

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

November 9, 2019

Welcome New Members!

NEW BUSINESS PARTNERS

Dunesday Gaming

375 Laurel St. 541-305-9123
Dunesday Gaming brings the classic arcade experience and the newest console gaming systems together in beautiful Florence. Enjoy unlimited arcade play and access to 65" 4K TVs with your favorite console games. dunesdaygaming.com

The Gutter Guy

Florence Area 541-991-1637
Serving the Florence Area. Prevent water damage and fire hazard – have The Gutter Guy clean your gutters today!

Oregon Integrated Health - Primary Care Providers

1441 7th St. Suite B 866-972-0235
Oregon Integrated Health Florence location currently is accepting new patients and has one Primary Care Provider – Dr Mario Tarasco a Naturopathic Physician and one Psychiatric Mental Health Nurse Practitioner – Nancy Feltner. We are looking forward to growing in Florence as well as providing mobile services for home bound patients. www.oregonih.com

Mari's Kitchen – Serving Breakfast, Lunch & Diner

1277 Bay St. 541-305-2041
With years of experience cooking in the finest restaurants, our chef is excited to present their vision to you and all our guests. Our caring and committed staff will ensure you have a fantastic experience with us. mariskitchenflorence.com



2019

Photo Contest - \$250 Cash Prize!

The Florence Area Chamber of Commerce is looking for the best amateur or professional photos of the fun, frolic, famous attractions, iconic buildings, and beautiful scenery of Oregon's Coastal Playground.

The winner will collect a \$250 cash prize and have their submitted photo featured in the Chamber's resource guide and other printed marketing pieces, on their website, and in social media. A panel of Chamber members will decide the winner. The winner will be announced the week of January 15, 2020.

Deadline for entry is January 3, 2020. For more contest information, entry forms, and image release waivers visit florencechamber.com/2019photocontest, call 541-997-3128, or e-mail info@FlorenceChamber.com.

We call this place Oregon's Coastal Playground for a reason, so we're looking for outstanding amateur or professional photos that convey our coastal playground theme. So download your best photos from your smartphone or camera and send us your highest resolution photos showing the best of Oregon's Coastal Playground with you and your family having fun here.

Photos must be taken within 25 miles of Florence to be eligible. The contest is open to Florence area residents and visitors from all over the world. Amateurs and professionals alike are encouraged to enter. Portrait-oriented photos stand the best chance of being used in print media, though landscape-oriented photos are just as encouraged. Ideal photos will be in .jpg format, color, vertical in orientation (but horizontal will be accepted). We prefer 1920x1080 pixels, and 8MP, if possible.

For more contest information, entry forms, and image release waivers visit florencechamber.com/2019photocontest, call 541-997-3128, or e-mail info@florencechamber.com

From the Director's Desk

By Bettina Hannigan
Chamber Executive Director



It's time for giving! Holidays are a perfect time for giving gifts and treasures to those we appreciate and we feel fondly for.

We ponder, shop, wrap, ship and wait expectantly for the "I love it!" "You shouldn't have" and "Thank you". Givers love to give and hopefully we have some good receivers to make the fun complete. Shopping Small is critical for our small town and I'm thrilled to see the success of our first Cookie, Cocoa and Cider Trail and the super fun Sami the Sea Lion's "Sea Lion on a Shelf" at 35 businesses all over town. We've already been receiving completed passports – that's the Chamber in action. Bringing business to our

businesses!

Another quick Toot of the Horn – room tax revenue was up almost 19% for October! October is the beginning of our slow season and the chamber's Wine & Chowder Trail along with other community events and promotions made a significant impact! (Patting our shoulder visual.) So kudos to us!

The season for giving... Wait a minute, I mean FORGIVING. Don't quit, let's talk for a minute about how unforgiveness affects business. There are many legitimate reasons to be angry or hurt, we perceive we've been offended (many times we have). But how does that affect our ability to move forward? Do we avoid the business or personnel because we don't want to "make up" or maybe we just don't know where to start?

This is one of those good advice is truly good for you concepts. Our community has suffered this past year with heated disagreements and confrontations. Social media continues to break down the kindness standards most of us

were raised with. THINK – Is it TRUE, HELPFUL, INSPIRING, NECESSARY, KIND? Maybe it was a contract that didn't work out well, or a proposal that didn't get accepted. How about a passionate exchange that included personal attacks, deals gone bad, and every other opportunity to tear down our ability to work together to make Florence strong. I heard a sermon once about "Hardening of the Heart". It's a survival tactic that works temporarily, but not in the long run. Blood can't flow through a hardened heart, sooner or later we'll lose our ability to be vulnerable, loving, or giving as we shut down to protect ourselves.

For-Giving in action; 1) Ask for it, be the first to reach out. 2) Give it, even if it hasn't been asked for. 3) Share it, encourage those around you to make the leap.

Give the best gift you can this holiday season, give the gift of forgiveness. From my heart to yours, Merry Christmas and Happy New Year!

Business Matters: 2020 Vision

By Russ Pierson
Chamber Board President



With the New Year staring us in the face, let's talk about your business. As small businesses move

from startup to success, several things change. We tend to move from a culture of innovation (even if our small business staff consists only of "me, my-self and I") to a culture of command-and-control where we build an infrastructure to support and sustain our business.

A command-and-control structure offers several benefits:

- Clear direction from the owner or manager
- Specialization, as the sole proprietor begins to farm out aspects of the operation.
- Scaling up as we add roles and re-

sponsibilities.

- The efficiency and incremental improvement that comes with clear lines of authority.
- Consistency and predictability, with an emphasis on repeatable processes.
- Accountability, with a typical org chart that shows the pecking order up to the owner.

But those things also come with a price, due to the inherent weaknesses of a strong command-and-control system:

- Change comes ever more slowly as we build a bigger ship that takes much more time to turn.
- Agility is compromised, with more moving parts that make "turning on a dime" nearly impossible.
- A sense of shared purpose—the essential story of the business—can become diluted, little more than a vision statement on a plaque.
- Learning can become diminished across the organization as we focus on specialization at the expense of Big Picture growth.
- Empowerment is diluted with hard boundaries and division of labor.
- Innovation suffers as we move from a nimble startup with grit and a great

idea to an organization more intent on survival than growth.

Harvard's John Kotter suggests that our growing small business is better served by making room for "dual operating systems" that incorporate the benefits of both a hierarchy and an organic network. One distinct way to do this is to make room for entrepreneurship inside our successful business. This kind of continuous innovation requires:

- High levels of employee motivation—opportunities to think outside the box and grow the organization.
- Wide-spread "change leadership" capability.
- Access to resources for piloting new practices, new products, new lines of business.
- Creation and stewardship of a high-functioning organizational context with a compelling business story that inspires our employees and customers.

Here's a proposal for your small business New Year's resolutions in 2020: Make room for entrepreneurship inside your established business. You won't be sorry.

Noon Forum Lunch & Learn December - Tax Tips & Tricks for 2019 and 2020

Thursday December 12th - It's not too late to get your 7 P's in order - proper prior planning prevents (BLANK) poor performance! Join Karla Holloway of Holloway & Associates for an informative program with new news and information that will equip you to be better prepared for 2019 and planning into 2020. Knowledge is power and you're invited to get empowered at the final noon forum of 2019. Delicious lunch is available for \$14. Join us at Best Western Pier Point Inn; eat, learn, connect and get empowered! This event is open to the public, come out and find out how the Chamber does business!



Celebrate 40 Years with Oregon Pacific Bank – Business After Hours, December 19, 2019 from 5:30 PM - 7:00 PM We welcome our Florence community to stop in and celebrate with us! We are so proud to have served the Florence area since December 17th, 1979. Join us for wine, beer, light appetizers, and, of course, cake to celebrate our 40th! We look forward to seeing you. 1355 Hwy 101.

Artifacts' Host Business After Hours, February 6, 2020 from 5:00 PM - 7:00 PM Artifacts' new store

owner Shelly is a self-taught wire and leather wrap artist. Supporting artisan jewelry lovers, one piece at a time. Featuring handcrafted jewelry and handbags as well as distinctive décor. We make and find beautiful accessories for your personal style and inspiration. These genuine pieces are fun and unique! Located at 1255 Bay Street. This is a catered event, food, refreshments and adult beverages will be provided. Come discover one of a kind items that make great gifts for any occasion!

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

Chamber December Art Exhibit News – Welcome Rodger Bennett Photography!

The eye-popping work of local photographer Rodger Bennett is featured in the monthly art exhibit at the Florence Area Chamber of Commerce's Visitor Center in November, and is scheduled to carry over, with changes, into December. The Chamber features a different local artist's exhibit each month. "This year we'll have a collection of local scenes with some new ones to follow later in the month. All will be shown as metal prints, some with vibrant colors, some with stark contrasts in black and white. The Siuslaw waterfront is the major backdrop for the work and includes some unique shots of the McCullough bridge over the Siuslaw River," says Bennett. "There are a couple of familiar local scenes on display as well; although the images are not the frequently seen angles of the locations we all know and love," he adds. Bennett's photos on high-gloss metal feature sharp-as-a-tack detail and brilliant color. All are available to purchase after the exhibit ends in December.



2019-2020 Corporate Underwriters

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Three Rivers Casino Resort
TR Hunter Real Estate

Distinguished Sponsors

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Aileen Sapp, Broker
TR Hunter Real Estate
Banner Bank
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Burns's Riverside Chapel
Christina Voogd, Principal Broker
Berkshire Hathaway
Coast Radio
Fred Meyer Stores
John's Construction and Painting
Korando Dental Group
Lofy Construction
Oregon Pacific Bank
PeaceHealth
Peace Harbor Medical Center
Sea Lion Caves
Spruce Point Assisted Living
The Siuslaw News

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