

BUSINESS BEAT

541-997-3128

290 Highway 101, Florence, OR 97439 www.FlorenceChamber.com www.facebook.com/florenceoregon www.twitter.com/FlorenceOrCoast

May 8, 2021

Welcome New Member!

NEW BUSINESS PARTNER **MEMEBERS**

Glo Beauty Lounge & Boutique! 490 Hwy 101 541-997-1844 Glo Beauty Lounge is a fullservice boutique salon. We offer Tanning, Hair services, Facials, Waxing, Lashes, Manicures, Pedicures, Teeth Whitening, and many other services. Our boutique features handmade, high quality, local goods. https://www. vagaro.com/globeautylounge/

US Bead Warehouse

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From the Director's Desk

By Bettina Hannigan President CEO

I got nuthin'. I think I can honestly say that this is how many of us are feeling right now. I hear it from many of our weary leaders and team members. As

I pondered what to write this month, I thought, "What do I write to inspire and motivate our businesses and community stakeholders that actually read my monthly article?" Well, you've heard me say many times leaders don't lead from their feelings - we think, and we do what needs to get 'er done. Are we disappointed? Yes. Are we "over this"? Yes, we are. Are we going to give up? Hell, NO we are NOT!

Business Matters:

Science and the

Florence Economy

By Russ Pierson

I worked for non-profits and faith-based

ministries for the first half of my adult

life, then spent a decade in construction

management, and now for the past eleven

vacuumed several times, done dishes, and

crawled under desks to unplug PCs. I like

Chamber Board Past

President

reading this, you

my day job is as an

educator, but most

of my education

came later in life.

probably

you're

realize

Unfortunately, some folks are so "over it" they're taking it out on their own community. Political polarization, fear, and 'my way or the highway' attitudes are making a pandemic-sized crisis even more difficult. Think you're right? Don't we all. I know that like many, I bite my tongue until it bleeds, and my ears burn with opinions that I don't agree with. But we still see our community trying to bring what we can to the table in this topsy-turvy world, investing their time, talents, and resources to enhance our traumatized society. Please join the team. We don't have to agree on everything to team up for Florence.

Sometimes the best way to get over our feelings is to adopt an attitude of GRATITUDE! Don't want to? I understand, but let's do it anyway. How about we start with where we live? Even through this horrific pandemic, Florence is still one of the most beautiful places on the planet. We can hike, fish, golf, shop, eat, and play in a place many from all over the world come to vacation. And

we get to live here! We have a powerful Chamber of Commerce advocating for our businesses and a City that is staffed with talented people that genuinely care about our community. We have much to be grateful for.

Over my diversified career I've learned many powerful lessons, on the top of the list is "Humility will get you everywhere." And I've learned things from people I didn't like, even if it's just "I don't want to be like (blank)." Sometimes when we listen with our hearts, we will hear what is missing from the conversation. This applies to business and to our personal lives. When we're selling a product or a service, many times the way to connect is to stop talking and listen with our ears, our eyes, and especially our hearts.

Florence, we have the biggest heart of any community I know. Let's give each other the benefit of the doubt, smile behind the masks, be kind first. and continue to be proud Florentinians **#TOGETHER.**

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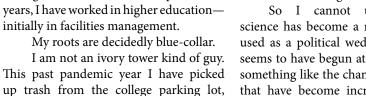




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a product of science. The internet, cars, heart surgery, refrigeration, electricity, your titanium hip joint—it's all science. I still remember how I felt on Sunday, Neil Armstrong take that "one giant leap for mankind" as part of the Apollo 11 mission. Science again.

June 20, 1969 as a pre-teen boy watching So I cannot understand how

to "get 'er done".

But I also believe in science.

Scientists make mistakes all the time. But that is the genius of the "scientific method". You observe something and propose a way of understanding or adapting or using that thing. You test your theory, let others know what you did and how they might replicate the results, and you put it all out there for others to try, to tweak and to test.

Your favorite tennis shoes? They're

science has become a matter of opinion used as a political wedge between us. It seems to have begun at a meta level with something like the changes in the climate that have become increasingly obvious. But somehow this has taken a tragic turn through the pandemic era with

the polarized responses to public health

The best way to restore the local economy is to end this pandemic, and wishing it away or arguing with one another won't stop the virus. Almost all of us know a scientist—our doctor, nurse practitioner or other healthcare provider. Talk to them, get your questions answered, get the vaccine and find a mask that doesn't drive you crazy.

Viruses continue to mutate until they're stopped through herd immunity. We are racing against these mutations, to beat back the virus before a new mutation enables the virus to find its way past the defense offered by the available vaccines.

Let's beat this thing and get back to work! Listen to science.

I FOUND MY SMILE



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