

Wednesdays with Warrenton Area Chamber of Commerce

January 13, 2021

"No one can whistle a symphony. It takes a whole orchestra to play it."

~H.E. Luccock

UPCOMING CHAMBER EVENTS

Wednesday, January 13th

Noon

Membership Committee Meeting—Blue Anchor



NEW MEMBERS

Lisa Waltrip of Inner Peace Health Center received her new member plaque from Chamber President, Samantha Richardson.

George & Beverly Beseda of Contractors Flooring Supply received their new member plaque from Chamber President Samantha Richardson.



Thanks so much to Steve Etcher for another stellar presentation. We learned a lot!

WELCOME NEW MEMBERS INNER PEACE HEALTH CENTER

Lisa Waltrip
112 South East Street, Warrenton
(636) 359-9805

FRIENDS OF THE CHAMBER

CertainTeed
www.certainteed.com

Legacy Drugstores
www.legacydrug.com

Ratholland Towing & Automotive Services
www.rathollandtowingandauto.com

Farmers Insurance - Nick Skibinski
www.agents.farmers.com/mo/warrenton/nick-skibinski

Amy Lombardo Insurance - Amy Lombardo
www.myuhcagent.com/Amy.lombardo

Warrenton Office Furniture - Patsy Barteau
www.warrentonofficefurniture.com

Town & County Garage, Inc.
www.townandcountygarage.com

WARRENTON AREA CHAMBER MISSION STATEMENT

"To enhance the business climate and quality of life for the Warrenton area through programs that facilitate and stimulate economic and professional growth."

DOING BUSINESS AND RISING ABOVE IN TIMES OF CRISIS

In today's business climate, business owners must remain agile – they must continuously adapt, decide at a breakneck pace, execute with the twinkling of an eye, and consistently innovate. They are quick, spontaneous, and goal-driven. It's part of who they are — and there's always new technology to support them.

But sometimes, we need to step back, relax, slow down, and think more than usual — especially during those unusual times of national, even global, a crisis like the pandemic that is happening now. COVID-19 (coronavirus) has changed the way we all do business and has a powerful effect on small businesses.

A crisis can happen in a company at the drop of a hat, and that's a fact of life — no matter the kind, brand, or stability of your company, things can go wrong! But don't panic! It's time to lean on your skills, pull up your bootstraps, and get to work.

Here are some helpful tips on how to do it:

Assess the situation. Now is the moment that we will stop to make sure everybody is safe and sound. So this needs to be the priority. Ensure that your family, your employees, and you, in particular, are protected. Next, make sure you do everything you can to protect your customers. If you've done what you can to ensure everyone's health and safety, it's time to find out how this situation will affect your business.

Plan for solutions. There's still a lot of unknowns, but it's interesting to think about the possible problems and what you can do to fix them. The problems will vary depending on your company, and your solutions will also vary. You can never prepare for crises because of their unpredictable existence. However, draw up a crisis plan. The first step to create a crisis plan is to identify the pressure points of your company. Do one significant risk evaluation to see where the business is most likely to fail.

Then, using these pressure points, determine the effect the failure would have on your business — will it have on customers? Will it delay sales? Are you going to face penalties or a fading reputation?

Next, you need to figure out what contingency plans you will follow when things go wrong. It involves going through the resources, the actions to take, and engaging team members in each of the situations. If you're handling a brand's ads and then the brand gets a total load of negative publicity, chances are some of that will fall back on you. That means that you will need a strategy in place that ties your sales reps together to speak to the client, your PR staff to draw up the response from your company and the entire team to get the brand's identity back on track. You then need to build one of those plans for all eventualities imaginable.

The trick here is understanding who's doing what and when. It is necessary to know the chains of accountability, as a problem in one project does not have to spread to the rest of the business, with a stable structure and proper management.

Use Your Platform to Provide Support. For any business that has a social media presence, realize that you have a platform. When you're talking, people are listening, so it's okay to lead with your heart and intuition. Communicate your sympathy, support — whatever is appropriate. Your voice of encouragement may help others to feel better. Then you offer the resources. It may be a link to donate to a non-government but let people know what you're doing to help the situation so you can inspire others to do the same. Determine if you have any customers or clients that are affected by the crisis. Then you reach out. Is there a way in which you can help them? Help those who are supporting you as a business. Loyalty is going a long way, and it works both ways.

Take The Pressure Off Your Staff. Encourage everyone to take a break! During a crisis, everyone can travel a million miles an hour and feel unable to leave their laptop — let them know to take a break, as it will help in the long run. Stay calm. If you're stressed out and out of control, it will rub off on other people. We know it's hard, but take a deep breath and set a stress-free precedent. At the end of any crisis, make sure that employees have their due. If they know they're valued in a crisis, they'll feel much better about their work in the next one.

If you are managing a crisis, communicating often and early can help alleviate pain points, rally the troops, and mitigate the potential fallout of the situation.

~Irish Abedejos

Warrenton Area Chamber of Commerce

2021 Community Guide/Directory Advertisement Order Form

Business Name: _____

Contact Person: _____

Contact Person e-mail: _____

Daytime Phone Number: _____

- ☐ \$850 Outside Back Cover - 5" x 8" (Previous advertiser has first right of refusal)
- ☐ \$600 Inside Front Cover - 5" x 8" (Previous advertiser has first right of refusal)
- ☐ \$600 Inside Back Cover - 5" x 8" (Previous advertiser has first right of refusal)
- ☐ \$500 Full Page - 5" x 8" (possible choice of placement in Community Guide)
- ☐ \$250 Half Page - 5" x 4"
- ☐ \$125 Quarter Page - 2 ½" x 4" or 5" x 1 ¾"

Orders must be submitted with payment and art work – business cards will be accepted for ads larger than ¼ page, however, we reserve the right to adjust the design to accommodate directory needs.

2,000 brochures will be printed and available at banks, realtors, title companies, city offices, Chamber members, and distributed throughout the community. Only 2020/2021 Chamber members will have the opportunity to advertise in this directory.

Ads sold on first come basis – ads are four color

Please mail this order form to Warrenton Area Chamber of Commerce, P.O. Box 333, Warrenton, MO 63383 or e-mail (warrentoncoc@socket.net) with ad attachment in pdf or jpeg format. Ads must be submitted by February 12, 2021.

Please make check payable to: Warrenton Area Chamber of Commerce, P.O. Box 333, Warrenton, MO 63383

(Please note address change)

Credit Card ☐ Check ☐



Credit Card #

Expiration Date: Zip Code: 3-Digit Security Code:

Name on Credit Card: _____

Signature: _____

DIRECTORY AND COMMUNITY GUIDE

EVENT DATES (see flyers)

January 23rd

Lobster Boil—Blue Anchor Coffee and Bistro

**Water
Fitness**

**2021
January Schedule**

Monday through Friday 8:00-8:45am with Jeanette
\$60 members, \$120 residents, \$180 non-residents

Monday & Wednesday 8:00-8:45am with Jeanette
\$24 members, \$48 residents, \$72 non-residents

Monday & Wednesday 9:00-9:45am with Sherry
\$24 members, \$48 residents, \$72 non-residents


Monday & Wednesday 6:00-6:45pm with Sherry
\$24 members, \$48 residents, \$72 non-residents

Tuesday & Thursday 8:00-8:45am with Jeanette
\$24 members, \$48 residents, \$72 non-residents

Tuesday & Friday 9:00-9:45am with Linda
\$24 members, \$48 residents, \$72 non-residents

Tuesday & Friday 10:00-10:45am with Linda
\$24 members, \$48 residents, \$72 non-residents

Friday 8:00-8:45am with Jeanette
\$12 members, \$24 residents, \$36 non-residents

**Warrenton**

Register at the Aquatic Center
www.warrenton-mo.org
751 Warrior Avenue, 63383
636-456-2288

NOTICE OF CANDIDATE FILING

CITY OF WARRENTON, MO GENERAL MUNICIPAL ELECTION APRIL 6, 2021

Notice is hereby given that the following offices are to be filled at the Municipal Election to be held on Tuesday, April 6, 2021 after filing a Declaration of Candidacy and paying a ten dollar (\$10.00) fee.

Opening Date for Filing: Tuesday, December 15, 2020

Closing Date for Filing: Tuesday, January 19, 2021

MAYOR – (2 year term)

Qualifications for office: 25 years of age, a citizen of the United States and a resident of the City at the time of and for at least one (1) year next preceding his/her election and a qualified voter under the laws and Constitution of the State of Missouri and the City of Warrenton

ALDERMAN – WARD I (2 year term)

ALDERMAN – WARD II (2 year term)

ALDERMAN – WARD III (2 year term)

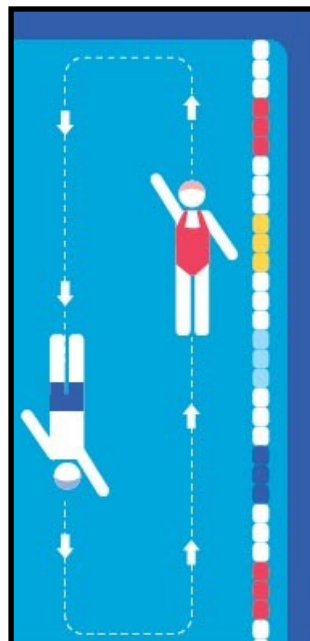
Qualifications for office: 18 years of age, a citizen of the United States, and an inhabitant and resident of the City for at least one (1) year next preceding the election, a resident of the Ward from which he seeks election; and a qualified voter under the laws and Constitution of the State of Missouri and the City of Warrenton.

Due to city hall being closed to the public and to help prevent the spread of COVID-19 a Declaration of Candidacy may be filed with the City Clerk at 200 West Booneslick between the hours of 8:00 a.m. and 5:00 p.m., on December 15 & January 19 only. If you would like to file a Declaration of Candidacy between the dates of December 16 – January 18 please call and schedule an appointment.

For more information contact the City Clerk at 636-456-3535.

Melody Rugh City Clerk

Publication dates: December 3 & 10, 202



LAP LANE RESERVATIONS

New Year resolutions create a high demand for lap lane exercise. To best meet the needs of our patrons, we are introducing Lap Lane Reservations.

Lanes are available on a first come first serve basis. Reservations can only be made one day in advance. Before your desired exercise day, simply go online to make a reservation for an available time slot. You can also call ahead on the desired day to check for availabilities.

www.warrenton-mo.org
636-456-2288

*Exercise pool hours 6am-Noon are reserved for members only. During Rec Swim hours lanes are open for reservations to members, City residents, & their guests.

Starting December 21

REC SWIM TIME SLOTS OPEN

to Warrenton Residents & their guests.

*Limited to 20 persons capacity.

Resident must make a reservation for a time slot at the Aquatic Center or online. Proof of residency required. \$4 Daily admission per person.

www.warrenton-mo.org



Blue Anchor Maine Lobster Boil
January 23rd, 2021
5pm to 9pm

Reserve Your Lobster by Monday January 19th

Classic Caesar Salad

One and a Quarter Pound Fresh Maine Lobster

**Corn on the Cob
Baby Red Potatoes
Clams**

Blueberry Cornbread and Ice Cream

\$50pp

