

Florence

OREGON COAST
Area Chamber of Commerce

February 13, 2021

Welcome New Members!

BUSINESS PARTNER MEMBERS

Danny's Game Store

511 Hwy 101 541-590-3719
Video game retail store, buying and selling used video games and consoles.

Lighthouse Electrical Contractors, Inc.

1339 Rhododendron Dr.
541-991-7015
Providing services for residential, commercial, underground line locating, industrial, communications, sign lighting repair, parking lot lighting. Emergency Services. Free estimates.
www.lighthouseelectricalcontractors.net

Professional Massage Therapy, LLC

1525 12th St. #2 480-229-6244
Professional massage therapy by appointment.

From the Director's Desk

By Bettina Hannigan
President CEO



As I pondered what to write this month, this article popped up in my Facebook memory, this was pre-COVID, but oh how relevant it is today. We can surely add some additional sick and tired, like tired of quarantine, of having to dine outside, of masks, of social distancing, our loved ones being sick, and missing our hugs and kisses just to name a few! This article inspired me, and I hope it will you too.

Are you sick and tired of being sick and tired? Boy, am I!!! I haven't been sick (thankfully) but this weather makes me tired. Tired of rain, tired of voice mails, tired of being nice all the time, tired of being positive, just plain tired. Now, I know I'm not the only one; so how do we pivot off of the negative and sprint into

the positive? It takes effort! Sometimes, monumental effort.

What do we want and what do we want to pay for it? How's that tired working for you? Tired doesn't get much done and what it does get done probably has to be done over. Are you feeling creative, generous, joyful? How about productive? Well, this is where the doers get'er done. We CHANGE OUR MINDS. Yes, it's hard; if it wasn't everyone would be successful. As business owners we have to learn to pivot, to discipline our minds to stay on track. Changing your mind is a choice, it shows a willingness to consider other information or ways of getting it done. As tempting as slipping down that slippery slope into mediocrity is, you're not meant for it! It's time to pull up our britches, tell ourselves that we're not going to take it anymore and get out and rock this thing called business.

Do you know what your motivators are? A good way to get started is to determine what you want. Yep, it's time to reaffirm, modify and develop your goals. Break them down into yummy little bite size pieces. Each small achievement is a motivator that works. It will work for you

and your team. Take time to celebrate your wins, even if it's just a change in attitude from **being tired to being inspired**. There is a lot of good advice out there about goals and team building. It's good advice. But it's only good if you take it.

- Share the love – giving works!
- Team up – find someone else that needs to pivot and sprint and do it together.
- Be nice to yourself – celebrate the baby steps.
- Make your own sunshine – whatever that looks like.
- Change your mind – you CAN do this!
- Be patient with yourself - sometimes it's two steps forward and one step back. You're still going in the right direction.
- Remember laughter doeth good like a medicine – take time to laugh.
- Get some sleep – whether you're an early bird or a night owl, schedule your down time to rejuvenate.

Remember, only you can prevent forest fires and burnout. Take care of yourself, we need you!

Business Matters:

After the Snow Storm

By Russ Pierson

Chamber Board Past President



As I write in early February, we have seen hail, sleet and oceans of rain in Florence proper, but we have—so far—missed out on snow. Still, I am sure you remember as I do

that feeling of waking up one wintry morning and finding the world silent, blanketed in white.

In fact, it is more than mere feeling. There is that noiselessness, a quietude, a certain smell in the air, a taste on your tongue—a very real tactile sense of everything, for a moment anyway, being

made new.

There is what was before the snow, along with a hopeful sense of possibility in what might come after.

This year of pandemic restriction, with the inevitable change of plans, dashed dreams and hope deferred, has been dreadful in so many ways. Yet here in the figurative (and for many of us, literal) season of solitude and silence, we have also found small blessings.

There is a clarity in quiet seasons where both the clock and the calendar diminish in importance. We have time to be with ourselves—often a frightful thought—and we are able to consider things, to develop notions of how we might re-engineer our lives, to focus less on doing and more on being.

The vaccines that should end this scourge are increasingly available, and over the next several months, we will all have the opportunity to join the “herd”.

This season is surely coming to an end.

But the end isn't here just yet.

Perhaps that blanket of snow is beginning to melt, revealing what was covered. And soon we will find ourselves in that dirty, slushy period when the pause button is released and life begins to return to normal.

Let's not move too quickly. Let's take time to consider what parts of normal we return to and what things we ought to leave behind.

Historians tell us that the last great pandemic, the Spanish Flu of 1918-1919, led to the Roaring Twenties when people eagerly gathered in ways they hadn't been able to for two years.

I am surely ready for a party; I'll bet you are, too. But let's be sure we all make it to that yet-to-come soirée. Let us consider the future we want for ourselves, our loved ones and our Siuslaw region neighbors.

Leveraging FREE Social Media to Build Your Business

By: Mitzi Hathaway

Florence Area Chamber of Commerce

Event and Tourism Development Coordinator

During this time of social distancing, we are all feeling isolated, disconnected and let's face it, a bit tired.

Especially for small business owners who are abiding by state guidelines who prior to the pandemic, depended primarily on foot traffic.

This past holiday season during the Chamber's Shop Local promotion, the

US saw a 40% increase in online sales. So, how does a small business compete with big box stores? By building a loyal customer base through engagement, convenience, and connection. There's no easier or affordable way, than to utilize social media.

Area businesses that fared the best over the past year, have shown a strong online presence. From the Florence Foods group on Facebook to individual stores promoting their products visually on Instagram, we witnessed innovation in action. Outside dining, curbside pickup, appointment only personal shopping, delivery and shipping aided in retaining and gaining customers. However, many businesses that remain intimidated by an online presence, are

missing out on the opportunity to not only survive but thrive during this time.

With 40% of the workforce now working remotely, and 70% of consumers turning to business pages on social media for inquiries and customer service issues. It is vital for the economic survival for individual businesses, as well as for our community to take advantage of this free platform.

Most consumers are looking for information that can be accessed quickly, goods and services delivered timely, with the customer service they expect from their neighbors.

Facebook, Instagram, Twitter, and Pinterest are the cornerstones of the social media world. Facebook and Instagram currently outrank emails in how small businesses are communicating with their customers. If you do not have presence in one or all these platforms, it is time to start.

Once you've signed up and have created your business page, you maybe asking now what?

Most importantly is to keep it current. List your days, hours, address, phone, and website address. Make it easy for people to find you. Make sure that your page is visually appealing and unique.

Not creative? A site like Canva can help, with graphics, royalty free photos, logo creations and layouts that make your page look professional. A neglected page is a lost opportunity for potential

customers.

Engage with your audience. A proven formula is 80% entertainment & useful information, 20% promoting your business. People log on to social media to be connected, not to be bombarded with advertising.

Share a day in your business life, link to current articles relevant to your business, post DIY videos, offer experienced advice, share a fun photo or inspirational story. Offer loyalty programs and discounts only available to followers.

Reach out and respond! Reply to comments, messages, questions, and solve any issues that may arise in a timely manner. In doing so you will build the trust needed, to obtain and retain your customer base.

All this can be overwhelming at first. A social media management dashboard such as Hootsuite, is an easy tool to use to connect with people and the community over social media platforms.

With organization, scheduling and insight, you will discover in time, what is working, what isn't and what adjustments should be made.

The most important attributes you can offer is accessibility and authenticity. If you make yourself available, while sharing your passion for what you do and who you do it for, you'll gain loyalty. Not only in business but in life.



Spring is in the air,
time for a beloved Florence tradition.

OREGON COAST
Florence
Area Chamber of Commerce
Flower Basket
SPONSORSHIP

The Florence Area Chamber of Commerce, in partnership with the public works department of the City of Florence, is preparing to hang the magnificent flower baskets that have adorned Bay Street from spring into fall for the last several years.

However, that program is set to double this year to 120!

We're hoping to celebrate optimism, good will, good weather, beauty, a reduction in COVID-19's impact, and our cautious steps toward the restoration of tourism. This is yet another way to build on our local beauty and support local small businesses.

By hanging them along the new streetscape, as well as in Old Town, locals and visitors will slow down and take in a very positive impression of our community, and that helps commerce in our area.

Some of our sponsors are inspired visitors or have vacation places in Florence or sponsor them as a dedication to a friend or loved one. Many people take pictures with them to share online and remember their trip to Florence. That gives the program a lot of marketing mileage. Many of our sponsors sign up year after year for the pride it gives them for supporting and beautifying our community.

**You can sponsor one for \$85.00
at: [Florencechamber.com/events](https://www.florencechamber.com/events)
or on Facebook at: [Florence Oregon Coast](https://www.facebook.com/FlorenceOregonCoast)**

YOUR CHAMBER IS A THREE C's CHAMBER!

CATALYST FOR BUSINESS GROWTH

- Connections to business prospects, networking opportunities, and relationships in a friendly, referral-based environment.
- Access to business resources, information, and training to support the growth and professional development of you and your employees.

CONVENER OF LEADERS & INFLUENCERS

- Advocacy representation with elected officials, policy makers, and business leaders on local, regional, state, and federal platforms.
- Influence over issues that directly impact your business.
- Collaborations of business and community leaders to identify and solve challenges.

CHAMPION FOR A STRONGER COMMUNITY

- Inspire smart planning decisions for long-term community sustainability.
- Identify strategic partnerships to benefit business retention and growth, workforce development, charitable giving, and leadership development.
- Represent a vibrant community by responding to visitor needs and providing assistance through the Florence Visitor Center.