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<b>\$40</b> /month	<b>\$100</b> /month	<b>\$160</b> /month
<ul style="list-style-type: none"> <li>✓ 2 Teams</li> <li>✓ 50 Customers</li> <li>✓ Advanced AI assistant</li> <li>✓ Revenue reports</li> <li>✓ Send invoices</li> <li>✓ Customer list import</li> <li>✓ Collect customer payments</li> <li>✓ Live crew tracking</li> <li>✓ Job verification image</li> </ul>	<ul style="list-style-type: none"> <li>✓ 5 teams</li> <li>✓ 299 customers</li> <li>✓ +Seedling features</li> </ul>	<ul style="list-style-type: none"> <li>✓ 6+ Teams</li> <li>✓ 300+ Customers</li> <li>✓ +Lotus Flower features</li> </ul>

Feature-rich, affordable software with built in AI-assistant

1 CREATE & MANAGE TEAMS, PRODUCTS & SERVICES

2 SCHEDULE JOBS, CHOOSE ROUTES & TRACK CREWS

3 SEND INVOICES, ACCEPT PAYMENTS, TRACK REVENUE

4 CUSTOMIZABLE SETTINGS: PRICING, IMAGE UPLOAD, MARK FAVORITES.

5 AVAILABLE IN THREE DIFFERENT LANGUAGES

Support Diversity in the Trades and Check out our crowd funding campaign



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Easy Onboarding with on-screen instructions and LotusConnect, your AI Assistant, is there to help any time!



SCAN ME





AUGUST 2024

# CHAMBER TRACKS

Official Newsletter of O'Fallon-Shiloh Chamber of Commerce

## A NOTE FROM THE PRESIDENT

DEBBIE ARELL-MARTINEZ

I hope you all had a wonderful summer and are ready to dive back into Chamber activities! For the first time, we limited our events in July, recognizing that many members take vacations during the school holidays. By not scheduling events and minimizing meetings in July, we allowed everyone to enjoy their summer break fully. This approach worked out well!

Now, it's time to gear up again! August is packed with exciting events, including **ribbon cuttings, Restaurant Roulette, the OTHS Job Fair, and our final "regular" Business Over Breakfast for the year.** Be sure to sign up and join us for these opportunities.

We're also hard at work planning our **annual golf tournament.** The afternoon session has just ONE spot open, so if you're interested in playing, please sign up as soon as possible. Don't miss out on the chance to win some fantastic raffle prizes, including premium bottles of alcohol! **We'd love to have your golf-related items for our goodie bags.**

Additionally, we are thrilled to celebrate **Doris Oberneufemann's 25th anniversary** with the Chamber. When Doris joined us, we communicated via fax and didn't yet have Business Over Breakfast. Over the past 25 years, our Chamber has evolved significantly, and we are grateful to have Doris with us through all these changes.

Looking forward to seeing you at our upcoming events! *-Debbie*

## This issue:

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**Upcoming Events**  
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# WELCOME NEW MEMBERS!

## JULY NEW MEMBERS

### Artslayer89

Krystell Greenway  
Lebanon, IL 62254  
573-591-2366  
[Artslayer89@gmail.com](mailto:Artslayer89@gmail.com)  
(Art)

### Wevolve Wellness & Counseling

Mysti Westhoff, MA, LCPC  
220 E. State St. Ste 2B  
O'Fallon, IL 62269  
618-631-9787  
[therapymwesthoff@gmail.com](mailto:therapymwesthoff@gmail.com)  
(Health and Wellness)

### Live. Laugh. Illinois Real Estate Group

Jessica Michalke  
1207 Thouvenot Lane, Suite 200  
Shiloh, IL 62269  
314-221-1608  
[jessica@liveloughillinois.com](mailto:jessica@liveloughillinois.com)  
<http://www.liveloughillinois.com>  
(Real Estate)

### PremierU

Shannon Shores  
13 Wolf Creed Dr. Suite 4  
Swansea, IL 62226  
314-479-2995  
[shannon@thepremieru.com](mailto:shannon@thepremieru.com)  
<http://www.premierumed.com>  
(Health and Wellness)



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1/2 Page Ad \$35  
1/4 Page Ad \$25

[LEARN MORE](#) 



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New Episodes Every Friday!

The618now.podbean.com

# MEMBER RENEWALS

## STAR INVESTORS

- Star Investor
- Ameren
- Auffenberg Dealer Group
- Bank of Belleville
- FCB Bank

## GENERAL MEMBERSHIP

- Andria's Restaurant
- BARBERMURPHY
- Caritas Family Solutions
- Culver's O'Fallon
- Destinations by Ellen\*
- Dr. Christina L. Midkiff MD SC

- Friends of the Public Library
- Huntington Chase Homes Corporation
- Payroll Central
- Sheri Welch
- SIUE
- Southwestern Illinois College
- Spring Valley Baptist Church
- Studio Strong
- Syberg's Restaurant
- Texas Roadhouse
- Witter Insurance Planning & Management, LLC

*\*Downtown District Members*



FOR ALL THAT YOU DO TO  
SUPPORT THE CHAMBER AND OUR COMMUNITY!

## MEET YOUR CHAMBER STAFF



**Debbie Arnall-Martinez**  
President/CEO



**Doris Obernuefemann**  
Operations Manager



**Jonathan Simmons**  
Marketing &  
Communications Manager



**Jessica Lotz**  
Leadership &  
Development Coordinator



**Johnnie Hodges**  
Membership Coordinator





# JOB FAIR

## Do you have jobs for High School Students?

Sign up for our OTHS job fair and find the help you need!!

- Chamber Member Businesses Only
- Must have jobs for high school students
- Can hire on the spot
- More details on event page.
- Questions? Email [director@ofallonchamber.com](mailto:director@ofallonchamber.com)

**20  
August**

Setup

**5 pm**

Doors Open

**6 pm - 8pm**

 OTHS  
600 S Smiley St, O'Fallon, IL 62269

 \$25

[OFALLONCHAMBER.COM/JOBFAIR](http://OFALLONCHAMBER.COM/JOBFAIR)



# Pardon our Progress

We are still open during our outpatient radiology project.



HSHS  
St. Elizabeth's  
Convenient Care



## Common cold, seasonal allergies or the flu?

## We are conveniently here for you.

1512 N. Green Mount Rd., O'Fallon | Open 7 days a week, 8 a.m.-7 p.m. No appointments necessary.



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### OUR SERVICES INCLUDE:

- ✓ Oil Change
- ✓ Tire Rotation
- ✓ Change Air Filters
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- ✓ Battery Replacement
- ✓ Rear Differential Fluid

Call 833-GO-SERRA or Visit [833GoSerra.com](http://833GoSerra.com) to schedule your appointment!

At No Extra Charge To You!





# ADVERTISE WITH US!

## DIGITAL LED BILLBOARD ADS

### How Does It Work?

The Chamber of Commerce purchases a billboard ad which we split into 30 ad spots. Our members can purchase one (or more!) of those spots, allowing you to have a digital billboard ad at a **FRACTION** of the cost!

Digital LED | 14x49' | Over 130,000 vehicles daily

52 WEEKS  
\$1,375

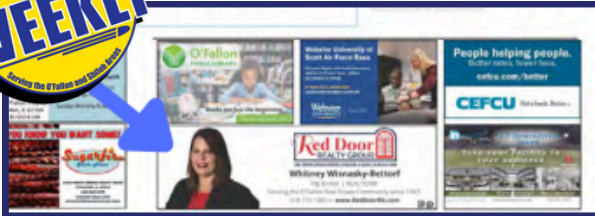
32 WEEKS  
\$925

20 WEEKS  
\$625



Have more questions?  
Reach out to the Chamber!

**CLAIM YOUR SPOT**



## O'FALLON WEEKLY ADS

Get your ad on the Chamber's EXCLUSIVE O'Fallon Weekly page! Every first Wednesday of the month, the O'Fallon Weekly highlights what's happening around town. Your ad supports the Chamber and this local publication!

**CLAIM YOUR SPOT**



\$29/MO  
\$350/YEAR

RESERVE  
NOW!

SPOTS ARE  
LIMITED!

## PODCAST SPONSORSHIP

The 618 Podcast is a weekly production of the O'Fallon-Shiloh Chamber of Commerce and the O'Fallon Weekly that highlights what's happening in the area! With a total of over **30,000 listeners and growing**, this is THE place you'll want to advertise.



\$200/TWO  
WEEKS

20-SECOND  
SPOT

LET US TALK  
ABOUT YOUR  
BUSINESS!

**CLAIM YOUR SPOT**





You deserve extraordinary care, close to home.

Our experienced doctors, nurses, and caregivers are right in your community providing routine treatments and life-changing care. We're here for you and your family—every day—because you deserve extraordinary care.

Find care at: [MemHosp.org](http://MemHosp.org)

Memorial Hospital

We are BJC HealthCare.



PRESENTED BY THE GOOD FOLKS OF SHILOH, IL - A FREEDOM SINGS USA EVENT

# VETERANS SONGWRITING RETREAT

WORKSHOPS & PERFORMANCES WITH TOP NASHVILLE HIT-MAKERS

2-DAYS OF VETERAN-FOCUSED MUSIC & HEALING

## AUG. 9-10

### SHILOH ILLINOIS

SATURDAY AUG. 10  
6:00 PM  
KLUCKER HALL  
14 PARK DRIVE

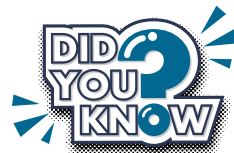
SCHEDULED EVENTS FOR FRI. 8/9 & SAT. 8/10

PRIVATE VETERAN-ONLY ACTIVITIES FRI. EVENING (8/9) & SAT. MORNING 8/10 | FREE CONCERT FEATURING VETERAN SONGS SAT. NIGHT 8/10 (OPEN TO THE PUBLIC)



Freedom Sings USA is a VA-certified nonprofit providing music arts therapy for Vets and their families.

For more info,  
Call 618-632-1022 x 119

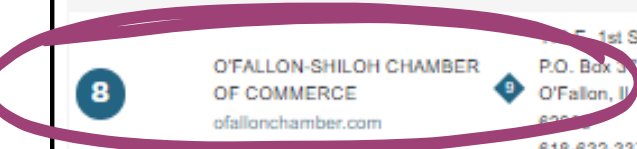


The O'Fallon Police Department puts out a monthly newsletter with great community information.

Click below to view the July and August newsletters:



CHAMBER WEBSITE	ADDRESS AND PHONE	MOST RECENT ANNUAL BUDGET ↓	PRIOR YEAR'S ANNUAL BUDGET	# CHAMBER MEMBERS ①	MEMBER DUES	TOP LOCAL EXECUTIVE	CHAMBER PRESIDENT OR CHAIR
1 GREATER ST. LOUIS INC. greaterstlinc.com	① 1 Metropolitan Square #1300 St. Louis, MO 63102 314-231-5555	\$26.5 million	\$20.8 million	1,500	\$100—\$100,000 ②	Jason Hall	Andrew Taylor
2 WASHINGTON AREA CHAMBER OF COMMERCE washmo.org	② 323 W. Main St. Washington, MO 63090 636-239-2715	\$4.67 million	\$3.76 million	576	\$110—\$680	Jennifer Gieske	Steve Strubberg
3 ST. CHARLES REGIONAL CHAMBER stcharlesregionalchamber.com	③ 5988 Mid Rivers Mall Dr. St. Charles, MO 63304 636-946-0633	\$781,022	\$704,891	1,049			
4 CHESTERFIELD REGIONAL CHAMBER chesterfieldmochamber.com	④ 101 Chesterfield Business Pkwy. Chesterfield, MO 63005 636-532-3399	\$685,000	\$650,000	765			
5 GREATER BELLEVILLE CHAMBER OF COMMERCE bellevillechamber.org	⑤ 216 E. A St. Belleville, IL 62220 618-233-2015	\$603,764	\$551,800	525	\$		
6 HISPANIC CHAMBER OF COMMERCE METRO ST. LOUIS hccstl.com	⑥ 20 S. Sarah St. St. Louis, MO 63108 314-664-4432	\$550,000	\$485,000	526			
7 KIRKWOOD-DES PERES AREA CHAMBER OF COMMERCE kirkwoodesperes.com	⑦ 366 S. Kirkwood Rd. St. Louis, MO 63122 314-821-4161	\$414,947	\$419,712	553	\$265—\$1,825	Chris Ley	Bryan Miller
8 O'FALLON-SHILOH CHAMBER OF COMMERCE ofallonchamber.com	⑧ 115 S. 1st St. P.O. Box 311 O'Fallon, IL 62456 618-632-3377	\$395,913	\$335,376	557	\$100-\$4,000	Debbie Arell-Martinez	Nathan Klitzing
9 CLAYTON CHAMBER OF COMMERCE claytoncommerce.com	⑨ 225 S. Meramec Ave. #300 St. Louis, MO 63105 314-726-3033	\$395,000	\$367,000	300	\$425—\$1,750	Ellen Gale	Dan Freeland



# JULY RIBBON CUTTINGS



**Three Sisters Crafts**

129 East State Street, O'Fallon, IL

**SSM Health Adult Primary Care**

604 Pierce Blvd, Ste 150, O'Fallon, IL



*Come out and support a fellow chamber member at our next Ribbon Cutting! Enjoy light refreshments and networking. You never know who you may meet!*

[CHECK OUT MORE](#)







# meet the ambassadors!

## This month, we continue introducing our Chamber Ambassadors!

Ambassadors serve as the face of the Chamber in the community. They help to welcome new members and support events throughout the year. Stay tuned next month to meet the rest of our Ambassadors!



**JACLYN GROSS**

*Regional Director of Sales  
and Marketing,  
TownePlace Suites by Marriott*

**Hometown:** Chicago, IL

### **What do you enjoy most about being a Chamber Ambassador?**

What I enjoy most about being a Chamber Ambassador is that I can help guide and connect people and businesses. We are always networking and helping ourselves and others grow.

### **In your opinion, what sets our Chamber apart from others?**

In my opinion the O'Fallon/Shiloh Chamber isn't just a chamber we are a family we are there for each other. We celebrate each other's success and help each other through hard times. The Chamber is welcoming to everyone in the community not just O'Fallon/Shiloh businesses.



**JOHN GRISSOM**

*REALTOR,  
Team618 Berkshire Hathaway  
HomeServices Select Properties*

**Hometown:** Houston, TX

### **How has your involvement with the Chamber influenced your business or professional growth?**

The chamber introduces me to people excited about starting and building a business, their excitement help keep me excited when my business may be slow. It also helps me find ideas that other industries do and bend them to mine.

### **What advice would you offer to newcomers looking to make the most out of their Chamber membership?**

Attend Vine Street Market! It's not only a great place to find wonderful goods produced locally and a great time to be out and see lots of friends and clients!



**JUSTIN WARD**

*Commercial Lender,  
First National Bank of Waterloo*

**Hometown:** O'Fallon, IL

### **What do you enjoy most about being a Chamber Ambassador?**

I like meeting people attending a Chamber Event for the first time. It isn't always easy to network and anything I can do to make that easier is awesome.

### **In your opinion, what sets our Chamber apart from others?**

The O'Fallon-Shiloh Chamber does an amazing job of working together to really show our appreciation of local businesses. There is always a level of excitement and fun present at events.



**SHERI WELCH**

*Retired Insurance Agent*

**Hometown:** Swansea, IL

**What do you enjoy most about being a Chamber Ambassador?**

I enjoy meeting and greeting all members. It's great to also know what is going on within the community.

**What advice would you offer to newcomers looking to make the most out of their Chamber membership?**

Get to know the members and how they and or their business plays a role within the community. Get involved in the various opportunities to truly understand the mission of the chamber. You can get business, but you can also receive a great deal of knowledge/connections in doing better within your business.



**DELISA RICHARDSON**

*Owner,*

*Z.D. Richardson Notary Services*

**Hometown:** Webster Groves, MO

**What advice would you offer to newcomers looking to make the most out of their Chamber membership?**

I encourage new members to attend as many events as possible! Doing this will introduce you to other Chamber members who can spread the word about your business and/or create opportunities to collaborate together.

**What do you enjoy most about being a Chamber Ambassador?**

The thing I love most about being a Chamber Ambassador is meeting new business owners, supporting their businesses and seeing the impact this Chamber makes in our area.

# LEADERSHIP INSTITUTE

Nearly 40 current and former Lead In members toured the St. Clair Boeing facility, soon-to-be home of the MQ-25 refueling drone. We learned about Boeing's global operations and how critical this local facility is in helping the Navy extend the combat range for deployed fighter jets around the globe.

The local impact is impressive and we're thankful for their time in educating our leaders!

**Interested in applying for 2025?**

[LEARN MORE >>](#)





# MEMBER NEWS

## IMPACT STRATEGIES BEGINS CONSTRUCTION OF NEW CLEMENT PRE-OWNED DEALERSHIP



IMPACT Strategies, Inc. has begun construction on the new Clement Pre-Owned Dealership in St. Charles, MO at 3621 Veterans Memorial Parkway off Interstate 70 between the Zumbel and Cave Springs exits. With a phased timeline, Clement will be able to stay operational throughout the project. As the construction manager, IMPACT Strategies will manage the demo of existing sales building and construction of a new state-of-the-art building. By collaborating with IMPACT early in the preconstruction process, we were able to help Clement find areas of cost reduction and develop efficiencies for a progressive construction process.

The project consists of a new 11,700 square foot building featuring a dynamic showroom with celebration bay to commemorate clients new purchase, service drive, and new sales lot. The project design will deliver a sleek, modern aesthetic with high-end finishes throughout. IMPACT is planning a completion and grand opening in spring 2025. IMPACT Strategies' VP, Project Development & Strategy, Nick Walker said "IMPACT is thrilled to bring their expertise in the automotive industry to Clement Auto Group and serve as their trusted partner on this exciting new project in St. Charles." Clement Auto Group is one of the fastest growing automobile groups in the greater St. Louis area with six locations – four new-car dealerships and two pre-owned car dealerships including a detailing, service and collision center. These dealerships span from St. Charles, St. Peters, St. Louis, Wentzville, O'Fallon, Cottleville, Earth City, Kansas City and Columbia, IL. -End- About IMPACT Strategies IMPACT Strategies provides client-focused construction management, design/build, and general contracting services. The firm offers a full continuum of innovative design/build service capabilities including proven construction management processes and site development. IMPACT Strategies serves a regional and national client base in the Media

Contact: Rosie Williams, IMPACT Strategies 618-394-8400  
rwilliams@BuildwithIMPACT.com

## ST. LOUIS POST-DISPATCH NAMES SCOTT CREDIT UNION A WINNER OF THE GREATER



Scott Credit Union is pleased to announce that it has been awarded a Top Workplaces 2024 honor by St. Louis Post-Dispatch Top Workplaces. This marks the 11th time SCU has received this prestigious recognition since 2012.

The selection process for this accolade is based solely on employee feedback gathered through a third-party survey administered by employee engagement technology partner Energage LLC. The confidential survey uniquely measures the employee experience and its component themes, including employees feeling Respected & Supported, Enabled to Grow, and Empowered to Execute, to name a few.

"Earning a Top Workplaces award is a badge of honor for companies, especially because it comes authentically from their employees," said Eric Rubino, Energage CEO. "That's something to be proud of. In today's market, leaders must ensure they're allowing employees to have a voice and be heard. That's paramount. Top Workplaces do this, and it pays dividends."

Scott Credit Union is deeply committed to creating an outstanding work environment that emphasizes employee satisfaction, professional growth, and empowerment. Earning the Greater St. Louis Top Workplaces 2024 award exemplifies Scott Credit Union's dedication to fostering a workplace culture that promotes excellence, collaboration, and a profound sense of belonging for all its employees.

"Receiving the Top Workplaces award is a true testament to the commitment and dedication of our entire team," said Frank Padak, Scott Credit Union President and CEO. "At SCU, we strive to create a workplace environment where every employee feels valued and empowered. Receiving this award for the 11th time since 2012 is an incredible achievement and underscores our unwavering commitment to prioritize our employees' well-being, professional growth, and overall satisfaction."

## WHEN MENTAL ILLNESS HITS HOME CONFERENCE "RECOVERING FAMILY WELLNESS: REBUILDING RELATIONSHIPS"



On Friday, August 23, 2024, the National Shrine of Our Lady of the Snows in Belleville, IL, will present its annual "When Mental Illness Hits Home" conference entitled "Recovering Family Wellness: Rebuilding Relationships."

This unique conference is for family members and friends who journey with people with mental illness and for professionals in the mental health field. Our four presenters will share their insights and experiences of rebuilding relationships affected by mental illness through the following topics:

- "Strengthening the Quality of Attachment Bonds through Rupture and Repair Cycles" presented by Ky Miller, MSW, LCSW
- "Using Restorative Practices to Heal Relationships with Accountability and Resilience" presented by Jessica Donaldson, LMFT
- "Addiction and Mental Health: The Entire Family Experience" presented by Liesl Wingert, a pastor's wife
- "A Family Story of Recovery" presented by Jo McGuire, Executive Director of the National Drug and Alcohol Screening Association

Fee: \$40 per person with lunch included. Additional \$35 for IL CEUs. Pre-registration is required.

This program will be held at the Shrine Visitors Center. Information and online registration at <https://snows.org/illness> or call the Shrine at 618-394-6281.

Do you have member news you'd like to share? Send it our way!

SUBMIT PRESS RELEASE

VIEW ALL NEWS

# BUSINESS TRACK INSIGHTS

## 6 Strategies to Elevate Your Brand Online

by Anne Shaw | *The Hartford*

When a local bakery was struggling to bring in foot traffic, it turned to social media marketing—both paid ads and free organic posts. More people engaged online, then visited the bakery and grew into loyal customers, boosting sales. A small retail clothing store knew they were missing out on online sales. After they beefed up their search engine optimization (SEO) strategy, they not only welcomed more online visitors but also gained a significant new revenue stream, increasing overall sales. Finally, a local restaurant's online presence was severely lacking. Once it took advantage of SEO and content marketing, the restaurant saw a 336% increase in online orders within six months, increasing their overall revenue by a whopping 339%.

What do these small business success stories have in common? They are case studies in the power of digital marketing strategy. Whether your small business runs from a brick-and-mortar location, operates purely online or a mix of the two, a strong digital marketing strategy is essential to long-term success.



### 1. Developing a Strong Online Presence

Simply publishing a website isn't enough to elevate your brand online. To build a strong online presence that improves your business outcomes, experiment with a mix of digital marketing tactics. Online marketing for small business can include social media marketing, email marketing, content marketing, digital advertising, SEO, and customer reviews and ratings—all of which perform best with a strong small business website as the hub.

A digital marketing strategy can be a lot to manage. If you're not sure where to start, consider working with a digital marketing agency for small businesses or hiring a marketing consultant.

### 2. Building Relationships With Email Marketing

Email marketing is an efficient way to stay in contact with prospects and customers who opt to receive your emails. The first step is deciding where you'll house customer data, including email addresses. Often your website platform, customer relationship management (CRM) platform, or automated marketing platform will be the best places to house your email list.

Once you have that squared away, provide several ways for customers to subscribe or opt in to emails, including:

- An optional checkbox during online check out
- Within your in-store point-of-sale system
- A link to subscribe at the bottom of every blog post
- A link to subscribe on your website home page
- A physical guest book within your storefront

Get more email marketing tips to create impactful email campaigns, keep your brand top of mind for customers and update subscribers on news, special events and promotions.

### 3. Driving Engagement Through Video Marketing

The possibilities for video marketing content are endless. Social media platforms and sites like YouTube have enabled brands to publish both short- and long-form videos before embedding them in sales presentations, blog posts, emails and more. Social media videos on Instagram's reels, for example, also offer a way to drive awareness and engagement



Businesses of all types and sizes have taken note: 91% used video as a marketing tool in both 2023 and 2024, according to a 2024 [video marketing study](#), which highlighted the following benefits of video marketing:

- 90% of marketers report improved brand awareness
- 88% of marketers report increased understanding of their product or service
- 87% of marketers report increased leads
- 87% of marketers report a direct increase in sales
- 86% of marketers report increased web traffic

Keep those benefits in mind as you define your video goals. Then track performance metrics such as views, comments, shares and click-through rates, and consider creating and sharing different types of video content.

Experiment with explainer videos that share product benefits; how-to videos of your products; behind-the-scenes videos that tell your brand story; live or recorded Q&A videos; customer testimonials; and more. Pay attention to what performs best related to your goals.

#### 4. Leveraging Customer Reviews and Testimonials

An important part of small business digital marketing is [managing your online reputation](#). In a local consumer survey by BrightLocal, more than three-quarters of consumers said they read reviews on multiple sites before deciding whether to buy from a local business; in the same survey, 88% said they're highly likely to use a business that responds to public reviews.

In fact, when you respond to negative reviews, you may even convert the original poster into a brand ambassador. Nearly 8 in 10 people say they [will forgive a company's](#) mistake after receiving excellent follow up service. So pay attention to what people are saying about your business, especially in [online reviews](#) and ratings. Add to the virtual conversation by asking customers to rate your business online and by responding to customer reviews. According to Brightlocal's consumer survey, the top five sites for online reviews are Google, Facebook, Yelp, Tripadvisor and Better Business Bureau.

Reading your online reviews can also help you improve your business and gain valuable customer feedback. You can learn what you can do better, what you do best, and even get ideas for new offerings. Plus, you can take excerpts from positive reviews and share them in your marketing materials. Use customer quotes in graphics on social media, in your email marketing and on your website.

#### 5. Targeted Advertising to Capture New Customers

There are a couple great things about digital [advertising for small business](#). One is that you have control over how your budget gets spent, especially with targeted advertising on social media platforms. You can target your audience by location, demographics, and sometimes even interest to reach niche markets.

Try experimenting with pay-per-click (PPC) Google Ads, which show up within search results, and display ads, which show branded graphics to capture prospects' attention. You also have several options for social media advertising, such as paid display ads or boosted social media posts that reach people beyond your existing network.

When planning your digital advertising campaigns, consider your goals, such as brand awareness, lead generation and sales.

#### 6. Discovering Cost-Effective Marketing Solutions and Services

Here's a list of [low-cost marketing](#) you may like to try:

- [Canva](#) is an easy-to-learn design template editor. Use it to create graphics for social media posts, emails, ads, merchandise and more.
- [Google Trends](#) is a free tool that shows what's trending across the internet. You can use it to find relevant social media conversations and select SEO keywords for targeted digital advertising.
- [Google Analytics](#) is a free website analytics tool that you can use to measure website traffic and track visitor behavior and interest.
- [Buffer](#) is a social media management tool that streamlines your efforts. Schedule posts across multiple platforms in one place and analyze their performance.
- [HubSpot](#) helps you manage your email list and email marketing. You can use the included CRM to personalize emails and track email campaign performance.
- [Bitly](#) helps you create and track short URLs and QR codes to use in your marketing materials.
- [Wistia](#) offers both video editing and video hosting. It also has options for automated captions, in-video lead capturing and analytics.



# DIGITAL BILLBOARD ADS

55/64 AT COLLINSVILLE AVE. & MARTIN LUTHER KING DR.  
(EASTBOUND INTO IL)

## HOW DOES IT WORK?

The Chamber of Commerce purchases a billboard ad which we split into 30 ad spots. Our members can purchase one (or more!) of those spots, allowing you to have a digital billboard ad at a FRACTION of the cost!

**52 weeks**  
**\$1,375**

**32 weeks**  
**\$925**

**20 weeks**  
**\$625**

**TYPE OF BILLBOARD:** Digital LED  
**SIZE OF BILLBOARD:** 14X49 ft  
**TRAFFIC COUNT:** 133,110 vehicles daily  
**AD DIMENSIONS:** 400 pixels high by 1400 pixels wide  
**AD FORMAT:** JPG, PDF OR PNG

**HAVE MORE QUESTIONS OR NEED MORE INFO?**  
**Call the Chamber office: 618-632-3377**



## SIGN ME UP!

**NAME:** \_\_\_\_\_

**BUSINESS NAME:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_ **PHONE #:** \_\_\_\_\_

### CHOOSE YOUR AD OPTIONS (SPOT IS NOT RESERVED UNTIL PAYMENT IS RECEIVED)

- 52 WEEKS | \$1,375       32 WEEKS | \$925       20 WEEKS | \$625
- I WOULD LIKE MORE THAN ONE AD \_\_\_\_\_       I WOULD LIKE THE CHAMBER TO DESIGN MY AD | \$100

*Please indicate how many ad spots you would like*

## FAQ:

All ads must be approved by the O'Fallon-Shiloh Chamber of Commerce. The Chamber reserves the right to refuse/reject any ad copy.

1. How often will my ad show up? Each ad spot will appear 40 times per day, for 10 seconds at a time.
2. Can I purchase more than one ad spot? Yes! you can purchase as many as you want.
3. How often can I change out my ad copy? Ad copy can be changed out every quarter.
4. Can someone help me design my ad? We would be happy to design your ad for \$100.
5. Are there other advertisers on the billboard? Yes, there will be advertisers paying full price as well as chamber member advertisers.
6. How do I know my ad is running? You can request a "proof of play" report from us at any time which will show the dates your ad has been running.





- 1 ..... ● [Ribbon Cutting - Schildknecht Funeral Home - 75th Anniversary Celebration!](#)  
11:30 a.m. | 301 South Lincoln Ave, O'Fallon
  
- 7 ..... ● [Healthcare and Wellness Committee Meeting](#)  
8:15 a.m. | The Rehabilitation Institute of Southern Illinois
  
- 7 ..... ● [Ribbon Cutting - Christian Brothers Automotive Shiloh](#)  
12:00 p.m. | 1310 Thouvenot Lane, O'Fallon
  
- 8 ..... ● [Restaurant Roulette](#)  
11:30 a.m. | TBD after registration
  
- 13 ..... ● [Military Affairs Committee Meeting](#)  
3:30 p.m. | VFW Post 805 | 223 W. 1st Street, O'Fallon
  
- 14 ..... ● [Downtown District Committee Meeting](#)  
8:45 a.m. | City Hall Council Chambers
  
- 14 ..... ● [Ambassador Meeting](#)  
11:15 a.m. | Southern Illinois Builders Association
  
- 20 ..... ● [OTHS Job Fair](#)  
6:00 p.m. | O'Fallon Township High School
  
- 22 ..... ● [Ribbon Cutting - Champion Consulting](#)  
11:30 a.m. | 1115 Frontage Road, O'Fallon
  
- 23 ..... ● [Business Over Breakfast \(BOB\)](#)  
8:00 a.m. | Public Safety Building
  
- 26 ..... ● [Executive Board Meeting](#)  
1:15 p.m. | Chamber Depot
  
- 26 ..... ● [Member Engagement Committee \(MEC\)](#)  
2:30 p.m. | Chamber Depot
  
- 28 ..... ● [Ribbon Cutting - Sweet Katie Bee's](#)  
11:00 a.m. | 131 East First Street, O'Fallon
  
- 29 ..... ● [Board of Directors Meeting](#)  
8:15 a.m. | City Hall Council Chambers



# upcoming events

## AUGUST

## SEPTEMBER

### 8.08 | Restaurant Roulette

Sign up to join us for lunch on the appointed date/time. We'll use our virtual roulette wheel to determine where you eat and who you eat with!

You'll find out who your lunch partners are (3-5 other chamber members) when you show up to eat.

This is a way to support local restaurants and get a chance to network!

[REGISTER NOW](#)

### 8.20 | OTHS JOB FAIR

This Job Fair, in collaboration with O'Fallon Township High School, is meant for businesses that have jobs suitable for high school students!

These jobs can be part-time, occasional, short-term, and you are welcome to hire on the spot if you see fit!

Think outside of the box for this job fair and help a student help you!

[REGISTER NOW](#)

### 8.23 | Business Over Breakfast (BOB)

Business Over Breakfast is a great way to start the day. Members mix and mingle while enjoying a free, casual breakfast. Typically breakfast is pastries, bagels, juice, and coffee. The event starts at 8:00 a.m. and is typically held at the O'Fallon Public Safety Building.

If you would like to schedule a "Business Intro" presentation, contact the Chamber by email or by calling 618-632-3377.

Visitors are welcome to come and check us out. Please call the Chamber to let us know you plan to attend.

[REGISTER NOW](#)

### 9.10 | Annual Golf Tournament

Join us at the Far Oaks Golf Club on September 10, 2024, for the O'Fallon-Shiloh Chamber of Commerce's 27th Annual Golf Tournament! Whether you're looking to network, enjoy a day on the links, or simply have a great time, this event promises something for everyone.

Morning or afternoon session, exciting on-course games and prizes and refreshments and meals provided.

**Early Bird Registration Ends: Aug 5**  
**All Registration Ends: Sept 3**

[REGISTER NOW](#)

### 9.24 | Business After Hours (BAH)

Business After Hours (BAH) is a social time from 5-6:30 p.m. held six times each year. It is hosted by various Chamber members. There are no speakers or programs and food and beverages are offered. Come for 15 minutes or come for the full 1.5 hours.

September's event will be held at **Schildknecht Funeral Home**.

It's a great way to meet new business contacts – we average 75+ in attendance each BAH. Bring plenty of business cards! chance to network!

[REGISTER NOW](#)



STAY CONNECTED WITH US THROUGH OUR WEBSITE AND ON SOCIAL MEDIA FOR MORE DETAILS ON ALL EVENTS! BE SURE TO CHECK THE EVENTS CALENDAR OFTEN AND REGISTER FOR EVENTS YOU'RE INTERESTED IN.

[OfallonChamber.com](http://OfallonChamber.com)

[Facebook.com/OfallonShilohChamber](https://Facebook.com/OfallonShilohChamber)



# SALUTE TO OUR PREMIUM MEMBERS

## CHAIRMAN'S CIRCLE

O'FALLON-SHILOH CHAMBER OF COMMERCE



## CHAMBER CHAMPION

O'FALLON-SHILOH CHAMBER OF COMMERCE



## STAR INVESTORS

O'FALLON-SHILOH CHAMBER OF COMMERCE

1st National Bank of Waterloo  
 American Family Insurance- Scott Buchtel  
 Ameren  
 Associated Bank  
 Auffenberg Dealer Group  
 Bank of Belleville  
 Bank of O'Fallon  
 BOS Metro East Banking Center  
 Busey Bank  
 C&C Sports  
 Caliber Cleaning  
 Cambridge Capital Management, LLC  
 Cambridge House O'Fallon  
 Care Access  
 Carrollton Bank  
 Catholic Community Credit Union  
 CEFCU  
 Central Bank  
 Clete's, Inc.  
 Clinton Manor Living Center  
 Commerce Bank  
 Country Estate Kennel

CSL Plasma  
 Drury Inn & Suites  
 Farmers & Merchants National Bank  
 FCB Banks  
 First Bank OFallon  
 First Bankers Trust Company  
 First Community Credit Union  
 Gateway Metro Federal Credit Union  
 Gateway Solutions  
 HD Painting & Stain Co.  
 Heartland Bank and Trust Company  
 Hilton Garden Inn  
 Holland Construction Services  
 Jack Schmitt Chevrolet of O'Fallon  
 Kerber, Eck & Braeckel, LLP  
 Keystone Place at Richland Creek  
 Klein's Brand Source  
 La Casa Mexicana of O'Fallon  
 Lashley Animal Hospital  
 Lincoln Surgical Associates, Ltd.  
 Mathis, Marifian & Richter, Ltd.  
 Merrill Lynch | Woody Gray

Mid America Oral Surgery Center  
 Morrison Plumbing Heating & Air  
 O'Fallon Shiloh Towing  
 OST Container/Rental  
 Regency Manor  
 Regions Bank  
 Revity Credit Union  
 Sandberg Phoenix  
 Schaefer Auto Body Centers  
 Scott Credit Union  
 Scott Family Housing  
 Sigman Heating and Air Conditioning  
 Spectra Graphics  
 Taylor Roofing  
 The Regency Conference Center  
 The Rehabilitation Institute of Southern IL  
 Together Credit Union  
 TownePlace Suites by Marriott  
 United Healthcare

## EXECUTIVE BOARD

Nathan Klitzing, Board Chair  
Cambridge Capital Management

Kevin Welch, Vice Chair  
1st National Bank of Waterloo

Dan Jackson, Treasurer  
Carrollton Bank

Jeff Dossett, Immediate Past Chair  
BJC Memorial Hospital

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## 2024-2025 BOARD MEMBERS

John Eichenlaub  
BARBERMURPHY

Donna Richter  
Southern Illinois Builders Assoc.

Ex-Officio

Melissa Fanning  
United Way of Greater St. Louis

Kurt Schroeder  
UB Greensfelder LLP

Mayor Herb Roach  
City of O'Fallon

Jon Greenstreet  
Bike Surgeon

Susan Schultz  
Holland Construction

Mayor Robert Weilmuenster  
Village of Shiloh

Cassidy Hoelscher  
The Rehabilitation Institute of  
Southern Illinois

Pat Mandeville  
Bank of Springfield

Lt. Nick Stewart | Lead In  
O'Fallon Police Department

Chris Klay  
HSHS St. Elizabeth's Hospital

Mike Williams  
Serra Honda

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## CHAMBER AMBASSADORS

Don Barkley

Ken Hutchens  
Shiloh United Methodist Church

Lindsay Porzeinski  
Home Heating & Cooling

Debbie Brauer

Amy Kempfer  
Associated Bank

Delisa Richardson  
Z. D. Richardson Notary Services

Alissa Fuhrmann  
McKendree University

Reneé La Bruyere  
Horner & Shiffrin

Dave Snyder  
Rotary Club of O'Fallon /Emeritus

John Grissom  
Berkshire Hathaway

Nathan Parchman  
Farmers & Merchants National  
Bank

Lisa Vorce  
Thrivent Financial - Lisa Vorce

Jaclyn Gross  
TownePlace Suites by Marriott

Ke'ira Lewis  
Etc. Event Planning & Marketing

Justin Ward  
1st National Bank of Waterloo

Cindy Hill  
Home Instead

Erik Huber  
Bank of Springfield

Sheri Welch



July – December 2024  
**SAVE THE DATES**

**BUSINESS AFTER HOURS (BAH)**

ANNOUNCEMENTS AND ATTENDANCE PRIZE DRAWINGS ARE AT 6 P.M.



301 South Lincoln Avenue, O'Fallon  
Tuesday, September 24 • 5:00–6:30 p.m.



618 Business and Event Center  
Fairview Heights  
Tuesday, November 19 • 5:00–6:30 p.m.

Please RSVP to 618-632-3377 or [chamber@ofallonchamber.com](mailto:chamber@ofallonchamber.com)

**RESTAURANT ROULETTE**

Thursday, August 8 11:30 a.m.  
Thursday, October 10 11:30 a.m.

Have an exceptional networking lunch with 3 to 7 other chamber members!

Location at various member restaurants

You RSVP; we tell you the day before where you're going for lunch; you find out who you're having lunch with when you arrive at your table!

**SPEED NETWORKING**

Thursday, October 3 9:00 a.m.

Location: The Hett • 400 N Alton Street, Lebanon

Speed Networking with Mckendree University Business Students

**BUSINESS OVER BREAKFAST (BOB)**

Friday, August 23 8:00 a.m.



Public Safety Building • 285 N. Seven Hills Road, O'Fallon

This newsletter is sponsored by Gateway Solutions.

**BE OUR NEWSLETTER SPONSOR!**

Would you like to be the first page of our next newsletter?  
Let us know! [chamber@ofallonchamber.com](mailto:chamber@ofallonchamber.com) | 618-632-3377



[www.OFallonChamber.com](http://www.OFallonChamber.com) P.O. Box 371, O'Fallon, IL 62269

Additional events you might be interested in attending

**ANNUAL GOLF TOURNAMENT**

Tuesday, Sep 10 ♦ Far Oaks • AM & PM Sessions

**MAXIMIZE YOUR BENEFITS**

Tuesday, October 29 • 8:30 a.m.

Chamber Depot ♦ 116 East First Street, O'Fallon

**MEET THE MUNICIPALITIES**

Annual Luncheon

Thursday, November 7 • 11:00 a.m. – 1:00 p.m.

Klucker Hall ♦ 14 Park Drive, Shiloh



Dates/times are subject to change.

Please pay attention to weekly E-news for updated information.

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