

Florence

OREGON COAST
Area Chamber of Commerce

BUSINESS BEAT

541-997-3128

290 Highway 101, Florence, OR 97439

www.FlorenceChamber.com

www.facebook.com/florenceoregon

www.twitter.com/FlorenceOrCoast

August 3, 2019

Welcome New Members!

PREMIER PARTNER

NOVA Health

4480 G N Hwy 101 541-997-1251
Welcome to Nova Health, a unified medical care organization offering urgent care, primary care, and physical therapy services to patients in our community. Our caring, knowledgeable providers are committed to helping you meet your wellness goals and achieve optimal health.
<https://www.novahealth.com/>

BUSINESS PARTNER

Paul K Jensen & Associates

88896 Hwy 101 541-953-6300
Commercial Real Estate Developer

UPCOMING EVENTS



August 15th - Florence Regional Arts Alliance (FRAA) is pleased to host Business After Hours from 5-6:30pm. Come join the FRAA members and enjoy an evening with friends, great food and drinks, music by Denny Weaver and fun. Visit with local artists and learn about classes we offer and other events we host in Florence. See what we are all about! Business After Hours are FREE and open to the public. 120 Maple Street.

September 5th - Kreation Hair Studio and Spa invites you to a special Business After Hours at their new location—179 Laurel St., Suite A—on September 5 from 4:30 to 6:30 p.m. Come enjoy good food, a variety of beverages, and prize drawings as you mix and mingle with friends, neighbors, business associates, and local leaders. Meet and get acquainted with the owner and stylist, Twila Lenington and Deborah Larson, licensed massage therapist. You can ask Twila questions about cuts, color, styles, facials, or other aesthetician services, and enjoy a free chair massage or schedule a table massage with Deborah. Kreation is also the area's exclusive Aveda retailer. Aveda offers wonderful-smelling hair and skin products with therapeutic properties that are made from organic, cruelty-free, environmentally-friendly, natural ingredients backed by powerful botanical science.

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

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

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 - 12-5pm**
Taste from over 10 Oregon wineries!

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

October 11, 12, 13, 2019

presented by
OREGON COAST
Florence
Area Chamber of Commerce

Plan your getaway today @
FlorenceChamber.com

From the Director's Desk



By Bettina Hannigan
Chamber Executive Director

There are no sides in a circle! You've all heard my story about how my mission as your chamber director is to make the circle bigger in our community. Bringing the City, Port, Business, Non Profits, Education, Tribes and Community Organizations together inside the circle. Recently, I was asked which side I chose on a political issue. My answer? I'm on the side of Florence. As I went home that evening I was angered by the question on many levels. I started thinking about the circle and it came to me – there are no sides to a circle EXCEPT inside and outside, right? Well, this truth resonates in the business world big time! I'm going to ask a tough question. What do your circles look like? Are you missing potential clients because they're not in your circle? We're all familiar with social, business, leadership and church circles just to name a few. Either you're in or your out and it's not a good feeling if you're outside looking in.

So how do we expand them? Get ready to get uncomfortable! You have

to step outside of your circle and invite people in. I think it's reasonable to say that we have something in common with almost everyone. Find that common denominator, it could be food, recreation, passion, faith, shared history, pets, hobbies and my favorite; laughter. Make a connection and be generous with your kindness. Building business isn't just making widgets, its building relationships – even with people who are different than your usual circle. I have been blessed with a crazy diversity of clients over the years. Oh, the stories I could tell. You get to know people when you are in the insurance restoration contracting business, STRESS is an understatement for these unexpected restoration clients. I've done everything from millionaire's homes to Section 8 apartments they all have something in common, you need only to take a moment to find it.

I usually tried to give something extra on each project, I call it planting seeds. A little sugar never hurt a lemon. It was my pleasure to do the unexpected and be

Business Matters: Everyday Millionaires



By Russ Pierson
Chamber Board President

Millionaire status isn't what it once was with sky-high real estate valuations, tech money, the startup culture and a remarkable bull run in the US stock markets, but it remains a significant milestone on the road to financial independence. The title of a new book by Chris Hogan underscores both of those realities: *Everyday Millionaires*. In many respects, the book updates both facts and advice from a 25-year old book, *The Millionaire Next Door*, with the new book based on a survey of 10,000 millionaires in the United States. The counsel in the book can be affirming, helpful a wake-up call, or all of the above.

First things first: the technical

definition of a "millionaire" is simply anyone with a net worth (assets minus liabilities) or \$1 million or more. So there's no direct connection between annual income and millionaire status.

Here are some of the highlights I found enlightening:

- You, too, can be a millionaire—really! I'm a firm believer in two truths: systemic poverty is truly tough to beat AND social upward mobility is possible for anyone. Some 8 of 10 millionaires come from families at or below middle-class status and the vast majority are "first-generation rich."
- Education still matters. Millionaires go to college—88% graduated with a bachelor's degree versus 33% of the general population. But they also do what they can to minimize the costs of education, with 79% attending less expensive public colleges and universities.
- You don't have to draw down a massive salary to become a millionaire. The top three occupations: engineers, accountants, and teachers. And only three in ten averaged a

different than their previous experiences by inviting them into my circle. My dear friend told me when I was a young wife, "Honey when you're young everything seems black and white. The older we get, the bigger the gray area becomes." Your assignment, if you choose to accept it, is to reach out to folks outside of your circle and invite them in. Let's do some business!

6-figure income. They have bought their homes and stayed there—17 years on average—so one-third of their net worth is their equity.

- Location matters—but it's not all that matters. The big five cities to find these millionaires are New York, San Francisco, Phoenix, Chicago and St. Louis, and the rapid increases in housing values in large metro areas certainly contributes to net worth. But wherever they may be found, they'll look for opportunities to earn more, create a side hustle, or cut back on expenses.
- If you have a retirement plan available to you, maximize it! 79% of millionaires reached millionaire status in no small part through their employer-sponsored retirement plan. If you're self-employed (and a larger percentage of millionaires are as compared to the general population), start contributing early and often.
Hogan's book is a wonderful reminder that you don't have to be a genius or be born with a silver spoon to attain financial independence.



Lunch & Learn Noon Forum - Learn how to leverage these international events!
August 8, 2019 @ 11:45 AM - 1:00 PM- The 2020 U.S. Olympic Team Trials - Track & Field will be held at Hayward Field on June 19-28, 2020. And the IAAF World Championships will be coming to Oregon Friday, August 6 through Sunday, August 15, 2021! The IAAF World Championships, held every two years, will be the largest sporting event in the world in 2021, *with nearly 2,000 participants representing as many as 214 different countries*. Kari Westlund, President & CEO, Travel Lane County and Sasha Spencer-Atwood, Director of External Affairs, TrackTown USA will be on hand to provide event overviews and field questions. The agenda includes time for open discussion on ways to make the most of hosting these extraordinary events. Lunch is available for \$14 at the Best Western Pier Point Inn. This meeting is open to the public, come out and find out how the chamber does 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. 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



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/

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!