

Florence

Area Chamber of Commerce

OREGON COAST

BUSINESS BEAT

541-997-3128

290 Highway 101, Florence, OR 97439

www.FlorenceChamber.com

www.facebook.com/florenceoregon

www.twitter.com/FlorenceOrCoast

August 8, 2020

Welcome New Members!

DISTINGUISHED SPONSOR

Torex ATV Rentals

83960 Hwy 101 541-997-5363
Our sand access is very centrally located in the middle of the Oregon Dunes National Recreation Area and EASY to find! Ride some of the biggest dunes and catch the most breathtaking views along the Oregon Coast with us. We are the ONLY rental company in Florence, with direct access to the sand— Don't miss out! Our machines are waiting for you!
<https://torexatvrentals.com>

BUSINESS PARTNER MEMBERSHIP

Ruppert Wood Floors

Florence – Central Coast 541-579-1716
Hardwood installation, repair and refinishing. Luxury Vinyl Plank installation. Private clients, contractors, insurance related contractors all welcome!

Venny's Café 101

1517 Hwy 101 541-991-3806
Serving Mexican and American Breakfast, Lunch and Dinner. A local family run restaurant, where families can enjoy traditional American and Mexican cuisine. Enjoy the best service and attention by Carmen and crew.
<https://www.facebook.com/Natalie3415/>

ASSOCIATE MEMBERSHIP

Boomer Wright – Individual

210 Thorton Oar Lane, Reedsport 541-991-0065
<https://www.boomerwright.com/>

St. Mary's of the Dunes

85060 S. Hwy 101 541-997-2312
Founded in 1937 in Florence Oregon. We the people of St. Mary, Our Lady of the Dunes Catholic Church are a Roman Catholic Community. We are committed to nurturing our spiritual growth and sharing God's love with all people.
<https://ourladyofthedunes.org/>

From the Director's Desk

By Bettina Hannigan
Chamber Executive Director



"Quitters never win, and winners never quit." Vince Lombardi nails it with this one. I think most of us can honestly say we're sick

and tired of COVID and all that comes with it. It seems like this will never end, but you know what? It will. THIS IS TEMPORARY. A few years back, one of my Business Beat articles was titled, "Pro's make it look easy." We don't see the sacrifices, the time and effort, the late nights, early mornings, hair pulling stress, and heart-breaking costs paid to "make it look easy." To each business owner, employer, manager, employee, teacher, and student who's sticking to it – to you I say, "Good job – hang in there and thank you."

My husband has a great saying, (You know how I love a good saying!) "The best way to overcome temptation is to avoid it." Are you tempted to quit, throw in the towel and lay on the couch and eat bonbons? I admit the bonbon part is pretty tempting, especially if they're the ones I make at Christmas time with coconut, nuts and chocolate.... Oops I detoured. Let's just consider the cost of entertaining this temptation. Of course, there is the financial cost: bills, insurance, housing, food, etc. They all just keep-a-coming. Then there is the emotional price – defeat, failure, disappointment, even some shame. How about health? Stress takes its toll, even when its stress related to something good. Change, discomfort, the fear of the unknown, all bring their own stress.

So how do we avoid temptation? We have a vision. We watch our words and keep our purpose in sight. We plant seeds of kindness; we walk away from mean-spiritedness and mean-spirited people. Let's be contagious with hope and a helping hand. Reach out and bring someone who was tempted to quit back into a positive forward motion (put the

bonbons away!). I know you're saying, Bettina this is pie in the sky, Pollyanna and pure BS. I say to you, it can't hurt to try it and once you do, you'll be moving in the right direction, looking forward, beyond this hellacious pandemic. Maybe your imagination will kick in and inspire you with new and better ways to accomplish your vision and purpose.

To our Florence community, I want to say a personal thank you. Our Chamber membership renewals went out in late June and we've had many renewals and even a new Distinguished Sponsor – Torex ATV Rentals. I work for you, to serve you and to support our businesses and community so we can thrive. Your membership renewals support the Chamber so we can continue to support you. If you haven't renewed and need financial help, call me. If you aren't currently a chamber member – join us as we work together to be the Catalysts, Conveners, and Champions for a healthy community. You can reach me at bettina@florencechamber.com or 541-997-3128x3. Making the circle bigger together.

Business Matters:

All I Really Need to Know I Learned in A Pandemic



By Russ Pierson
Chamber Board Past President
(Written with apologies to Robert Fulghum, author of the 1986 best-seller, All I Really Need to Know I Learned in Kindergarten. I have freely and liberally plagiarized his great work.)

All I really need to know about how to live and what to do and how to be I learned in the coronavirus pandemic. These are the things I learned:

- Share everything ... except the virus. And if you've got a lot, this is a good time to be on the lookout for those who have very little.
- Play fair. Go down the one-way aisle at the store the right way, and say "sorry" if you forget.
- Don't hit people—even if they AREN'T wearing a mask and you

are or they ARE wearing a mask and you aren't.

- Don't take things that aren't yours. Even if you CAN buy them, don't take more than your fair share of the toilet paper and hand sanitizer.
- Say you're sorry when you hurt somebody. Everyone's fuse is a little shorter than usual right now. Give them all a break—including yourself.
- Wash your hands before you eat. For twenty seconds. With soap. Singing "Happy Birthday" twice. Or if soap isn't readily available, use an alcohol-based sanitizer, ideally with 60-70% alcohol. And never use a methanol-based sanitizer.
- Flush. And if you're in a public restroom, use a seat cover and sanitizing wipe if they're available. And be understanding if that retailer's restroom isn't available right now.
- Sourdough—just do it! It's good for

the gut and good for the soul.

- Take a nap when you need it.
- When you go out into the world, watch out for traffic—DON'T hold hands—but stick together. And wear a mask. It's not just protecting others, it's protecting you, too. And we live in a gorgeous community that the entire world seems to want to visit every weekend in the summer.
- Wonder. When you can, get outdoors—even if it's just in your backyard. Enjoy the sun and even the crazy summer wind. Let it blow out the cobwebs in your being.
- Everything you need to know is in there somewhere. The Golden Rule and love and basic sanitation. Ecology and politics and equality and sane living.

And don't forget, Florence: we are all in this together. All ways and always.



<p>2020-2021 Corporate Underwriters</p> <p>Banner Bank Driftwood Shores Resort Three Rivers Casino Resort TR Hunter Real Estate</p> <p>Distinguished Sponsors</p> <p>101 Things to Do Magazine Aileen Sapp, Broker TR Hunter Real Estate Bi-Mart Burns's Riverside Chapel Christina Voogd, Principal Broker Berkshire Hathaway</p>	<p>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 Torex ATV Rentals</p> <p><i>Be sure to thank these members for their investment in our community!</i></p>
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SAMI THE SEA LION IS BACK!

AT A CHAMBER BUSINESS NEAR YOU!

The SOCIAL DISTANCING SEARCH FOR SAMI THE SEA LION

JULY 31ST - LABOR DAY

PRESENTED BY:

Florence
Area Chamber of Commerce

SPONSORED BY:

Sea Lion CAVES

once you have FOUND SAMI 15 OR MORE TIMES TURN YOUR STAMP BOOK IN FOR A CHANCE TO WIN ONE OF 7 GIFT CERTIFICATES!

PICK UP YOUR STAMP BOOK AT THE VISITOR CENTER OR ANY PARTICIPATING LOCATION

All About Olives - Backstreet Gallery - Lovejoy's Restaurant & Tea Room - ICM Restaurant - Florence Regional Arts Alliance - The Siuslaw News - Keller Williams Realty Florence - Stitch & Sole - Chikken Coop on Maple - Wind Drift Kites - Wind Drift Gallery - Sticks & Stones Gallery - Socks To A T - Waterlily Studio - Kitchen Klutter - P. S. Winkles - Periwinkle Station - The Jolly Egret - Artefacts - River Roasters - Humane Society Thrift Shop - The Mustard Seed - Lofy Construction - BeauxArts Fine Art Materials - Sand Master Park - Sandboarding - Three Rivers Casino Hotel & Sea Lion Caves