

Florence

OREGON COAST
Area Chamber of Commerce

BUSINESS BEAT

541-997-3128
290 Highway 101, Florence, OR 97439
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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 full-service 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/globestylelounge/>

US Bead Warehouse

3015 Hwy 101 541-997-0109
Your number one beading supply store! Check out our beautiful selection of gemstones, beads and Silver or Gold over Copper core findings, jewelry making supplies and tools.

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!

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.

Business Matters: Science and the Florence Economy

By Russ Pierson
Chamber Board Past President



If you're reading this, you probably realize my day job is as an educator, but most of my education came later in life.

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 years, I have worked in higher education—initially in facilities management.

My roots are decidedly blue-collar. I am not an ivory tower kind of guy. This past pandemic year I have picked up trash from the college parking lot, vacuumed several times, done dishes, and crawled under desks to unplug PCs. I like

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 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, June 20, 1969 as a pre-teen boy watching Neil Armstrong take that "one giant leap for mankind" as part of the Apollo 11 mission. Science again.

So I cannot understand how 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 measures.

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.

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