

*Hang Your Hat In History*  
OZONA CHAMBER OF COMMERCE  
& VISITOR CENTER PARK

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## CHAMBER DIALOGUE

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### **The Ozona Chamber of Commerce recognizes the Better Business Bureau as our Business of the Month**

“Our belief at the BBB is you can build trust and credibility with your customers as a BBB accredited business,” said Heather Massey, Senior Regional Director for the BBB Permian Basin office.

*“One of the greatest strengths of our free enterprise system lies in the willingness of American business men and women to respect the rights of consumers while advancing their companies' interest.”*

Former President, George H.W. Bush said this in a message during the 1990 Annual Assembly of Better Business Bureaus. Since its inception in 1912, Better Business Bureau has been promoting its mission of advancing marketplace trust.

For over 100 years BBB has helped consumers find and recommend businesses, brands and charities they can trust. As a BBB Accredited Business, you'll build trust and credibility with your customers as well as gain access to an exclusive variety of valuable tools that build your business.

#### **Here are some key advantages to becoming BBB Accredited:**

**Increased Trust** - 7 out of 10 consumers familiar with the Accreditation Seal have greater confidence to purchase sooner, rather than later, when a business displays the BBB Accreditation Seal. Only BBB Accredited Businesses qualify to use this BBB trademark.

**Added Prestige** - BBB Accreditation is by invitation only. Being accredited puts you in an elite group of businesses, showing people that you are trustworthy and live up to a higher standard of business practices. BBB leads as the #1 choice to research trusted businesses and resolve company disputes.

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



Heather Massey-Senior Regional  
Director for the BBB Permian Basin

## Business of the Month-Continued from Page 1

**Greater Exposure** - BBB supports Accredited Businesses by establishing a presence in the community and works closely with the media to denounce substandard marketplace behavior and celebrate trustworthy business. In addition, BBB offers many tools to increase your online exposure. Every BBB Accredited Business is listed in the online directory and identified with the Accreditation Seal. As a BBB Accredited Business, you also have access to BBB's Request-A-Quote program. This program delivers qualified leads from potential customers directly to your inbox.

**Valuable Resources** - Each BBB Accredited Business receives personal, ongoing support from a local representative who assists with questions, understanding opportunities and getting the most from accreditation. BBB offers valuable analytics through email and a personalized business login with tools to track your BBB Profile's activity, monitor complaints and more.

**Customer Satisfaction** - Should you receive a complaint, BBB notifies you immediately. While disagreements are part of doing business, our dispute resolution team works directly with you to help resolve the dispute. BBB also facilitates mediation and arbitration services using unbiased professionals to help BBB Accredited Businesses and consumers settle disputes.

The Ozona Chamber of Commerce would like to recognize Heather and the BBB of the Permian Basin for their service and support of small businesses. We also thank Heather for the valuable information she has provided to our local businesses through our Chamber educational programs. We appreciate the partnership between our two organizations and look forward to strong and continued relationship.



For more information on becoming a BBB Accredited Business visit [bbb.org/central-texas](http://bbb.org/central-texas).

*Heather Massey is the Senior Regional Director for the Permian Basin office of Better Business Bureau serving the Heart of Texas. Heather is available for media interviews and speaking engagements. You can reach her by phone: (432) 741-2592 or email: [hmassey@permianbasin.bbb.org](mailto:hmassey@permianbasin.bbb.org).*



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 their 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  
Southwest Texas Electric Coop - 1996

The Ozona Stockman - 1996  
El Chato's - 1996  
Mr. B. E. Cleere - 1996  
Super 8 Motel & RV Park - 1996  
Lowe's Market - 1996  
Clayton-Hill Ranches - 1996  
Marolyn Bean - 1996  
Ozona Insurance - 1996  
Village Drug - 1996  
Mr. & Mrs. L.B. Cox, III - 1996  
Steve Kenley - 1996  
Mrs. Dick Kirby - 1996  
Double "T" Ranch - 1997  
Baggett Family Limited Partnership - 2004  
Mr. & Mrs. Bob Falkner - 2004  
OTTER - 2007  
Debbie Forehand Wilson, Realtor - 2010  
Country Club View Apartments - 2017

## Share your expertise & create visibility for your business

The Chamber is inviting our member businesses to submit articles that can be included in this newsletter. Is there some new technology you are using in your business that could be of benefit to other small businesses? Maybe there is a payment method you have discovered that works better than another? Is there new legislation that has been passed that you feel would affect small business or the consumer that you would like to share? Is there an employee program that has been effective that you would like to share? Not only will this opportunity allow you to share your expertise, but can bring additional visibility to your business.

If you are interested in sharing your story, please contact the Chamber at 393-3737 so that we may coordinate inclusion.

Following is our first in a series of Tech Tips, shared by Chamber member, Media Jaw, a web design and hosting company who has worked with and provides services to a number of local businesses.



### **Google is calling me! No, it's a Scam. Written by Jody Gentry**

Late Friday afternoon, one of my clients called, asking some question about a phone call they had just received from "Google". A man named Mark had called, claiming that he was "A Google Partner" and that her business was about to be deleted from Google because it was incorrect. He was there to help!

The phone call from Google was a phone scam.

Even without hearing the details from the client, it was immediately obvious that the call wasn't actually from Google.

For starters, Google will never, ever call you out of the blue. They are not concerned about your search engine results, or your Google Business page. The only way Google would be calling you is if you are using Google Adwords, or if you initiated the call some other way. If you get a real, legitimate phone call from Google, it should not be coming as a surprise.

Secondly, the vague way in which the caller identified herself as "A Google Partner" is suspicious. Google's support staff will always identify what branded service they're supporting. You should expect something more along the lines of, "Hello, this is Angela from Google AdWords. Did you request a support call?" They will quickly get to the point.

So who is it that keeps calling?

The call was likely an attempt at phishing for credit card information, or just someone hoping to rope you into a "search engine optimization package". That, too, can be quite a scam. More on that next month!

Unfortunately, Google phone scams are nothing new. More than five years ago, people were reporting fake phone calls from Google Local (now Google My Business) support staff that were trying to sell fraudulent services. There are many variations on this scam, and it's likely not going away anytime soon.

**Continued on page 5-Tech Tips**

## Who walked into the Chamber of Commerce in January

### Visitor Center

- Walk-in traffic into the Visitor Center in January was 300 people
- Where were they from? Texas visitors-166, Out of State-94, Local-32, Foreign-8
- Traveling: East-152, West-73, North-20 and South-10
- Top visiting states for the month were-CA, AZ, FL, WA, LA, MO
- Top visiting cities for the month were-San Antonio, Austin, El Paso, Midland, San Angelo
- Weekdays in order of the busiest in January were Friday, Tuesday, Monday, Wednesday, Saturday, Thursday
- Year to date Chamber related inquiries 22%, Tourism 78%
- Top requested items or services for the month were: general tourism, restaurants, lodging, directions, Interpretive Trail



### Advertising

- Year-to-date the Chamber has filled, in response to our advertising, 724 requests for information on Ozona. An additional 179 brochures have been handed out to walk-in visitors and mailed to statewide Travel Centers

## What services are sought at [www.Ozona.com](http://www.Ozona.com)

For the month of January, at [www.Ozona.com](http://www.Ozona.com), there were 381 business directory searches, and 870 actual *member page hits*! **These are people searching for YOUR services. Following are the members that received 10 or more page hits this month:**



Epic Permian Operating, LLC-67  
 Fred H. Chandler Ranching-53  
 Venegas Construction, LLC-35  
 L & B Automotive-26  
 The General Store-18  
 Country Club View Apartments-18  
 Ozona Flour Mill & Goods-14  
 Seven Oaks Ranch-12  
 Lopez Construction & Remodeling-12  
 Clegg Heritage Ranch-10

Encino RV Park-56  
 Family Health Center of Ozona-38  
 CCWC&ID-28  
 Will M. Black Real Estate-19  
 Pikes Peak Energy Services, LLC-17  
 Ozona Cable & Broadband-14  
 KYXX 94.3 FM Real Country-13  
 Crockett County Abstract Company-12  
 Treto's Tire & Towing-11

## Tech Tips-Continued from page 3



Here are a few other Google scams to watch out for:

- Callers claiming to be Google My Business reps who are offering paid business listings. These are clearly fake, as Google doesn't charge for their My Business services.
- Calls from individuals claiming to be from Google offering to help improve your business's search rankings for a fee.
- Robocalls. Google does not use robocalls. If you receive a robocall from someone claiming to work for Google, you can immediately assume it's fake. A **robocall** is a phone call that uses a computerized autodialer to deliver a pre-recorded message, as if from a robot. **Robocalls** are often associated with political and telemarketing phone campaigns, but can also be used for public-service or emergency announcements.
- Calls in which the caller asks for payment information, or sensitive details such as your Google account password. Google will never ask you for this over the phone.

Bottom line is Google is not calling you! Google WILL NOT call you unless you initiate contact first.

## Attention Members who have a Facebook page

The Chamber now has two Facebook pages. One, the Ozona Visitor Center or OzonaChamber page, that is geared towards viewers who live outside Ozona. We are promoting our local services and attractions to encourage travelers to stop in our community to spend their dollars in our local businesses. We currently have 6,200 followers on this page.

The second and newest page is the Ozona Chamber of Commerce, or the OzonaChamberBiz page. On this page we will promote local events, make community announcements, educate our local residents about the Chamber and its activities, extend invitations to training for both members and non-members and much more.

For those of you that have either an individual or business Facebook page, we need your help to grow our OzonaChamberBiz page. *Please visit this page, like and share with your friends.*



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

For **January 2018**, Ozona.com had 4,877 sessions: 3,697 new 600 returning

Of these 4,877 sessions, there were 7,983 page views – of these were 6,751 unique (1st time views)

The 4,877 sessions were from 52 countries and 3,764 sessions were from US.

Bounce Rate: 76.48%

Average Session Duration: 00:01:16

### Top 5 States:

Texas	2,982
California	104
Louisiana	95
Florida	52
Arizona	50

### Top 5 Texas Cities:

Houston	577
Dallas	435
Austin	362
San Antonio	149
Midland	86

### Top 20 Content Searches

1. Hunting Leases	2,589	11. Job Postings	110
2. Homepage	1,722	12. Restaurants	108
3. County Officials	420	13. Events Calendar	104
4. Location	205	14. Public Services	95
5. Area Attractions	189	15. Visitor's Guide	84
6. Photo Gallery	179	16. Chamber of Commerce	76
7. Local Attractions	177	17. Membership Directory	73
8. Lodging	169	18. Contact	66
9. Interesting Facts	150	19. Pandale Crossing	60
10. History	139	20. Hot Deals	58

### Chamber Master (Membership Directory Data Base)

Business Directory Searches	381	Hot Deal Hits	106
Hot Deal Searches	59	Member Page Hits	870
Job Searches	128	Job Posting Hits	25

### Top Searched Chamber Master Service Categories:

Hunting	8	RV Parks	3	Medical Services	2
Oil & Gas Services	8	Utilities	3	Nature Tourism	2
Carpentry	5	Website Design...	3	Public Library	2
Roadside Assistance	5	Carports	2	Souvenirs	2
Feed Store	3	Lodging & RV	2		

### Facebook Tourism

6,097	Beginning Fans (12-31-17)
6,172	Ending Fans (1-31-18)
75	Net Likes
214,861	Total Paid Reach
17,873	Total Organic Reach
15,903	People Engaged
14,689	Daily Viral Reach
275	Daily Logged-in Page Views
254,075	Total Impressions of All Posts
65	Ozona Campaign-Results
53,945	Ozona Campaign-Impressions
4,907	Ozona Campaign-Individuals Reached

### Facebook Business

0	Beginning Fans (12-31-17)
0	Ending Fans (1-31-18)
0	Net Likes
0	Total Paid Reach
0	Total Organic Reach
1	People Engaged
0	Daily Viral Reach
46	Daily Logged-in Page Views
46	Total Impressions of All Posts
0	Ozona Campaign-Results
0	Ozona Campaign-Impressions
0	Ozona Campaign-Individuals Reached

### Google

396	Search
3,870	Total Google Business Page Views
4,236	Listings on Map
345	Listings on Search
1,634	Photo Views
30	Clicks to Website
14	Clicks for Driving Directions
9	Clicks for Phone Calls

### Twitter

78	Total Followers
2,485	Impressions

### Texas Outside

4,977	Visitors to site
18	Clicks Through to Ozona.com