

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

P.O. Box 1135, 505 15th Street, Ozona, TX 76943  
325/392-3737, 325/392-3485 Fax, [www.Ozona.com](http://www.Ozona.com)



## CHAMBER DIALOGUE

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### **The Chamber recognizes UniFirst as our Business of the Month**

UniFirst was founded in 1936 by Aldo Croatti, a hard working entrepreneur who provided uniform services to Boston area businesses. Always conducting business according to a customer-focused set of “core values,” Aldo, along with his son and current UniFirst CEO, Ronald, led the company to become one of the largest, most successful textile service organizations in the world. Employing over 12,000 team partners in order to provide services to over 1.75 million workers week after week.



Chris Herrera-Ozona Route Sales Rep

Locally, UniFirst employs a team who is focused on maintaining the long standing and mutually rewarding partnership we have with our Ozona area customers: Chris Herrera (Route Sales Rep.), Danelle Espinoza (Customer Service Rep.). Also, overseeing operations: Abel Flores (District Service Mgr.), Amy Ramirez (Office Admin.) and Alex Villasana (Branch Mgr.). Providing service to over 60 customers in the Ozona business community from large to small (e.g. Hitchin Post Steakhouse, El Chato’s, DCP Midstream, J. Cleo Thompson, Key Energy, Lilly Construction, Triple C Hardware, etc.).

The primary factors that distinguish UniFirst from our competition is our rich family culture and our founding “core values” consisting of customer focus, respect for others, and commitment to quality. Each year, upon our founders anniversary, all team partners take pride in a customer pledge that states: “Customers are the focus of everything I do. I, therefore, pledge my best efforts to exceed my internal and external customers’ expectations and to assist my team partners in achieving their very best...ensuring that every UniFirst customer becomes a customer for life.”

There are a number of companies you can choose from to satisfy your workwear and facility service program needs; but there must be valid reasons why UniFirst is the leading provider in the Ozona business community. Responsive customer service is the key to an effective program and no other company provides customer-oriented service better than UniFirst!

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## Chamber 2016 Plan of Action Approved

The Chamber of Commerce held its annual Board of Director Planning Meeting on Tuesday, January 12th, at the Visitor Center. Each year, incoming board members undergo an orientation outlining their role as a Chamber Board of Directors. They are familiarized with the Chamber staff and various committee 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 ongoing projects.



Board members and the Chamber President discussed in depth the role of the Chamber of Commerce to its members and the community. "We discussed the availability or lack of resources that define the direction of the Chamber in terms of economic development. We reviewed the number of services provided to Chamber members. We also discussed at length where the funding for the organization comes from, which drives the focus of the organization. By the end of the day, both the 2016 Chamber Plan of Action or Program of Work, and the budget for the year were approved," said President, Shanon Biggerstaff.

In conjunction with the annual meeting, the board also held its regular January board meeting. The board reviewed the 2015 year-end budget and approved the new Executive Committee who began their terms in January. The Executive Committee and Board of Directors are as follows:

### Executive Committee / Officers:

**Chairman-**

**Paige Tambunga-Attorney at Law**

**Vice-Chairman-**

**Paul Stroope-Owner of OTTER**

**Treasurer-**

**Laurie Hale-Crockett National Bank**

**President-**

**Shanon Biggerstaff**

### Board of Directors:

**Heather Claburn-**

**Ozona Mercantile**

**Art Roane-**

**Double T Ranch**

Along with the organization's 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 2016 the annual membership meeting, or Chamber banquet, will be held the end of March or first of April. At that time we will recognize the Business of the Year, selected by the membership. The Chamber will continue the Business of the Month program this year. The Escondido Draw Recreational Area (EDRA) ATV park, which has been open to the public, is getting closer to finalizing the public facilities, and the Chamber will work with the Texas Motorized Trails Coalition and other area attractions to market to bring people to Ozona. With the ever changing way in which you market a community, the Chamber will continue its digital marketing campaign using our web site and all social media outlets to bring travelers off the interstate into the community. The Chamber will host their 4th Evening on the Town program in the fall.

Already the Chamber has hit the ground running! We thank our membership for your support, and your investment allows us to continue providing programs and services to our members, who ARE the community!

We do have two Board of Director openings. If you are interested in serving the Chamber and your community, please contact us at 392-3737.

## 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  
 Mr. & Mrs. Pleas Childress - 1981  
 Hitchin' Post Steakhouse - 1997  
 Mr. & Mrs. Mark White - 1997  
 Best Western Ozona Inn - 1997  
 Crockett Automotive - 1997  
 Hillcrest Inn & Suites - 1997  
 Americas Best Value Inn - 1997  
 Anadarko Petroleum Corp. - 1997  
 Crockett National Bank - 1997  
 Dairy Queen of Ozona, Inc. - 1997  
 J J Marley Ranch - 1997  
 Ozona National Bank - 1997  
 Jerri Lynn Pierce - 1997  
 AEP Texas - 1997  
 Crockett County Consolidated  
 Common School District - 2006  
 Mediajaw - 2009  
 Ozona Body Shop - 2009  
 J P Construction - 2009  
 Bahlman Cleaners - 2010  
 Kerrie's Creations - 2010  
 John Little - 2012  
 Lizard Group, LLC - 2013  
 Dayliter Rentals - 2015  
 Area Wide Phone Book - 2015

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We welcome the opportunity to earn your business and become a "customer for life". For more information about our company, products and services, please visit our company website at [www.unifirst.com](http://www.unifirst.com).

For immediate personalized assistance, please feel free to contact us at 325/651-4626 to schedule your FREE VIP Cost Analysis of your business and/or we can help you optimize the value of your current program.

Thank you, from your UniFirst San Angelo team!

The Ozona Chamber of Commerce would like to recognize UniFirst as an asset to our business community and for the quality service provided to local businesses.



## WELCOME NEW

### MEMBERS

#### Lopez Electrical Contractor

Mario A. Lopez, Jr.  
325/340-3657  
Residential & Commercial  
Installation & Repair  
New Construction & Remodel  
Oil Field, Custom Homes,  
22 years experience  
Licensed, Bonded, Insured  
For All Your Electrical Needs!  
mrlopez@yahoo.com

#### Pizza Mia On The Square

512 9th Street  
Dora Aiguier / Sandra Marmolejo  
325/206-2634 or 325/226-4988  
Homemade Specialty Hamburgers  
Neopolitan Pizza  
Monday-Friday 11am-2pm &  
4pm-8pm, Saturday 8am-8pm  
Take Call In Orders  
pizzmia111@gmail.com  
Check Out on Facebook

#### Pikes Peak Energy Services, LLC

Lindsay Bean-Managing Member  
325/392-2636  
Vacuum, Kill & Gang Trucks,  
Weed Wash & Control  
Steamers, Pipe Descalers  
Acid, Frac & Blow-Down  
Sandx Units & Sand Blasting  
Back Hoes  
Gate Attendance

## Who walked into the Chamber of Commerce & Visitor Center in 2015

### Visitor Center

- Walk-in traffic into the Visitor Center in 2015 was-4,734 people
- Where are they from? Texas visitors-1,954, Out of State-1,460 Local-932, Foreign-388
- Top states visiting Ozona in 2015-CA, NM, FL & MN
- Top cities visiting Ozona in 2015-Houston, San Antonio, El Paso, Austin, San Angelo
- Year to date Chamber related inquiries 27%, Tourism related 73%
- Week days in order of the busiest in 2015-Thursday, Tuesday, Friday, Monday, Wednesday, Saturday
- Top Requested Items in 2015-Interpretive Trail, Directions, Lodging, Restaurants, General Tourism



### Advertising

-Year-to-date the Chamber has filled, in response to our advertising, 19,778 requests for information on Ozona. An additional 5,802 brochures have been handed out to walk-in visitors and mailed to state wide Travel Centers.



Burgundy

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

For **Jan. 1-Dec. 31, 2015**, Ozona.com had 45,876 sessions:            34,733 new    11,143 returning.

Of these 45,876 sessions, there were 95,907 page views – of these 73,865 were unique (1st time views)

The 45,876 sessions were from 117 countries and 43,562 sessions were from US.

### Top 5 States:

Texas	34,006
California	1,287
Louisiana	939
Oklahoma	577
Arizona	505

### Top 5 Texas Cities:

Houston	5,903
Dallas	4,606
Brownwood	3,187
Austin	2,394
San Antonio	2,173

### Top 20 Content Searches

1. Hunting Leases	16,751	11. Location	1,182
2. Homepage	15,701	12. Chamber of Commerce	1,135
3. Mobile Homepage	9,280	13. Interesting Facts	1,131
4. Lodging	2,545	14. Hot Deals	1,051
5. Local Attractions	2,279	15. Membership Directory	1,014
6. Restaurants	2,176	16. Mobile History	916
7. Public Services	1,958	17. City/County Map	831
8. County Officials	1,562	18. Weather	822
9. Events Calendar	1,360	19. Shopping	795
10. Job Postings	1,198	20. Mobile Local Attractions	754

### Chamber Master (Membership Directory Data Base)

Business Directory Searches	11,400	Hot Deal Hits	3,034
Hot Deal Searches	1,778	Member Page Hits	23,457
Job Searches	1,322	Job Posting Hits	189

### Social Media Pages

#### Facebook

1,416	Total Page Likes – Avg.
1,026	New Likes
2,069,685	Total Paid Reach
168,351	Total Organic Reach
104,861	People Engaged
864	Page Views

#### Google+

8,534	Search
480	Google+ Page Views
1,104	Post Views
8,767	Photo Views
324	Clicks to Website
123	Clicks for Driving Directions
85	Clicks for Phone Calls

#### Twitter

44	Total Followers
12,455	Impressions

#### Pinterest

9	Total Followers
78	Total Likes
14	Repins
4,291	Impressions
1,866	Users Reached

#### Instagram

21	Total Followers
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### Top Searched Chamber Master Service Categories: (Total Category Searches 6,535)

Oil & Gas Service	196	RV Parks	95	Office Supplies	73
Feed Store	146	Clothing	90	Health	71
Roadside Assistance	132	Mechanics	78	New Construction	71
Restaurants	115	Auto Repair	77	Salon	71
Hunting	107	Banners	74	Painting	68

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

For the month of December, at www.Ozona.com, there were 1,027 business directory searches, and 1,639 actual *member page hits*! **These are people looking for YOUR services. Following are the top twenty members that received more than 20 or more page hits:**

Ozona Cable & Broadband-54	Treto's Tire & Towing-49	Monster Tire & Lube-46
OTTER-44	Wool Growers Central Storage-37	Barnhart Shaw's-35
Bunger Real Estate-33	Devon Energy-32	The General Store-32
Family Health Center-29	Pon Seahorn Real Estate-29	Venegas Construction-28
Crockett County Abstract-26	Ozona Mercantile-25	Encino RV Park-24
Raney Garrett, LLC-24	Will M. Black Real Estate-22	Discovery Natural Resources-21
Diamond P Land & Cattle-20	Ozona Flour Mill & Goods-20	

As demonstrated above, 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 178 businesses and individuals. Simply drop off or e-mail your flyer to the Chamber office by the third week of the month. We will mail your flyer along with the newsletter to all Chamber members. Extras will be distributed to visitors at 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 in 2015 there were 3,034 Hot Deal hits and 23,457 member page hits on our web site. 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 Chambermaster 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!

