

## CHAMBER DIALOGUE

Volume 12

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April 2015

### **Chamber of Commerce would like to recognize Rusty Gold on the Square as our Business of the Month**

The Chamber of Commerce would like to recognize Rusty Gold on the Square as our Business of the Month, operated by owners Ray and Kay Shaffer.

“Ray and I came to Ozona in 1994 to start a trucking yard for GQ Salmon and Son from Odessa. We both worked there, and I left the company around 2004 to pursue other opportunities. Ray stayed there and the company was bought by Key Energy in 2001,” said owner Kay Shaffer.

“Through the years, we quickly got to know the people and the town of Ozona and fell in love with both. This is our home, and it will always be from now on. We have worked in functions such as 4H, and have been through many years of football with our three sons. We have tried to be a part of and to help improve everything that we were involved in,” said Kay.

“We had been thinking about opening some kind of business in Ozona for several years, but we just didn’t have the courage to step out and do it. Then in June of 2013, due to corporate downsizing at my place of employment, an opportunity arose and we opened Rusty Gold on the Square”, said Ray.

“We got the name for our store while talking with Kay’s brother. He asked us what kind of things we were selling, and we told him it is a resale shop. He responded, ‘Oh, Rusty Gold’. We Googled it, and it turned out that name was taken, so we extended it to Rusty Gold on the Square to make it our own,” said Ray.

“We stock resale and vintage items, clothing and antiques. We are seeking donated items and bargains at sales so we can provide a good useable product and at a reasonable price. It is so fun to listen and talk to people while they shop, especially when they see something they haven’t seen in some time! We have had visitors from everywhere in the states, and a number of foreigners from Spain, Iraq, Ireland, England, Australia, Japan and Nova Scotia. It is fun to talk with them and tell them about what we do and who we are,” said Ray.



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“Our store hours are Tuesday through Friday from 11am-6pm, and Saturday from 10am-3pm. “We are a family business,” said Kay. “When the kids or family come to visit, they want to work in the store. Our kids and grandkids try out the merchandise for quality assurance!”

“We want to thank everyone that has stopped by to donate items. We thank all of those that have helped us to fix things needed at the store, and especially those that have stopped to help us unload and move in new merchandise. Their help is appreciated more than they know,” said Ray.

“We want to thank everyone who has come in and shopped with us so far. We will continue to be a store that represents Ozona well to residents and travelers. We will continue to look for those items that, when you see them, will transport you back to your youth, and maybe just for a brief moment you can recall some fondness of life gone by,” said Ray.

The Chamber of Commerce would like to recognize Rusty Gold on the Square for providing a quality business that is an asset to the community.

The Rusty Gold on the Square is located at 1010 Avenue E. For more information you can reach Ray at 325/206-4020, or on Facebook.

## Happy Anniversary

The Ozona Chamber of Commerce would like to wish the following members a *Happy Anniversary* and **thank them** for their support of their community, our organization and its programs and services. We would like to recognize and express our *SINCERE* appreciation to the following members who joined during the month of April:

### APRIL

**Knox Floor Covering - 1965**  
**Crockett County Abstract Company - 1997**  
**Thomas Cameron, Attorney at Law - 1997**  
**Family Health Center of Ozona - 1998**  
**Charles McCleary - 2006**  
**J.D. Crowder Contract Pumping & Consulting - 2006**  
**Howard's Well Ranching Company - 2010**  
**Ozona Mercantile - 2010**  
**Giles & Becky Davidson Madray - 2010**  
**Robert Massie Funeral Home - 2010**  
**X-Bar Ranch - 2010**  
**Sonic Drive-In - 2011**  
**Dublin Ranch, LLC - 2011**  
**Sam's Club - 2011**  
**Jarrett Juno Ranch - 2012**  
**Shannon AirMed1 - 2013**  
**Kelly W. Walker - 2014**



## Chamber Invites Members to Visit Newest Local Attraction Crockett County Interpretive Trail

The Ozona Chamber of Commerce and Visitor Center has been working since 2005 to develop the Crockett County Interpretive Trail, a new attraction for Ozona that will be marketed to generate travelers and revenue for the community and local businesses.

The trail was visited this month by the Ozona Elementary school classes including 80 students and 11 teachers.

“The trail is a wonderful collection of native plant material you would see within a 100 mile radius of Ozona,” said Chamber President, Shanon Biggerstaff. “It also includes a rain harvest exhibit to educate visitors about the ease and importance of rain water collection. There are over 50 signed plants in the trail that you can identify using a color brochure that will be provided. Right now the trail is filled with color, great smells, and interesting plants. If you haven't stopped by yet, we invite you to do so. You're missing a real treat.”

The Crockett County Interpretive Trail is located across the parking lot east of the Visitor Center.



## Welcome New Members

### Village Barber & Beauty Shop

904 11th Street

Ozona, TX 76943

Sandy Montgomery

325/392-3803 or 325/226-4855

Family hair styling, barber certified,  
facial waxing, ear piercing, speciality  
colors, special kids area, environmental  
safe products.

Facebook: Village Barber and Beauty Shop

### Anytime Tow Service

607 Avenue I

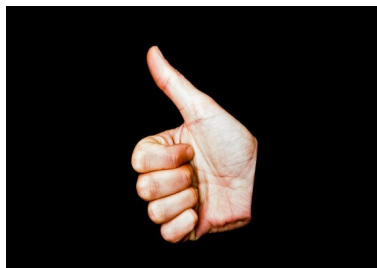
Ozona, TX 76943

Mark Carter

325/226-5877 or 325/392-3546

Towing services anytime, change tires,  
take gas to stranded motorists  
roadside service

Facebook: Anytime Tow Service



## Who walked into the Chamber of Commerce & Visitor Center in March

### Visitor Center

- Walk-in traffic into the Visitor Center for the month of March-419 people
- Year to date traffic into the Visitor Center is 1004 visitors
- Where are they from? Texas visitors-353, Out of State-387, Local-162, Foreign-102
- Top states visiting Ozona in March-AZ, CA, NM, MN, FL
- Top cities visiting Ozona in March-San Angelo, San Antonio, Houston, Fort Stockton, Midland
- Year to date Chamber related inquiries 29%, Tourism related 71%
- Week days in order of the busiest in March-Monday, Tuesday, Thursday, Friday, Saturday, Wednesday
- Top Requested Items in March-Directions, Restaurants, Lodging, Maps, Interpretive Trail

### Advertising

-Year-to-date the Chamber has filled, in response to our advertising, 2923 requests for information on Ozona. An additional 1400 brochures have been handed out to walk-in visitors and mailed to state wide Travel Centers.



See what the *Chamber of Commerce web site* is doing on page 5!

## What is Ozona.com doing for our members and the community?

For the month of March, ozona.com received 4,077 visits, 2,999 new, 1,078 returning.

Of these 4,077 visits, there were 9,047 page views – of these 6,897 were unique (1st time)

### Top 5 States:

Texas	2,867
Arkansas	127
Louisiana	110
California	104
Oklahoma	78

### Top 5 Texas Cities:

Houston	497
Dallas	362
Brownwood	359
Austin	216
San Angelo	137

### Top 20 Content Searches

1	Homepage	1,481	11	Interesting Facts	134
2	Hunting Leases	1,311	12	Jobs	119
3	Mobile Homepage	930	13	Hot Deals	116
4	Lodging	307	14	Events Calendar	114
5	Restaurants	295	15	Location	105
6	Directory Listings	196	16	Membership Directory	103
7	Public Services	188	17	Mobile History	95
8	Local Attractions	155	18	Chamber—About	90
9	County Officials	154	19	Search	84
10	E-Brochure	144	20	Mobile Local Attractions	80

### Chamber Master (Membership Directory Data Base)

Business Directory Searches	648	Hot Deal Hits	315
Hot Deal Searches	159	Member Page Hits	2069
Job Searches	125	Job Posting Hits	37

### Chamber Facebook Page

1085	Total Page Likes – Average
53	New Likes
99,209	Monthly Total Reach
4,725	People Engaged

### Top 10 Searched Service Categories:

Feed Store	16	Real Estate	6
Hunting	10	Attorney at Law	5
Oil & Gas Services	9	Auto Repair	5
Salon	9	Carpentry	5
Home Decor	6	Restaurants/Fast Food	5
Phone Service	6	Services	5

### What Services are sought on the www.Ozona.com web page

For the month of March, at www.ozona.com, there were 648 business directory searches, and 2069 actual *member page hits*! **These are people looking for YOUR services. Following are the members that received more than 20 page hits:**

OTTER-98	Bunger Real Estate Company, LLC-25	Barnhart Shaw's Repair-23
Super 8 Motel & RV-47	Devon Energy Corporation-41	Ozona Chamber-26
KYXX 94.3 Radio-28	Wool Growers-38	Pon Seahorn Real Estate-31
Ozona Flour Mill & Goods-43	Ozona Cable & Broadband-50	Discover Natural Resources-24
Family Health Center-27	Holiday Inn Express-26	Fort Lancaster-25
Southwest Texas Elec-25	Treto's Tire & Towing-25	Crockett County Water-23
Sam's Club-22	The General Store-22	Attorney Tambunga-21
Encino RV Park-21	Hitchin Post Steakhouse-21	Kerrie's Creations-21
Nabors Well Service-21	Robert Massie Funeral Home-21	Will M. Black Real Estate-21
Snowflake Donut & Kolache Shop-39		
Ozona Remodeling & Const.-34		

### Chamber to host 5th-Bi-Annual Oil & Gas Trade Show

The Chamber will host our 5th Bi-Annual Oil and Gas Trade Show September 30th and October 1st of 2015. More details to be announced, but the following is a tentative schedule:

#### Wednesday, September 30, 2015

8:30 a.m.-4:30 p.m. Registration / Exhibitor Set-Up—Crockett County Fair Park Convention Center.

#### **Tee Times**

8:30 a.m. "Pump Jack Golf Open" at the Ozona County Club  
1:30 p.m.

#### **Welcome Reception & Dinner**

5:30 p.m. Cash Bar Open at County Club  
7:00 p.m. Meal Served  
7:30 p.m. Golf Open Award Presentation

#### Thursday, October 1, 2013

9:00 a.m.-7:00 p.m. **TRADE SHOW** at the Crockett County Fair Park Convention Center

9:00 a.m.-11:00 a.m. **Concessions Stand**

11:30 a.m.-1:30 p.m. Networking luncheon, Sponsor Recognition, Keynote Speaker, at the Civic Center

1:30-7:00 p.m. **TRADE SHOW** continues at the Crockett County Fair Park Convention Center

7:00 p.m. Trade Show Adjourns

