

*Hang Your Hat In History*

OZONA CHAMBER OF COMMERCE

& VISITOR CENTER PARK

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## CHAMBER DIALOGUE

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### **The Chamber of Commerce recognizes Stokes Drilling as our Business of the Month**

“Our grandad, J.E. Stokes, started the business back in 1905,” said Tom Stokes. “He left home at 16 years old and began drilling water wells. By age 20, he and a partner owned their own rig and the company named Stokes & Price Drilling. They drilled many shallow water wells for shot holes and recorded shock waves for oil exploration across east and west Texas.



“My dad, W.T. Stokes, went to work for Grandad in the 30’s and moved back to Ozona in 1942. By the 40’s, they were drilling shot holes and spent many years drilling surface wells for oil companies throughout the 60’s. My dad never was drafted to war because they were assisting the government in seeking oil needed for the country at that time. In 1960, dad took over the business and the name became Stokes Drilling Company. He went back to drilling water wells.”

W.T. passed away in 1983. In 1984, Tom and his oldest son Ken bought the company from Madeline Stokes and expanded its services from mostly drilling water wells to servicing submersible pumps, pressure pumps and systems, solar systems, windmills, poly pipelines, tanks and well supplies.

Today, Ken Stokes and his son Sol operate the family owned business and Tom takes care of the bookkeeping.

The Stokes family would like to thank all of their loyal customers from over the years and looks forward to serving you in the years to come. You may contact Stokes Drilling Company by calling Ken Stokes at 325/392-3282 or send an e-mail to [stokesd@verizon.net](mailto:stokesd@verizon.net).

The Ozona Chamber of Commerce would like to recognize Stokes Drilling Company as an asset to our business community and recognize them for the quality and long-standing service they have provided across Texas and Crockett County.

## 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:

Roy Harrell Ranch- 1995

Southwest Texas Electric Coop-1996

El Chato's-1996

Super 8 Motel & RV Park-1996

Clayton-Hill Ranches-1996

Ozona Insurance-1996

Mr. & Mrs. L.B. Cox, III-1996

Steve Kenley-1996

Double "T" Ranch-1997

Mr. & Mrs. Bob Falkner-2004

Debbie Forehand Wilson-2010

Economy Inn & RV Park-1996

The Ozona Stockman-1996

Mr. B.E. Cleere-1996

Lowe's Market-1996

Joe Bean Ranches-1996

Village Drug-1996

Upham Insurance Agency-1996

Mrs. Dick Kirby-1996

Baggett Family Limited Partnership-2004

Ozona Truck Trailer & Emergency Repair-2007



**Pencil this date on your calendar. Join us for dinner, an informative program where we announce the *Business of the Year*, and enjoy a hilarious musical comedy performed by the **Way Off Broadway Players.****

The Annual Chamber banquet will be held

***Tuesday, March 22, 2016 6:15-8:30 PM.***

You don't want to miss this one! Reservation Form enclosed with this newsletter.

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

### Visitor Center

-Walk-in traffic into the Visitor Center in January was-388 people, 30% above same period last year.

-Where are they from? Texas Visitors-202, Out of State-104 Local-64, Foreign-18

-Top states visiting Ozona in January-NM, MN, CA, AZ, MO

-Top cities visiting Ozona in January-San Angelo, El Paso, Montell, Midland, San Antonio and Houston

-Chamber related inquiries 24%, Tourism related 76%

-Week days in order of the busiest in January-Tuesday, Monday, Friday, Wednesday, Saturday, Thursday

-Top Requested Items: Maps, directions, Interpretive Trail, Restaurants, Lodging, Hunting

### Advertising

-Year-to-date the Chamber has filled, in response to our advertising, 1,892 requests for information on Ozona. An additional 75 brochures have been handed out to walk-in visitors.



### What is Ozona.com doing for our members and the community?

For **January 2016**, Ozona.com had 4,912 sessions: 3,756 new 1,156 returning.

Of these 4,912 sessions, there were 9,802 page views – of these 7,184 were unique (1st time views)

The 4,912 sessions were from 50 countries and 4,662 sessions were from US.

**Top 5 States:**

Texas	3,825
California	148
Louisiana	119
Arizona	42
Florida	39

**Top 5 Texas Cities:**

Houston	715
Dallas	468
Austin	329
San Antonio	187
Ozona	177

**Top 20 Content Searches**

1. Hunting Leases	2,780	11. Mobile Hunting Leases	92
2. Homepage	1,130	12. Events Calendar	88
3. Mobile Homepage	710	13. Chamber of Commerce	83
4. Lodging	235	14. Location	82
5. Public Services	172	15. Job Postings	79
6. Local Attractions	160	16. Travel Itineraries	78
7. Restaurants	151	17. Mobile History	77
8. Membership Directory	112	18. Hot Deals	75
9. County Officials	110	19. Mobile Restaurants	61
10. Interesting Facts	97	20. Mobile Local Attractions	59

**Chamber Master (Membership Directory Data Base)**

Business Directory Searches	971	Hot Deal Hits	229
Hot Deal Searches	143	Member Page Hits	1,950
Job Searches	105	Job Posting Hits	0

**Social Media Pages**

**Facebook**

2,059	Fans
118	New Likes
352,820	Total Paid Reach
8,730	Total Organic Reach
13,217	People Engaged
272	Click Thru to Ozona.com

**Google+**

911	Search
41	Google+ Page Views
158	Post Views
1,037	Photo Views
30	Clicks to Website
25	Clicks for Driving Directions
7	Clicks for Phone Calls

**Twitter**

44	Total Followers
790	Impressions

**Pinterest**

12	Total Followers
0	Total Likes
2	Repins
882	Impressions
348	Users Reached
8	Clicks on Tweets

**Instagram**

25	Total Followers
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**Top Searched Chamber Master Service Categories:**

Roadside Assistance	20	Insurance	10
Feed Store	17	Housewares	9
Restaurants	15	Hunting	9
Real Estate	13	Remodeling	9
Oil & Gas Services	12	RV Parks	9
Clothing	10	Variety Stores	9

## What Services are sought on the www.Ozona.com web page

For the month of January, at www.Ozona.com, there were 1,027 business directory searches, and 1,639 actual *member page hits*! **These are people looking for YOUR services. Following are the top twenty members that received 20 or more page hits:**

Ozona Cable & Broadband-56	OTTER-54
Raney Garrett, LLC-50	Pon Seahorn Real Estate-45
Jarrett Juno Ranch-42	Encino RV Park-35
Wool Growers Central Storage-35	Devon Energy Corporation-32
Triple C Hardware Lumber & Rental-31	Barnhart's Shaw General Repair-30
Venegas Construction, LLC-30	Ozona Flour Mill & Goods-29
VIP Ranch Company-24	Will M. Black Real Estate-23
Crockett County Water Department-22	Ozona Country Club-22
Lopez Electrical Contractor-21	Ozona Chamber of Commerce & Visitor Center-21
Stokes Drilling Company-21	Super 8 Motel & RV Park-21
L & B Automotive-20	Ozona Remodeling & New Construction-20

As demonstrated above, 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 178 businesses and individuals. Simply drop off or e-mail your flyer to the Chamber office by the third week of the month. We will mail your flyer along with the newsletter to all Chamber members. Extras will be distributed to visitors at 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 in 2015 there were 3,034 Hot Deal hits and 23,457 member page hits on our web site. Every time a Chamber member posts a new Hot Deal, the membership receives an e-mail notifying them of all 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!

