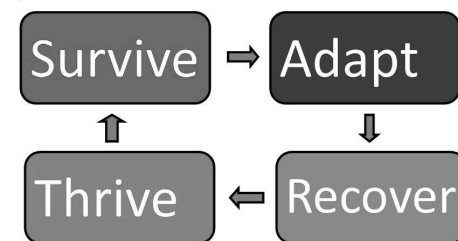
The Chamber is making a difference in our community! Tourism revenue is up \$5 MILLION dollars from last year to a whopping \$142 Million a year, resulting in over 1,900 jobs. The chamber has also been a key player working with stakeholders on three very important issues: 1) Workforce Housing 2) Workforce Development 3) Florence AREA beautification and revitalization committee development. In addition to our day to day advocacy, education and economic development efforts.

With a powerhouse board of directors, numerous volunteers, Rue Schertell the Event and Tourism Development Coordinator and Bettina Hannigan as the Executive Director we are truly a chamber of catalysts for business growth, conveners of leaders and influencers, and champions for a stronger community. Membership matters!

florencechamber.com/chamber/join/

life, I can attest, it can be very lonely being "Right". What do we want and what do we want to pay for it? It's time to think, take courage and communicate from the heart. Get away from the keyboard and make a real connection. Shake hands, forgive, respect and listen. Summer is just starting, we ALL need to get into the circle together, have each other's backs and trust that each one of us genuinely cares about our community. We do it differently, that's okay. We can do hard things!

Disaster Resilience for Businesses



July 11th – Lunch & Learn

Chamber Noon Forum – Disaster Resilience for Businesses.

The Oregon Coast is a dynamic and ever changing region. Threats from winter storms, flooding and landslides affect coastal communities each year. Alongside this, they face the real and impending threat of preparing for an earthquake and tsunami from the Cascadia Subduction Zone. While there is little we can do to stop natural disasters from occurring, there are steps that can be taken to reduce the initial risk and damages. Join the chamber and learn how your business can not only survive but thrive through this crisis. Presented by Josh Bruce Director, Oregon Partnership for Disaster Resilience. Best Western Pier Point Inn at 11:45am, delicious lunch is available for \$14. Open to the public!

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. We are currently looking for committee members for the following committees contact Bettina at 541-997-3128 if you are interested in participating in these important committees.

- Legislative Advocacy
- Membership Development and Retention
- Noon Forum & Pub Talk Education Programs
- Wine & Chowder Trail (October 11-13)
- Shop Small and Around Town Holiday Hunt Thanksgiving Weekend
- Holiday Festival – 1st Weekend in December

9th Annual
Wine & Chowder Trail
Florence, Oregon 2019

JOIN US IN HISTORIC OLD TOWN
Fri-Sun: Great Glass Float Trail
Enter to win a memorable 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 11, 12, 13, 2019

Plan your getaway today @ FlorenceChamber.com

presented by
OREGON COAST
Area Chamber of Commerce

Stay tuned to KCST 106.9 every Thursday at 9:30AM for Business Beat with Bettina Hannigan and Wayne Sharpe

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!