

Florence

OREGON COAST
Area Chamber of Commerce

September 7, 2019

UPCOMING EVENTS



Travel Lane County and the Best Western Pier Point Inn Host Business After Hours

September 19, 2019 @ 5:00 PM - 6:30 PM Travel Lane County and the Best Western Pier Point Inn are teaming up to bring you the September Business After Hours. Join us for one of the premier views of Florence and the Siuslaw River! Food will be exquisitely prepared by the Pier Point staff and Lane County beer and wine will be featured. You may even walk away with a bottle if you're present for drawing! Learn about how Lane County's visitor industry has topped \$1 billion and how the Florence Area Chamber and Travel Lane County team up to promote Oregon's Coastal Playground! Best of all, Business After Hours is free! Come make a new connection.

Siuslaw Pioneer Museum Hosts Business After Hours October 3rd Last Resort Players Host Business After Hours October 17th.

From the Director's Desk



By Bettina Hannigan
Chamber Executive Director

ASSUME – ass-u-me. We can spell it and yet we do it anyway. Sometimes it works. My sales style is “assumptive.” I assume that what I’m selling is a good fit for whom I’m selling to, so assume the buyer will buy. That is a good assumption, it’s not always positive...

The last couple months we’ve discussed hiding behind the keyboard and the importance of circles. So where am I going with assume? Hang with me – it fits! Communication is a pillar in the foundation of building business. When we assume we’re communicating, we may indeed be spelling it! Think about your day, it starts with communicating to our family and pets (of course, I talk to my pets, don’t you?) Then we put our worker bee hats on and communicate through social media, e-mail, phone calls and in person with staff and clients. We say things like “Does this make sense to you?” or “Do you have any questions?” attempting to make sure we’ve been effective. But are we really listening or are we assuming they understand? I’m preaching to myself here when I say “SLOW DOWN AND LISTEN”. Was that

a hesitation or does the body language reflect understanding?

I think one of the most destructive forms of assuming is when we assume others think the same way we do. Why wouldn’t they? Insert a chuckle please. This is when “assume” is truly spelled out. When you lay out a building foundation you can measure from the outside, the inside or the middle SO LONG AS IT’S THE SAME EVERYWHERE. The trouble begins when one person measures it differently, now we have a problem. Communication is a form of building: relationships, sales, production, efficiency and success.

It is our responsibility as leaders, managers and influencers that we consider who we’re communicating to and what will be the most effective way to do so. Step out of the habit of assuming that others see the same picture you do. Your staff might just see more work not realizing that more work means more opportunity and more income. When we sell, let’s not assume the prospect knows what we know; ask yourself, “How can we better show the value of our product?” How often do we assume that since a person is “insert demographic

Business Matters: A Matter of Focus



By Russ Pierson
Chamber Board President

A much younger version of myself was once accused of being, as the saying goes, “a jack of all trades and a master of none.” I felt, in those days, that it was important to keep all my options open, and in the course of doing one thing, I often had my sights on still another thing, just over the horizon.

There are many things I know I can’t do. I have long ago decided I’m not cut out to be an astronaut or a professional football player, for exam-

ple. But I remain dense and deluded enough to still think I “could” be a lawyer or a doctor (though I would surely be paying off student loans to the rest of my too-brief career).

In short, I have a broad range of things that interest me, and it can be easy to get distracted.

You, too? Friend, what we need is focus.

Have you ever had one of those flashlights where you can adjust the angle of the light? Move the lens in one direction and you can light up an entire area—albeit dimly; move it the other direction and you’ve got a bright hotspot that brings a much narrower area into high contrast with great clarity. This is the very definition of focus.

According to author and blogger, Shawn Blanc, there are five components to a focused life: vision, goals, action plans, habits, and schedule. These things mesh together in a stew

here” that they’ll think or feel a particular way and that they will behave that way. That assumption just robbed us of positive communication.

We’re not alone in our assumptions; let’s join together making positive assumptions. This person wants to communicate with me and I want to communicate with them. I will listen, I will consider and I will connect!

Join us Thursday Sept. 12th for Building Purposeful Team Engagement. See Events for Details.

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



Building Purposeful Team Engagement – Lunch & Learn Noon Forum Sept. 12th

September 12, 2019 @ 11:45 AM - 1:00 PM Chris Province from PPG Leadership Development solutions will share tips that helped Three Rivers Casino work to align the values of the organizational leadership philosophy with the employees and desired work behaviors. The solutions created will increase levels of employee engagement, retention, teamwork and customer satisfaction. What results are being produced by your leadership practices? Are the desired leadership behaviors known and celebrated throughout your business? Do employees clearly understand the system in which they are expected to contribute, grow and thrive? Join us Thursday September 12th at 11:45 at the Best Western Pier Point Inn. Bay View Bistro caters with amazing lunch for \$14. This purposeful program will help you build business! Come out and join the chamber. This event is open to the public.

Max Out Your Membership

Membership in the chamber is a partnership you can leverage in many ways. Here are a few ideas.

- 1) Attend and/or host a Business After Hours. The first and third Thursdays of the month, we are currently booking into 2020, so call me and get your date saved!
- 2) Attend the monthly Noon Forum Lunch & Learn held the second Thursday of the month. September’s program will be on TEAM building, I think a relevant issue for every business and organization.
- 3) Can’t attend – stay connected with the weekly chamber blast. It is full of news and resources every week. It’s free, if you’re not signed up call us and we’ll get you on the list.
- 4) **Participate in Chamber Member Only Opportunities – We’re coming up on the Wine & Chowder Trail and Great Glass Float Give-Away. This event brings in over 600 people all over town to hunt for glass floats, taste wine and judge chowder. Only chamber members are able to host any of these “destinations”. We’ll also be doing something similar the weekend after Thanksgiving – Cocoa, Cider & Cookie hunt, again driving customers all over town and again Members Only. Call today to get your business included!**
- 5) How about running a member to member discount – request our membership roster and invite your peers to do business with you.
- 6) Visitor Center presence? Do you have your business cards, brochures or rack cards here so we can refer you.
- 7) Promote your events – send me 30-40 words and a link to your event and we’ll include it in the weekly e-blast. If it’s tourism oriented we can also put it on the website and on our Facebook (7,000 impressions a day average).
- 8) Looking for staff? Have you posted your job on the chambers job listing page on FlorenceChamber.com?
- 9) Upgrade your membership to leverage more exposure and referrals. Let’s talk about how we can help you.

**Hearts have chambers and
The Chamber has a Heart!**

BUSINESS BEAT

541-997-3128

290 Highway 101, Florence, OR 97439

www.FlorenceChamber.com

www.facebook.com/florenceoregon

www.twitter.com/FlorenceOrCoast



The Chamber is community.

We are devoted to making our community a great place to live, work and raise families. Everything we are and everything we do is in the service of a stronger community.

Unite for the greater good at florencechamber.com



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Western Association of Chamber Executives

that is as unique as you are yourself.

When we spend our lives—which is a perfect phrase given that we are literally “spending” a finite resource: the breaths, the heartbeats, the seconds of our lives—when we spend our lives engaged in something bigger than ourselves, finding ways to move the needle just one small twist of the knob most days, we have discovered how to focus our lives with intention.

Do you want one, small, practical application? As you prepare your mental “to do list” for each day, try to be sure you’ve got three items on there that are needle-movers, that aren’t just maintaining the status quo, but are helping to forge your legacy.

Remember ... “The secret of change is to focus all of your energy, not on fighting the old but on building the new” (Dan Millman, author of The Way of the Peaceful Warrior).

**Maximize
your
Membership**

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 – 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

Plan your getaway today @
FlorenceChamber.com



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The Siuslaw News

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