

SEPTEMBER 16, 2021

COMMUNITY BULLETIN

Sullivan Area Chamber of Commerce Weekly Bulletin

2021 DIGITAL MARKETING TRENDS THAT WILL IMPACT YOUR SMALL BUSINESS

Posted by Naveen Joshi | Dec 6, 2020 | Business Trends, Digital Marketing, Marketing, Online Business
<https://www.smallbusinessbonfire.com/2021-digital-marketing-trends/>

The time has arrived when marketers must scrutinize their marketing strategies and KPIs to make sure they are positioned to successfully adjust their marketing tactics in the coming year. Only agile digital marketers who can remodel their strategies accurately and quickly will survive and thrive. Those who will end up victorious are those who stick to their goals, and enter the next year with a solid plan. Read on to find out which 2021 digital marketing trends will impact your small business.



Conversational Marketing

Conversational marketing has become one of the most exciting trends in digital marketing that has brought together messaging, conversational interfaces, innovative processing of search queries, and rapid adoption of smart speakers. Conversational marketing is composed of three steps—engagement, understanding, and recommendation.

Video is No Longer a Choice

There is no comparison between video and text-content when it comes to selling services and products online. Falling data costs make it possible for consumers to watch more and more video content than ever before.

Personalized Email Campaigns

Email automation has made its way into email marketing as well, which has personalized the whole email experience. If implemented correctly, personalization can be a great revenue booster. All research points that personalized email campaigns get better email opening rates and click-through rates than anonymous generalized emails.

Facebook Lagging...

Younger people are more prone to trying new products and experiences. The interactive and more visual experiences offered by TikTok, Snapchat, and Instagram appeal to them more. Facebook might have a significant share of users, they must make sure the demographic they are targeting is available on the platform and, more importantly, considers it credible.

Instagram Leading

we also see a meteoric rise in the popularity of Instagram with younger generations. Currently, it has more than a billion users. Most of its users are below the age of 30.

Get Involved, or Get Left Behind

The world of marketing is evolving. Trends and buzzwords come and go. And it was always like that. Marketers must connect with their audience and communicate the USP of their products and services. You must ensure that your message is not getting concealed in the maze of mediums.

This Issue:

Chamber Announcements

PAGE 2

Scenic Regional Library -
Sullivan Branch

PAGE 3

Community
Announcements, Events,
and Updates

PAGE 4-9

Member Spotlight

PAGE 10

UPCOMING EVENTS

September 17 - Fall Festival
Downtown Bourbon

September 18 - Car Show
Downtown Bourbon

September 16-18 - Book Sale
Scenic Regional Library Sullivan Branch

September 18 - Fall Flea Market
Downtown Sullivan

September 18-19 - Opening Weekend
Heartland Farms

September 20 - Teen Club
Scenic Regional Library Sullivan Branch

September 22 - Technology Service
Scenic Regional Library Sullivan Branch

September 25 - Taste of Crawford County
Steelville, MO

September 29 - Blood Drive
Knights of Columbus Hall



Chamber Announcements

Meramec Community Fair Board Meeting

Tuesday, September 21, 2021
6:00 pm
Sullivan Fire Station #1, 6 S. Church Street
Sullivan, MO 63080



CHAMBER MONTHLY BOARD MEETING

Monday, September 27, 2021 @ 5:30 pm

"To be successful, you have to your heart in your business, and your business in you heart."

-THOMAS WATSON SR



Saturdays
May 8 - October 16
8:00am - 12:00pm

366 West Springfield
Sullivan, MO 63080

Sullivan Area Chamber of Commerce

Christmas Festival

December 3rd & 4th from 5pm to 9pm

Drive through light display
at Sullivan Fairgrounds

Take a photo with Santa from your car!

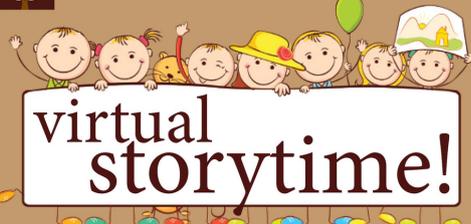
Donations welcome to support local Sullivan Community Toy Drive.

Office Hours

Monday - Tuesday	8:30 am - 4:00 pm
Wednesday	Closed
Thursday - Friday	8:30 am - 4:00 pm
Saturday - Sunday	Closed
Closed Daily for Lunch 1:00 - 1:30pm	

SULLIVAN BRANCH

Every Tuesday @ 10:00am



virtual storytime!

Join us on your branch's Facebook page for stories, songs, rhymes and fun for your preschoolers!

SCENIC REGIONAL LIBRARY - SULLIVAN BRANCH | 525 CUMBERLAND WAY, SULLIVAN, MO 63080 | 573.468.4372
WWW.SCENICREGIONAL.ORG | SULLIVANLIBRARY | SCENICREGIONAL

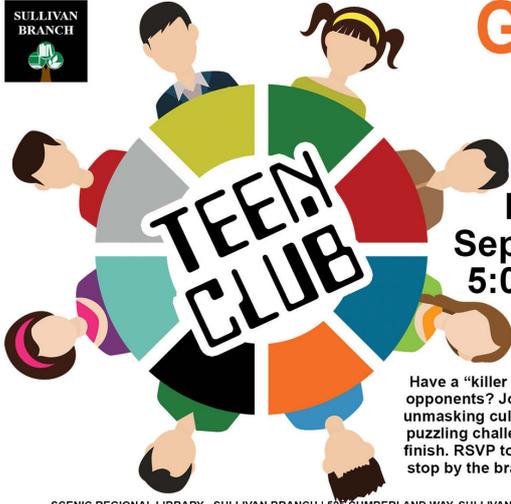
SULLIVAN



Scenic Regional Library

read, explore, grow

SULLIVAN BRANCH



GAME ON!

Monday September 20
5:00-6:00pm

Have a "killer wink"? Can you outwit opponents? Join us for an evening of unmasking culprits, speeding through puzzling challenges and racing to the finish. RSVP today: Call 573-468-4372, stop by the branch, or register online.

SCENIC REGIONAL LIBRARY - SULLIVAN BRANCH | 525 CUMBERLAND WAY, SULLIVAN, MO 63080 | 573.468.4372
WWW.SCENICREGIONAL.ORG | SULLIVANLIBRARY | SCENICREGIONAL

SULLIVAN BRANCH



Take-A-Ticket
Technology Service

Wednesday, September 22
10:00am-3:30pm

Register for a 30-minute, one-on-one appointment with the library's trainer to get help with your laptop, tablet, or smartphone!

Patrons 18+ yrs.
RSVP today:
Call 573-468-4372 or stop by the branch.

SCENIC REGIONAL LIBRARY - SULLIVAN BRANCH | 525 CUMBERLAND WAY, SULLIVAN, MO 63080 | 573.468.4372
WWW.SCENICREGIONAL.ORG | SULLIVANLIBRARY | SCENICREGIONAL

Paperbacks, VHS, Records, & Cassettes...50¢
Hardcover Books, DVDs & CDs...\$1.00

FALL BOOK SALE

Friends of the Library Preview!
Wednesday, September 15:
5:00pm-6:00pm

All Friends of the Library members receive a 10% discount at the book sale and may attend the preview event.

SCENIC REGIONAL LIBRARY

Thursday, September 16: 9am-8pm
Friday, September 17: 9am-6pm
Saturday, September 18: 9am-5pm

HERMANN (Community Center, Hermann City Office, 1902 Jefferson St., Hermann, MO 65041)
NEW HAVEN (at branch location) **SULLIVAN** (at branch location)
OWENSVILLE (at branch location) **UNION** (at branch location)
PACIFIC (at branch location) **WARRENTON** (at branch location)
ST. CLAIR (at branch location) **WRIGHT CITY** (at branch location)

Call: 636-583-0652 for more information.
SCENICREGIONAL.ORG | FIND US ON FACEBOOK!

Donate Your Used Books, DVDs and CDs to the Library Book Sale!

SULLIVAN BRANCH



Pinterest Craft Night

GOLD ANIMAL DISH
Learn to make these fun and easy gold animal dishes that can be used for your desk or jewelry! Limited to 16 participants 18+years old.

RSVP today: Call 573-468-4372, stop by the branch, or register online.

Tuesday, October 5, 6:00pm

SCENIC REGIONAL LIBRARY - SULLIVAN BRANCH | 525 CUMBERLAND WAY, SULLIVAN, MO 63080 | 573.468.4372
WWW.SCENICREGIONAL.ORG | SULLIVANLIBRARY | SCENICREGIONAL

What's Happening

Community Events

Plant a Tree

Support The United Way of Franklin County 

Please lend your support...

The City of Washington has partnered with Forrest Keeling and Hillermann's Nursery to Support the United Way of Franklin County. When you purchase from their website 100% of the proceeds will go to the Franklin County United Way. Order by September 26th.

<https://forrest-keeling-nursery.myshopify.com>

Please note: At checkout, choose to pick up at Hillerman's Nursery, located at 2601 E. Fifth Street in Washington. Pick up times are on Saturday, October 2nd or Saturday, October 9th.

ORDER
HERE



TREES

Maples, Oaks, Birches
and more...

\$ 30

SHRUBS

Buttonbush, Silverbell,
Holly and more...

\$25 to \$30



PERENNIALS
& GRASS

Coneflower, Primrose
Lobelia, Phlox and more...

\$ 10



Sponsored by:
CITY OF WASHINGTON
Questions? Call 636.390.1000

TASTE OF CRAWFORD COUNTY



SEPT. 25, 2021

10 A.M. TO 4 P.M.

MAIN STREET, DOWNTOWN STEELVILLE
FREE TO THE PUBLIC

This event works to exemplify the best Crawford County has to offer in the areas of: locally grown and value added products, homemade specialty foods, local wines and craft beers, hand crafted products made by local artisans, and tourism destinations and lodging establishments.

Show-We Local
NATURALLY MERAMEC

For more information to become a vendor, contact Mark Perkins at 573-265-2993 Ext. 143 or via email at mperkins@meramecregion.org.



www.naturallymeramec.org

Follow us on Facebook!

SULLIVAN HOMECOMING PARADE
OCTOBER 6TH @5PM

FABULOUS FIFTIES



What's Happening

Community Events



Opening Weekend
at
Heartland Farms™
September 18 & 19

FALL FLEA MARKET

DOWNTOWN SULLIVAN
SEPTEMBER 18TH, 2021
9-3

Contact The Cray Wall 573-205-2779
or
Two Shabby Chicks LLC 573-468-0103
for booth information



GRACE UNITED METHODIST CHURCH
*Grace's Market for Ministries
and Missions*



Folk at Grace are making craft items. All proceeds go to the missions and ministries of Grace.

This Welcome Stand is \$45.00.

If you would like to order, I will give you payment options, pick up or delivery option, or answer questions.

BOURBON BOOSTER FALL FESTIVAL "HAPPY 200TH BIRTHDAY, MISSOURI!"

September 17th



Parade 6:00pm

Food

Silent Auction

Jr. Miss 2021

Games

Live Music by "Looking Back"

And MORE!



Honor your hero. Be a hero. **Donate blood.**



Blood Drive Sullivan Community Drive Knights of Columbus Sullivan

Hall
231 MO-185
Sullivan, MO 63080

Wednesday, **Sept 29th, 2021**
1:00 p.m. to 6:00 p.m.

Please call 1-800-RED CROSS (1-800-733-2767) or visit RedCrossBlood.org and enter: Sullivan to schedule an appointment.



Download the Blood Donor App today. Get your digital donor card, schedule your next appointment, track your lifetime donations, view your blood pressure, and follow your donation on its way to a hospital.



redcrossblood.org | 1-800 RED CROSS | 1-800-733-2767 Download the Blood Donor App today!

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Fraternal Order of Eagles #3781
Ladies Auxiliary

Vendor & Craft Show

Saturday November 6, 2021
9am to 3pm
Fraternal Order of Eagles - Small Hall
1000 Acid Mind Rd
Sullivan, MO

Booth rental profits will be donated to the Auxiliary Charity Funds!

All spaces are 8' X 10' & will cost: \$30 (single), \$45 (double) & additional \$5 (if you require a space with electric).

If you would like a booth please contact Rhonda!
Phone: (314) 608-3286 Email: rwrlawrence@gmail.com

What's Happening

Community Events

3rd Annual
BOURBON CAR SHOW
SATURDAY
SEPT. 18TH



Main Street (aka Pine Street) • Downtown Bourbon, MO

LIVE MUSIC, GREAT FOOD, & COMMUNITY

Entry Fee: \$20 each entry
Prize Categories: 17 Classes
Registration: 8AM-11AM **Judging:** Begins at 12 Noon

Entry Questions:
 Lance Jackson • 573-259-9179
 Jackson Auto Body & Restoration

Jackson Auto Body
 And Restoration

Sponsor Opportunities:
 \$100 company name on group banner, shout out in conjunction with others during intermission from music.
 \$250 to have their own private banner, single shout out with MC asking for special recognition from crowd.
 \$500 private banner, special recognition as Grand Sponsor from MC, Facebook posting once per week leading up to the event and for two weeks following the event.

Sponsored by Bourbon Economic Development Group  @BourbonEconDev 

Sponsor Questions: BourbonEconDev@gmail.com • 573-732-5900

Fall City Wide Clean Up

October 4th - 8th, 2021



The day of pick up will be on your normal trash day.

2 bulk items per house. All boards or lumber cannot exceed 4 feet in length; All items need to be bagged or boxed with a maximum weight of 30 pounds, maximum of 6 bags, and stacked neatly at the curb.

Mark Your Calendars!

Walk to Fight Suicide

Franklin County
Out of the Darkness Walk

Oct. 17, 2021

Union City Park • Union, MO
afsp.org/FranklinCoMo



Awareness and
 Prevention is

Your Best Medicine™

Free Drive-Through Flu Shots

Missouri Baptist Sullivan Hospital is offering free flu shots to those ages 18-64
 For children under the age of 18 and adults 65+, please contact your primary care provider.

Saturday, October 2, 2021
 8:00 a.m. to 10:00 a.m.

(While Supplies Last. No appointment necessary.)

Missouri Baptist Sullivan Hospital Parking Lot
 751 Sappington Bridge Rd
 Sullivan, MO 63080

Upon arrival, please follow directional signage

We will be following the BJC visitor guidelines, so community members will need to complete a wellness screening upon arrival and will be provided a mask. Please remain in your vehicle at all times. Please ensure arm for injection is easily accessible as privacy will be limited.



FOR MORE INFORMATION CALL 573-468-5619




St. Anthony Catholic School

Now enrolling for 2021-22 school year

"Pray together, play together, learn together!"

573-468-4423

Made with PosterMyWall.com



WORKFORCE SOLUTIONS GROUP
ST. LOUIS COMMUNITY COLLEGE

Boeing Pre-employment Training: Sheet Metal Assembler Riveter

Designed for **second semester high school seniors**, this Boeing funded program provides 208 hours of employer-specific instruction in aircraft assembly techniques for Assembly Mechanic positions at Boeing.

Students will be eligible for an interview with Boeing once the following criteria have been met:

- Successful completion of the training program
- High school graduation
- 18 years or older

SCHEDULE
Start date: Jan. 20, 2022
Completion date: March 9, 2022
Monday – Thursday, 4-8 p.m.

ELIGIBILITY REQUIREMENTS

- Submit a resume; When you're ready to apply, send your resume to boeingtraining@stlcc.edu. The subject line of the email should read "Boeing HS Class." Deadline for resume submission is Oct. 29, 2021.
- Attend mandatory information session
- Submit a letter of recommendation from high school signed by a teacher, counselor or principal. *This letter must state that there is no risk of the student not graduating, no disciplinary issues, and that the school recognizes the student as a good candidate.*
- Pass WorkKeys assessments
- Pass Layout/Measuring assessment

LOCATION
All training activities will be held at:
St. Louis Community College
Center for Workforce Innovation
3344 Pershall Rd. St. Louis, MO 63135



Learn more about the program at:
stlcc.edu/Boeing

FEES
There is no cost for students. Program is funded by the Boeing Company.

When you're ready to apply, send your resume to boeingtraining@stlcc.edu. The subject line of the email should read "Boeing HS Class." Deadline for resume submission is Oct. 29, 2021.

Notice of Non-Discrimination: St. Louis Community College is committed to non-discrimination and equal opportunities in its admissions, educational programs, activities and employment regardless of race, color, creed, religion, sex, sexual orientation, national origin, ancestry, age, disability, genetic information or status as a disabled or Vietnam-era veteran and shall take action necessary to ensure non-discrimination. Sexual harassment, including sexual violence, is also prohibited. For information or concerns related to discrimination or sexual harassment, contact Mary Zabinski, Director, Student Conduct/Title IX, 314-539-5345.

stlcc.edu/Boeing



Fall 2021
Hospice Volunteer Training
Four Consecutive Wednesdays--
September 8, 15, 22 and 29
1:00pm-4:30pm
1351 Jefferson St. Suite 206
Washington, MO 63090

Hospice Volunteer Training

To Inquire or Register contact:
Stephanie Marquart
Supervisor - Volunteer Services
636-239-8862
Stephanie.marquart@mercy.net




BASS PRO SHOPS
BIG CEDAR LODGE
AMERICA'S PREMIER WILDERNESS RESORT

ENTER TO WIN
\$2,500
GIFT CERTIFICATE TO THE
BIG CEDAR LODGE & RESORT

One (1) gift certificate in the amount of \$2,500 will be awarded on Friday, Oct 1, 2021. Certificate valid for the resort's top-ranked golf courses, 10 on-site restaurants, and lodging facilities. Ticket proceeds benefit the Franklin County Area United Way.
Raffle sponsored by Christine Rodgers, CFP®



\$50/TICKET
LIMITED TO 250 TICKETS SOLD
Winner drawn Oct 1, 2021

For more information or tickets call (636) 239-1018



Finish Your
High School Education

Day & Evening Classes offered at
The Ridge Church of Sullivan


EAST CENTRAL COLLEGE
eastcentral.edu/AEL
Sign Up Anytime!



House of Hope Soup
Kitchen

Monday, Tuesday, and
Friday 12pm-2pm
Saturday 10am-12pm

Our goal is to provide a fresh meal
for the homeless and those in need.



I LOVE PETS

**ADOPT
DON'T SHOP**


Home At Last Organization


(573) 205-5444
info@haloforanimals.com

**NOW
HIRING**

Now Open: We're Hiring

We are Now Open, and looking for special people to join us as **PERSONAL CARE ATTENDANTS**.



The Arbors
AT DUNS FORD COURT
memory care assisted living
by Americare



Third Shift: Full or Part Time.
Ask about our \$1,000 Sign On Bonus!

These folks will help with meal delivery, light housekeeping, laundry, resident activities and telephone answering to allow our direct care staff to focus on our resident needs.

We provide full paid training and a steady paycheck. You can make a difference!

www.americareusa.net/careers

Join our Team
Hiring-Cooks, Bartenders and Servers!
Must be able to work evenings and weekends!

Apply at Eagle Lanes & Fun Zone
645 Missouri Ave
Sullivan, MO 63080
573-468-4140



Dairy Queen of Sullivan Mo is looking for day and night shift crew members starting out at \$11.30 per hour.

If you think you would be a fit for our team please obtain an application from our lobby.

McDonald's Sullivan, MO

We are hiring!
Are you looking for a place where you can:

- Choose your own hours
- Be yourself
- Pursue your education

START MOVING FORWARD SAFELY TODAY

Safety+
Enhanced safety measures. For you. And the crew.

Then McDonald's is the place for you!
Visit : <http://McD.to/6181H4dz9> for career opportunities today!

NOW HIRING!

SULLIVAN MO FACTORY CONNECTION a retail clothing store has the following position available:

- Third Key Manager Part Time

Upbeat outgoing candidates with retail experience and sales ability will qualify for:

- 401 (K)
- Clothing Allowance

Please Visit <https://forms.gle/2fde5tAtj42JRHok9> to fill out your application.



Seeking Volunteers
Applications Available- Station 1
#6 South Church St or online
www.sullivanfpd.com

HELP WANTED
Body Shop Technicians, Painters, Apprentice and Journeyman

Zerry Counts Auto Body & Service Center

Salary Based On Experience • Health Insurance/
Vacations/401(k)
Apply In Person
820 N. Park St., Sullivan, MO 63080 • 573-468-4101

MEMBER
SPOTLIGHT



LOOK WHO'S NEW IN TOWN!

aRay of Services

FULL SERVICE MOVING COMPANY

LOCAL & LONG DISTANCE

CLEANING SERVICES

PACKING

U-HAUL DEALER

450F Cumberland Way

Sullivan, MO 63080

(573) 468-2682

