

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

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CHAMBER DIALOGUE

Volume 10

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December 2013

Merry Christmas from the Chamber of Commerce board and staff

During the holiday season and the close of another year, we would like to express our gratitude to those who have made our progress possible. And in this spirit we say, simply but sincerely, we thank you, and wish you a Merry Christmas and Happy New Year!



Susie Bishop-Chairman of the Board

Daryl Copeland-Vice-Chairman

Barbie Myers-Treasurer

Brandon Asbill-Past Chairman

Board of Directors: Randy Verner, Heather Claburn,

Paige Tambunga & Paul Stroope

Shanon Biggerstaff-Executive Director

Marissa Cordova-Visitor Center / Member Receptionist

Lynda Falkner-Relief Worker

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 December:

America's Best Value-1982

Casey A. Riley-Systems Consultant- 2008

FIML Natural Resources, LLC-2008

Oglesby Ranch Company-2003

Preddy Tire Service- 2006

ASU Small Business Development Center -2005

Barnhart Shaw's General Repair-2005

Gallery Café-2012

Perry Family Trust-1983

Nabors Completion & Production Services-2008

The Chamber of Commerce recognizes Eldorado Animal Clinic as our Business of the Month

Eldorado Animal Clinic was established in 1982 by Dr. William Edmiston, and provides care for all types of animals. “We provide medicine and surgery for all pets, primarily dogs and cats. We also provide medicine and surgery for large animals, primarily horses, cattle, sheep and goats, and Whitetail deer. We provide ultrasound pregnancy diagnosis for cattle, sheep and goats, by counting, ageing, and sexing fetuses. We provide advanced reproductive services for deer, sheep, and goats with Artificial Insemination, embryo transfer, and semen services available,” said Dr. Edmiston.

In 2012, Eldorado Animal Clinic opened a satellite clinic in Ozona at 1205 Sheffield Highway, which is open on Thursdays from 10 am until 5pm, or later in the summer.

Employees of the Eldorado Animal Clinic include local Janet Pullen, who will man the Ozona office, and Gaby Garcia and Hanna Kingston of Eldorado.

The Ozona office offers annual wellness exams, small animal dentistry, medicine, and vaccinations including rabies, distemper-parvo, rattlesnake, and bordatella. Flea and tick control consultation and products are available. Some minor surgery is also possible. The Ozona office can treat and vaccinate horses, and perform lab-testing such as Coggins tests in clinic, and also see large animals on an outpatient basis. The local clinic is also host to the Crockett County Animal Shelter.

“In Ozona we offer basic and minor veterinary services. For more serious visits, you may bring your pet to our Eldorado office, and we can bring them back to you in Ozona on Thursday,” said Dr. Edmiston.

Brought from Eldorado each week are laboratory and ultrasound equipment, along with a full pharmacy to treat sick or injured animals. Allergy testing and desensitization are available to treat and reduce allergy symptoms. Micro-chipping for permanent identification is easily accomplished.

“Our therapy laser treats many diseases and injuries without the possible side effects of medications,” said Dr. Edmiston.

Horse owners are encouraged to have their animals vaccinated for West Nile Virus, along with encephalitis, rabies and respiratory diseases.

“Anthrax is an ongoing threat to Crockett County livestock and ranchers are encouraged to vaccinate their animals. Humans are rarely affected by anthrax, but care should be exercised when handling potentially diseased animals. Extreme care should be exercised with any dead animals, and any unexplained subsequent fever or sore should be seen by a physician immediately,” said Dr. Edmiston.



Left to right: Gaby Garcia, Dr. Edmiston and Hanna Kingston of Eldorado. Not pictured and employed at the clinic is Janet Pullen of Ozona.

Also pictured from left, Spot and Mater who are BOTH IN NEED OF A HOME!

CONTINUED ON PAGE 3-BUSINESS OF THE MONTH

CONTINUED FROM PAGE 2-BUSINESS OF THE MONTH

Heart worms are an emerging problem for Ozona dog owners. Heartworms are transmitted dog to dog by mosquitoes, with a significant source of infection present in dogs moved to Ozona from East or South Texas or other states by the recent movement of oilfield personnel.

Protection against heartworms is accomplished by monthly administration of an oral medication, following an initial negative blood test. Treatment of a positive animal can prevent the heart and lung disease associated with chronic heartworm infestation.

“We invite anyone to call 325/392-2508 or 325/853-2572 for an appointment, or come to see us anytime! Janet Pullen schedules appointments and provides smiles in Ozona, and Gaby Garcia and Hanna Kingston share smiles in both cities!”

The Chamber of Commerce would like to recognize Eldorado Animal Clinic for their efforts to provide quality service in addition to being an added asset to the local business community.

**Welcome New Members**

Diamond P Land & Cattle Company

Bobby Pettyjohn

1100 FM 2823

Dublin, TX 76446

254-485-0653

Hunting Lease List, 3,000 acres 30 miles

30 miles south of Ozona

Interim Healthcare Hospice

Jennifer Davis

3402 Green Meadow, Suite B

San Angelo, TX 76904

325-944-9800

End of life care



Evening on the Town

The Ozona Chamber of Commerce and local businesses teamed up a second night to provide Ozona an “Evening on the Town”, to remind residents of available products and services and to shop local first. With support and participation by local businesses, the event featured everything you needed to get your holiday shopping started.

The “Evening on the Town” was hosted Thursday, December 12th from 6:00 to 9:00 p.m.. Many of the businesses had activities, refreshments, sales, or specials to take advantage of during this festive season. Customers were able to pick up a free ticket at each of the participating businesses to put into a raffle for door prizes. The more businesses you visited, the better your chances to win. There was a map to help guide you along this shopping adventure. Whether you needed trinkets, gifts, or just got hungry along the way, there was something

one in the enjoy. The such a 250 people in November were out in December.

for every-family to event was success, and 223 shopping



Chamber Visitor Center Facts –NOVEMBER 2013

Visitor Center

- November - Walk-In Traffic into the Visitor Center—339
- Texas visitors 137, Out of State 156, Local 28, and Foreign 18
- Year-to-date traffic through November into the Visitor Center, 3,811
- Top five states visiting Ozona – AZ, CA, NM, FL, LA
- Top five cities visiting Ozona; San Antonio, Austin, El Paso, Houston, Midland
- Chamber related inquiries 24%, Tourism related 76%
- Week days in order of the busiest– Monday, Tuesday, Saturday, Friday, Wednesday, Thursday

Advertising

- In response to our advertising, the Chamber has fulfilled 2,134 requests for information on Ozona for the month of October.

WWW.Ozona.com NOVEMBER Google Analytics

6,847 visits to www.ozona.com, 5753 new, 1094 returning

Of 6,847 visits, there were 10960 page views, of these 9494 were unique (1st time)

6,847 visits from 56 countries, 6,574 visits were from the US

Top 5 States

Texas	5098
Louisiana	144
Oklahoma	143
California	133
Florida	119

Top 5 Cities

San Antonio	670
Dallas	586
Houston	481
Austin	411
San Angelo	267

Top 20 Content Searches

1	Ozona	3062 page views	11	Local Attractions	186
2	Hunting Leases	2484	12	City Officials	184
3	Events Calendar	466	13	Home Page	183
4	Evening on Town	483	14	Job Postings	152
5	History	423	15	Location	137
6	Area Attractions	315	16	Municipal Airport	130
7	Restaurants	299	17	City-County Map	122
8	26th Annual Deerfest	233	18	Public Services	117
9	CC Deerfest	218	19	Oil & Gas Services	94
10	Lodging	194	20	Hot Deals	93



Chamber Master

- 395 Chamber Member Business Directory Searches
- 151 Hot Deal Searches
- 1515 Member Page Hits

Chamber Facebook Page

- 21 Monthly active users
- 8 New wall postings
- 46 Visits
- 234 Average number of fans

Year End Review

Most small businesses have their fiscal year run concurrent to the calendar year. As such, and as we approach the end of the calendar year, now is a good time to begin evaluating a number of business related functions that aren't usually thought of during the year.

Within a few short months, the tax return will be due. Tax planning can be an invaluable tool for the individual and for the business, especially if you end the year with a big profit! Now is the time to begin discussions and developing plans with your CPA or tax advisor for next year. Decisions made now can help ensure that you are minimizing your tax liability.

Another item to look at is insurance. Has your business grown? Does your coverage adequately account for your business growth? Of course, we are primarily talking about property, asset, and liability coverage here. It is a good idea to take inventory of your coverage and review it with your insurance agent to make sure you are adequately protecting your business and investors. While you're reviewing insurance, make sure you discuss with your agent and CPA any new obligations you may have under the Patient Protection Affordable Care Act (PPACA). Depending on the number of employees you have, you may have obligations under the PPACA of which you are unaware.

If you have been thinking about getting or updating your accounting software, now would be the time to do it. You can begin the year with the new software and not have to do any inordinate amount of work such as having to enter multiple months of transactions in order to have the full year in the new software because you waited till June!

The New Year is also a good time to review employee job descriptions and handbooks to make sure they are up to date and reflect your current policies and the law. If you don't have documented job descriptions or handbooks, it is a good time to develop them!

Additionally, the year end is a good time to go back and review the successes and failures of the year. The big question to ask is "Why?" Why did that project fail? Or, why did it succeed? Why did it exceed expectations? What could have been done differently or better to ensure a different or better outcome?

Finally, after you have completed all of the above, take a moment to pat your employees and yourself on the back just a little. You have worked hard and small celebrations that say "Thank you" and "I appreciate you" do wonders for morale and set you up for another good year! Study after study has shown that employees desire appreciation and recognition. This leads to job satisfaction and happy customers! Happy customers lead to profitability! Here's hoping your year end is great and your next year is even greater!

This article was written by James Leavelle, Business Development Specialist and Certified Business Advisor II of Angelo State University's Small Business Development Center. For more information on the topic of this article or the services of the ASU · SBDC, contact him at James.Leavelle@angelo.edu.