

From: [Stephanie Teague](#)
To: [Becky Miller Real Estate Lead Share Piedmont Fine Properties](#)
Cc: [Paul Klinger Tuesday Lead Share Chamber Of Commerce](#); [John Frazer & Mary Brown & Bigelow](#); [Caitlin Adkins](#); [Dennis Donovan Bowman Gaskins Financial Group](#); [Dennis Reitz Golden Rule Builders](#); [Thomas Nicolai](#); [Fatima Attai](#); [Jan Sutton Sutton Insurance](#); [Judd Walls Constant Water](#); [Laurie Bersack & Joe IBDJ](#); [Lisa Berkema](#); [Piedmont Dispute Resolution Center](#); [Noah Portugal NJP Accounting](#); [Scott Bricker Lead Share](#); [erin@countryssidetitle.com](#); [mcoffin@infinitecxo.com](#); [Benjamin Musser](#); [Alec Burnett](#); [AT&T](#)
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Speaker 1 (00:00) You did a great job. Speaker 2 (00:01) Thank you. No, Portugal is not here today. So we do have a balance though. That came through on email 1-82340 that has not changed. I do think there should be a future conversation about what we want to do with our funds in 2025, but that is not today because we have plenty of other things to navigate today. Benjamin did a great job last week of sending me the holiday schedule school that I left at home. So we are not going to talk about holidays yet. So we're going to improv for another week and I think next week obviously is still fine. We'll schedule that and then we'll deal with Martin Luther King after that. We have these old referral sheets. There's new referral sheets that are kind of in the development. Benjamin just showed this to me. This is what we have had. Looks like Austin Powers designed these things. Speaker 1 (00:51) They're. Speaker 2 (00:51) They're great, but they don't even have email on them. So I'd like to get that corrected. I'm sorry, I didn't mean to offend you, sir. Speaker 3 (00:58) If that was your design, not my design. Speaker 2 (01:05) Do we have a treasurer's report? Are we not doing treasurer's reports anymore? Speaker 4 (01:09) You just did Treasurer's report, not treasure. Speaker 2 (01:10) You know what I meant. Speaker 4 (01:11) Yeah. Secretarial report that you. Speaker 1 (01:13) And you're looking at me. Yeah, I know. Yeah. Speaker 2 (01:18) Spade. Speaker 3 (01:19) The spade man. Speaker 5 (01:22) Are being taken and previous minutes were sent out to everybody. Speaker 1 (01:26) Great. Speaker 2 (01:27) Okay, fantastic. Alec, what's. What's going on in the. The world that we need to know? Speaker 1 (01:33) I will defer to. To our ops manager, Mr. Musser. Speaker 6 (01:36) Excellent. Well, I'd ask everyone to mark their calendars for next Thursday, January 23rd, if you haven't already. We're going to have our first After 5 event for the new year and we're going to be talking about a lot of the exciting things that are coming down the pipeline for the Chamber. It's going to be right here at the Path Foundation. It's going to be from 5 to 7pm I've been doing a lot with the calendar as far as getting it updated with new events. So I'd highly recommend that everybody go on there, check and see what new and upcoming events you guys may want to register for this month and then the months coming up. I'd also remind everyone too, like for your member profile pages, those get. Those do really well. As far as search engine optimization, as far as when people are going onto the Internet looking up businesses, it's a way for you to get more Exposure and highly just encourage everyone to make sure that your member pages are up to date with contact information, websites, logos, etc. And if you guys have any questions about how to do that, please reach out to me. I'm happy to help everyone make sure that those are up to date. Let's see, what else? What else am I missing? What's that? We also do. Yes, thank you, Caitlin. This Friday we'll also be meeting here from noon to 1:00 for our monthly professional development book club. This month's book is

Traction and basically every month our club will be focusing on a new book focused on professional development and how you can apply it to your business. That's all I got. Speaker 1 (03:28) Okay. Speaker 2 (03:30) Scott, would you like to be going first or would you like to go last? Speaker 1 (03:35) It doesn't matter. But we do have lots of food, so go eat. I'm sorry say to we have lots of food, so get something. Speaker 2 (03:42) Daddy didn't get to it already. Speaker 1 (03:44) So I could go first if you want or. Okay. Okay. My name is Scott Bricker. I have a company called Orcator Media Group. In April it'll be 23 years we've been in business. So give you a little bit background why I am what I am from Orcata Media Group standpoint. So I believe in passion, precision and simplicity. From your communication manner of marketing, a lot of people try to put too much stuff in. You can still do that, but spread it out over multiple medias. You don't have to have flyer that has 900 things on it because nobody's going to read it. Just like here. If I had put copy underneath all of these, would you guys regret it? No. So that's one of the things. So I'm going to talk about who I am, what I've done and give you pointers of just good practices. So I work in say six different areas. Branding identity, that's making sure everything looks similar and goes across all of your different stuff that you put out there. And if you have a team, making sure that they all understand that there's templates so everything does not look like it's done by individuals within your organization as their own company. So a lot of companies you would think that would be standard. But even I've worked with Northrop Grumman in the past and they had a group that looked like they were killing counterfeit Northrop government because they didn't follow any of the standards they got in trouble for. So marketing communication anywhere from helping you set up plans, mailings, landing pages Social media, just overall getting your name out there, collecting information with customer CRM systems where you can control what's happening. Because once you get to a certain size you kind of need some help because retention of that hundreds of different people is next to impossible without some form of content management and customer relations. So from the interactive side, I've been doing websites since 96, which when I first started they asked have you been on aol? Can you run a team of designers? So that was my background. I've done 30 Fortune 500 first web endeavors or second web endeavors when the Internet first started and I was with two companies that IPO'd before I was 30. So in my first company I started at 26. So I've been around, I understand, I've seen trends, I've seen things come and go. And so what I have is the ability to help people navigate things where they might not think that this is a big deal or they think it is a big deal. So I can help them figure out what they should do and the timing stages from the interactive stuff, how a user UX UI when you're developing, a lot of these people are now getting it so you can create your own apps. That's great and all, but if you don't have just a little bit of understanding of UX UI you might understand how to use it. But when you send it out to your clientele they're all going to go like I don't know how to use this and you're going to actually hurt your business. So I've come in and I've just done like a hey, let's look at what you're doing. I know you, you guys have it all done internally but you might want to check X, Y and Z. So I've done like hired gun stuff to complete design development of the whole thing with the team. I have three people that I use depending on which area of expertise for overflow and then I have a part time person that works with me. I have expanded it up in the past, up to 20 people but not sure if I want to go back that way anytime soon. Let's see next, so the social media strategy. So basically anything that you are going to be pushing out there, so

you've got collection from your website, website of all of the emails. You need to start collecting your followers because as we see TikTok's going away potentially. If you got everybody and you're pushing all of your information out there and you never got any of theirs, they might never find you Again, so you need to start considering this. And I mean, I, I'm not even the best person to do it for my own stuff, but I am realizing that it's very important. And I'm. Believe it or not, I'm like the guy that fixes shoes but has no shoes kind of. But it's very important. And if I'm doing it for myself, it means it's really, really important because it's gotten to that point. Exhibit marketing, anywhere from when you go out to trade shows, you're walking the booths to actually design of booths and stuff like that. I've got somebody who's got 20 plus years of experience on how to run trade shows that I work with, who also goes in and teaches people how to walk a trade show for business purposes. So stuff like that. So in the future we're going to be putting together like zoom calls where you can sign up and join in on stuff and learn. So, okay, so overall, this is one of the things I believe we want you to be the best and help you communicate with that concept to the people that matter, because your customers and prospects. So here's our process. We first meet with people because somebody goes, well, how much is the website? Well, what is a website? I mean, the difference is it could be a one page, it could be, I've worked on 10,000 page websites. I mean, we need to know what are you trying to do with your website? And then I could put together like a design and production of what needs to be done, put that into the system so you have an understanding a la carte certain things, you can do it out and fix phases and then you have the ability to grow. If you don't set it up correctly in the first time, coming in to help might cost more than. And you might have to start all over because if you don't think ahead, and I would think ahead, at least six months to two years of what you want this potential site to do, because then you can then say, okay, I want this, but not yet. When someone's building it, if they know that they can put in the precursors of what needs to be there. So when you build it, it will work. But if you don't put them in now and you build it and then you try to put it back in, it could break your site. And then you got an extra 30 to 40 hours of work that's billable against you because you didn't set it up right the first time. So that is something. If you're building out sites and Stuff like that, you should know. Delivery, we put it in multiple phases. It's almost as a way of two week checkpoints for everything that we do to make sure that we are on the right path. If there is revisions and changes, they are able to be done without. Here's your website. Oh, you got four changes. Because that's what a lot of these offshore people are doing. They're cheaper. But I want to change the word duh, that's 75 bucks. That's the difference between working with somebody local. I will change pretty much all your copy included in price because once you start laying out the pages you're like, hey, that sounds too wordy. That doesn't make sense. It doesn't flow right. But if you send it out offshore, every one of those little changes is 75 bucks. And people are like, well, I got a great deal. Until they find out that they spent \$3,000 on making little changes that can kill your budget right there. And my whole purpose is light. So you guys spread my name out there in a good way and not a bad way. So I have strong passion, I'm committed and I believe in my clients. I want you guys all to succeed. I want you to be here to go here, not here to just flounder or go down. So I do check ins with my clients, figuring out where they are, what they're doing and then just see if what we had built makes sense, sense going forward, give suggestions. It doesn't mean they're all going to do it. And sometimes people get busy or sometimes they

take it in house and I get a call four months later. But that's. I try to get it on a regular basis just so it's a nice little. Make sure you're doing the things right. And if there's new changes out there, I can say, hey, if I see something, I've done this where I see something and I get on the phone or email and say, hey, you need to look at this. Because I know this is going to impact your direct mail campaign. It's going to impact how your marketing and the materials we put together have now a flaw in them because a new model is connected. So I try to keep on top of all of that for you. So I'm kind of there as an extra teammate if you work with me on a regular basis. And here's some examples of work I do work with five different wineries. So here's one example. Effingham. I do anywhere from label design help with all their social media management. I do not do their social media, but we do planning sessions and all that. And I do the maintenance of the website and weird special events and auctions that they throw up. I will come in and help work with them on that. This is a aviation based publication. It has I think 8,000 pages and so we had to set it up correctly. So we set up templates, imported about 2,000 pages worth of information and then made it so they can maintain an added change. It has 22 different galleries. Normal websites only can support one or two, but if you buy the right plugins and run it through WordPress, you can expand, you can do all that stuff with it. So backgrounds, change, move, slide and all that. So you can have multiple ways of presenting information. So you can have static sites, you can have non static, but there's points and reasons for each of them. This is a app that was built into a website to support it, which would track rebates. And it worked for a while and then the company kind of went down during COVID but they had so much information. And what I mainly did was come in and this is a UX ui, made it so people actually could tell what they needed to look at how to use it. The developers were great, but they're like, I don't know what to click on. So hierarchy, color, placement, location, those are all important, especially if you're building out platforms. This was a campaign put together with network solutions to promote different hosting packages and domains. So we were one of five companies that were chosen to put together these pages. We made it through this stage and worked with them for about a year and then they switched around and went with this huge agency out of New York. So it happens. But working with a client like that, it gives you perspective of what you would think a big company can do and how far behind they really are, even though they're in the industry. So it's kind of interesting. Ergonomics. So again, you've got the whole how do you do forms that work? That makes sense. Suggestions on how to. Like these are these four different things. You go to a page, ergonomic based equipment. I could have had a bunch of them or I can grab a landing page for each of them off of it, which went in so they can buy all their own equipment. So that we went this way because when you come to the page and you have too much, it overwhelms everybody and then they forget what they're doing and then they leave. So we tried to dumb it down, simplify it. So when people get in there they have an idea of what they're doing and they can move through the site really fast. Social media management and all assured solutions. I don't know if you guys know Doug. He works Prince William Loudoun. I think he does come out here. He has an insurance company. I worked with him putting in all of the different possible solutions that you have as a insurance company. Very interesting. I learned a lot about that. So what normally happens is you have a page for each of the different ones. That is a landing page. This became like the hub for landing. So it looked pretty and it wasn't just like a

list of if you want auto link, link, click. We made landing pages, made it pretty, very inactive. And that works. The problem you do have with some of this is there is solutions that companies that only do insurance companies, for instance, will say, here you go, you can do it one of three ways. Well, if those three ways don't work for way you operate your whole company, you either have a choice of changing how you operate your company or doing something that's customizable. So that's something that we were able to do with them. This was a job we did with Georgetown University tying in different ethnicities, different cultures, knowledge center. And so what best way to do it, I thought collaging it all together. So not only do I know how to make websites, but I know how to make them pretty. So satellite communication, very boring. But he specialized in two different areas. It was big game hunting and fishing. So sports fishing because you are out in the middle where you cannot use a iPhone. Problem with the industry is Elon Musk put up a bunch of satellites. And so it's kind of in a weird flux right now. But I'd say about two years ago it was really stable on big growth. It was incredible the things they could do. But now Elon is trying to make it so everything costs the same as a cell phone. So would not invest in this industry if I was you guys. But I mean it's phones. I think it's fun, it's pretty, it's gets your attention. It doesn't like you go to these things and you don't want it to look like Amazon. If your company is selling phones, you want it to look like wow. And that's what we tried to do for people and then worked with a guy whose hot sauce. This was his grandfather's nose art on his bomber during World War II. So we took that, we ran it across all of the dirt, different products. He had email campaigns, he even had A billboard that we put together. It's just fun pieces. So if you can think it, we can kind of do it. If you've not noticed, nothing looks the same because we're able to be a chameleon and adapt to whatever the vision you have. This is another satellite based company and you can see how it's clean, it's, you know, non polluting. Whatever. They're trying to show that this is one of my former verticals that I'm no longer going after because they stopped making money. This one is cyber security. How do you take all the information that's here and make it pretty and easy to understand? So it's all iconography, graphics. So this is good for websites. This is good for the back of your tear sheets at trade shows. And it's just. You want something that pops. So that's what we do. So Saab aircraft for their especially corporate aircraft, just clean, professional. And then this was Bombardier. So got a lot of military stuff tied in with it. And aviation base and American Petroleum is. This is one piece that we did. Then we went in with a group and I had 3D animators put together a whole training system that allowed people to do online training. So they wouldn't go out and blow up things before. So we would have what do you do? And they would have options and then show the effect of those options. If you did it wrong, the house blows up or the fire goes crazy, there's smoke. So and we did the whole animation and the online training tied in with this. So it was kind of a neat project. This is more ID based stuff. Worked with McCulloch Construction. This is neat because it kept on folding out. So depending on what they were trying to do do, they can put different inserts for different types of line of work. So if you have different audiences having something that folds out and has different inserts works pretty well. Smithsonian. This is a piece of digital versus print as an exhibit that they had. So typical Smithsonian type work tied in with Saab aircraft at one of the trade shows. They needed just a way to do a passenger business. Of course, I'm the one that's to where their actual booth was like this. So the design thought process of that to a Magellan GPS where we actually took and found the guy

with the smallest car in the world. Wow. And it was in Montana. Drove it out to Vegas. This is a 50 by 52 story conference thing with all the materials in there. So parked it there. Everybody's like, oh wow, what's that car? Everybody flocked to the Booth, you had 10 people going, hey, have you talked to? And then all of a sudden we got fleets being provided with navigation systems and stuff, sample of some of the logos we've got. And overall, my goal is create something extraordinary for everyone. And not just you, but anybody you know. If you're looking for something like this, please think of me. So Scout breaker or CAD Media. Speaker 7 (25:25) I have to say, and I tout his capabilities with regularity. But Scott designed my website. People that call asking about the system comment on how they like the website and the fact that I'm reaching people in Alaska and Hawaii and Puerto Rico and across the country. Speaker 1 (25:46) And SEO matters because goes to his national. Where was it national disaster would relieve? They were calling him because he ranked higher than the actual organization. Speaker 7 (26:01) It makes a difference. Scott knows what he's doing. So if you have a website or know somebody or a business, not just a website that needs branding and technological. Speaker 1 (26:15) Support, it's worth a time or no people. Speaker 2 (26:20) Yeah, Scott, you said something earlier about email, something going away and I missed what you said. You said it very quickly. Speaker 1 (26:27) If you do not get the people who have been following you on social media and capture their contact email contact information, Tick Tock goes away potentially. And what, five days? Speaker 6 (26:44) I think they said Sunday is the official day where it will stop updating. Speaker 1 (26:49) So, yeah, so that means all of a sudden everybody that's been following you and getting information, if they turn that off, you just lost all of that. Speaker 6 (27:01) So still waiting on the Supreme Court. Speaker 1 (27:03) So if you put stuff up there that worked, make sure you have copies of it. So when you go put it somewhere else, you still have it because you can't. I mean, I know a lot of people that are just like, oh, it's over here. I'll just go grab it and go put it over here. Well, if your main source of holding things is Tick Tock, you're in trouble. But TikTok's a really great place to hold all of your videos because once they're up there, all you have to do is download it and then put it somewhere else. So it's very easy for you to do that, but it's gone. It's gone. So you guys got Tick Tock and you want your stuff saved. I would probably take a couple days looking at what you have up there and pulling it down, because I don't know how long after it closes that it, if it truly closes, it will still be there. Speaker 2 (27:54) So great, let's take five and then get back. Speaker 1 (27:59) Do round circle a Good place to put it though is open up YouTube accounts because now they're doing shorts and Instagram. Yeah. I mean you got Facebook and Google. They're not going to go away. Both at the same time. There you go. Cool. Go eat. Speaker 3 (28:23) I mean they're amazing. That they. Speaker 4 (28:25) That looks really good. Speaker 5 (28:26) All right. Speaker 4 (28:27) No good at all. Speaker 5 (28:29) Okay, so I'll start us off. And I got a note from Lisa Barkema who could not be here today. She's at a funeral and she wanted us all to know about a chats group. You know, when she did her presentation, we all did that little, all the exercises. So that's chats. And so there's going to be one January 22nd at 4:30 and it's going to be here. And if anybody wants to register, go to piedmontpeace.org and register for that. She wanted us to know about that. And my name is Stephanie Teague for Beamer and Beamer is a medical device from Germany that improves your blood flow and done a lot of different work with different groups. We're just talking about equine. That's one of the niches because Beamer

has a horse unit where horses get the same signal that we do as humans, this device. And what they get is when they're trailering down to Ocala and they're in these great trailers going to a show, they get very stressed. And so within five minutes of being on the Beamer, just as when we're on the Beamer for five minutes, you go into the parasympathetic, which is that rest and recover. Not the first fight or flight, which is where horses usually are, but they get the rest and recover. So it really helps animals, all animals, humans and horses, to rest and recover. Beamer, Stephanie Teague.

Speaker 3 (30:25) Good morning. Dennis Wrights with Golden Rule Builders.

Speaker 1 (30:28) We are coming into a new year with a little heavier workload than we did last year, which is nice. However, we have ramped up some of our bandwidth so we are positioned for growth this year. Good lead for us would be somebody who needs a first floor master suite. Speaker 3 (30:48) To accommodate their retirement or to bring. Speaker 1 (30:51) Their parent in or something like that. Speaker 3

(30:54) We have done quite a few of. Speaker 1 (30:55) Those and helped a lot of

people spend the time they're in their home. Good morning, I'm Dennis Donovan, Bowman Gaskins Financial Group. Provide a good quality employee benefits

package for those people who are helping you with some money in your pocket. So this time of year is typically a little bit of a slowdown for us after tidal wave of activity.

If you are evaluating These types of things at this point and trying to see if you can increase your employee morale and at the same time see if you can save a few dollars. Feel free to give us a call. We'd be happy to show you what's available in the marketplace and see if benefits would fit and well for your employees. Dr. Tom N.

Chiropractic, your local family chiropractor. And if you are doing your New Year's

resolutions still, give me a holler and we will help you make sure that you, while you're working out in the gym, that you're not overdoing things. If you are, get you feeling

better. Speaker 3 (32:12) And get you back on track. Speaker 4 (32:13) Shoveling,

shoveling too. Speaker 1 (32:15) I've already seen lots of people for shovel. Speaker

2 (32:25) Paul Klinger UVA Community Credit Union Mortgages we're ramping up for what we expect to be a very busy year. 2025, 24 was unexpectedly, hugely

successful for us as far as getting the word out, getting our processing team restructured and reflected fixed and our sales. So the credit union is still putting out

new products. They're still being very, very aggressive and we're ramping up for what we expect to be a nice, very nice 20, 2025. If you know anyone who's looking for

refinancing or for mortgages or buying a house or just wants to know what it takes to get to the point where they can buy a house, give me a shout. Happy to consult and

work with them. Speaker 4 (33:07) Good morning team at Thai with UVA Community Credit Union, your friendly credit union in the area. So we offer a variety of financial

products. Checking, savings, money market credit, auto loans, mortgages. But our unique product that we have is Elevate Small Business which is geared towards

small, local small businesses just helping them thrive and grow. So if you guys have any questions questions, Stop by and we can see how to help you guys. Speaker 1

(33:37) Love the new logo by the way. Speaker 4 (33:40) Definitely not used to it. So

is that your new tagline, local Friendly? We are always friendly. It's just something that we heard. We heard it so much so we have to say it. Okay. Speaker 1 (33:56) I

don't know. It's applied. We don't have to say it, it's just put it in play. Yeah. Speaker 4

(34:02) Oh, we were told that we were very good looking too, so it wasn't our review.

Speaker 8 (34:11) Well, it's not a different review. Speaker 2 (34:15) Stay behind the

board. Speaker 8 (34:17) My name is Becky Miller. My husband and I own P5

properties in old Town Warton. I've been a licensed real estate agent. I think this is the start of my 23rd year. So a lot of people think, you know, real estate agents, we just put a pretty sign in the yard, take some pictures and put the house on the Internet and it sells immediately. And I would love that to happen all the time, but that's not usually the case. So a really great referral for me is somebody who is struggling with getting their house ready to get on the market. And really people should start that process six to 12 months in advance. Speaker 1 (34:53) Really. Speaker 8 (34:54) Moving is a, is a big deal and there's a lot of planning that goes into it. So as an example, last week I put clients in touch with an estate attorney. They live out of out of the country and they had a relative that passed away. And so between the attorney and myself, we're handling everything. I don't realize that real estate agents do that. Last week I met with a furniture company company at a client's house because they were on travel and they needed me to help. Help, literally. Thank God my son was not in school. We helped the people move the furniture out of the house to be refinished and get it out for staging purposes. So there's just a lot that goes on and unfortunately I can be very hands on and help them. It's over. As you know, it's overwhelming. So if you hear people struggling with not knowing what to do to get ready, that's when I'd like you to drop. Speaker 1 (35:47) Okay. Good morning, everyone. I'm Kelsey May and Caitlyn and I are both with spaces organized and styled. So we'll go to people's houses, we'll organize different rooms that they need done. We've done sheds, we've done garages. Yeah. Is there anything else you want to add? I'm trying. Speaker 3 (36:08) Good job. Speaker 4 (36:10) Lori Bursack, Falkirk Community Theater. And I brought a few cards. Our newest show is opening up on the 31st of January and it's called the Play that Goes Wrong. And I don't know anything about it, but from what I understand, I've talked to a couple of people that saw it on Broadway and said it was the funniest show they have ever seen in their life. So if you're interested, I know you like shows. You like shows, so take a card. And we've already decided on our summer camps. We're doing Peter Pan Jr. And that that goes up. My contacts would straighten themselves out in it goes up in June and it's ages 8 to 18 and then in later June. That's first part of June. Later June is Broadway Junior And I think that's, that's for the more advanced kids. That's the, you know, lots of singing and dancing and we're rounding everything out in July with the Adams family. These are all camps that you can put your kids in. 8 to 18. Speaker 8 (37:21) Is it all day or half day? Speaker 4 (37:23) Oh no, I think they're all day. That was the right answer because, because one of them. Speaker 1 (37:32) Yeah. Speaker 4 (37:35) Do they need a sponsor? They absolutely. Speaker 1 (37:38) That's my sponsorship. Speaker 4 (37:40) Yeah, but what I. June 23rd to the 29th. That is one of them is usually two weeks long, but I think they're all one week. And, and I'm gonna say I don't think it's an overnight camp. It's not, it's not overnight, but it is from like 9, 9 to like 3 or 4 in the afternoon. So you know, pack 9 to 9. Speaker 8 (38:05) Would have been better but. Speaker 4 (38:08) 9Am to 9am but anyway, that's, so that's what's going on with fall here. Community theater. And so yeah, come on out 31st. Good morning and happy New Year to everybody. I am Jan Sutton with Sutton Insurance. Welcome. I'm happy to be back in the snow. As I was unpacking from the Mexico sandy trip. I'm dumping my sandy sandals sand onto the snow. And I said there's just something wrong with this. Anyway, if you hadn't already turned off your faucets because I wasn't here to tell and remind everybody to turn off their exterior garden faucets, then it's too late because you've already got frozen pipe issues which you'll find out in spring when you turn it

all back on. But I like to tell people I can help them with their blog or business life, auto, home. If you can't remember the types of insurance I can help somebody with, just think of blah, blah, blah. Jan Sutton with Sutton Insurance. Speaker 7 (39:18) Jud walls with constant water battery powered whole house emergency water systems. Nobody anticipated the fires in LA County. Nobody anticipated the damage done by Hurricane Helene to North Carolina, Western North Carolina. Nobody anticipated the entire town of Richmond being without water. These things happen. And if you're not prepared, what's the impact going to be on you, your family and people you may be caring for or living in those areas. Think about your emergency water plans. Make a plan if you don't have it and if we can be a part of it or you'd like to talk to us about it, love to talk. On another note, speaking of disasters that people don't plan for, our business associates at Silver Branch took A big fire hit. Those guys have come into Warrenton, invested a great deal of money, put something in downtown Warrenton that was desperately needed, and have suffered a huge, perhaps devastating setback. Now I'm going to do two things. Number one, I'm going to hat tip to our good friend Alec Burnett in the Fauquier Chamber. That fire can be quickly forgotten, but it shouldn't be. Those folks came in to help the community. They've suffered a huge setback and now the community needs to help them where possible and businesses where we can need to help them as well. They are fellow business people. Let's stick together like business people should and help them in any way we can. But the big thing here is that the Chamber is leading the effort to keep that fire and keep the devastation and keep the potential ramifications to these two guys in the limelight. The city needs to step up to help these guys where they can. And it was getting buried in a bunch of. Bunch of little stuff. Thanks, Alec. It's just an example of how the Chamber can help businesses big and small that come in and invest in this community. I've said it before. I think what Alec is doing for businesses that are part of the Chamber is huge. Dramatically different from. Dramatically different from the things from the old. Ignore that. What Alec is doing for business is good. What the Chamber is doing for business is good. Help Alec, help businesses. I really pushed my soapbox. Speaker 2 (42:12) How do you see us helping businesses? How do you see us helping Silver Branch now? Speaker 4 (42:17) Is Silver Branch the one that took over brewery? The brewery. So did the brewery burn? Yes. Big fire. Kitchen fire. Speaker 3 (42:24) Yeah. So, wow. Answer kind of that question. And thank you, Jeff, for that. The. There it was. An electrical fire occurred up on the second floor. Clearly Benjamin and I toured the facility. It was more than just a fire. And so working with Brett and Christian, the two owners, kind of our plan is to, number one, dispel any thoughts, talk of anything other than what it actually was. There was some conspiracy, why it was on the second floor. Speaker 1 (43:01) They're trying to. Speaker 3 (43:02) They're. They're investing, they're, you know, soliciting for investments. There was a little bit of chatter about that. So we wanted to make sure that we nipped all that clearly in the bud. And number two was to make people aware of exactly how damaging it actually was. This was not just a fire. This was. This ceased operations and will continue to cease operations for at least up to eight months. They've had to release their entire staff with the exception of the GM the chef, marketing and a handful of others that are mostly out of the Silver Spring operation. And then of course, the third piece is the big piece, which is it's going to be even better going forward. But to Judd's point, and I wrote a letter to the editor in, my point was that, you know, we sometimes we as a community expect a lot from our

businesses and we should. Speaker 1 (43:57) Right? Speaker 3 (43:57) They provide us with entertainment, employment, tax base, etc. However, when. When the roles reverse, when they can't supply that, we, we as a community have that reciprocal responsibility, you know, to, to do what we can. So to Paul's question, you know, what can we do? Quite frankly, the best thing we can do is just drive awareness of not the fact that they had a fire, but awareness that the value that that building and those people bring to our community needs to be known and supported however we can. I put in the article about buying gift cards and things like that or just sharing stories about it. Two of my children lost their job as a result of it and they're college students. Right. But I know there's a lot of people there that that was their full time employment. We're also talking to Silver Branch about the idea of getting to know what those employees are looking for, what their aspirations are, so that we can then potentially facilitate that message out to the general public to say, I know I was working at Silver Branch, but I really want to be a cpa. Okay, so how can we, we maybe help that, right? Giving that person an opportunity to at least shake hands with somebody in the industry that they're ultimately, ultimately trying to get a career in. So there's no real answer to it, Paul, as far as specifics, I mean, outside of dropping off a bag full of money. Speaker 1 (45:24) But. Speaker 3 (45:26) It's. Warrington is a very, very special place, as every place is, right? There was a one special place. Everybody be there anyway. Speaker 1 (45:33) We special. Speaker 3 (45:34) But Warrenton has a, has a welcoming warmth about it. We embrace those that commit to us and this is a great opportunity for us to really walk that talk. So anything that we can do and quite frankly would be. And disclosure as well. I was, I'm not an investor in Silver Branch. I've made it known that I was considering it, but I have no vested interest. And I would do this for Silver Branch or Spaces or the theater. I would, I would do this for anybody. We, the Chamber would do this for anybody. That's what we do. All we're asking is we can do a lot more if we have a lot more voices behind it. And we're all in the same boat. Our business, my. This business is predicated on the success of your business. So I guess if there is a vested interest, that's it. But regardless, we do the right thing. Speaker 2 (46:32) This is a. Speaker 3 (46:33) This is a call to action. Take the soapbox off. Speaker 2 (46:42) All right, you turn two minutes early, guys. Speaker 1 (46:45) Have a great. I got two more minutes. I can talk. No leads. Speaker 4 (46:50) No. No leave share. Next week for sure. Speaker 1 (46:56) No leaves. Speaker 4 (47:00) Monday's the holiday. Monday is Martin Luther King Day. Speaker 8 (47:03) Yeah, I thought it was next week. Speaker 1 (47:07) No, no, no. Speaker 2 (47:08) This is the week with this. I think the calendar might be wrong. So I'll check on that. I think. Speaker 8 (47:14) I think you updated it. Speaker 5 (47:16) I updated. Speaker 8 (47:17) Somebody updated it. Speaker 5 (47:18) I updated it. So it's the 20th. Originally an earlier iteration was the last Monday, but that would turned out to be. Or Tuesday that turned out to be a snow day. So it was all moot point. Speaker 8 (47:32) I'll try to email as my Judy as a vice president. I will. Speaker 1 (47:36) I will. Speaker 8 (47:36) That will be the one thing I. Speaker 1 (47:37) Will try to do. Speaker 8 (47:39) Nothing more. Speaker 4 (47:41) So she's only going to try. Speaker 5 (47:44) So no lead share. No lead share next week. Speaker 1 (47:46) See you two weeks. Okay.

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