

Hang Your Hat In History
OZONA CHAMBER OF COMMERCE
& VISITOR CENTER PARK

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CHAMBER DIALOGUE

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Chamber of Commerce recognizes Bug Express Pest Control as our Business of the Month

“Bug Express Pest Control.....a name you can trust; not simply words written on paper but words that represent a philosophy of business which affects thousands of customers. Each of them depends on



Bug Express Pest Control and what we represent to deliver on our promise of results,” said business owner Darlene Jones.

Bug Express Pest Control was established with the vision of becoming a small, West Texas family business. Bug Express Pest Control grew one customer at a time, good referral upon good referral. “We have become the area leader in termite home inspections, pest control, and bee control.” From that position, Bug Express Pest Control has been able to have the strength to launch other valuable services such as termite treatments, commercial and residential pest control. “From the most humble beginnings, we continue to grow as we diligently meet the needs of our customers.”

Bug Express Pest Control has over 50 years of combined knowledge and experience in pest management. They believe in providing unmatched service with experienced and uniformed technicians and full service capabilities. They offer complete quality-assured programs for manufacturing, food processing and distribution, supermarkets, hotels/motels, food service/restaurants, healthcare facilities, property management companies and their apartment complexes, and various other construction and retail establishments.

Continued on Page 2-Business of the Month

Continued from Page 1-Business of the Month

Bug Express Pest Control boasts “trained and experienced technicians.” “The key to success in any pest management program is directly dependent upon the quality of people that deliver the service. Bug Express Pest Control continually educates and trains our service technicians in the most advanced pest management techniques. Keen attention to quality people has enabled us to retain skilled technicians, whose training and experience assures you of consistently receiving the highest quality service.” said Darlene. “We are constantly increasing the knowledge and skilled training of all of our team members and you share the many benefits of our commitment to excellence.” The Bug Express Pest Control service technician is your pest management expert.”

“At Bug Express Pest Control, we value the relationship of trust we have worked so hard to establish with Crockett and surrounding counties. We believe our success together is a direct result of those relationships,” said Darlene.

For more information, or to schedule your pest control appointment, call 325/653-0069, or go to www.bugexpress.com.

The Chamber of Commerce would like to recognize Bug Express Pest Control for their efforts to provide quality service in addition to being an asset to the local business community.

Happy Anniversary

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

Carter Health Care-2010
Ozona Environmental, LLC-1998
Esperanza Ranch-2005
Devon Energy Corporation-2008
Ad Art Signs-2009
Twistflower Ranch-2009
Lowe’s Market-2010
Oglesby Ranch-2010
Noelle Land & Mineral-2011
Kenny Blanek’s Village Café & Catering-2012





Driver License Office Now Open in Ozona

State and local officials of the Texas Department of Transportation hosted a Grand Opening / Ribbon Cutting ceremony on August 4th, in coordination with the Ozona Chamber of Commerce, for a local Driver License office. “Ozona residents now have a permanent place to renew their driver’s license,” said County Judge Fred Deaton.

The office is located at 1503 Monterrey Street between the DPS office and the Chamber of Commerce. The office will be open in Ozona from 8a.m. to 5p.m. (closed from 12-1pm) on Mondays, Wednesday, and Fridays. The Sonora Driver License office is open Tuesdays and Thursdays.

The office can renew and issue new driver’s licenses, identification cards, commercial driver’s licenses (CDL), as well as CDL testing and endorsements. You can also register to vote at the DPS office.

Carey Matthews, DPS Region 4 Commander of El Paso, informed attendees that the Driver License Division is working on adding computer kiosks in communities after the first of the year. The kiosks do not take the place of the driver license office, but will offer additional services.

For more information, you may contact Donald Gutierrez at the local Driver License Office at 392-5612.

Who walked into the Chamber of Commerce & Visitor Center in July?

Visitor Center

- Walk-in traffic into the Visitor Center in July - 410 people
- Walk-in traffic into the Visitor Center January through July, 2,690.
- Where are they from? Texas visitors 1159, Out of State 1025, Local 273, Foreign 233
- Top five states visiting Ozona in July- CA, AZ, NM, LA, FL
- Top five cities visiting Ozona in July- San Angelo, Houston, San Antonio, El Paso, Midland
- Chamber related inquiries 21%, Tourism related 79%
- Week days in order of the busiest in July – Wednesday, Tuesday, Thursday, Monday, Saturday, Friday
- Top Requested Items in July: Crockett County Museum, Davy Crockett Monument, restaurants, maps, directions, Crockett County Interpretive Trail
- In 2013, July was ranked the fifth most busiest month of the year, in 2014 it comes in fourth!



Advertising

-Year-to-date the Chamber has filled, in response to our advertising, 9,573 requests for information on Ozona. We have handed and mailed an additional 3,241 to those requesting information.

See what the *Chamber of Commerce web site* is doing on page 6!

First Lunch & Learn Series a hit

At each year end, the Ozona Chamber of Commerce surveys its membership to determine what specific educational programs/topics would benefit local businesses, employees, or residents. Social Media won hands down! So the Chamber partnered with the ASU-Small Business Development Center and the Sonora Chamber of Commerce to provide a three-part Social Media Marketing Series. The series will cover a variety of topics geared to the “on-line presence” such as a web site, Facebook page, etc., in addition, how to market yourself in the digital age.

We had 42 people register for our first series. The following article gives an overview from one of our attendees: By Melissa Perner

Making social media work for businesses can be easy and free; Facebook, Twitter, Google Plus, U-tube, Pinterest, LinkedIn are all sites in which you can market your business at no cost.

Last week, Andy Allen, with Chaos Marketing in San Angelo, spoke about the various social media networks and gave insight as to how people can use them for their businesses.

Allen’s talk was part of the “Lunch & Learn Series” provided by the Ozona and Sonora Chambers of Commerce and the ASU Small Business Development Center.

“Social media is huge right now,” Allen said. “It’s the next form of media where people are getting their news and finding out information. It’s your job to sift through all the garbage and get to the story.”

Allen spoke about all the major social media networks, but spent much of his presentation focusing on Facebook due to it being the most popular network right now. Allen said Facebook is the number one website in the world and the number one social media site. In his presentation, Allen showed the audience how they can create a commercial Facebook page for their business, which is separate from a personal page.

“Your business page is to showcase your products and services. Your personal page is where you tell everyone what you had for lunch today,” Allen said. When setting up a business Facebook page, Allen said it is best to do the set up from a desktop or laptop computer. He also said what looks good on the computer screen may not transfer well to a mobile phone or tablet.

“You want to keep things simple. You are putting yourself out there and branding yourself through social media,” he said. Most people will not go directly to the business’s page, but instead will see the business’s post in their Facebook newsfeed, Allen said. In order to get noticed, the business needs to make sure their thumbnail photo is recognizable, and is similar on all other social media networks. Allen said it’s best to make the thumbnail photo similar to the business’s website. While Facebook is free and popular, Allen said businesses still need to have a website.

“Your website is your online business card. People go there to see what you offer. Facebook and Twitter are for people to see what you do on a day to day basis, to get to know you in a ‘social’ way” Allen said. “Social media is good for immediate, real time information.”



Continued on page 5-Lunch & Learn Series

Continued from page 4-Lunch & Learn Series

Pictures are also big on social media, as well as showing the behind-the-scenes of the business, Allen said. Twitter and Facebook accounts can be linked together, enabling the business to post on one social media and reach both of them, he said. Instagram and Pinterest are very big in using photos. Instagram is mainly used by teenagers and young adults, while Pinterest's main audience is women. "A lot depends on the nature of your business which social media you want to use," he said.

Allen said businesses should keep their posts friendly, fun and informative. He also said it is important to reply to any comments or questions on the page within 24 hours, and to have one to two Facebook posts every day. He showed the audience how easy it is to schedule the posts on Facebook.

Allen also showed a little bit about how to advertise on Facebook, post videos and touched on other social media like Google Plus, YouTube and LinkedIn. He also said all social media networks can be accessed on cellphones.

"There's a lot out there. It takes time and you have to work at it," he said. "It's important to get the information out there and do as much of it as you possibly can."

The next "Lunch & Learn" series events will be "Social Media Advertising" with Penny Larsen from the San Angelo Standard-Times on Sept. 18th, followed by "Is Your Website Working for You?" with Jody Gentry of Mediajaw Website Design on Oct. 23rd. Both will be held at the Ozona Chamber of Commerce Visitor Center.

For more information, call (325) 392-3737 or visit www.ozona.com.



Chamber seeking volunteers

Do you have a green thumb? Are you good with plants? Do you like working in the garden or outside....and we ARE talking about early morning and late evening when it's cooler? Do you have 2-4 hours a week you could spare? If you answered yes to any of the above questions, we could use your help.

As you know, the Chamber of Commerce unveiled Ozona's newest attraction, the Crockett County Interpretive Trail in May. This is a wonderful collection of native plants for a 100 mile radius of Ozona. Go to www.ozona.com. Click on Local Attractions, then click on Interpretive Trail to read about the project and view pictures.



The Chamber does have a Trail Designer that takes care of much of the maintenance of the trail. We are looking to build up a group of volunteers that might adopt an area of the trail to maintain. You wouldn't have to guess what needs to be done, our Trail Designer and the Chamber will provide guidance. This will also enable us to stay on track with the mission and integrity of the trail design.

If interested, call 392-3737. Thank you

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

For the month of July, ozona.com received 4730 visits. 3621 new visits, 1109 returning

Of 4730 visits, there were 12,703 page views, of these 8994 were unique (1st time)

4730 visits from 60 countries, 4498 visits were from the US

Top 5 States

Texas	3442
California	170
Louisiana	72
Arizona	68
Florida	57

Top 5 Cities

Waco	344
Houston	287
San Antonio	270
College Station	207
Comanche	185

Top 20 Content Searches

1	Ozona Homepage	1877	11	Day Trips	204
2	Mobile Homepage	1616	12	Job Postings	197
3	Hunting Leases	640	13	Shopping	184
4	Local Attractions	527	14	Location	169
5	Lodging	454	15	History	165
6	Restaurants	397	16	County Officials	156
7	Events Calendar	310	17	Search	139
8	Public Services	286	18	Contact Us	136
9	E-Brochure	236	19	Chamber of Commerce	129
10	Hot Deals	232	20	City/County Map	110

Chamber Master (Membership Directory Data Base)

820 Chamber member searches or an average of 26 Membership Directory searches a day

310 Hot Deal searches

2087 Member page hits

Chamber Facebook Page

480 Total page likes– Average

102 New likes

159,337 Monthly total reach

4672 People engaged

Top 10 Searched Service Categories:

A/C Heating	Attorney at Law	Hunting & Ranching
Hunting Supplies	Lodging & Travel	Cement/Concrete
General Mercantile	Guns & Ammunition	Oil & Gas Services
Real Estate	Roadside Assistance	Gifts

Continued on page 7-Member Hits

Continued from page 6-Member Hits

For the month of July, the Membership Directory alone on ozona.com received 2,087 member page hits! **These are people looking for YOUR services. Following are the members that received 20 or more page hits:**

Aries Residence Suites-20	Paige Tambunga-Attorney-29	Crockett County Abstract-34
Devon Energy-48	Encino RV Park-30	Family Health Center-27
Key Energy-20	Nabors Completion-29	Ozona Cable & Broadband-79
OTTER-121	Pon Seahorn-24	West Texas Wind Energy -20

The Chamber of Commerce & Visitor Center is the front door to our community, *so are you taking advantage of your member services?* Having a sale? Offering a holiday discount? Have old inventory you would like to move? Do you have a new product to introduce? Hiring?

As an added Chamber member benefit, the Chamber Dialogue is an ideal vehicle to gain additional exposure to 180 businesses and individuals. Simply drop off or e-mail your flyer to the Chamber office by the first of each month. We will mail your flyer along with the newsletter to all Chamber members. Extras will be distributed to visitors to the Chamber office.

You can also post your special “Hot Deal” or event on the Chamber web site, along with job postings. Please note that during the month of June there were 256 Hot Deal searches. You can subscribe to a Hot Deals newsletter. Every time a Chamber member posts a new Hot Deal, the membership receives an e-mail updating them to all the local specials available.

Have an event or available job you need to promote? Post it on our web site.

Use your Chamber Master login name and password to post updated member information, or contact us at 392-3737 for help.

HELP US to make your member benefits work for YOU!

