

Hang Your Hat In History

OZONA CHAMBER OF COMMERCE
& VISITOR CENTER PARK

P.O. Box 1135, 505 15th Street, Ozona, TX 76943
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CHAMBER DIALOGUE

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Chamber of Commerce recognizes the Sonora Bank as our Business of the Month

The Chamber of Commerce recognizes Sonora Bank, a long-standing member of the Chamber and supporter of the community of Ozona for many years, as the Business of the Month.

For over 114 years, Sonora Bank, formerly known as the First National Bank of Sonora, has been serving customers all over West Texas and beyond. "We pride ourselves in being recognized as a local 'hometown bank' and know our customers by name," said Kay Stewart, Senior Vice-President Branch Manager/Lending. "The bank logo was created with 3 different colored horses running the same direction. The logo depicts change, diversity and strength moving forward."

"With just under 100 employees we're big enough to handle all your banking needs, yet still small enough that you get a great customer/banker relationship. To date, we have a branch in Sonora, two branches in San Angelo, one branch in Boerne and in January 2014 we acquired what is now known as Sonora Mortgage in Boerne," said Kay.

Presently, Sonora Bank continues to be a family owned community bank with many of the descendants of the original Board of Directors serving on the current Board. The Directors and Staff strive to fulfill our mission of "Providing Excellent, Professional Financial Services in a Hometown Atmosphere".

The Chamber of Commerce would like to recognize Sonora Bank for their efforts to provide quality service in addition to being a long time contributor to the community of Ozona.

For more information stop by any of the branch offices, or visit www.sonorabank.com.



Pictured from left to right are: Kay Stewart, SVP Branch Manager/Lending, Gary Gruben, VP/Lending, and Tonya Brown, VP/Assistant Branch Manager/Lending.

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 June:

JUNE

Crockett County Water Control & Improvement District-1999

Pon Seahorn Real Estate-2000

Sonora Bank-2004

Treto's Tire & Towing-2009

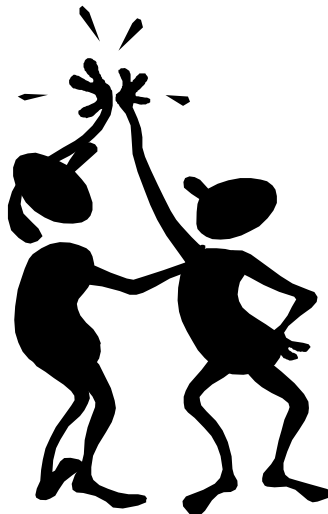
Ozona Cable & Broadband-2012

Eldorado Animal Clinic-2012

Catherine Paige Tambunga-Attorney at Law-2012

Ozona Hair Company-2007

Soto, Inc.-1998



Chamber Executive Director attends Travel & Tourism College

Chamber Executive Director, Shanon Biggerstaff, completed her Senior year of the Travel & Tourism College hosted by the Texas Travel Industry Association. Held the week of June 16th–20th in Bastrop, TX, it is a week-long program, including sixteen classes, and is held once a year for three years. Upon completion, attendees will graduate and be recognized and certified as Tourism Executives.

The college courses, held at the Hyatt Regency Lost Pines Resort, covered topics like trends of the leisure travel, the face of the future traveler and how to market to them, how to manage the public relations of your community during a crisis to salvage revenue, destination marketing, the state of America's Brand, how we are perceived by other countries and whose stopped traveling to the U.S., the generational differences that are affecting the travel industry, and much more.

“Marketing a community has its challenges, and there are so many outside factors that will drive your local strategy,” said Shanon. “Technology, software, local industry, not only local, but state and national traveler trends, economics, community support or lack of, location, and the changes in your travel audience all impact how you do and don't market your community,” said Shanon. “This is an excellent course which keeps those of us in the industry up-to-speed on current trends. We have a chance to hear from industry professionals, network with our peers, and discuss our individual opportunities amongst one another.” There were over 160 chamber, tourism and economic development executives from across the state that participated in this year's program.

Welcome New Members

Aries Residence Suites

608 South Hwy. 163

Ozona, TX 76943

Janet O'Grady

936-590-2068

ja-

net@rammodular.com

Workforce Housing



J.P. Construction

Jay Pool

P.O. Box 1446

Ozona, TX 76943

325/392-4247

E-Mail: lisadorinne@yahoo.com

Painting, dry wall, flooring, tile, carpentry and trim work, metal buildings, welding, concrete, new construction and remodeling.

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. 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.

Happy July 4th

On behalf of the Chamber of Commerce Board of Directors and staff....

Happy July 4th! As you celebrate **INDEPENDENCE DAY** we hope you will take the time to reflect AND SHARE with your family and friends the true meaning of this holiday....the commemoration of the adoption of the **Declaration of Independence on July 4, 1776.**

"We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness!" This, the second sentence of the Declaration of Independence, has been called "one of the best-known sentences in the English language", containing "the most potent and consequential words in American history". The passage came to represent a moral standard, a statement of principal, to which the United States should strive.

As you celebrate your freedom, please take a moment to remember the many sacrifices of those who have paved the way for us to enjoy the blessings and opportunities of today! Be safe!



Chamber Visitor Center Facts–MAY 2014

Visitor Center

- Walk-in traffic into the Visitor Center - 411
- Texas visitors 150, Out of State 69, Local 110 and Foreign 82
- Top five states visiting Ozona- AZ, CA, NM, FL, CO
- Top five cities visiting Ozona- San Antonio, Houston, Austin, El Paso, San Angelo
- Chamber related inquiries 25%, Tourism related 75%
- Week days in order of the busiest – Thursday, Saturday, Friday, Wednesday, Tuesday, Monday

Advertising

-Year-to-date the Chamber has filled in response to our advertising, 7,452 requests for information on Ozona.

www.OZONA.com MAY Google Analytics

3,983 visits to www.ozona.com, 3,093 new, 890 returning

Of 3,983 visits, there were 9,292 page views, of these 7,216 were unique (1st time)

3,983 visits from 50 countries, 3,803 visits were from the US

Top 5 States

Texas	2778
California	122
Louisiana	78
Florida	74
Arizona	63

Top 5 Cities

Austin	261
Houston	224
Brownwood	181
Killeen	164
San Angelo	163

Top 20 Content Searches

1	Ozona Homepage	1745	11	Hot Deals	163
2	Mobile Homepage	925	12	Contact Us	156
3	Hunting Leases	599	13	County Officials	156
4	Events	498	14	Event Calendar	149
5	Lodging	348	15	Mobile History	140
6	Restaurants	298	16	Shopping	135
7	Spring E-Brochure	269	17	Oil & Gas Services	114
8	Local Attractions	267	18	History	112
9	Location	220	19	Weather	110
10	Public Services	220	20	Chamber of Commerce	109

Chamber Master

547	Chamber Member Searches
212	Hot Deal Searches
2113	Member Page Hits

Chamber Facebook Page

634	Total Page Likes– Average
86	New Likes
173,748	Monthly Total Reach
3171	People Engaged



Overnight Expansion

The dream of every business owner is for business to be able to expand, but when your business grows from day to night it can be scary. Like children, when they grow and suddenly no clothes fit them, you feel overwhelmed by the idea of what you could do to fulfill all the needs of your growing child/business.

The current market environment that San Angelo and nearby towns are experiencing is challenging, fast-growth in a very short time. Currently, small businesses feel pressure to grow too fast to meet clients' demands and be able to compete in the market. This accelerated growth has created stress in business owners and has driven them to make expansion decisions often without the necessary planning. And, unfortunately, this accelerated growth can jeopardize the business' future. Fast-growing businesses all face very similar challenges that relate to scaling a business — from cash flow issues to retaining good employees to the temptation to depend on one large client.

I will share an extract from an article written by Edward Hess, a Professor of Business Administration and the Batten Executive-in-Residence at the Darden Graduate School of Business, University of Virginia.

“Growth will stress existing people, processes and controls. Furthermore, growth requires the entrepreneur to fundamentally change: from being just an entrepreneur to becoming an entrepreneur and manager, and ultimately to becoming a manager and leader. Growth fundamentally changes what an entrepreneur does every day and how he or she does it. Most first-time entrepreneurs find those changes difficult. Some find them unpalatable. Many entrepreneurs think that growth is just more of the same. Not so. Growth transforms almost everything in a business.

These realities can be better managed if one asks these questions: Are we ready to grow? Are the right people, processes and controls in place? What do we need to do to prepare for growth? What are our risks of growth? How will we manage those risks? How much should we grow? What are the early warning signals that we may be growing too much or too quickly?”

In this current competitive environment business owners feel that if they don't grow fast they will sink, which can be true. However, before we decide to hire more employees or offer new services, we need to take a minute and think about the impact this growth will create in the company's overhead cost and cash flow to be able to stay afloat.

This article was written by Adriana Balcorta Havins, 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 her at Adriana.Balcorta@angelo.edu.