



OREGON COAST

Florence

Area Chamber of Commerce

BUSINESS BEAT

541-997-3128

290 Highway 101, Florence, OR 97439

www.FlorenceChamber.com

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March 7, 2020



It's time to invest in customer service! Every year millions of dollars are spent to drive visitors into our community. We welcome them and appreciate their support to the tune of 147 MILLION DOLLARS a year and 1900 jobs. But what if they don't come back because they had a bad experience? It happens, and we're here to help prevent it happening again. Your chamber is coordinating this highly rated customer service certification program. "Guest Service Gold" is targeted to front line employees with the goal of providing the fundamental tools, motivation and inspiration that will help them 'Go for the Gold' when it comes to providing service that goes above and beyond what is expected. Five-star service begins with your employees. Ensure your team has the tools needed to give the best guest service possible with Guest Service Gold® training and certification. This comprehensive program is designed to train line-level employees to engage and provide memorable guest service. Core components include training and employee certification. Service-oriented organizations such as hotels, restaurants, attractions, and retail outlets can earn recognition as a Certified Property, Partner, or Destination if all front-line staff are engaged in this training." If you or your business would like to more information or to participate, give Bettina a call at 541-997-3128x3.

UPCOMING EVENTS – RESOURCES RESOURCES & MORE RESOURCES!



Google
Analytics

FREE WORKSHOP - SIGN UP NOW!
Spring into action with Google's business insights tools! March 11, 2020 @ 8:45 AM - 10:00 AM. *This virtual event focuses on business insights, and in one info-packed hour, we'll share how to use two powerful (and free) tools that can help businesses make decisions using data.* First, we'll explain how businesses can use Google Analytics to discover how consumers are engaging with their website. Then we'll discuss how a free Google tool called Market Finder can help businesses identify new markets and customers from around the world. This event is sponsored by the Florence Area Chamber of Commerce, Lane Community College, HYAK and the City of Florence. FREE refreshments will be provided. **Call Bettina to register at 541-997-3128x3.**

From the Director's Desk

By Bettina Hannigan
Chamber Executive
Director



Authentic - genuine, reliable, real, original, trustworthy, true, legitimate. Or the opposite - unreliable, false, disputed, rejected, counterfeit, unauthorized, fictitious. I think we can all say we've dealt with authentic people and we like it. How does being authentic work? I mean work as in work - business, sales, team building, management and leadership. Everyday business deals in relationships. What a pleasure it is to work with authentic people. If they don't know the answer, they say so and they'll find out for you. They're not following a script - they're relating. They're vulnerable, showing

their true colors. They're sharing themselves, they're believable. Their authenticity builds their future, we want to come back and work with them again and again.

Living in a small town is pretty transparent - eventually. First impressions have time to prove true or not so authentic. As business people, we're looking to build and we need team members and partners that share our purpose and value. Notice I didn't say opinions. How many times do our opinions get in the way of building connections? I am very much honored to have community partners that have differing opinions, they're authentic and have the ability to work together on projects and visions that we share common interest. Sometimes, there is such a thing as being too authentic and you know what I'm talking about.

What about those "team" players that present authentic then try to submarine your effort? Or that salesman that over-promised and under-performed? Or the employee that had a

family emergency and it involved playing hooky? Well those folks just got a whole new set of boundaries didn't they?

So what if you have some repair work? Well, there's no time like the present. Authentic crowd eating is a good place to start. Believe me, if you haven't been authentic more people know about it than you think. We all have reputations, some are accurate and some, well, not so much. The older we get, the more we understand that being authentic will win out in the end, just don't grow weary in the middle. There are some very real reasons people hide their authenticity. Lack of confidence and knowledge, competition (all by yourself with someone else) and ugly baggage are just a few. Today, take a moment and look yourself in the eye and get authentic with yourself. If you don't like what you see change it. If you do and you're a work in progress keep up the good work. Be authentically kind and enjoy the joy of sharing your true colors!

LUNCH & LEARN

*network *eat *learn *grow

March 12th Noon Forum Lunch and Learn - How you can leverage FREE Staff Training and Development! Full time, part time, seasonal staff? Looking

to promote from one position to management? Employers getting ready for tourist season: start supervisory and management training now. We'll show you how to use an On the Job Training grant now to skill-up staff on board now who will be taking on leadership roles. ORLA, BOLI etc training available to get started. Grants available to help supplement training costs. Join us at Best Western Pier Point Inn from 11:45



am - 1pm. Delicious lunch is available for \$14. Open to the public, come out and connect!



Histories at the Museum - Siuslaw Historic Museum Hosts Business After Hours! March 19, 2020 @ 5:30 PM - 7:00 PM Take the journey back and view the local pioneer and tribal history and learn more about the area you live in. Come and enjoy the hors d'ouvres, wine, and soft drinks. Check out our brand new State Fair Exhibit! The John Quay Heritage Players will be in attendance, and have a conversation with our Museum volunteers about history.
Chamber After Hours at Banner Bank! April 2, 2020 @ 4:30 PM - 7:00 PM Join us at our beautiful branch and enjoy food and beverage with some of the nicest bankers in town - including Tess Yahyazadeh our new branch manager! You might even win a fabulous door prize!

Come out and mix and mingle and make new connections. These events are FREE and open to the public. Discover how the chamber does business!
Connect - Develop - Grow

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 x 3 if you are interested in participating in these important committees.

Legislative Advocacy
Membership Development and Retention
Noon Forum & Pub Talk
Education Programs

2019-2020

Corporate Underwriters

Driftwood Shores Resort
Three Rivers Casino Resort
TR Hunter Real Estate

Distinguished Sponsors

101 Things to Do Magazine
Aileen Sapp, Broker
TR Hunter Real Estate
Banner Bank
Bi-Mart
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!



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

OREGON COAST
Florence
Area Chamber of Commerce
Catalyst. Convener. Champion.

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RHODY DAYS ARE JUST AROUND THE CORNER!

**PARADE ENTRIES
APPLICATIONS NOW
AVAILABLE**
FLOAT - EQUESTRIAN - BAND
& VEHICLES

**SIGN UP TO BE
A PARADE BANNER
HOLDER**
AND EARN FREE CARNIVAL TICKETS!



**VOLUNTEER
GUEST RELATIONS
TEAM MEMBERS
NEEDED**
FOR PARADE DAY

**INFORMATION &
APPLICATIONS AVAILABLE**
VISIT THE CHAMBER OFFICE
OR THE EVENTS PAGE ON
FLORENCECHAMBER.COM