

# Ava Area CHAMBER of COMMERCE



## What's Happening

**11/9** Chamber Board Meeting 5PM

**11/10** Chamber Luncheon 12PM (pg. 2)

### Office Staff

Judy Shields, Director  
Nina Carter, Office Assistant  
Bill Jones, Office Support

### 2020 Board Members

**President:** Anita Madche  
**VP:** Richard Sturgeon  
**Secretary:** Gail Huffman  
**Treasurer:** Betty Ridenour

Bart Ellison, Teresa Nash,  
Amy Porter, Danny Letsinger,  
Glenda Little, Bob Sorensen,  
Caryl Stillings, Sheldon Shaver,  
Richard Salgado

### Chamber Board Meetings

are held on the second Monday of each month. To be a guest or add an item to the agenda, contact the Chamber office.

### Chamber Luncheons

are held on the second Tuesday of each month at 12:00 and are complimentary to members. Contact the office for information on hosting a Luncheon.

### Economic Development

Meetings held on the first Monday of each month at 5:30.

### Contact Us

810 Collins Avenue  
PO Box 1103 Ava, MO 65608  
417-683-4594  
director@avachamber.org

## Free "Google My Business" Page

According to a study from Go-Globe, 18 percent of local searches lead to a sale within one day. And what do people normally use to search? That's right — Google. So if you want people to find your local business in their searches, you need to make your business really easy to find on Google.

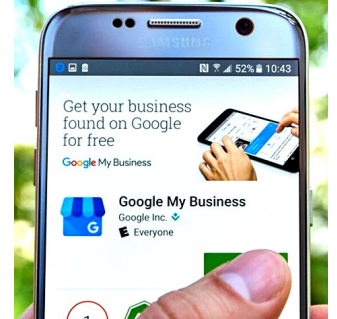
Google My Business is the search engine's local business listing platform. You can create a profile that pops up right in the search page so people don't even have to visit your website to get the information they need to visit you, including your address, phone number and hours of operation.

If you want to take advantage of this very important tool for your own local business, follow these simple steps:

### Claim Your Google My Business Listing

Start by visiting the Google My Business website and signing in with a Google account. There, you can create a profile from scratch or choose a business that's already on their list that you want to claim. Google will walk you through the process of updating your page and all of the relevant information from there. You'll

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## Chamber Sponsored Holiday Events

**Friday Night Christmas Frolic** will not be held this year.

**The Ava Christmas Parade** will begin at 1:00pm on Saturday, December 12th. Decorate floats with this year's parade theme, "Winter Wonderland" and win big cash prizes! There are many ways to participate in your hometown parade! Anyone is welcome to join in the parade!

**Holiday Storefront Decorating Contest:** Participate in spreading the spirit of Christmas throughout Ava by decorating your storefront for the holiday season. Judging begins at 6pm the night of the parade. Winners will receive free full-color ads in the next Ava Community Guide (\$75-\$200 value). Just call the Chamber office at 683-4594 to let us know you want to participate.

## Google My Business *Continued from page 1*

also need to verify your business — Google will send a code to your business address that you can add to your account.

### Include All the Essential Info

Google will ask you to choose a category, name, address and all of the essential information throughout the signup process. Don't gloss over this process. There are more than 2,000 different categories to choose from. And the one you choose will impact how you can edit the rest of your listing. For example, if you have a restaurant, it will let you link or upload a PDF menu. You can optimize the listing by adding a description with some relevant keywords and attributes designed to attract people to your business.

### Upload Quality Images

People want to know what your business is like before they visit. Adding images of your storefront, menu items or team can help you build a rapport and entice people to actually visit. Just make sure these images are high quality and show your business in a positive light.

John Jantsch of Duct Tape Marketing adds, "Particularly on a mobile device, it's a good trust building and content element. So, upload 8 or 10 photos of your products, of your business, of your people. It doesn't really matter what it is, but make sure that you have some pretty good representative images that you upload."

### Attract Visitors to Your Page with Reviews

To gain more positive reviews, the obvious answer is just to make sure and provide great customer service. However, you can also include signage in your store, add a link to review your company in your email signature or even share positive reviews on your social media pages. These can serve as simple reminders to people who have had great experiences with you, making it more likely that they'll actually share their thoughts.

### Respond to All Reviews

On an ongoing basis, it's also a good idea to respond

to all reviews on your Google My Business Listing. This shows people who find your page that you're responsive and allows you to address any concerns publicly. In fact, if you provide a satisfactory response, some customers may even consider leaving a more favorable review than they did initially.

### Post Content Continuously

In 2017, Google rolled out Google Posts, a way for businesses to share content on their pages on an ongoing basis. Use this feature to keep your listing fresh. You can add blog posts, special offers, events, and even photos and videos.

To do this, simply sign into your Google My Business account and find the "Create Post" button. Then you'll see options for adding different types of posts, including photos, videos, events, offers and text. For example, a local restaurant could post about a live music event they're hosting.

Whatever your business offers, Google My Business is a free and effective way of getting your information into the hands of customers.

*Cheat Sheet for Mastering Google My Business  
Jul 7, 2019 by Annie Pilon for smallbiztrends.com*

## WELCOME to our newest MEMBERS!

Sims Consulting  
Twin Bridges Canoe  
& Campground

November  
Chamber  
Luncheon

Tuesday, Nov. 10th - 12PM

Hosted by:

**Ava Lions Club**

Join us for a Thanksgiving style Lunch!

Upcoming Luncheons

December - Evergreen Handyman

Service & 2BHealthy

January - OPEN

**We Will Be Closed**  
**November 11th**

in Observance of

**Veterans Day**

Ava Chamber Office



## Member News and Happenings...

**Missouri Job Center-West Plains and Ozark Action of Ava** offers funding to help eligible individuals attend training programs that lead to employment in “in-demand” career fields. You might be eligible for this tuition assistance if you qualify for food stamps, have been laid off from your job, or were honorably discharged or retired from the military. Other qualifying requirements must be met. Call WIOA case manager Teresa Bruffett today at 417-204-1405 for more information and to find out if you are eligible!

**Douglas County Republican Central**  
**DECISION 2020** Committee (DCRCC) is hosting an Election Night Watch Party beginning at 7PM on November 3rd at the DCRC headquarters, and you are invited! Bring a finger-food and join in the excitement as the numbers roll in! They are located in the back of the Sho-Me Real Estate building, across from Walmart.

**Blooming Blessings** invites you to their Blessed Christmas Open House! November 12th (9-5), 13th (9-7), and 14th (9-4). Stop by for amazing sales, giveaways, tasty treats, samples, door prizes, holiday cheer and more! 417-683-6800

**The Ava Art Guild** will host their monthly workshop on Saturday, November 14. It will be led by Rita Fancher who will teach an acrylic painting. It is free, and all supplies are provided by the Art Guild. The workshop begins at 1pm which includes a light lunch, business meeting at 1:30 and then the workshop begins at 2 pm. There is a limit of 15 people due to Covid-19. A mask is also required to attend. To hold a space at the workshop please call Caryl at 417-893-9638 or email [avaartguild@yahoo.com](mailto:avaartguild@yahoo.com).

**Turkey Shoot at Rockbridge** November 7th 8AM-3PM. Everyone welcome! Competition begins at 8AM with hourly start times. The last shooting time is 3PM. While no live turkeys will be harmed during this event, we will be giving out frozen turkeys for the highest shooter of each round! Entry fee is \$30 per round, no limits on rounds per shooter. Guns and ammo are available. All proceeds benefit the Brixey-Rockbridge Volunteer Fire Department. Call 417-679-3619 to book your shooting time! Visit [www.rockbridgmo.com](http://www.rockbridgmo.com) for more information.

**Ava United Methodist Church** is now accepting **Angel Tree** applications November 2nd-6th 8 AM - 5 PM. Open to Douglas County kids ages 18 and younger. For more information, you may contact Vicky at 417-683-4460.





## 2020 Christmas Parade - Saturday, December 12<sup>th</sup> at 1:00 PM



Decorate Floats with the  
"Winter Wonderland" theme for chance to Win a Cash Prize!  
**Anyone can participate! Check out the categories below!**



- Entry forms must be received by **December 7<sup>th</sup>, at 5PM** to be eligible for any cash prizes or awards.
- All entries will be judged according to this year's theme. **All floats and non floats will be judged in line up at 12PM sharp**, so please be set-up and ready before then.
- **All parade participants** will enter off of N 5 HWY on Industrial Road. Anyone caught entering on any other road will be disqualified from the parade. Thank you for your attention to safety.
- There will be a marked designated area to drop off participants for floats, etc. A representative for each float will need to be in charge of making sure that kids make it from the drop off point to the designated float. There will be **NO DRIVING TO FLOATS TO DROP OFF FLOAT RIDERS**. Safety is **TOP** priority. Anyone that enters the parade driving anything motorized **MUST** have a valid driver's license.
- If mailing or faxing your form, please call to make sure we have received it. Thank you for your entry!

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### 2020 CHRISTMAS PARADE ENTRY FORM

Name of Club/Organization/Business: \_\_\_\_\_

Contact person: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Cell number (if available) during parade: \_\_\_\_\_

Mailing address \_\_\_\_\_

Total length of the float, and the vehicle pulling the float \_\_\_\_\_

Will you be handing out anything (candy, literature, etc) during parade?    YES    NO

**Entry Type:** (Circle one) FLOAT   \*   HORSE   \*   GOLF CART/ 4-WHEELER   \*   BICYCLE   \*   BAND   \*

COSTUMED PET (on leash)   \*   WALKING   # in group \_\_\_\_\_   CAR/TRUCK/TRACTOR - Make/Year \_\_\_\_\_

OTHER \_\_\_\_\_

I, as the representative of the above named business, group, or organization, understand that participation is at our own risk and hereby release the Ava Area Chamber of Commerce, its Board of Directors and staff, and the City of Ava from any and all liabilities or damages that may occur while participating in the above mentioned event.

Signed \_\_\_\_\_ Date \_\_\_\_\_

For more information, contact: Ava Area Chamber of Commerce, at (417) 683-4594

Please return this form, or a form from the Chamber office, by December 7<sup>th</sup> at 5PM to:

PO Box 1103 Ava MO 65608, or fax it to 417-683-9464, or bring it by our office at 810 Collins Avenue.

## Member News and Happenings...

### Sims Consulting LLC

**New Chamber Member Sims Consulting** is  a locally owned and operated computer repair business. They offer Remote Diagnostic & Repair (connecting to your computer remotely from their office) for a \$99 flat rate covering most things such as: Email issues, virus removal, optimization (tune up/speed up), etc. **Ava Chamber members receive \$10 off all service calls.** Call Richard Sims today at 800-230-2702 for all of your computer repair needs. [www.SimsConsulting.us](http://www.SimsConsulting.us)

**The Ava Senior Center** is now serving lunch on Wednesdays from 11:30AM to 12:30PM. Cost is \$4 for seniors and \$6 for 59 and younger. They also have the new Pickn & Singn on Mondays from 2 to 4. Come join in the fun! For more activities at the Ava Senior Center visit their Facebook page or call 417-683-5712.

**Douglas County Veterans Memorial Association** is hosting a FREE Community Service Appreciation Lunch on Thursday, November 5th from 10:30AM to 1:30PM at the DCVMA facility located at 402 W Washington (across from Ava Post Office). Choice of Roast Beef, Pulled Pork, Hamburgers, 1/4 pound all beef Hot Dots and Chili Dogs, with Baked Beans, Cole Slaw, Chips, Drink, and Dessert. Inside or Outside Dining (Weather Permitting). GO Boxes available (call ahead so we can have it ready for you). 683-6741 or 849-1875

**LaTour Advisory Group** wants to remind you that Medicare Annual enrollment period is October 15th - Dec 7th. For guidance or more information call 417-683-9553.

**Sweet Fern's Unique Boutiques** is celebrating their second anniversary with an upcoming event. On November 6th and 7th Sweet Fern's will have a Holiday Open House and birthday bash, from 10:00 to 5:00 p.m. There will be discounts, door prizes, snacks, and great sales with a special emphasis on Christmas shopping! Sweet Fern's is located on the north side of the Ava Square.



**DOCO Sheltered Workshop** will be hosting their 4th Annual Friends and Family Thanksgiving Celebration at Noon on November 24th at the workshop. "We are so blessed to have another year together and we're inviting family and friends of the workshop to come celebrate Thanksgiving with us!", said plant manager Dawn Cox. The workshop is providing the turkey and ham, but feel free to help provide the sides. There is always plenty of food! Seating will be set up this year to accommodate social distancing as much as possible. Masks are encouraged.

## Promote your business!

**Just \$5 a week for Members!**

*Advertise sales,  
services, products, etc!*

**Advertise through the  
Chamber's weekly E-Blast!**

**Need help creating your ad?**

**No problem!  
We've got you covered!**

**Contact us today at  
[director@avachamber.org](mailto:director@avachamber.org)**



**Whiddon's Air & Electrical celebrated the Grand Opening of their Ava Location with a cook-out, door prizes, and a Chamber of Commerce Ribbon Cutting!**



Photo by Richard Sturgeon

# Ava Christmas Parade

*"Winter Wonderland"*

## December 12th

### 1:00 PM

Register by December 7th to be added to the parade line-up!

Sponsored by the Ava Area Chamber of Commerce - 417.683.4594

The poster features a festive design with a green and red garland border at the top and bottom. The text is centered and uses a mix of bold, serif, and script fonts. The background is white.