

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 Shannon AirMed1 as our Business of the Month

Heroes in the Sky
Shannon AirMed1

We've all heard the hum of the approaching rotors. We shift our gaze upward and see the green and gold helicopter soaring through the sky on the way to or from downtown San Angelo.

A medical service helicopter, such as Shannon Medical Center's AirMed1, responds to an accident every 90 seconds, according to the American Association of Air Medical Services. The air medical industry combines the great powers of aviation and healthcare to provide what is essentially a flying emergency department, trauma and critical-care unit.

Shannon partners with Med-Trans Corporation to supply AirMed1 to provide expedited quality care to our family, friends and neighbors here in the vast region that is West Texas. Since becoming part of the Shannon family, the AirMed1 crew has responded to numerous emergencies. They have been referred to as "life savers," "angels from heaven," "wonderful people" and "heroes."

AirMed1 transports cardiac, trauma, medical, pediatric, and burn patients.

Transportation via AirMed1 of critically ill or injured patients can significantly reduce time en route to the hospital and allow patients to receive definitive care within the "GOLDEN HOUR," the first hour following injury, heart attack or another critical or life-threatening condition. This is especially crucial due to Shannon's expansive service area, most of which is rural.

Jody Babiash, AirMed1 pilot and base aviation manager for Med-Trans, has been a pilot for 13 years. He began flying with Shannon AirMed1 nine years ago.

"I enjoy the challenges that come with flying a medical service helicopter," Babiash said. "Everyday is something new and EMS is such a rewarding career— knowing we are out there saving people's lives. I am always in awe of how our crew at AirMed1 performs their jobs and I am proud to be a part of this team."

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AirMed1 is staffed 24 hours a day with an experienced crew that includes a registered nurse, paramedic and pilot. The crew is specially trained in Advanced Life Support techniques for adult and pediatric patients. AirMed1's service area covers 30 counties, or more than 130,000 square miles, making the flight times longer than average. Therefore, the crew utilizes state-of-the-art medical technology to ensure their patients are already receiving the best care possible before arriving at the hospital.

"At AirMed1, we have a highly-trained crew who are talented in what they do and very safety-minded," Judee Garrett, RN, CCRN, Shannon AirMed1 coordinator and flight nurse, said. "I am never uncomfortable with the decisions they make. I also know that we all come to our occupations with a particular set of strengths. I feel strongly that it is our obligation to the people in the areas that we serve, to use those strengths and be ready to provide the highest level of medical care available."

The aircraft is equipped with a 12-lead EKG which can transmit digital results of the cardiac test before the crew takes off to transport patients back to the hospital. In the case of a heart attack, this allows the Cath Lab team to be ready and waiting when the patient arrives. The aircraft also boasts night vision goggles and enhanced vision systems that allow the crew to see properly when dispatched at night. Previously only used for military purposes, the goggles obtain any available ambient light, such as the moon and stars, and multiply it thousands of times, turning darkness into "near daylight" conditions. AirMed1 is also one of very few flight services to carry blood on every flight.

Other equipment on the helicopter includes radar altimeters, GPS navigation, satellite tracking, auto-pilot for safety measures in the event the aircraft is caught in unsuspected bad weather, terrain alert warning system (TAWS) and traffic alert and collision avoidance system (TCAS).

The crew does not operate by themselves; they have plenty of necessary on-ground support at Shannon's 24-hour Communication Center. The Communication Center expedites patient transfers and transports and is always aware of physician availability, bed status, blood availability, and other critical information to emergency and trauma response. Area hospitals, with limited personnel, have to make only one phone call to arrange further care for their patient, whether they need an accepting physician, air transport, or ground transport.

At the beginning of a call, the Comm Center may only be able to tell the crew where they need to go. A communication specialist stays in continuous contact with the flight crew, relaying additional information throughout the flight. While in flight, the crew begins the "resource management" process. They discuss the "if, but, and what" could happen when they land.

"We don't know if we are going to be the first to respond or not," Cindy Gurley, RN, AirMed1 flight nurse, said. "We use the information we have received to make a game plan and prepare for the worst case scenario."

Communication specialists are in contact with people at the scene and they let the crew know who to talk to when they land. Depending on the call, the Comm Center may also dispatch other helicopters and coordinate the landings at the scene.

"The Comm Center is essentially our air traffic control when we fly, especially when we are dispatched to rural areas," Joey Huffman, AirMed1 flight paramedic, said. "They coordinate the flight from the time a call is received to the time we land back at the hospital and they do a fantastic job. The better the picture they paint for us while we are in the air, the better off we are when we land."

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:

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

Debbie Forehand Wilson-2010

Southwest Texas Electric Coop-1996

El Chato's-1996

Super 8 Motel & RV Park-1996

Clayton-Hill Ranches-1996

Ozona Insurance-1996

Mrs. L.B. Cox, III-1996

Steve Kenley-1996

Double "T" Ranch-1997

Mr. & Mrs. Bob Falkner-2004

Ozona Truck Trailer & Emergency Repair-2007



Pencil this date on your calendar. Join us for dinner, a short program announcing the *Business of the Year*, and enjoy a hilarious presentation from Piccolo the clown who will show us how to Laugh Often & Live Well!



The Annual Chamber banquet will be held
Thursday, April 6, 2017, 6:15-8:30 PM., Civic Center
You don't want to miss this one! FMI call 392-3737

Chamber Welcomes New Member

Melissa Lozano– Fitness Trainer

P.O. Box 264

Ozona, TX 76943

325/206-2201

thelozano10@gmail.com

Personal training, feminine fitness, CPR & AED
Certified, high intensity interval training, strength
training, cardio, yoga, 40-45 session \$15 per person
per session



Chamber bids farewell to long time volunteer

Staff and ambassadors had lunch to say thank you to Shirley Kirby who has served as an Ambassador to the Chamber for over 25 years! Shirley has given countless hours to assist the Chamber in serving our member and our community. Thank you Shirley!



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Each Shannon communication specialist holds a National Air Communication Specialist certification. AirMed1 and the Comm Center work closely with area emergency medical services, law enforcement agencies, and fire departments to bring mobile intensive care unit capabilities into the service area.

One way AirMed1 helps support the community and the region served is through proceeds from the annual Shannon Sporting Clay Shoot. Held each July, and now in its eighteenth year, the largest charity shoot in Texas attracts more than 700 shooters and 1,500 spectators with programs at Shannon, such as AirMed1, benefiting from the proceeds. AirMed1 uses the funds received to provide equipment and education to the outlying EMS services and hospitals with the goal of further improving patient outcomes. The crew holds landing zone and free continuing education classes for the rural partners and participates in countless health and safety events.

AirMed1 is a four-time winner of the Air Medical Service award given by the Texas Department of State Health Services. The award honors a public or private air medical service in Texas that demonstrates the highest standards in providing patient care to the citizens of the service region. A committee assembled by the department selects the winner. AirMed1 also received several letters of recommendation for the award, including support from area schools, emergency services, patients and hospitals. AirMed1 is also certified by Commission on Accreditation of Medical Transport Systems.

A flight on a medical service helicopter is no joyride and an experience we hope to live a lifetime without, but we can seek comfort in the fact that those heroes in the West Texas sky will always be there when we need them.

The Ozona Chamber of Commerce would like to recognize Shannon AirMed1 as an asset to our business community and for the quality service provided to their patients.

“We are blessed and honored to have had such a strong community partnership throughout the past 23 years,” Gurley said. “We are glad to be here when needed and hope to continue doing so for many years to come.”

For more information about Shannon AirMed1 visit www.shannonhealth.com.



Who walked into the Chamber of Commerce in January

Visitor Center

- Walk-in traffic into the Visitor Center was 435 people
- Where are they from? Texas visitors-244, Out of State-131, Local-50, Foreign-10
- Year to date traffic into the Visitor Center represents a 11.0% increase over last year
- Top visiting states for the month year were-CA, NM, MI, AZ, OR
- Top visiting cities for the month were-Midland, El Paso, San Antonio, San Angelo, Houston
- Week days in order of the busiest were Wednesday, Tuesday, Monday, Thursday, Friday, Saturday
- Year to date Chamber related inquiries 26% Tourism related 74%
- Top requested items or services for the month were: general tourism, restaurants, Interpretive Trail, directions, maps



Advertising

- Year-to-date the Chamber has filled, in response to our advertising, 1,482 requests for information on Ozona. An additional 16 brochures have been handed out to walk-in visitors and mailed to state wide Travel Centers

What services are sought at www.Ozona.com



For the month of January, at www.Ozona.com, there were 971 business directory searches, and 1,950 actual *member page hits*! **These are people searching for YOUR services. Following are the members that received 20 or more page hits:**

Epic Permian Operating, LLC-55
 Family Health Center of Ozona-48
 Wool Growers Central Storage-26
 Pon Seahorn Real Estate-20

Venegas Construction, LLC-54
 Will M. Black Real Estate-27
 Crockett County Water Control Improvement Dist.-22
 L & B Automotive-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?

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

For **January 2017**, Ozona.com had 5,094 sessions: 3,797 new 1,297 returning.

Of these 5,094 sessions, there were 9,083 page views – of these 7,101 were unique (1st time views)

The 5,094 sessions were from 51 countries and 4,858 sessions were from US.

Top 5 States:

Texas	3,995
Louisiana	119
California	113
Florida	64
Arizona	60

Top 5 Texas Cities:

Houston	727
Dallas	533
Austin	372
San Antonio	222
Odessa	141

Top 20 Content Searches

1. Hunting	3,299	11. Area Attractions	110
2. Home Page	1,887	12. History	107
3. Photos	206	13. Interesting Facts	107
4. Restaurants	202	14. Membership Directory	92
5. Travel Itineraries	198	15. Public Services	78
6. Lodging	193	16. Tourist Information	77
7. Local Attractions	153	17. Hunting Services	75
8. Location	144	18. Contact Us	75
9. Job Postings	132	19. Chamber of Commerce	74
10. Events Calendar	110	20. Law West of the Pecos Loop	68

Chamber Master (Membership Directory Data Base)

Business Directory Searches	471	Hot Deal Hits	144
Hot Deal Searches	59	Member Page Hits	1,161
Job Searches	390	Job Posting Hits	3

Top Searched Chamber Master Service Categories:

Grocery	6	Painting	4
Hunting	6	Ranching	4
Carports	5	Roadside Assistance	4
Restaurants	5	Oil & Gas Services	3

Social Media Pages / Internet

Facebook

5,494	Fans
65	New Likes
242,651	Total Paid Reach
33,491	Total Organic Reach
11,703	People Engaged
228	Daily Logged-in Page Views
75	Ozona Campaign-Results
61,501	Ozona Campaign-Impressions
16,604	Ozona Campaign-Individuals Reached

Google

422	Search
1,588	Total Google Business Page Views
1,160	Listings on Map
428	Listings on Search
516	Photo Views
55	Clicks to Website
12	Clicks for Driving Directions
6	Clicks for Phone Calls

Twitter

67	Total Followers
4,851	Impressions

Pinterest

20	Total Followers
6	Repins
2,271	Impressions
1,195	Users Reached
6	Clicks on Pins

Instagram

96	Total Followers
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Texas Outside

15,245	Visitors to site
51	Clicks Through to Ozona.com