

*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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February 2014

### **The Chamber of Commerce recognizes Southwest Texas Electric Coop as our Business of the Month**

Southwest Texas Electric Cooperative (SWTEC) was chartered in 1941 and serves all or parts of 13 counties in West Texas. The total service territory exceeds 7000 square miles and the cooperative serves 9500 meters with over 5200 miles of power line.

Southwest Texas Electric Cooperative's headquarters are in Eldorado, Texas but the cooperative maintains warehouses in Ozona and Big Lake, Texas. With over 45 employees, SWTEC has supplied safe and economical electricity for nearly 70 years. As an electric cooperative, the members they serve, own the cooperative, with each member having a vote to decide who represents them on an elected board of directors.

SWTEC employees in Ozona include Harold Thompson, Robert Flores, Tim Porras, Nate Harris and David Tiradad.

In addition to providing electric power to the residences, ranches, and oilfield of West Texas, SWTEC has several certified electricians who can do work for residential and industrial members. Please call the cooperative for details.

**CONTINUED ON PAGE 2-BUSINESS OF THE MONTH**



Pictured left to right: Harold Thompson, Gilbert Silva, Tim Porras, Robert Flores, David Tirado

## 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 February:

Harrell Rancho Los Robles-1995

Clayton Hill Ranches-1996

Economy Inn & RV Park-1996

Mrs. L.B. Cox III-1996

Southwest Texas Electric Coop-1996

Super 8 Motel & RV Park-1996

Baggett Family Limited Partnerships-2004

Ozona Truck, Towing & Emergency Repair-2007

Mrs. Dick (Shirley) Kirby-1996

Burl Myers, CPA-1996

Double "T" Ranch-1996

Joe Bean Ranches-1996

Ozona Insurance-1996

Steve Kenley-1996

The Ozona Stockman-1996

Mr. & Mrs. Bob Falkner-2004

Debbie Forehand-Wilson, Realtor-2010

## CONTINUED FROM PAGE 1- BUSINESS OF THE MONTH

Southwest Texas Electric Cooperative would like to thank its members for their patience during the ice event that hit our system days prior to Thanksgiving. The cooperative suffered the loss of over 500 poles from an area extending from Menard to Fort Stockton. "Our members were very understanding about the severe damage our system experienced" noted Eddie Albin, Manager of Consumer Svcs. "Our employees worked very long hours two weeks straight in order to restore our system. Additionally, we had over 100 contractors helping restore the damaged power lines. We are fortunate to have a great group of members that understood our efforts to restore power as safely and quickly as possible."

Southwest Texas Electric Cooperative can be reached at 325-853-2544 or by our toll free number at 1-800-643-3980. The cooperative's website is at [www.swtec.com](http://www.swtec.com).

The Chamber of Commerce would like to recognize Southwest Texas Electric Cooperative for their efforts to provide quality service in addition to being an added asset to the local business community.

## WELCOME NEW MEMBER

### ME 2 Ranch

P.O. Box 60134

San Angelo, TX 76906

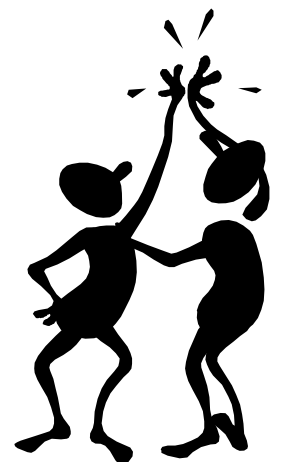
Kevin Wilson

325/234-1893

[mgrkev@gmail.com](mailto:mgrkev@gmail.com)

Hunting-3,000 acres, hills and valleys, over 10 water troughs, clean hunting cabin, utilities (electric & water), full kitchen w/stove, fridge, dishes, full bathroom w/tub and shower, 2 bedroom, 4 bunk beds, big living room, fully furnished, good roads, whitetail deer, turkey, dove, quail, hogs, bobcats, varmints.

6 guns, \$2,500 per gun, 7 deer feeders, 7 blinds, maintenance and scheduled refills of all corn feeders.



## Chamber Visitor Center Facts –JANUARY 2014

### Visitor Center

- Walk-in traffic into the Visitor Center –359
- Texas visitors 129, Out of State 177, Local 24 and Foreign 29
- Top five states visiting Ozona – AZ, CA, NM, MN, OR
- Top five cities visiting Ozona; Austin, San Antonio, Houston, Boerne, San Angelo
- Chamber related inquiries 15%, Tourism related 85%
- Week days in order of the busiest– Saturday, Tuesday, Friday, Monday, Thursday, Wednesday

### Advertising

-In response to our advertising, the Chamber has fulfilled 3,028 requests for information on Ozona for the month of January.

## WWW.Ozona.com JANUARY Google Analytics

**5219 visits to www.ozona.com, 4261 new, 958 returning**

Of 5219 visits, there were 8941 page views, of these 7364 were unique (1st time)

5219 visits from 54 countries, 5051 visits were from the US

### Top 5 States

Texas	3678
Louisiana	150
California	113
Oklahoma	101
Arizona	75

### Top 5 Cities

Austin	398
Houston	381
San Antonio	255
Brownwood	249
Dallas	245

### Top 20 Content Searches

1	Hunting Leases	2764	11	Area Attractions	121
2	Ozona	2064	12	Contact Us	120
3	History	377	13	Municipal Airport	110
4	Restaurants	262	14	City-County Map	106
5	Lodging	193	15	Homepage	106
6	County Officials	178	16	Oil & Gas Services	106
7	Job Postings	144	17	Local Attractions	98
8	Public Services	132	18	Hot Deals	87
9	Location	124	19	New Web Site Admin	74
10	Events Calendar	124	20	RV Parks	68



### Chamber Master

557	Chamber Member Business Directory Searches
149	Hot Deal Searches
2197	Member Page Hits

### Chamber Facebook Page

8	Monthly active users
4	New wall postings
36	Visits
237	Average number of fans

## Employees Need to Know the Rules

Inevitably in our growing up years, we played a game with our peers whereby the initiator or “owner” of the game made the rules up for the game as the game progressed. And as could have been predicted, one or more of the players became agitated as the rules that were made favored the “owner” of the game. Such frustration can be avoided when all players know the rules in advance and can make informed decisions about whether they want to play the game.

Things are no different in business. In fact, take the above paragraph and substitute employees for players and work or job for game and the paragraph takes on a very personal feel. Have you ever worked for someone who kind of made the rules up on the go? How frustrating is it to be penalized or disciplined for rule violations that you didn't even know about?

Now that you are a business owner, is this how you are operating your business? Are you making the rules up as you go along? One of the most expensive costs any business has is employee training. If you are making the rules up as you go, you may be experiencing high employee turnover. Employees may be leaving because they get tired of the rules changing all the time.

A good way to fix this is to have a set of written policies and procedures. Documentation of how to perform specific procedures is beneficial to the employee because it becomes a reference for them on what your expectation is for task accomplishment. In turn, if an employee continually performs tasks that aren't in accordance to the documented procedure, you have a source to refer to when you do performance counseling and if necessary, a source to reference when you terminate the employee. This simple tool, when used properly, can save you money when it comes to unemployment claims.

Another cost saving benefit is the potential for greater employee retention resulting in reduced training costs.

Larger companies utilize employee handbooks. These documents list or reference most, if not all, employee related policies and benefits. They tend to be fairly comprehensive without painting the business into a corner. The chief benefit is the employee has a printed document that explains the rules of the “game” and what is expected of them and what they can expect from the company. There should be no surprises for anyone.

From time to time, the rules made need to be modified, amended, or in some cases deleted if obsolete. But, these changes can be easily implemented through communication ahead of implementation.

At the Angelo State University – Small Business Development Center, we can assist in determining your needs and the best way to go about satisfying those needs. We can even assist with employee handbook development.

*This article was written by James Leavelle, 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 him at [James.Leavelle@angelo.edu](mailto:James.Leavelle@angelo.edu).*