### WEDNESDAYS WITH WARRENTON AREA CHAMBER OF COMMERCE SEPTEMBER 7, 2022

#### **UPCOMING CHAMBER EVENTS**

Wednesday, October 5<sup>th</sup> Noon-1:30 pm Directors Meeting-Warren County R-3 Central Office

Monday, October 10<sup>th</sup> 11:45- 1:00 pm General Membership Meeting- Country Lake Golf Club

> Wednesday, October 12<sup>th</sup> 5:30-8:00 Job Showcase- Warrenton High School

## FRIENDS OF THE CHAMBER

Warren County Senior Center wcseniorcenter.org 636-456-3379

Edward Jones Glenda Buxton glenda.buxton@edwardjones. <u>com</u>

Town & County Garage townandcountygarage.com 636-745-3626

**Gratza Electric** 

graztaelectric.com 314-280-5757

### **Next Page Properties**

sellonnextpage.com 636-206-6363

Thank you, Friends, for your support.

### Spotlight Member of the Month-Adam Lawler

Here at Edward Jones, we are celebrating our 100<sup>th</sup> year of serving the investment needs of individual investors. We help individuals, like you and your employees, develop a strategy keyed to their specific objectives and select investments that will help work toward reaching those objectives. Not only do we partner with our clients for retirement and college savings needs, we also work extensively with business owners to create and maintain quality retirement plans for all companies, large and small.

As a business owner or benefits manager, you understand the importance of planning for your financial future. You've made a significant investment of time and money, so you should protect and build those investments accordingly. One of the ways to do so is with a qualified business retirement plan through Edward Jones. Consider these advantages for you and your business:

- Pretax contributions through payroll deduction
- Lower federal income taxes for employees and employer
- Tax deferral
- Tax-advantaged distribution options
- Able to exclude part-time employees

If you like the idea of having local representation and personal service for you and your employees, we would certainly appreciate the opportunity to work with you on your retirement plan. Also, if you have an existing plan, I would appreciate the chance to do a "temperature check" and evaluate your options. Contact my office at 636-456-4188, by email at

<u>Adam.Lawler@EdwardJones.com</u>, or visit my website at: https://edwardjones.com/us-en/financial-advisor/adam-lawler



### WHAT IS SOCIAL PROOF? (+ 5 TYPES OF SOCIAL PROOF AND EXAMPLES) BY: protocol 80- Inbound Marketing Blog

Last week I needed to buy flea and tick shampoo for my puppy, Quinn. It was a busy week, and I didn't take the time to research shampoo brands before I ran to Tractor Supply Co.

Can you guess how I chose which brand to buy? I picked the brand that only had two bottles left on the shelf because the other brand had eight bottles left. You've probably used a similar method when purchasing a product. This method is called social proof, which refers to the theory that people typically adopt the opinions or actions of people they trust.

But what does it have to do with your business? And is it useful for you? Let's find out.

#### What is Social Proof?

Social proof helps you make a choice by using other's behaviors (or actions) in the same situation. It's often used in situations where people don't know how to act.

Companies, large and small, use social proof every day. (You might even contribute to some of them!) Examples include: Yelp—Amazon—Netflix--Facebook In my example above, I used the behaviors of the others to help me pick which shampoo to buy -- also known as "wisdom of the crowds" social proof. There are four other types of social proof. Let's check them out.

#### 5 Types of Social Proof

#### 1. Expert Social Proof

When an industry thought leader or influencer approves of your product in the digital space -- through blogging, gushing on social media, or providing a testimonial.

#### 2. Celebrity Social Proof

When a celebrity uses a product on social media or in public. This form of social proof is even more powerful when the endorsement is not paid for. If you see #ad in an Instagram post, for example, the celebrity was paid for that endorsement.

#### 3. User Social Proof

Consists of positive feedback from actual users, like Amazon reviews, Google reviews, Facebook reviews, testimonials, and YouTube product reviews. If I love a product, I'll post about it or leave a review. I know my reviews make a difference. On Amazon, buyers ask questions about the product that the description can't answer or they'll "like" my review. This means they found it helpful and it influenced their purchase decision.

#### 4. "Wisdom of the Crowds" Social Proof

Have you seen CBS' new Wisdom of the Crowd? Yes? No?! Basically it's a drama about a tech innovator who creates a crowdsourcing app to solve his daughter's murder. The app is used by the general public to help solve crimes. "Wisdom of the Crowds" social proof also appeals to our sense of fear of missing out, also known as FOMO. You can see an example of FOMO at 2:53. Josh asks, "Why aren't they listening to us? Why aren't they running away?" Jeff responds, "Because people want to be a part of something meaningful."

When lots of people are using or buying a product (or using a crime solving app), others want to do the same.

#### 5. "Wisdom of your Friends" Social Proof

The recommendations from the people we know and trust, friends, family, co-workers, etc., carry more weight than other types of advertising. Research shows that 81% of people say posts from their friends directly influenced their purchasing decision.

#### High-Performing Social Proof Types

Social proof can have a huge impact, but what types work best?

As always, this depends on the type of product or service you're marketing. ConversionXL (P.S.: I recently became a certified CXL optimizer SeditSign) recently researched which types of social proof works best. Here are some key takeaways:

Testimonials work best when they include a picture of the person quoted

Prominent client logos in testimonials are memorable

66% of consumers trust reviews online

86% of female shoppers trust product recommendations from real people, industry bloggers or people they know, more than celebrities [Can I get an amen?! :)]

77% of consumers say that word-of-mouth from family and friends is the most persuasive way to get information about new products Excessive negative customer reviews in Google search results can result in a loss of up to 70% of potential customers. In Short

Yes, you should include testimonials on your website. Your website visitors trust the reviews they read online. So use your happy customers to move your prospects and leads further down their buyer's journey!

# **NOW HIRING**

### **Representative & Warehouse Worker**

Contractors Flooring Supply, Inc. is the fastest growing flooring business in Warren County that specializes in Carpet & Hard surfaces. We are looking for two experienced, professional people to join our team!

#### Qualifications:

- Driver's License (required)
- Friendly & Enthusiastic
- Customer Service Oriented
- Honest & Accountable
- Good Communication
- Sales position requires 2-3 years flooring experience.
- Warehouse position requires ability to lift 30-80 pounds and ability to move, push, carry, and pull objects.
- Basic math skills and ability to measure is a must for both positions



If you are interested in joining our team, please email your resume to office@ contractorsflooringsupply.com to apply.

## DSP'S NOW STARTING AT \$18/HR!

\*Immediate Openings: Overnights with every other Week-End\*



- Benefits Available
- Earned PTO/ Vacation
- Award/ Recognition Program
- Quality Training
- Fun Family-Like Atmosphere
- Advancement Opportunities

#### WARREN COUNTY HANDICAPPED SERVICES

Must be at least 18, have valid driver's license and HS Diploma or GED.

26321 Dry Fork Rd. Warrenton, MO 63383

636-456-7518

Apply: www.wchsmo.org/jobs

### Current Job Openings at Child Evangelism Fellowship

#### 17482 State Highway M, Warrenton, Mo 63383

#### Creative Services

- Artist/Illustrator
- Editor
  - Graphic Designer

#### Education

Leadership Training Instructor

#### Facilities

Maintenance Technician/Grounds Crew

#### Finance

- Financial Assistant - Accounts Receivable/Purchasing

#### International Ministries

- Finance Account Analyst

#### Production

- Digital Printing and Bindery
- Press Operator

#### Sales and Service

- Customer Service Representative
- Customer Service Representative and Shipping Clerk

#### For more information, please contact www.cefonline.com/jobs or (636) 456-4321

## LAKE SHERWOOD Estates Association

#### NOW HIRING

Association Manager/Director of Operations

#### How to Apply:

Email Resume lakesherwoodws@gmail.com

Lake Sherwood Estates is a friendly community in a beautiful naturally wooded environment. Our lakes and amenities provide a unique style of living. We support a variety of recreational activities and quiet country living for residents, part-time residents, and non-resident members.





### Commercial Insurance CSR/Account Manager

<u>Scott Agency, Inc.</u> Montgomery City, MO

Account Managers are the bridge between the customer, the agency and the insurance companies. Our Commercial Lines Account Managers provide customer service to our clients, our sales executives, and our companies by aiding all three with service needs, making changes to existing accounts, and marketing/quoting new and renewal business. This opening is for our Scott Agency office in Montgomery City, Missouri.

#### **Primary Responsibilities:**

Account Managers must be able to stay organized to meet client/sales executive/company deadlines and ensure our service and sales standards are met on every transaction by providing prompt and friendly customer service.

In the agency Account Managers must be able to stay on task, organized, and maintain accuracy while dealing with regular interruptions in their daily workflow.

## WANTED: FLATBED DRIVER

Class A CDL & 2+ years experience required. Local company • Newer Equipment Driver home every night

CALL 314-914-1460 To Apply

Owner/Operators also wanted, paid every week, home every night!



## **Event Dates (See Flyers)**

September 24<sup>th</sup> September 27<sup>th</sup> September 28<sup>th</sup> Sept. 29<sup>th</sup>- Nov. 17<sup>th</sup> October 1<sup>st</sup> Warrenton Fall Festival Community Market Bash at Warren County Fairgrounds Blood Drive at Warren County Ambulance Base Food Trucks & Flu Shots at Warren County Health Department Warren County Pathfinders Auto & Motorcycle Show at Gastorf

Make sure to check out the flyers for Scenic Regional Library's events and offerings at the Warrenton branch.





socialize with others while enjoying a snack and refreshments. Amy Lombardo with Health Matters Insurance will be available to answer any questions you may have about Medicare or free fitness benefits. Hope to see you there. Attendance Prizes!

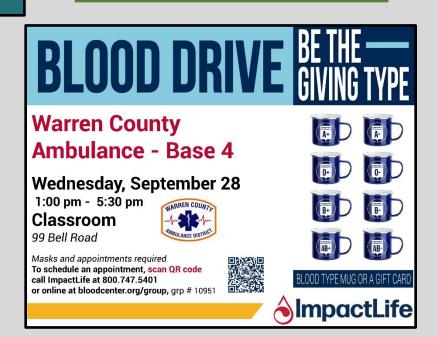
Amy Lombardo 314-374-1614

**FREE EVENT!** Open to the Public Hosted with Health Matters Insurance

#### WANT TO ADVERTISE YOUR BUSINESS?

PURCHASE A TV AD AT THE LICENSE OFFICE. FOR \$25 A MONTH OR \$150 A YEAR YOU CAN PURCHASE AN AD THAT RUNS THROUGHOUT THE DAY.

CALL 636-456-2530 OR EMAIL WARRENTONCOC@SOCKET.NET TO LEARN MORE.









#### September

Thursday Sept. 29 Flu Shots 9 am- 12 pm Ramblin' Rounds (donuts) here 7-12 Southern Grace Coffee here 7-12

#### <u>October</u>

Wednesday Oct. 12 Flu Shots 9 am-12 pm Ramblin' Rounds (donuts) here 7-12 Southern Grace Coffee here 7-12

> Friday Oct. 21 Flu Shots 1 pm-4 pm George's BBQ here 12-5

Thursday Oct. 27 Flu Shots 9 am-12 pm Southern Grace Coffee 7-12 SNS Goodies here 10-3 (wings, burgers, tenders, fries & more) George's BBQ here 12-5







WHO: Adults 19 and up ONLY

**COST: Flu Shots are FREE** 

#### **November**

Friday Nov. 4 Flu Shots 1 pm-4 pm Daddy O's Cheesesteak here 11-6

Wednesday Nov. 9 Flu Shots 9 am-12 pm Southern Grace Coffee here 7-12 Wolf Pack Snacks\* here 7-12 (cakes, cookies, chocolate treats) \*gluten free & diabetic friendly options

Thursday Nov. 17 Flu Shots 9 am-12 pm

SNS Goodies here 10-3 (wings, burgers, tender, fries & more) Southern Grace Coffee here 7-12

Call 636-456-7474 for more info!

**Compass Health** 

SEASON OF GIVING

A TIME TO SHOW YOU CARE! Compass Health Network's annual Season of Giving program collects toys and monetary donations to bring joy to families that are struggling in your community during the holiday season.

The Event: A store like environment is created where parents and/or guardians are invited to make gift selections for their children. Their selected items are gift wrapped and concealed

in a large bag to avoid spoiling any surprises. While the adults are "shopping", children are kept busy creating holiday themed

Season of Giving Goal: Serve 200 children in need of holiday

Two ways to help: Make a financial donation at: compasshealthnetwork.org/donate or scan the QR code using your mobile device.

Holidays can be a stressful time for families. Season of Giving is one small way to remove stress and offer joy? Please consider being a part of the effort...make a donation, drop off a toy, involve your work friends, family, and neighbors! Deadline for donations: December 1, 2022.

For more information, please contact Denise Risch • 636.332.2184 • drisch@compasshn.org

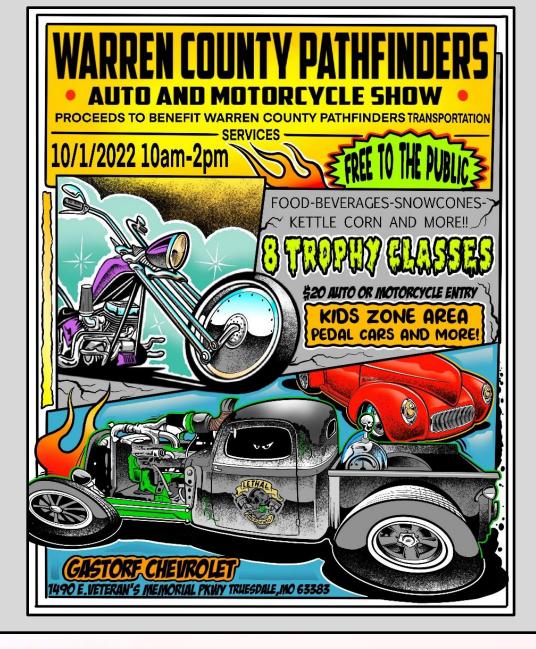
SPIRE HOPE. PROMOTE WELLNESS

2 Drop off an unwrapped toy at participating locations

crafts

support.





#### FALL SCHEDULE: SEPTEMBER OCTOBER NOVEMBER

#### SF 365

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sanday
6AM BOOTCAMP		6AM BOOTCAMP		6AM BOOTCAMP	7AM BOOTCAMP	Closed
7:30am Morning Yoga		7:3Dam Morning Yoga		7:30am Yin Yoga	8:30am Vinyasa Yoga	Closed
9AM BOOTCAMP		9AM BOOTCAMP		9AM BOOTCAMP	10AM BOOTCAMP	Closed
				12:20pm Lunch Time Yoga	11:3Dam Yoga + Little ones	Closed
G:1Dpm Vinyasa Yoga	6:10pm Restorative Yoga	G:1Dpm Vinyasa Yoga	6:10pm Vinyasa Yoga			Closed
7:05PM BOOTCAMP	7:05PM BOOTCAMP	7:05PM BOOTCAMP	7:05PM BOOTCAMP			Closed

FOLLOW US @SARA\_FIT365

# AGAPE

## **HELP YOUR CLIENTS SAVE MONEY WITH** TAX CREDITS

### NONPROFIT TAX CREDITS ARE A WIN-WIN

Sharing this opportunity with your clients can help them save money and benefit the community at the same time.

#### CONTACT US

636-456-4645 x102 randa.t@agapemo.org AGAPEMO.org



TAXES

AGAPE has been approved to offer both Neighborhood Assistance Program and Youth Opportunity Program tax credits.

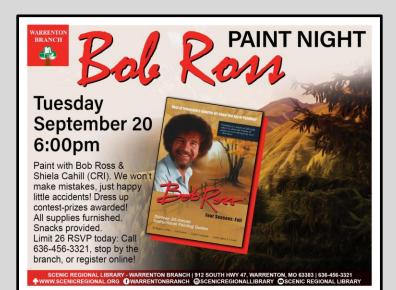
#### **70% NAP Credits**

NAP tax credits are 70% credits and they are available to any Missouri business, including farmers, rental property owners, LLCs and S-Corps

#### 50% YOP Credits

YOP tax credits are 50% credits and are available to any individual in Missouri.

Any business or individual who owes Missouri State taxes can benefit from buying tax credits!





Which Tax

**Credits Do I** 

**Qualify For?** 

70% Tax Credits are

50% Tax Credits are

All of the Above

Individuals

Available to:

Rental Property Owners LLC's, S-Corps

Available to:

Businesses Farmers

70% Business and 50% Individual **Missouri State Tax Credits** Available for Purchase Now.

> First Come, First Serve. Limited Amount Available.

#### **How Does it Work?**

STEP 1 You make a pledge of the total amount of contribution you want. See the example below for sample contribution

Step 2 50% of the pledge is due immediately. The remainder can be paid at an agreed upon date.

Step 3 You will receive a tax credit form to complete. You send that back to AGAPE and we submit it to the State. We will return the tax certificate to you.

Call us to secure your tax credits



Questions? Email Randa Taylor at randa.t@agapemo.org

FAQ's

Is there a minimum amount I can buy? No, you can purchase any amount.

How long do the tax credits last for?

What do the tax credits go

You can carry over the tax credits for five years.

60,000

1040 U.S. Indi

Filing Status

onth onth





### Every 2nd Thursday 5:00pm

Escape from your day-to-day and connect with your breath, taking time for selfcare and awareness. All levels of yogis are welcome. RSVP today: Call 636-456-3321, stop by the branch, or register online.

SOUTH HWY 47, WARRENTON, MO 63383 | 636-456-3321 CENICREGIONALLIBRARY OSCENIC REGIONAL LIBRA

