

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

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CHAMBER DIALOGUE

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The General Store opened to the public on October 7, 2013. It is owned by Russell and Cole Crenwelge and managed by Cheryl Galindo. Store hours are Monday through Saturday, from 9:00 am to 7:00 pm, and Sunday 1:00 pm to 6:00 pm.

“We have seven employees that play a huge role in keeping the store clean and stocked,” said Manager Cheryl Galindo.

“They are our Assistant Manager, Bertha Rivera, Data Entry and Loader is Lori DeHoyos, and our Clerks are Jo Ann Galindo, Rebecca Galindo, Trystian Galindo, Jonna McDonald, and Lisa Villarreal.”

“We started out looking for some way to repurpose and renovate the old Dudley Building downtown on the square to help revitalize Ozona’s beautiful downtown area,” said owner Cole Crenwelge. “We saw a need around town to bring in a variety store after Ozona lost Duckwalls, and thought we would like to try to fill that need because a lot of people didn’t want to have to travel to San Angelo for just one item. We hope that we have provided a clean, friendly, and courteous shopping experience to the whole community.

“There are a variety of products in stock including school and office supplies, apparel and footwear, grocery items, Gandy's products, cleaning and cooking supplies, Whirlpool appliances, toys and games, knitting, crocheting, sewing supplies, camping and beach supplies, health and beauty products, a dollar item section, baby supplies, and many other items needed for your home,” said Cole.

“We appreciate the community’s support for the past two years. We are glad that we can continue supplying the community with a clean, friendly, courteous, and a great family shopping experience. From all of us at The General Store, to our local residents and surrounding communities, thank you!”

The Chamber of Commerce would like to recognize The General Store for providing a quality business that is an asset to the community.

For more information, you can contact The General Store at 325/392-3202.



Left to right Russell Crenwelge, Lori DeHoyos, Trystian Galindo, Cheryl Galindo & Cole Crenwelge

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 June:

Bill Black Ranch-1999

Hospice of San Angelo-2004

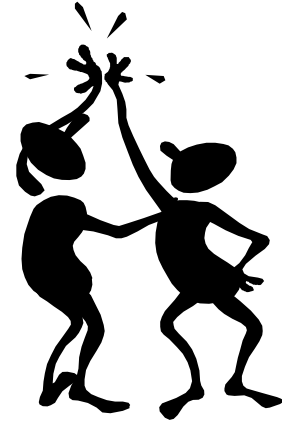
Judge & Mrs. Fred Deaton -2007

Mr. & Mrs. Will Hoover-2007

Holiday Inn Express Ozona-2008

Lester Wright-2011

Eagle Safety Management-2012



Chamber President Receives CTE Designation

Austin, Texas- Shanon Biggerstaff, President of the Ozona Chamber of Commerce & Visitor Center Park, has completed all coursework toward her *Certified Tourism Executive* (CTE) designation from Travel & Tourism College, a program of the Texas Travel Industry Association (TTIA). In addition to completing the coursework, Ms. Biggerstaff also completed a capstone project required for the certification designation.

“My capstone project included those initiatives that were implemented as a result of the college. We redesigned and updated the Chamber web site that is responsive and can be viewed by multiple devices, we created a new position at the Chamber to manage our social media program, we launched a mobile web site and a Facebook campaign marketing to bring travelers into Ozona,” said Biggerstaff. “This was an excellent program for chamber and tourism industry professionals that was made available at the perfect time. With digital and social media, marketing has taken a whole new direction.”

Travel & Tourism College (TTC) provides participants with an intensive professional education full of marketing, leadership and management courses taught by college professors and seasoned travel and tourism professionals from around the country.

Over the past three years, Ms. Biggerstaff attended TTC courses that covered such topics as the emotional IQ of today's marketing campaigns, hands-on strategies for handling any crisis situation, how to create eco-friendly, sustainable tourism products, management excellence, positively outrageous customer service, essential strategies for tourism marketing success, and how relationships affect advocacy and engagement.

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President's CTE Designation-continued from page 1

“The number of innovative solutions and ideas that I was able to bring back to the Ozona Chamber over these past three years, many of which we have implemented, has been invaluable ” said Shanon Biggerstaff. “I highly recommend this program to anyone wishing to move their career forward in the travel and tourism and hospitality industry. Not only do you have access to top CEO’s in the lodging, dining, marketing fields, the networking and long-term friendships you generate provide you with endless resources,” Ms. Biggerstaff added.

“With this CTE designation, Shanon has taken her career a step further, increasing her knowledge and expertise in all aspects of travel & tourism marketing and management,” said David Teel, President/CEO, Texas Travel Industry Association. “She has increased her knowledge on current trends in the travel industry, social media and research, and is prepared to take on new and larger responsibilities within the travel industry.”

Travel & Tourism College is open to all travel & tourism professionals from across the United States. TTC attendance is eligible for continuing education credits with the Texas Association of Convention & Visitors Bureaus, the Texas Municipal League, and the International Association of Amusement Parks and Attractions. For more information on Travel & Tourism College, visit www.travelandtourismcollege.com.

Happy July 4th

On behalf of the Chamber of Commerce Board of Directors and staff..... Happy July 4th! As you celebrate **INDEPENDENCE DAY** we hope you will take the time to reflect AND SHARE with your family and friends the true meaning of this holiday....the commemoration of the adoption of the **Declaration of Independence on July 4, 1776.**

“We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness!” This, the second sentence of the Declaration of Independence, has been called "one of the best-known sentences in the English language", containing "the most potent and consequential words in American history". The passage came to represent a moral standard, a statement of principal, to which the United States should strive.

As you celebrate your freedom, please take a moment to remember the many sacrifices of those who have paved the way for us to enjoy the blessings and opportunities of today! Be safe!



Welcome New Members

L & B Automotive

915 Sheffield Road

P.O. Box 3056, Ozona, TX 76943

David Lott & Juan Chavez, Owners-325/392-3311

General auto and most major repairs on American and Japanese vehicles, i.e., breaks, shocks, computer diagnostics, water pumps. Business insured.

Y Bar Ranch Company

P.O. Box 922, Ozona, TX 76943

325/226-2302

Clay Richardson-Owner

Hunting Lease Ranch

Who walked into the Chamber of Commerce & Visitor Center in May

Visitor Center

- Walk-in traffic into the Visitor Center for the month of May-416 people
- Where are they from? Texas visitors-147, Out of State-110, Local-110, Foreign-49
- Year to date traffic into the Visitor Center is 1,998 visitors
- Top states visiting Ozona in May-CA, FL, AZ, NC, NM & OR
- Top cities visiting Ozona in May-Houston, San Angelo, San Antonio, El Paso, Fredericksburg, Odessa
- Year to date Chamber related inquiries 23%, Tourism related 77%
- Week days in order of the busiest in May-Tuesday, Friday, Thursday, Wednesday, Saturday, Monday
- Top Requested Items in May-Interpretive Trail, Directions, Lodging, Restaurants, Shopping,



Advertising

-Year-to-date the Chamber has filled, in response to our advertising, 7,124 requests for information on Ozona. An additional 1,800 brochures have been handed out to walk-in visitors and mailed to state wide Travel Centers.

See what the *Chamber of Commerce web site* is doing on page 5

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? Just need visibility?

As an added Chamber member benefit, the Chamber Dialogue is an ideal vehicle to gain additional exposure with 180 businesses and individuals. Simply drop off or e-mail your flyer to the Chamber office by the first of each month. We will mail your flyer along with the newsletter to all Chamber members.

You can use www.ozona.com to post and promote your special Hot Deal, event or available job. Every time a Chamber member posts a new Hot Deal, the membership receives an e-mail blast updating them to the latest about a local business. You can subscribe to a Hot Deals newsletter www.ozona.com.

Use your Chamber Master login name and password to post updated member information, or contact us at 392-3737 for help.

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

For the month of May, ozona.com had 3,075 sessions, 2,293 new, 782 returning.

Of these 3,075 sessions, there were 8,425 page views – of these 5,735 were unique (1st time)

3,075 sessions from 55 countries, 2,877 sessions were from US

Top 5 States:

Texas	2,066
California	153
Oklahoma	70
Louisiana	49
Florida	43

Top 5 Texas Cities:

Houston	296
Brownwood	214
Dallas	206
Austin	189
San Antonio	120

Top 20 Content Searches

1. Homepage	1404	11. Location	108
2. Mobile Homepage	806	12. Interesting Facts	106
3. Hunting Leases	675	13. Search	106
4. Lodging	209	14. Hot Deals	97
5. Public Services	181	15. History	94
6. Restaurants	175	16. Chamber of Commerce	93
7. Local Attractions	150	17. Interpretive Trail	89
8. County Officials	144	18. Membership Directory	84
9. Job Postings	116	19. Weather	83
10. Events Calendar	111	20. Shopping	79

Chamber Master (Membership Directory Data Base)

Business Directory Searches	1,439	Hot Deal Hits	280
Hot Deal Searches	165	Member Page Hits	2,211
Job Searches	130	Job Posting Hits	10

Chamber Facebook Page

1,199	Total Page Likes – Average
32	New Likes
137,265	Monthly Total Reach
6,273	People Engaged

Top 10 Searched Service Categories:

Real Estate	25	Banners	19
Golf	21	Oil & Gas Services	19
Laundry	21	Clothing	18
Housewares	20	Feed Store	18
Mechanics	20	Sporting Goods	17

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

For the month of April, at www.Ozona.com, there were 572 business directory searches, 148 Hot Deal searches and 189 actual hits, 123 job searches and 22 actual hits, and 2,417 actual *member page hits*! **These are people looking for YOUR services. Following are the members that received more than 20 page hits:**

OTTER-84	Barnhart Shaw's Repair-36	Super 8 Motel & RV-32
Devon Energy Corporation-38	Ozona Chamber-23	Crockett County Water-29
KYXX 94.3 Radio-29	Wool Growers-26	Pon Seahorn Real Estate-28
Ozona Cable & Broadband-37	Discover Natural Resources-21	Family Health Center-21
Crockett County Abstract-20	Dollar General-21	C & J Energy Services(Nabors)-22
Crockett County Museum-22	Monster Roadside Assistance-21	Ozona Mercantile-22
The General Store-22	Attorney Catherine Tambunga-24	Encino RV Park-32
Will M. Black Real Estate-26	Ozona Stockman-28	Bunger Real Estate-59
Vennegas Construction-30	Fort Lancaster-20	House of Flowers-27
West Central Wireless-28	Dairy Queen-25	Super 8 Motel & RV-32
Robert Massie Funeral Home-26		

Chamber to host 5th-Bi-Annual Oil & Gas Trade Show

The Chamber will host our 5th Bi-Annual Oil and Gas Trade Show September 30th and October 1st of 2015. More details to be announced, but the following is a tentative schedule:

Wednesday, September 30, 2015

8:30 a.m.-4:30 p.m. Registration / Exhibitor Set-Up—Crockett County Fair Park Convention Center.

Tee Times

8:30 a.m. "Pump Jack Golf Open" at the Ozona County Club
1:30 p.m.

Welcome Reception & Dinner

5:30 p.m. Cash Bar Open at County Club
7:00 p.m. Meal Served
7:30 p.m. Golf Open Award Presentation



Thursday, October 1, 2013

9:00 a.m.-7:00 p.m. **TRADE SHOW** at the Crockett County Fair Park Convention Center

9:00 a.m.-11:00 a.m. **Concessions Stand**

11:30 a.m.-1:30 p.m. Networking luncheon, Sponsor Recognition, Keynote Speaker-State Representative Andrew Murr-Civic Center

For more information call 392-3737 or go to www.Ozona.com!