

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

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# CHAMBER DIALOGUE

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## **The Chamber of Commerce recognizes KYXX 94.3 FM True Country Ozona as the January Business of the Month**

KYXX is owned by Revolution Broadcast in Kerrville and is operated by Station Manager, Eligio M. Martinez. KYXX was originally known as KRCT which first opened back in 1966 under Tom Earnest and Rick Wentworth, and was located at the Williams law office building across from the Ozona Post Office. “At some point it relocated and closed, although that is not clear. I reopened my local doors under the new call letters of KYXX on September of 2010,” said Eligio.

Eligio, along with being a local Crockett County Commissioner for Precinct 4, has an Associates Degree from the Art Institute of Houston in Music Business / Video Business. “My education also includes Entrepreneurship, Sales and Marketing, Copyright Law, Recording and Sound Engineering, Video Production and Editing. I love what I do and I hope that it comes across the airwaves. I feel truly blessed with family, friends and everyone who listens in to KYXX 94.3. I thank the listeners for allowing me to be part of their morning. We are only looking to grow as a radio station.”

“My wall is the best feature of the KYXX studio. It began with the 2011 Ozona Lady Lions Softball Area Champions who were the first to sign my wall, and then it took a life of its own. I have signatures from people such as the Lipan Apache Tribe, Tumbleweed Smith, Monte Noelke from Livestock Weekly, the Pink Heals Tour Firefighters, teachers and students, local rock and tejano bands, local pastors and politicians, passer-byers-you name it! I invite anyone who comes through my door to sign their names and add to my Wall of Fame.”

“KYXX has a lot to offer the business community and local residents. First, we broadcast 24/7 and our signal reach is a 30 mile radius of Ozona,” said Eligio. “We are looking to reach an age demographics of 25 plus, and our format of music is Real Country-Today’s Stars and Legends.”

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## Business of the Month continued from page 1-

You can tune into the KYXX Morning Show with Eddy and Eligio. The show is on the air Monday through Friday from 8:40 a.m. to 10:00 a.m.. “It is an unscripted show which means we never know what we will talk about until we come on the air. We like to focus on local events, our youth and our advertisers,” said Eligio.

Advertisers and non-profit organizations are invited on the air throughout the week. “Monday is Agri-Life day, we have Melissa Perner with the Ozona Stockman on Wednesdays, guests from the Ozona schools on Thursdays and other guests on Friday.”

The benefits of advertising on KYXX include being a guest on the Morning Show to talk about your business or event. Commercials are heard on Ozona’s KYXX and on Sonora’s KHOS radio stations. You can text any last minute information or announcements during the Morning Show. You can post anything to do with your business on the KYXX Facebook page, and your business information is streamed 24/7 on the KYXX/KHOS web site.

Local businesses or organizations can also increase their visibility in the community by becoming a sponsor. KYXX offers the Ozona Lions and Lady Lions Sports Seasons, Ozona Lions Den Report, Trivia, Birthday Club, Players of the Game, and West Texas High School Scoreboard sponsorships. “I will work with anyone who would like to advertise from a single day, one or two weeks to an entire month, and so on,” said Eligio.

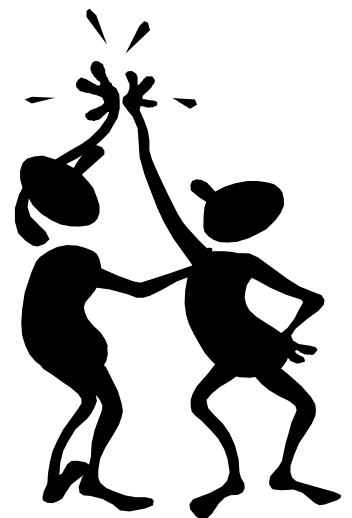
For more information, the KYXX Studio is located at 917 Sheffield Road in Ozona, across the street from Mi Taco. “You can find me at the studio Monday through Friday, 8a.m.-12 noon, and 1:00-5 p.m.,” said Eligio. For more information call 325-392-9100 or 325-340-0937. You can contact the station by e-mail at [eligio@krvl.com](mailto:eligio@krvl.com) or by fax at 325/392-9150. “You can also find us on Facebook,” said Eligio, “at KYXX FM 94.3 Ozona.”

The Chamber of Commerce would like to recognize KYXX-94.3 FM True Country Ozona for their efforts to provide a quality service, in addition to being an added 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 January:

Mrs. Joe B. Logan-1963	Fesco, LTD-1979
The Village Drug-1988	AEP Texas- 1997
Anadarko Petroleum Corporation-1997	Best Western Ozona Inn-1997
Crockett National Bank-1997	Dairy Queen of Ozona-1997
Hillcrest Inn & Suites-1997	Hitchin Post Steakhouse-1997
JJ Marley Ranch-1997	Jerry Lynn Pierce-1997
Mr. & Mrs. Mark White-1997	Ozona National Bank-1997
Branyon Ranch-2007	Randy & Nanette Verner-2008
Media Jaw-2009	Ozona Body Shop-2009
Bahlman Cleaners-2010	Kerrie’s Creations-2010
Ben Forehand-Hunting-2011	
Crockett County Common Consolidated School District-2006	



## Chamber 2013 Plan of Action Approved

The Chamber of Commerce held its Annual Board Planning Meeting on Tuesday, January 9th, at the Visitor Center. Each year, incoming board members undergo an orientation outlining their role as a Chamber Board of Director. They are familiarized with the Chamber staff and various committees or projects. They review funding sources and the organization's Bylaws. During the annual meeting directors review the accomplishments of the Chamber for the previous year, as well as discuss the status of any on-going projects.



Board members rolled up their sleeves to discuss the 2013 Chamber Plan of Action or Program of Work. In conjunction with the annual meeting, the board also held its regular January board meeting. The board reviewed the 2012 year-end budget and approved the 2013 budget for the organization.

Along with the organizations Plan of Action and budget, the board discussed everything from maintenance and technology improvements, to continued education for the staff, organizational procedures, and yearly programs and events.

In 2013, the Annual membership meeting, or banquet will be held once again at the end of March. The Business of the Year, selected by the membership, will be announced at the banquet. The Chamber will continue the Business of the Month program this year. There will be two educational luncheons held in May and July at which the Chamber will invite speakers to discuss topics of interest to the membership. The community will begin hearing about the Crockett County Interpretive Trail and the availability of memorials to place signage and benches in the trail. The Escondido Draw Recreational Area (EDRA), ATV park will open on Fridays and Saturdays in April, and the Chamber will work with the Texas Motorized Trails Coalition to market the park as a new county attraction. The Chamber will be working with area attractions of a 2013 coop advertising plan, in addition to in-town directional signage. The 3rd Bi-Annual Oil & Gas Trade Show will be held the first week in October.



Board of Director Randy Verner gives a presentation to outgoing Chairman Brandon Asbill.



Left to Right: Daryl Copeland-ViceChairman, Barbie Myers- Treasurer, Randy Verner- Board of Director, Susie Bishop-Chairman, Kat Clayton- Board of Director and Brandon Asbill-Past Chairman. Board of Director not present is Heather Claburn.



## Business Financials – The Aged Receivables Report

Have you ever heard the saying, “as long as someone owes you money, you will never be broke”? That sounds promising, but businesses close down every day because they are broke and unfortunately, it is because too many people owe them money.



We may ask, "How can they be broke if they are busy and have a lot of people that owe them money?" A business owner that extends credit will learn (hopefully sooner than later) that carrying credit accounts has a cost. Being owed money is not the same as having money in the bank. The business owner cannot pay his or her bills with money that is owed to them.

For this reason, a prudent business owner will run and monitor the Aged Receivables report on a regular basis (monthly at a minimum). What is an Aged Receivables report? It is the report that can be produced from nearly any bookkeeping software that tells you how many and what accounts are less than 30 days old, 31-60 days old, 61-90 days old, and over 90 days. Some reports add an over 120 days column.

Why is knowing this important? The longer that you allow accounts receivable to go uncollected, the less that account is worth to you. How can that be? The customer owed me \$200 when I made the sale, and two months later, they still owe me \$200. As I mentioned before, accounts receivable have a cost. The \$200 owed to you is \$200 you can't put towards buying more products or paying for overhead. You also have bookkeeping costs of carrying the account, and as you try to collect on the account you spend money. This drives your profit margin down.



At some point, the cost of carrying the account will be more than the account is worth. The value of the Aged Receivables report is that you as a business owner can monitor your outstanding accounts to see how much money is overdue, by how long, and by whom. This allows you to decide how aggressive you need to be in your collection efforts.

For your overdue accounts, there are several options available to you. You, of course, can continue to monitor and attempt to collect. Another option is to hire a collections agency. A third option is called factoring and is basically selling your receivable account to an agency that specialized in factoring. The latter option is a little more involved than it sounds, but it can help keep your accounts receivable from getting too old.



The intent of this article isn't to suggest that having accounts receivable is bad. Some businesses couldn't operate if they didn't have accounts receivable. Such businesses, hopefully, are monitoring their Aged Receivables report and acting upon what they find to keep the accounts from becoming too old.

If you are considering allowing your business to have accounts receivable, or if you are experiencing problems with aging receivables, contact the Small Business Development Center. We can work with you to develop a plan that will help you manage these accounts more effectively.

***This article was written by James Leavelle, Business Development Specialist 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](mailto:James.Leavelle@angelo.edu).***

## Chamber Visitor Center Facts –DECEMBER 2012

### Visitor Center

- December Walk-In Traffic into the Visitor Center—278
- Texas visitors 139, Out of State 98, Local 6, and Foreign 35
- Year-to-date traffic through December into the Visitor Center-4,746
- Top five states visiting Ozona – CA, AZ, NM, FL, CO
- Top five cities visiting Ozona; San Antonio, Houston, Austin, El Paso, Midland
- Traveling East 116, West 87, North 11, South 26
- Chamber related inquiries 11%, Tourism related 89%
- Week days in order of the busiest– Friday, Saturday, Thursday, Monday, Tuesday, Wednesday,

### Advertising

-In response to our advertising, the Chamber has fulfilled 972 requests for information on Ozona for the month of December.

## WWW.Ozona.com DECEMBER Google Analytics

**4,731 visits to www.ozona.com, 3,702 new, 1,029 returning**

Of 4,731 visits, there were 8,321 page views, of these 6,594 were unique (1st time)

4,731 visits from 49 countries, 4,521 visits were from the US

### Top 5 States

Texas	3,150
New York	379
(not set)	141
Michigan	136
California	90

### Top 5 Cities

San Angelo	813
Houston	320
Brownwood	198
Dallas	186
San Antonio	150

### Top 20 Content Searches

1	Ozona	2,470 page views	11	Job Postings	111
2	Hunting	2,457	12	Location	105
3	History	337	13	City County Map	98
4	Deerfest Winners	285	14	Local Attractions	94
5	Restaurant	241	15	Area Attractions	92
6	Lodging	202	16	Municipal Airport	88
7	Crock Cnty Deerfest	148	17	2012 Deerfest	77
8	Events Calendar	141	18	Shopping	77
9	Job Postings	111	19	Hot Deals	73
10	Articles	168	20	Public Services	72

### Chamber Master

487	Chamber Member Business Directory Searches
148	Hot Deal Searches
2110	Member Page Hits

### Chamber Facebook Page

58	Monthly active users
4	New wall postings
48	Visits
175	Average number of fans

