



# THE CONNECTION

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## ~Gold Partners~



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St. Charles Clinic  
Medical Group



## July General Membership Meeting at New Ameristar Conference Center

The July General Membership Meeting is a breakfast meeting and will be held at Ameristar Casino's new Conference Center.

Registration will begin at 7:30 am with the program beginning promptly at 8 am.



Our guest speaker for the morning will be Mr. Fred Firestone of the Ethical Selling Institute. For the past 19 years,

Fred has spoken to companies and organizations across the country on how to add more trust, credibility and partnership to their products and services and, insodoing, pull ahead of their competition.

In 2002, he had an epiphany. He was beckoned by that Hardee's ad for a \$6 burger for \$3.95. He was pleased by the burger but overwhelmed by Harriet, the minimum-wage server who treated him like he was a guest in her home. His epiphany was that Harriet, not the burger, was the ultimate Hardee's brand-enhancer. He was so intrigued, he volunteered to work a shift and wrote an article about his experience.

Based on this AHA, he conceptualized the WOWEDFactor<sup>SM</sup>:

*"a personal experience a customer has with an employee of a business that is perceived by the customer to be so humanizing, engaging or*

*connecting, that the customer's perception of that individual, and consequently the business, becomes significantly enhanced."*

He has developed programs for companies on how to deliver it more often with more customers.

**His topic will be:**

**Delivering the WOWEDFactor<sup>SM</sup>:  
How to Build Significant Value  
Through Employee/Customer  
Interactions**

Please join us as we hear from Mr. Firestone as he gives us some great ideas on how to implement the WOWEDFactor<sup>SM</sup> in our businesses.

Reservations for the meeting are currently being accepted. The price of the meeting is \$20. Members who register online with their log in/ password or phone the Chamber office before Monday, July 16th at 5 pm will receive the member price of \$15.



July General Membership  
Meeting Sponsor  
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