

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

Volume 9

Number 9

September 2012

**The Chamber of Commerce
recognizes
El Chato's Restaurant
as the September
Business of the Month**

Danny and Irma Moran purchased El Chato's Restaurant and reopened its doors in November of 2010. It is a family owned and operated restaurant, which has been in business for over 30 years.

El Chato's has a new menu that includes a variety of nacho appetizers. They have taco, chicken or beef fajita, and shrimp salads. They offer child's plates with chicken strips, corn dogs or a small Mexican plate. You will find flour tortilla tacos. Sandwiches include hamburgers, grilled cheese or chicken, ham and cheese, or a club sandwich. There are a variety of dinner plates from which you can choose that include enchiladas, tacos, beans, rice, chalupas, tamales and more.

They still offer their favorites like the El Chato's special, tacos al carbon, the Mexican village, Spanish steak, carne enseboada, quesadillas, flautas, chile relleno, taco jalisco, and a guiso plate. You can order beef, chicken, shrimp, a trio or lemon pepper chicken fajitas.

From the grill they offer chicken fried steak or chicken, pork chops, club steak, pepper steak, steak & shrimp or hamburger steak. You can also enjoy beef liver, steak fingers, chicken strips or a grilled chicken breast. For seafood lovers try the catfish or fried jumbo shrimp.

Build your own menu from a list of sides to choose from like chili con queso, rice, beans, baked potato and much more. If you still have room, finish off your meal with a dessert of cheese cake, flan or pie.



Left to right: Judy Flores, Jill Marquez, Carolina Ojeda, Leslie Rodriguez, Irma Moran, (Owner), Melony Moran, Linda Valencia, and Debbie Tambunga.

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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 September:

Unifirst-San Angelo Office-1997
 Soto, Inc.-1998
 West Texas Wind Energy Partners- 1999
 DCP Midstream-2002
 Gries Ranch-2006
 Jody K. Upham-Attorney at Law-2008
 Carmen Sutton-2010
 Days Inn of Junction-2011
 Valliant Ranch-2011



Business of the Month Continued from page 1

“Without the help of our parents Mr. and Mrs. Rudy Moran, Mr. and Mrs. Joe Tobar, Leticia and Lilly (Irma’s sisters), and our employees, who are like family, we could not run a successful business. We are very grateful for our customers. Without them, we wouldn’t have a business. Ozona has been very supportive. We give many thanks, beyond words, to each and every one of you,” said Irma.

El Chato’s Restaurant is located at 1201 15th Street and open for business Monday through Friday from 11am to 2pm, and 5pm to 9pm. On Sundays, they are open from 11am to 2pm. They offer a lunch buffet on Mondays, Tuesdays, Thursdays, and Sundays. Furthermore, they offer Gift Certificates and orders to go as well. For more information call 325/392-5808.

The Chamber of Commerce would like to recognize El Chato’s Restaurant for their efforts to provide quality service in addition to being an added asset to the local business community.

Congratulations and welcome aboard!

Welcome new member

David and Dena Porter/Ambit Energy
 P.O. Box 375
 Ozona, TX 76943
 325/392-3670
 325/226-0260
 davidporter2@msn.com
 Www.dnd.joinambit.com
 Electric Provider

New billboard wraps

In the next couple of weeks travelers will be guided into Ozona by a new billboard message! The new billboard wraps, designed by the Chamber of Commerce, will be installed on three boards owned by the Chamber. There are two boards just 7-8 miles east and west of Ozona, and one directional board outside of Big Lake.

“There are some basics when preparing your billboard message,” said Chamber Executive Director, Shanon Biggerstaff. “People are traveling at speeds between 60-80mph and need to be able to read your message within 10-15 seconds. So the message has to be short and to the point. One of three economic contributors to Crockett County is hunting, thus the theme of the boards. The billboard tells the reader who we are, where we are, what we have to offer, and how to find us. The colors are bright to attract attention.”

Locals and travelers can expect to see the new boards the first of October.

Hunting for a place to stop?

Set your sights on... OZONA

ozona.com EXIT 365

- Tourist Center
- Lodging
- Dining
- Shopping
- ATM
- WiFi
- Museum
- Davy Crockett Monument

14' x 48' - EAST

Hunting for a place to stop?

Set your sights on... OZONA

ozona.com EXIT 363/365

- Tourist Center
- Lodging
- Dining
- Shopping
- ATM
- WiFi
- Museum
- Davy Crockett Monument

14' x 48' - WEST

Hunting for a place to stop?

Set your sights on... OZONA

ozona.com

NEXT RIGHT - 22 MILES

6' x 12'

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- Tourist Center
- Lodging
- Museum
- Dining
- Shopping
- WiFi
- ATM
- Davy Crockett Monument

- TOURIST CENTER
- LODGING
- MUSEUM
- DINING
- SHOPPING
- WiFi/ATM
- DAVY CROCKETT MONUMENT

Chamber Visitor Center Facts –AUGUST 2012

Visitor Center

- July Walk-In Traffic into the Visitor Center—443
- Texas visitors 233, Out of State 128, Local 21, and Foreign 61
- Year-to-date traffic through August into the Visitor Center-3534
- Top five states visiting Ozona – CA, NM, AZ, FL, MN
- Top five cities visiting Ozona; Austin, Houston, San Antonio, Midland, El Paso
- Traveling East 163, West 145, North 76, South 28
- Chamber related inquiries 16%, Tourism related 84%
- Week days in order of the busiest– Thursday, Friday, Wednesday, Tuesday, Monday, Saturday

Advertising

- In response to our advertising, the Chamber has fulfilled 886 requests for information on Ozona for the month.

WWW.Ozona.com AUGUST Google Analytics

4,334 visits to www.ozona.com, 3,053 new, 1,281 returning

Of 4,334 visits, there were 7,687 page views, of these 6,489 were unique (1st time)

4,334 visits from 45 countries, 4,174 visits were from the US

Top 5 States

Texas	3346
California	111
Maryland	63
Louisiana	59
Arizona	58

Top 5 Cities

San Angelo	1097
Houston	356
Dallas	263
Brownwood	244
San Antonio	139

Top 20 Content Searches

1	Ozona	3214 page views	11	Membership Dir	134
2	Hunting	705	12	City-County Map	118
3	History	447	13	Area Attractions	116
4	Restaurant	267	14	Public Service	107
5	Lodging	220	15	Local Attractions	104
6	Event Calendar	209	16	County Officials	104
7	Job Postings	166	17	Hot Deals	101
8	Location	146	18	Contact Us	81
9	County Officials	104	19	Shopping	77
10	Municipal Airport	137	20	Oil & Gas Services	77

Chamber Master

557	Chamber Member Business Directory Searches
186	Hot Deal Searches
3205	Member Page Hits

Chamber Facebook Page

34	Monthly active users
3	New wall postings
242	Visits
175	Average number of fans

The Forest for the Trees

We all know the saying “Can’t see the forest for the trees.” With all of our daily activities it can be difficult to focus on the big picture. But with a brand new year just ahead of us, now is an excellent time to stop and focus on the big picture of your business or your life. I define the “big picture” as the meaning or purpose in my work and in my life. It is so easy to get immersed in the tasks and the “to do” lists in our day and ignore the whole picture. That big picture may seem too big or too much to deal with and so we go back to our day to day chores.

This seems to happen often in a small business. It’s easier and feels better to deal with the urgent tasks that can be done today, rather than the bigger important issues that don’t give us that kind of immediate gratification.

A small business owner may be so absorbed in the daily activities of their business that they do not have the time or energy to commit to the business as a whole. Business owners should ask themselves, “Can I afford to lose sight of the big picture? Have I lost sight of the big picture?” Here is a process a business owner can use when looking at his business.

Write down five things in your business that worked well in the last year and then five things that you think didn’t work so well. The big picture doesn’t need to be a grand five-year plan. It can be a clear vision of what needs to be done to raise your business to the next level, by getting a good idea of what is working well, and what isn’t. Be honest with yourself, and ask your employees or your customers. Feedback will help you better understand the strengths and weaknesses of your business.

From those ten things, good and not so good, choose the top three and write a few words about why they are on the list. If one of the good things is your location, write down why your location is so good. Is it located on a busy street, can your customers find you quickly, does it have good parking, or is it because of the size of your location? Do this for the not-so-good things in your business as well. If your inventory is a source of frustration, is it because it is too big, too small, or just never seems to have the right things?

Next, take the three not so good things on your list and choose the one that is most important to you and your business. Maybe it is your location. Or it could be some of the services you offer. Then write down ideas about how to change it.

One of the biggest reasons we don’t make changes in our life or even our business is for fear of failure. We do not want to make the wrong choice. But if this one thing is holding back your business, it is critical to change it. Sticking your head in the sand and hoping the problem will go away is not an option.

In your own business, I think, the hardest thing to do is to discipline yourself. It is very hard to be honest about your business and what is holding it back. Again, ask someone outside of your business for help with this step. At the SBDC, we help clients with this process. Someone from the outside can remain objective and can help you see the forest instead of just the trees.

Finally, make a plan. If you decide your business needs to make a change, create a plan to help overcome the fear of the change. Writing down the steps to make the change can help you think through the variables, and it will not seem so intimidating. Making a big change like your location or services may seem like too much, but the steps to reach that goal are likely to be much more manageable. Changes to the big picture also take time, and patience is required during the process. But, by having a plan, it is easier to see progress as you take the steps you have identified, and focus on the individual tasks or trees as your forest gets bigger and better.

This article was written by the 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 (325) 942-2098.