

*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 would like to recognize Ozona Insurance as our Business of the Month**

Ozona Insurance is proud to be a local supporter of the Ozona community: donating to the school, involved in the Chamber of Commerce, buying local and also employing people who live in Ozona.

The original agency was started by Jack Baggett, Sr. and ultimately purchased by his son Jack, Jr. Around 1994, Jack decided to concentrate 100% of his time to



ranching and Bob and Guy Cauthorn purchased the agency. They felt welcome from the word go and still do. In 2000, Guy, who also owns Doyle Organ Insurance in Sonora, purchased Bob's share of the agency.

Ozona Insurance offers all types of insurance from PRF drought, commercial, residential, life and health insurance. "Our main lines of business are obviously, based on our geographic location, drought, oil and gas and farm and ranch insurance but we have real good experience in both commercial and residential," said Guy Cauthorn, owner.

The current owner is Guy Cauthorn of Sonora. "Employees who work in the Ozona office are Deborah Bourne and Buster Reina, who hold down the fort."

Deborah, who most everyone in the town knows, has been with the agency the longest. She handles the business, and always has a friendly smile for whoever walks in the door.

Buster joined the agency over a year ago after being in the insurance business in the Metroplex for over 30 years. He and his wife Cuquita decided to come back home a few years ago. Like Deborah, he is well known and is very conscientious about his customers.

Ozona Insurance acknowledges the support of a community that attempts to buy local if at all possible. It is an honor to be named Business of the Month and it is sincerely appreciated.

The Chamber of Commerce would like to recognize Ozona Insurance for providing a quality business that is an asset to the community.

## Chamber Educational Luncheon a Success-by Melissa Perner

Learning about what the Ozona Chamber of Commerce does and offers were the subjects of the July Lunch & Learn at the Ozona Chamber of Commerce Visitor Center.

Chamber President, Shanon Biggerstaff and Interactive Media Coordinator Cathy English both made presentations about what services the chamber offers to its members.

“There are a lot of misconceptions out there about chambers. Chambers are not civic organizations. We have a paid staff with a board of directors,” Biggerstaff said. “A lot of people don’t understand that we are a corporation. We are bound by federal laws and guidelines.”

In the state of Texas there are 600 chambers of commerce, Biggerstaff said. Each chamber operates based on the specific needs of their community.

“Our job is to be the front door to the community and their businesses. We support those businesses that come into town and market those services to residents. We support local businesses,” Biggerstaff said.

The chamber deals with an average of 120 phone calls a month.

Biggerstaff said the Ozona Chamber’s focus is on the two industries that provide the economic base for Ozona: the oil and gas, and tourism industry which consist of travelers that stop for gasoline, eating and spending time in the community.

The chamber has created a GPS game that gives visitors a 60-90 minute tour of Ozona by using a GPS, and a historical walking tour.

They also get information out through their website Ozona.com, social media on Facebook, Twitter, Pinterest and Instagram, email and monthly newsletters.

The chamber has 3,200-5,000 hits every month on their website.

“People are staying with us. They are remembering us and talking about us,” Biggerstaff said.

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## Continued from page 2-Lunch & Learn

This year the chamber is hosting their annual Oil and Gas Show in October. They host this event every other year.

“This serves a purpose to support the number one service in the county, it puts people in the community in hotels and restaurants and it’s a fundraiser for the chamber,” Biggerstaff said.

The Ozona Chamber is funded through dues, the local motel occupancy tax which is used to promote tourism in Crockett County, and fund raisers.

They also have a board of directors. Each board member serves three years and can serve for two consecutive terms.

“We work very well together. A board member’s position cannot be self-serving. You must be willing to serve the community,” Biggerstaff said.

English showed participants how they can get the most from their membership by using their ChamberMaster account through Ozona.com.

Every chamber member has their own account to ChamberMaster. Through ChamberMaster the business can update their information, post about events, hot deals and it also has a social networking aspect.

Other chamber benefits include ribbon cuttings and promoting new businesses, grand opening ceremonies, low cost seminars and workshops, special recognitions, networking, educational and training opportunities, hunting lease marketing, business referrals and leads, advocacy, relocation and information packets, chances to visit with legislators and opportunities for involvement.

For more information, call the chamber at (325) 392-3737 or visit [www.ozona.com](http://www.ozona.com).

### 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 July:

**Crockett County Water Control & Improvement District #1 - 1999**

**Pon Seahorn Real Estate - 2000**

**Sonora Bank - 2004**

**T-Bar Drilling - 2007**

**Treto's Tire & Towing - 2009**

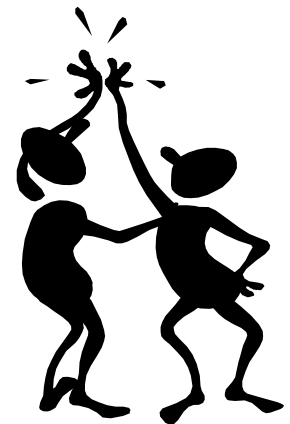
**Catherine Paige Skehan - Attorney at Law - 2012**

**Diamond P Land & Cattle Co., LLC - 2012**

**Eldorado Animal Clinic - 2012**

**Ozona Cable & Broadband - 2012**

**Moran Construction - 2012**





## 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. & 1:30 p.m. “Pump Jack Golf Open” at the Ozona County Club

#### **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-State Representative Andrew Murr-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

*For more information call 392-3737 or go to [www.Ozona.com](http://www.Ozona.com)!*

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

### **Visitor Center**

- Walk-in traffic into the Visitor Center for the month of June-499 people
- Where are they from? Texas visitors-219, Out of State-152, Local-68, Foreign-60
- Year to date traffic into the Visitor Center is 2,497 visitors
- Top states visiting Ozona in June-CA, AZ, FL, LA, NM
- Top cities visiting Ozona in June-El Paso, Austin, San Angelo, San Antonio, Houston
- Year to date Chamber related inquiries 23%, Tourism related 77%
- Week days in order of the busiest in June-Thursday, Monday, Friday, Saturday, Tuesday, Wednesday
- Top Requested Items in June-Interpretive Trail, Directions, Lodging, Restaurants, Shopping,



### **Advertising**

-Year-to-date the Chamber has filled, in response to our advertising, 9,255 requests for information on Ozona. An additional 2,800 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 **June**, ozona.com had 3,292 sessions:     2,468 new     824 returning.

Of these sessions, there were 6,687 page views – of these 5,392 were unique (1st time views)

3,292 sessions from 51 countries, 3,119 sessions were from US

### Top 5 States:

Texas	2,348
California	109
Oklahoma	62
Louisiana	39
Arizona	36

### Top 5 Texas Cities:

Houston	386
Brownwood	316
Dallas	313
Austin	225
San Angelo	116

### Top 20 Content Searches

1. Homepage	1,354	11. Job Postings	116
2. Mobile Homepage	809	12. Chamber of Commerce	111
3. Hunting Leases	563	13. Games	111
4. Local Attractions	242	14. Churches	84
5. Public Services	227	15. Mobile Restaurants	76
6. Lodging	176	16. Mobile History	75
7. Restaurants	174	17. Location	74
8. Interesting Facts	146	18. Interpretive Trail	68
9. Events Calendar	129	19. Mobile Local Attractions	66
10. County Officials	126	20. City/County Map	62

### Chamber Master (Membership Directory Data Base)

Business Directory Searches	928	Hot Deal Hits	190
Hot Deal Searches	135	Member Page Hits	2,197
Job Searches	131	Job Posting Hits	10

### Social Media Pages

#### Facebook:

1,340	Total Page Likes – Avg.
159	New Likes
247,171	Monthly Total Reach
15,033	People Engaged

#### Google+:

1,452	Search
51	Google+ Page Views
13	Post Views
673	Photo Views
45	Clicks to Website
9	Clicks for Driving Directions
13	Clicks for Phone Calls

#### Twitter:

7 Total Followers

#### Pinterest

1 Total Followers  
78 Total Likes

#### Instagram

0 Total Followers  
5 Likes Received

### Top 10 Searched Chamber Master Service Categories:

Oil & Gas Services	18	Rental Properties	11
Feed Store	17	Entertainment	10
Carpentry	14	Financial Planning	10
Roadside Assistance	12	Real Estate	10
AC/Heating	11	Variety Store	10
Garden Supplies	11		

## What Services are sought on the [www.Ozona.com](http://www.Ozona.com) web page

For the month of June, at [www.Ozona.com](http://www.Ozona.com), there were 928 business directory searches, 135 Hot Deal searches and 190 actual hits, 131 job searches and 10 actual hits, and 2,197 actual *member page hits*! **These are people looking for YOUR services. Following are the members that received more than 20 page hits:**

OTTER-54	Barnhart Shaw's Repair-48	Devon Energy Corporation-45
Crockett County Water-30	KYXX 94.3 Radio-29	Wool Growers-34
Pon Seahorn Real Estate-49	Ozona Cable & Broadband-42	Discover Natural Resources-21
Crockett County Abstract-23	C & J Energy Services(Nabors)-23	Crockett County Museum-20
Ozona Mercantile-20	The General Store-24	Attorney Catherine Tambunga-21
Encino RV Park-21	Will M. Black Real Estate-35	Vennegas Construction-22
House of Flowers-22	West Central Wireless-28	Ozona Flour Mill & Goods-35
Jarrett Juno Ranch-24	Treto's Tire & Towing-20	Lizard Group, LLC-23
Crockett County Public Library-25		Dayliter Rentals, LLC-21

## Best way for you to market your business and Ozona

The Ozona Chamber of Commerce markets our local and surrounding businesses and attractions using a number of social media platforms. As you know, when the oil and gas industry is not booming, our town then depends upon the traffic off the interstate to stop and spend money in our local businesses. Help us help you by doing the following:

***Go to [www.Ozona.com](http://www.Ozona.com)***

***In the top right hand corner of our home page, CLICK ON ALL of the following icons***



***LIKE AND SHARE OUR POSTS, TWEETS & PINS WITH YOUR FRIENDS AND FAMILY EVERYWHERE!***