

*Hang Your Hat In History*

OZONA CHAMBER OF COMMERCE

& VISITOR CENTER PARK

P.O. Box 1135, 505 15th Street, Ozona, TX 76943

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# CHAMBER DIALOGUE

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## **The Chamber of Commerce recognizes L & B Automotive as our Business of the Month**

L & B Automotive opened its doors on May 18, 2015. Owner David Lott started his career in 1977 working as an auto mechanic for the late Charles Preddy at B & C Automotive. His employment lasted until 1983 when he moved to Waco, TX to attend Texas State Technical Institute. He received his diploma with certifications in heavy truck



From left to right: Part Owner and Head Mechanic Juan Chavez, Owner-David Lott, Office Manager-Ellie Tijerina and Second Mechanic-Ryan Miller.

mechanics and spent 17 years working for Freightliner and International dealerships in the Fort Worth, TX area. David moved back to Ozona in 2001 and worked for Express Air Drilling for 4 years and at O.T.T.E.R. for 7 years. Seeing the need for a hometown auto repair business, he opened L & B Automotive.

L & B Automotive currently employs Head Mechanic and part owner Juan Chavez and Second Mechanic Ryan Miller. "They offer up-to-date computer diagnostics, general auto/truck repair such as brakes, clutches, engine repair and A/C repair. They continuously update their tools and equipment to better service their customers. Most customers are locally based, but they average 2-3 travelers per week, more during the summer," said David Lott. Also employed part-time is Office Manager Ellie Tijerina.

L & B Automotive handles general auto repair, brakes, shocks, computer diagnostics, water pumps and more. They work with American and Japanese vehicles and they carry insurance.

The Ozona Chamber of Commerce would like to recognize L & B Automotive as an asset to our business community and for the quality service provided to their customers. "L & B Automotive would like to thank Ozona for all their support. We value your business and look forward to many more years of service," said David.

L & B Automotive is located at 915 Sheffield Road. Hours of operation are 8:00 a.m. to 5:30 p.m., Monday through Friday, and 8 a.m. to 12 p.m. on Saturdays. L & B Automotive can be reached at 325/392-3311.

# 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 their community. We would like to recognize and express our **SINCERE**

appreciation to the following members who joined during the month of January:

- Mrs. Joe B. Logan - 1963
- Mr. & Mrs. Pleas Childress - 1981
- Quality Inn - 1997
- Hillcrest Inn & Suites - 1997
- Crockett National Bank - 1997
- J J Marley Ranch - 1997
- Jerri Lynn Pierce - 1997
- Crockett County Consolidated Common School District - 2006
- Mediajaw - 2009
- J P Construction - 2009
- John Little - 2012

- Fesco, LTD - 1979
- Mr. & Mrs. Mark White - 1997
- Crockett Automotive - 1997
- Americas Best Value Inn - 1997
- Dairy Queen of Ozona, Inc. - 1997
- Ozona National Bank - 1997
- AEP Texas - 1997
- Ozona Body Shop - 2009
- Bahlman Cleaners - 2010
- Area Wide Phone Book - 2015

## Chamber Welcomes New Member

### Shannon AirMed 1

P.O. Box 1879  
San Angelo, TX 76904  
Cindy Gurley  
Marketing Director  
325/657-8227

[cindygurley@shannonhealth.org](mailto:cindygurley@shannonhealth.org)

Air medical transport within  
150 mile radius of San Angelo



## Chamber Welcomes New Staff Member

The Chamber welcomes new part-time staff member Cathy Rutherford as Visitor Center Receptionist. Cathy will work Monday through Friday 9am-1:30pm and 10am-3pm on Saturdays.



## Chamber Welcomes New Board of Director

The Chamber would like to welcome Board of Director Abbey Carnes. Abbey represents Ozona National Bank and will begin her term on the board this month and continue through 2019. We appreciate her willingness to serve this organization and her community.



## Chamber 2017 Plan of Action Approved

The Chamber of Commerce held its annual Board of Directors Planning Meeting on Tuesday, January 31st, at the Visitor Center. Each year, incoming directors undergo an orientation outlining their role as a Chamber Board of Directors. They are familiarized with the Chamber staff and various committee projects. They review funding sources and the organization's Bylaws. During the annual meeting directors review the accomplishments of the Chamber for the previous year, as well as discuss the status of any ongoing projects.



Board members and the Chamber President discussed in depth the role of the Chamber of Commerce to its members and the community. “We discussed the availability or lack of resources that define the direction of the Chamber in terms of economic development. We reviewed the number of services provided to Chamber members. We also discussed at length where the funding for the organization comes from, which drives the focus of the organization. By the end of the day, both the 2017 Chamber Plan of Action or Program of Work, and the budget for the year were approved,” said President, Shanon Biggerstaff.

In conjunction with the annual meeting, the board also held its regular January board meeting. The board reviewed the 2016 year-end budget and approved the new Executive Committee who began their terms in January. The Executive Committee and Board of Directors are as follows:

### Executive Committee / Officers:

**Chairman-**

***Paul Stroope-O.T.T.E.R.***

**Vice-Chairman-**

***Heather Claburn-Ozona Mercantile***

**Treasurer-**

***Laurie Hale-Crockett National Bank***

**President-**

***Shanon Biggerstaff***

### Board of Directors:

**Art Roane**

***Double T Ranch***

**G.L. Bunger**

***Bunger Real Estate Company, LLC***

**Melissa Perner**

***The Ozona Stockman***

**Abbey Carnes**

***Ozona National Bank***

“Already the Chamber has hit the ground running! We thank our membership for their support and investment that allows us to continue providing programs and services to our members, who represent not only the business community but local residents.”

## Chamber welcomes Epic Permian Operating, LLC to Ozona



County officials, Chamber Board of Directors, staff, and Ambassadors all gathered at a Ribbon Cutting ceremony held Thursday, February 2nd, to welcome Epic Permian Operating, LLC as a new member of the Chamber of Commerce and to the community of Ozona. Guests were treated to a delicious BBQ lunch and celebratory cake.

Epic Permian Operating, LLC, an independent oil and gas company purchased the assets of Anadarko Petroleum Corporation. “The Ozona field is the largest of our assets including roughly 200,000 gross acres, with 2,000 wells located in Crockett County,” said President Chuck Farmer.

Epic is a newly formed entity owned by Brent Morse and Chuck Farmer who have been partners in other oil and gas companies since 1993. “We’re just a new company with the same old guys,” said Farmer.

Also attending the ceremony were representatives from the company’s field office located in Midland. Representatives present were Kyle Huckaba-Senior Vice-President of Operations and Engineering, John Clifton-Senior Operations Engineer, Peter Staub-Engineer and Reed Gardner-Landman. “Epic is pleased to have Alliance Bernstein as its financial partner in this transaction. “AB is a great partner with whom we share an excellent relationship. We have the financial capacity to wisely grow and expand our asset base,” said Farmer.

Local Production Superintendent is Lannie Baggett. There are 24 company employees at the Ozona field office, 4 contracted employees, and the company is looking to add an additional 8 employees.

“Epic Permian Operating is a privately owned company whose philosophy is to provide true business returns utilizing the skill and integrity of great people and best technologies. Our past entities have had excellent environmental track records. We want to be good stewards and neighbors.” said Farmer.

For more information, you may reach Epic Permian Operating, LLC at 325/392-1450.

## Who walked into the Chamber of Commerce & Visitor Center in 2016

### Visitor Center

- Walk-in traffic into the Visitor Center in 2016 was- 6,161 or an average of 513 people per month
- Where are they from? Texas visitors-3,350, Out of State-1,509, Local-1,148, Foreign-154
- Year to date traffic into the Visitor Center represents a 23.08% increase over last year
- Top visiting states for the year were-CA, AZ, NM, FL, & LA
- Top visiting cities for the year were-San Antonio, El Paso, Austin, Midland & Houston
- Top visiting countries for the year were-Canada, Brazil, Germany, England & Mexico
- Week days in order of the busiest during the year were Friday, Wednesday, Thursday, Tuesday, Monday, Saturday
- Year to date Chamber related inquiries 19%, Tourism related 81%
- Top requested items or services for the year were: general tourism, restaurants, lodging, Interpretive Trail, directions, maps



### Advertising

- Year-to-date the Chamber has filled, in response to our advertising, 17,306 requests for information on Ozona. An additional 2,529 brochures have been handed out to walk-in visitors and mailed to state wide Travel Centers.

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



For the month of December, at [www.Ozona.com](http://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:**

Ozona Cable & Broadband-56  
 Raney, Garrett, LLC-50  
 Jarrett Juno Ranch-42  
 Wool Growers Central Storage-35  
 Triple C Hardware Lumber & Rental-31  
 Venegas Construction, LLC-30  
 Family Health Center of Ozona-26  
 Will M. Black Real Estate-23  
 Natgas-22  
 Lopez Electrical Contractor-21  
 Stokes Drilling Company-21  
 L & B Automotive-20

Ozona Truck Trailer & Emergency Repair-54  
 Pon Seahorn Real Estate-45  
 Encino RV Parks-35  
 Devon Energy Corporation-32  
 Barnhart Shaw's General Repair-30  
 Ozona Flour Mill & Goods-29  
 VIP Ranch Company-24  
 Crockett County Water Dept.-22  
 Ozona Country Club-22  
 Ozona Chamber of Commerce & Visitor Center-21  
 Super 8 Motel & RV Park-21

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 **2016**, Ozona.com had 46,069 sessions: 35,849 new 10,220 returning.

Of these 46,069 sessions, there were 93,775 page views – of these 71,189 were unique (1st time views)

**Top 5 States:**

Texas	35,181
California	1,239
Louisiana	798
Florida	505
Arizona	478

**Top 5 Texas Cities:**

Houston	6,454
Dallas	4,922
Austin	3,667
San Antonio	1,718
Brownwood	1,044

**Devices used to access site:** 48% mobile 44% desktop 8% tablet

**Top 20 Content Searches**

1.	Homepage	24,007	11.	Location	1,455
2.	Hunting	17,927	12.	Public Services	1,402
3.	Travel Itineraries	3,303	13.	Pandale Crossing	1,371
4.	Lodging	2,836	14.	Area Attractions	1,361
5.	Local Attractions	2,505	15.	Membership Directory	1,204
6.	Restaurants	2,324	16.	Job Postings	1,188
7.	Events Calendar	1,689	17.	County Officials	1,061
8.	Interesting Facts	1,536	18.	Contact	980
9.	History	1,510	19.	Games & Activities	926
10.	Photo Gallery	1,493	20.	Chamber of Commerce	907

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

Business Directory Searches	15,427	Hot Deal Hits	3,445
Hot Deal Searches	1,551	Member Page Hits	22,383
Job Searches	1,872	Job Posting Hits	91

**Top Searched Chamber Master Service Categories:**

Roadside Assistance	411	Hunting	151	Auto Repair	105
Oil & Gas Services	194	Real Estate	149	Catering	104
Feed Store	163	Clothing	118	Gifts	104
RV Parks	152	Hunting Supplies	118		

**Social Media Pages / Internet**

**Facebook**

5,429 Fans	3,481	2,749,769 Total Paid Reach	227,250
3,481 New Likes	279,620	279,620 People Engaged	3,085
2,749,769 Total Paid Reach	148,612	148,612 Daily Logged-in Page Views	273,045
227,250 Total Organic Reach	70,100	70,100 Ozona Campaign-Results	70,100
279,620 People Engaged	273,045	273,045 Ozona Campaign-Impressions	70,100
3,085 Daily Logged-in Page Views	70,100	70,100 Ozona Campaign-Individuals Reached	70,100

**Google**

4,913 Search	6,859	7,674 Listings on Map	1,892
4,913 Search	12,903	12,903 Listings on Search	17
6,859 Total Google Business Page Views	1,160	1,160 Clicks to Website	63
7,674 Listings on Map	63	63 Clicks for Driving Directions	63
1,892 Listings on Search	63	63 Clicks for Phone Calls	63
12,903 Photo Views	63	63 Clicks for Phone Calls	63

**Twitter**

65 Total Followers	32,980	32,980 Impressions	32,980
65 Total Followers	32,980	32,980 Impressions	32,980

**Pinterest**

19 Total Followers	19,160	19,160 Impressions	10,765
19 Total Followers	10,765	10,765 Users Reached	67
92 Repins	67	67 Clicks on Pins	67

**Instagram**

93 Total Followers	93	93 Total Followers	93
93 Total Followers	93	93 Total Followers	93

**Texas Outside**

45,745 Visitors to site	89	89 Clicks Through to Ozona.com	89
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