

*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



## CHAMBER DIALOGUE

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### Chamber of Commerce recognizes Lowe's Market as our Business of the Month

The Chamber of Commerce would like to recognize Lowe's Market as our Business of the Month.

Lowe's first store opened its doors in Olton, TX in 1964. Lowe's has now grown from one store to 152 stores throughout Arizona, Colorado, New Mexico, Texas and Kansas. Lowe's Market includes Lowe's Super Market, ACE, Lowe's Big 8 Food Store, Lowe's Family Center, Fiesta Foods, La Feria, Lowe's Super Save, Mercado, Shop n' Save, Avanza and Lowe's Corner Market.

The Pay-and-Save, Inc., Supermarket chain d/b/a Lowe's has a rich family history that can be traced back to the late 1940's when E.M. "Bud" Lowe started his career by selling candy and sundries with only one truck distributing throughout the town of Littlefield.

The Lowe's grocery career began in 1964 with the purchase of their first store in Olton, Texas. Bud and his son, Roger, founded the company on the principle of taking care of the community, their teammates, and their family. It is this philosophy that has allowed the company to grow. In 1973, Bud Lowe passed away and Roger took the reins to develop the grocery stores into what they are today. Roger's strong belief in God and the importance of family values are the cornerstones of Lowe's success.

**Continued on Page 2-Business of the Month**



Left to right front row: Simon Garza, Ryan Miller, Vanessa Richarte, Minnie Lara, Linda and Johnny Acuff

Left to right back row: Oscar Najjar, Codie Porras, Jonna McDonald, Daniel Kellogg

## Business of the Month-Continued from page 1

Johnny Acuff manages the Ozona Lowe's. "Johnny has been in the grocery business most of his adult life", said his wife Linda. "He is very knowledgeable about the business."

The local Lowe's has 26 employees. A Manager, three Assistant Managers, four people in administration, three in the meat market, two in produce, four stockers, and nine cashiers. Ozona employees service an average of 890 customers a day or 6,230 people a week. "This number doubles during holidays and hunting season which runs from the first week in November to the last weekend in January." said Linda.

"We work very hard to satisfy all our customers. The Lowe's corporate office also sends out a Mystery Shopper every month to evaluate our customer service, cleanliness and friendliness. We have remained in the top 20 of all stores," said Johnny. "If there is an item that we don't normally carry, we can check to see if Lowe's carries it in stock and order it for you. We also compare our prices to our competition on a monthly basis and have found that we are in-line with other grocery suppliers."

Customers visiting Lowe's can also earn points towards merchandise with their purchases. Throughout the year you can always find something being raffled off or given away. "We always have something going on throughout the year that allows us to interact with our customers," said Linda.

The Chamber of Commerce would like to recognize Lowe's Market for their continued effort to provide quality service and for being an asset to the local business community.

Lowe's Market is open seven days a week from 7:00 a.m. to 10:00 p.m. For more information, you may contact Johnny or Linda Acuff at 325/392-3324.

## 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 **OCTOBER**:

**Fred Chandler-1996**

**Lowe's Market-1996**

**Key Energy-1997**

**Mesa Land Services, Inc.-1999**

**Approach Resources, LLC-2011**

**Millspaugh Ranch Company-2011**

**Snowflake Donuts & Kolache Shop-2011**

**Encino RV Park-2012**

**Southridge RV Park-2012**

**L & S Partners-2012**

**Parties to Go-2013**

**Kerbow Funeral Home-2013**

**Rusty Gold on the Square-2013**

**The General Store-2013**

**Total Office Solutions of West Texas-2013**





Jody Gentry of Media Jaw from San Angelo, discussing how to make your web site work for you at the October 23rd luncheon.

## Social Media Lunch & Learn Series a success

At the end of each year, the Ozona Chamber of Commerce surveys its membership to determine what specific educational programs or topics would benefit local businesses, employees, or residents. Social Media won hands down!

The Chamber partnered with the ASU-Small Business Development Center and the Sonora Chamber of Commerce to provide a three-part Social Media Marketing Series.

The first series was held August 21st. Attendees learned about five major social media outlets that could be used to promote their business. The second series held September 18th, focused on how to advertise on these outlets, many of which are free. The third and final series was held October 23rd, discussing how to make your web site work for your business.

The combined attendance for all three sessions was 107 participants.

We want to thank the ASU-Small Business Development Center and the Sonora Chamber of Commerce for partnering with us to provide this great series. We would also like to thank the participants who took advantage of the series.



40 attendees at the October 23rd luncheon

## Newly developed Chamber activities for residents and travelers

The Ozona Chamber of Commerce is always looking for ways to market the assets and activities of the community to both residents and travelers. Two new activities have recently been developed that we feel will appeal to both.

**Geocaching** has become a worldwide phenomenon and offers a great opportunity to learn about attractions, historical markers, trails, and many other types of sites. It is a real world outdoor treasure hunting game to find hidden “treasures”. The player uses a GPS device to navigate to specific coordinates to find a cache or container. The Crockett County Interpretive Trail is now an official geocache site. **Simply go to [www.geocaching.com](http://www.geocaching.com)**. Put in the city or zip code of the area in which you seek to find a geocache. You will then be given a list of sites and coordinates to start your search. The name of our geocache is “What’s the Interpretation?” Give it a try!

**Discover Ozona! A GPS Crossword Puzzle**—using the same concept as above, the player will be given coordinates that will lead to a local attraction. There you will find answers to puzzle questions and learn a fact about Ozona and Crockett County. How well do you know your own community? **Go to [www.ozona.com](http://www.ozona.com)**, click on Local Attractions, then Games and Activities to print a copy of the puzzle with questions and coordinates! Puzzle is also enclosed with the mail-out, good luck!

**Chamber seeking volunteers**

Do you enjoy working outdoors? Would you be available just 2-4 hours a *month*? Would you donate a couple hours of labor towards a project that helps your community? If you answered yes to any of the above questions, we could use your help.

As you know, the Chamber of Commerce unveiled Ozona’s newest attraction, the Crockett County Interpretive Trail in May, located across the parking lot from the Visitor Center. This is a wonderful collection of the native plant material that would be seen within a 100 mile radius of Ozona. **Go to [www.ozona.com](http://www.ozona.com).**

***Click on Local Attractions, then click on Interpretive Trail to read about the project and view pictures.***

The Chamber does have a Trail Designer that takes care of much of the maintenance of the trail. We are looking to build up a group of volunteers that might adopt an area of the trail to maintain. You wouldn’t have to guess what needs to be done, our Trail Designer and the Chamber will provide guidance. This will also enable us to stay on track with the mission and integrity of the trail design.

If interested, call 392-3737. Thank you .....



**Who walked into the Chamber of Commerce & Visitor Center in September?**

**Visitor Center**

- Walk-in traffic into the Visitor Center in September-339 people
- Walk-in traffic into the Visitor Center January through September-3401
- Where are they from? Texas visitors-1421, Out of State-1167, Local-495, Foreign-318
- Top five states visiting Ozona in September- CA, AZ, NM, MI, FL
- Top five cities visiting Ozona in September- San Antonio, San Angelo, Odessa, Fort Stockton, Houston
- Chamber related inquiries 28%, Tourism related 72%
- Week days in order of the busiest in September- Thursday, Monday, Tuesday, Friday, Wednesday, Saturday
- Top Requested Items in September-Maps, Crockett County Museum, hunting, lodging, restaurants, directions

**Advertising**

-Year-to-date the Chamber has filled, in response to our advertising, 11,101 requests for information on Ozona. We have handed out and mailed an additional 3,324 to those requesting information.

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 September, ozona.com received 4,522 visits. 3,547 new visits, 975 returning**

Of 4,522 visits, there were 11,757 page views, of these 8,420 were unique (1st time)

4,522 visits from 69 countries, 4,222 visits were from the US

### Top 5 States

Texas	3089
California	141
Louisiana	90
Washington	80
Florida	73

### Top 5 Cities

Houston	459
Brownwood	301
Austin	269
San Antonio	223
Dallas	193

### Top 20 Content Searches

1	Ozona Homepage	1874	11	Public Services	200
2	Mobile Homepage	1138	12	Job Postings	181
3	Hunting Leases	729	13	Hot Deals	174
4	Interesting Facts	424	14	County Officials	167
5	Local Attractions	317	15	Day Trips	158
6	Lodging	276	16	Weather	144
7	Restaurants	254	17	Article Search	136
8	E-Brochure	226	18	Oil & Gas Services	116
9	Events Calendar	221	19	Mobile Hunting Leases	110
10	Location	208	20	Contact	109

### Chamber Master (Membership Directory Data Base)

1238	Business Directory Searches
241	Hot Deal searches
3437	Member page hits

### Chamber Facebook Page

663	Total page likes– Average
117	New likes
177,371	Monthly total reach
7,952	People engaged

### Top 10 Searched Service Categories:

Advertising & Media	Arts, Culture & Entertainment	Computers & Telecommunications
Healthcare	Oil & Gas Services	Shopping/Retail
Non-Profit	Civic Organizaitons	Public Utilities
Safety Training		

## What Services are sought on our web page

For the month of September, the Chamber Membership Directory located at ozona.com received 3,437 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:**

Crockett County Library-38	Crockett County Abstract-40	Devon Energy-100
Family Health Center-39	Ozona Cable & Broadband-86	OTTER-129
Pon Seahorn-44	Barnhart Shaw's Repair-81	Super 8 Motel-100
Ozona Mercantile-52	Monty's Maintenance-54	Paige Tambunga-Attorney-40
KYXX 94.3-59	Crockett County Water Dept-70	Will M. Black Real Estate-85
Texas Energy Services-48	Triple C Hardware-41	Jarrett Juno Ranch-35
Dairy Queen-34	Discovery Natural Resources-34	

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 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. Please note that during the month of September there were 241 Hot Deal searches. 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 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!**