

Florence

OREGON COAST
Area Chamber of Commerce

BUSINESS BEAT

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July 11, 2020

Welcome New Members!

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1234 Rhododendron Dr. 541-997-5391
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From the Director's Desk

By Bettina Hannigan
Chamber Executive Director



"Not all those that wander are lost." This poem from JRR Tolkien's Fellowship of the Rings is incredibly relevant today. Our world is wandering through this COVID crisis with limited vision, resources and hope. Maybe we feel (yes, I said feel) like we're Sniff & Scurry in "Who Moved My Cheese". Well it's better to be Sniff and Scurry than Hem and Haw. We're going to take a wrong turn now and then; it's okay to turn around go back and try a different route. As we scurry about to find new ways to get cheese, the hardest part is not to grow weary. How do we do that? We protect ourselves.

That sounds a bit defensive – it is! We have a very important asset that will help us survive and thrive, you, you're the asset. You need to be warriors, prepared to fight the fight, defending yourself and attacking your enemy. Are you protecting your assets? Physically – take care of your body, keep it well fueled with rest and proper nutrition. Mentally – where's your helmet? Are you protecting the motherboard from too much nonproductive information? I had a friend once that said, "You can't control what comes into your mind, but you can control what stays there." Too much negative input disables the positive and creative juice. Emotionally – Our feelings are important, but we need to remember they're not always logical or correct. They can easily become the tail that wags the dog. We need to think about our feelings (yes, even you manly men!)

– analyze them and make sure they're working for you, not the other way around. They can be very sneaky, draining our asset without even being seen. How about attacking the enemy? First step – find it. What exactly are we fighting against? Is it the product of the enemy or the heart of it? Sometimes it's hard to see the forest for the trees. Can you stand back for a moment and see the big picture. I'm fairly sure there's CHANGE in your future.

The full poem referred to above goes like this:

*All that is gold does not glitter,
Not all those who wander are lost;
The old that is strong does not wither,
Deep roots are not reached by the frost.
From the ashes a fire shall be woken,
A light from the shadows shall spring;
Renewed shall be blade that was broken,
The crownless again shall be king.*

Are you on autopilot on the same old road? Or do you know where you want to go and need more help getting there? Maybe you need to change your destination; have you evaluated your actual projections? This fight can be won, although maybe not the way you're going. Be willing to wander a bit, be open to change and different ways of doing things. Maybe a complete redirection is the answer, be brave and remember necessity is the mother of invention.

The Chamber has resources to help you through this process, one on one counseling, financial guidance, help with new online and digital tools and much more. We can do hard things #TOGETHER.

Business Matters: Business As Unusual



By Russ Pierson
Chamber Board
Past President

To state the obvious, these are decidedly not the days of "business as usual".

We find ourselves desperately trying to claw our way out of a pandemic-related quarantine that has spelled financial ruin for many individuals, families and businesses. And we are doing so in the throes of political division and not infrequent civil unrest.

Each business, every individual must find their way to whatever the new normal looks like in this liminal period of re-opening—but clearly we are not there yet. Still, there are some common things we need to do—both as individuals and as members of our community.

The touchstone that intersects all of these elements is trust.

As individuals, we must be responsible members of society. We live in a beautiful bubble that has largely protected us from an outbreak of COVID-19, but as a region that depends mightily on tourism (and scads of visitors from metro areas) to propel our economy, and as a well-known haven for retirees where the median age hov-

ers around 60, we need to be circumspect and follow current guidelines in public—if not for ourselves, then for the health and well-being of others.

As businesses, we have to demonstrate that we are opening and operating with the public trust in mind. That means keeping current on best practices that may change as we continue to learn more about the coronavirus—and dutifully implementing those best practices to ensure our customer's confidence. We have to teach ourselves about disinfecting our business spaces, practicing social distancing and demonstrating care and professionalism.

You have no doubt learned by now that guidelines are ever-changing in this new landscape, and you can go crazy trying to keep up, but there are resources close at hand that are publishing the best information. The City of Florence and Lane County both have excellent curated lists of resources available on their websites. RAIN and the LaneSBDC are doing a remarkable job offering solid counsel to the business community. And Bettina Hannigan, our Executive Director at the Florence Area Chamber of Commerce, sits through countless webinars and briefings while keeping her hand on the pulse of our local businesses. That means the Chamber's webpage, with its COVID-19 Business Resource Hub (available to everyone) is a trustworthy place to find all the guidance you need in these difficult times.

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