

# Florence

OREGON COAST  
Area Chamber of Commerce

## BUSINESS BEAT

541-997-3128  
290 Highway 101, Florence, OR 97439  
[www.FlorenceChamber.com](http://www.FlorenceChamber.com)  
[www.facebook.com/florenceoregon](https://www.facebook.com/florenceoregon)  
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**April 10, 2021**  
**Welcome New Member!**

**NEW BUSINESS PARTNER MEMEBERS**

**Rotex Excavation & Construction** - Rotex Excavation is a full-service excavation and new construction company that also provides land clearing and home remodeling services in the Florence, Veneta, Waldport or Eugene, OR areas. [www.rotexexcavation.com](http://www.rotexexcavation.com) 541-999-7280.

**Sheila Clark, Realtor with The Virtual Realty Group** - Florence Let me share all things the beach lifestyle, Florence and the Oregon Coast! 541-914-4472

**Why Membership Matters**

Wondering why you should join the Chamber? Here's a perfect answer! It's important to be part of something bigger than yourself. Joining the Chamber is joining a team of community leaders committed to working toward a better town/county/region for everyone. (Today it may be recovering vs building.) There is arguably no greater force for good in a community than businesses working together and the Chamber harnesses that power to assist individual businesses and the larger community as well. If you're in business, you must be in the Chamber.

**From the Director's Desk**

By Bettina Hannigan  
President CEO



You can't push a string. This saying has been in my repertoire for many years and is a simple truth that reminds us we need to have engagement

and be engaged. The last 13 months of COVID have brought many positives and negatives that we've pivoted, changed, embraced, and ultimately accepted. Though all of this, Florence has continued to be incredibly generous with time, funding, and resources. So, before I get into the string pushing thing, let's take a moment and toot our own horns. We've worked hard and a solid pat on the back is well deserved.

- 1) We've overcome Zoom fatigue and continue to collaborate and work with our community stakeholders to support our businesses, organizations, and vision.
- 2) We've been nice, even when we

- 3) Our lodging and tourism have been safe and vibrant while we continued to support our economy.
- 4) We've survived politics, snarky people, masks, take out and eating outside with jackets and blankets to support our restaurants, remote schooling, and the constant awareness that COVID is front and center to our daily lives.
- 5) We've been home way more than normal and some of those "some-day" projects have come to fruition.
- 6) Some of our businesses have expanded exponentially while others have maintained on less than 50% of normal and some have not survived.
- 7) We've missed spending time with our families, hugs and kisses, get-togethers, and events.
- 8) We've embraced new ways of doing things, spent time learning better ways to serve our clients and sustain our businesses. Way to go Florence, don't give up. Now to the string pushing... One of the most difficult challenges our businesses are facing is labor shortage. Who wants to take a pay cut to go back to work? Unemployment supplements

in many situations exceed normal wages, combined with parents remote schooling their children are preventing our labor force from being active. Staffing is always difficult here on the coast, but we're looking at a crippling situation. Our high season is right around the corner and if our hospitality positions aren't staffed, we're in for a BIG PROBLEM. Tourism generally supports around 1,900 jobs in the Florence area. Each one of those jobs translates to a paycheck, local spending, personal responsibility, and hopefully a level of independence. The Chamber has shared these concerns with Senator Merkley and other representatives and there are no easy answers.

Let's stay engaged together. Share those resources whether they be PPP Loans and other "Rescue" provisions, educational resources like RAIN's series of programs, LCC and the SBDC and my favorite, "Let me help you (fill in the blank)." Your Chamber is here for you with up to the minute resources, sign up for the Weekly Blast, and stay informed at [FlorenceChamber.com](http://FlorenceChamber.com) under the Business Info Tab. Florence, we can do hard things - TOGETHER.

**Business Matters: What Makes You Mad?**

By Russ Pierson  
Chamber Board Past President



This may seem to be contrarian advice, but here's my value proposition for you: Are you putting your anger to its best and highest use right now?

I have long, deep roots in the faith community, so I am a fan of the great wisdom traditions. There's a brief vignette in the Christian writings around Jesus that has long intrigued me. Near the end of his life, he enters the Temple in Jerusalem and knocks over tables staffed by merchants and moneychangers

making a profit off all the visitors. Is Jesus taking a position against small, local businesses? Uh, no. There is something else going on here.

It turns out that the anger Jesus clearly displays is in service of people at the edges of society. First of all, these merchants were set up in what was supposed to be an area of this holy space reserved for those who were unable to enter the main temple courts. It might be a bit like setting up a vendor fair in space reserved for accessible parking at your favorite local store. Worse, these merchants were capitalizing on the poor with a kind of "double markup". You first had to change your money to a special currency reserved for the temple—at a loss of value—and then buy the wares you needed at inflated prices.

Anger is an interesting emotion. It's often used to shut down and shut out—to minimize those living at the margins. But here Jesus turns that dynamic upside

down. He uses his anger to right this wrong, and to point his followers toward working in concert with the principle espoused by Martin Luther King, Jr. nearly two millennia later: "The arc of the moral universe is long, but it bends toward justice."

King here paraphrases a portion of a sermon delivered in 1853 by the abolitionist minister Theodore Parker, who said: "I do not pretend to understand the moral universe. The arc is a long one.... I cannot calculate the curve and complete the figure by experience of sight. I can divine it by conscience. And from what I see I am sure it bends toward justice."

Parker's full quote underscores an important component of "anger with purpose". Have you noticed a marginalized group others are taking advantage of? If so, you may have found the next chapter in your life's journey.

**2020-2021 Corporate Underwriters**

Banner Bank  
Driftwood Shores Resort  
Three Rivers Casino Resort  
TR Hunter Real Estate

**Distinguished Sponsors**

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Oregon Pacific Bank  
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Sea Lion Caves  
Spruce Point Assisted Living  
The Siuslaw News  
Torex ATV Rentals

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

**Virtual Video Social Media Marketing – Yes You CAN!**

By Mitzi Hathaway, Chamber Event & Tourism Development Coordinator

This past year businesses have turned to social media to reach their client base. With the lack of in person interactions, visual tools have become vital. While the use of photos and videos have allowed followers to view what a business has to offer, it is the personal connection and interaction customers miss most. Event coordinators like myself, have turned to virtual events to fill the gap. This is where both recorded and live video comes in. While many in person gatherings have on hold, videos have risen to greater popularity than ever. From art showings, instructional videos, and product demonstrations, a viewer can connect to not only to what is being seen but to the person relating the message. From informative Q & A sessions to entertainment, we are all using this format to connect to one another virtually. Videos have the #1 return on investment (ROI) online.

YouTube reaches in an average week than all cable TV networks combined in the 18- to 49-year-old demographic.

Facebook Live has the most organic reach yet is used the least in social media marketing. An under used tool that can have a huge impact. Posting short videos into Facebook Stories, allows your message to be seen by the most viewers in the shortest amount of time. Instagram Reels allow users to create 15-second videos, set them to music, and add effects. Users can then post created Reels to their Stories—where they will remain for 24 hours. Or to their feed in a dedicated Reels tab. Public accounts can also post their Reels to the Explore tab, where other users can find and watch their videos, which can lead to expansion of viewers and sales. Instagram has rolled out a new feature Instagram Shops to aid businesses and shoppers. During a product video a shop link appears on the side of the screen. With one click, the viewer can buy the product.

There's no need special equipment or editing software. A smart phone with a decent camera and a video trim app is

often all you need to get started. Before you film, you should ask yourself; What do I wish to say? Who is my desired audience and what result do I want from this video post? What works for you in other marketing platforms, will escalate in the form of video. More than 4 billion video views take place on Facebook every day and 65% of all Facebook video views come from mobile users.

Now that you know what you wish to say, who you wish to say it to and what result you want. It is time to decide what kind of video you wish to post. A slideshow is a simple way to combine personal or stock photos to tell a story or show merchandise. Short videos targeted to a specific demographic. Remember to add captions, for 80% of social media videos are watched with the sound off.

Finally, there is Live Video, which during the pandemic has been an essential tool business tool from Zoom meetings to virtual events. In sales, it provides in real time authentic

interactions with your followers. The return of personalized customer service. Bringing back the fun of doing business. Which leads to shares, new followers, as well as an increase in clients and/or sales.

Now that you are ready to record and post video or go live, you may be wondering what the best time to post across social media is. Typically, it is Tuesday - Thursday 8am - 4pm. With the most interaction mid-day on Wednesday. With the least on Sundays and Mondays, as people are winding down their weekend and then gearing up for the work week.

This here to stay world of virtual events, informative networking and sales driven videos can be intimidating. Just know that once you put your oars in the water of visual social media marketing, you will find that they are easier to navigate than you thought possible. Using your personal touch, with a bit of creativity along with trial and error, video marketing can take your business farther than you ever imagined.



**The Chamber is charting a course to navigate you towards your smile.**

**Keep your eye on the horizon!**

#findyoursmileinflorenceor ☺ #oregonscoastalplayground ☺ #kindnessatthecoast

