

*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 Jody K. Upham, Attorney at Law as our Business of the Month**

Jody K. Upham opened her law practice in Ozona in January 2005. She renovated the downtown building that was formerly Watson's Department Store on the corner of Avenue E and 11<sup>th</sup> Street for her offices.

Jody is a solo practitioner with over 12 years of experience in real estate, probate, guardianship, and estate planning. The focus for the firm is on client service. She works closely with judges, real estate agents and brokers, the abstract company, the appraisal district, and the clerk's office in her daily practice. These relationships are important when it comes to representing clients and dealing with all the parties related to a case or transaction.

"Sometimes the legal system can seem daunting. When clients find themselves at a loss, I am pleased to offer guidance and support. Whether I am drafting documents, negotiating a contract or representing a client in court, I am honored to be able to answer their questions and lead them through the legal process."

Jody also serves as the elected County Attorney and represents the state in misdemeanor criminal cases. As a prosecutor, Jody reviews and files criminal complaints against those accused of committing misdemeanor crimes, such as possession of marijuana, driving while intoxicated, and family violence. In addition to serving the community as a prosecutor, she is also the victim assistance coordinator and helps crime victims deal with the aftermath of being a victim of a crime. Sometimes crime victims need counseling services or help repairing or replacing property damaged in a crime, and Jody directs them to the appropriate agencies for services.

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Jody graduated magna cum laude from Texas A&M University with a bachelor's degree in accounting and a master's degree in finance. She then graduated law school from the University of Texas School of Law.

Since moving to Ozona, Upham has been an active member of the community. She is a member of the Ozona United Methodist Church, serves as a volunteer on the Ozona Elementary School Parent Teacher Organization (PTO), has served on the Ozona Community Center Board of Directors, and is a member of Ozona Woman's League.

"I am honored to be chosen as a Chamber Business of the Month. I enjoy serving the Ozona community and look forward to many more prosperous and fulfilling years practicing here," Upham said.

The Ozona Chamber of Commerce would like to recognize and thank Jody K. Upham, Attorney at Law for her service and dedication to the community.

Jody's private practice is located at 1014 Avenue E. You can reach her at 325/392-5687. The County Attorney's office is located at 909 Avenue D. You may call 325/392-3920 or e-mail [jodyupham@hotmail.com](mailto:jodyupham@hotmail.com).

**HW Car Wash Opens**

County officials, Chamber Board of Directors, staff and Ambassadors, and a number of local residents gathered at a Ribbon Cutting ceremony held Friday, March 3rd to officially welcome HW Car Wash to Ozona. Afterward, guests were treated to a buffet lunch at Mi Familia restaurant, compliments of the HW Car Wash owners, David & Jana Wilson and Rick & Shannon Hunnicutt.



"The question I get asked the most is how did Jana and I become business partners with Rick and Shannon," said David Wilson. He went on to say that the four friends were driving to the JL Bar Ranch for dinner. He was really embarrassed about how dirty his vehicle was and mentioned he wished we had a working drive-thru car wash. Rick said yeah he wished that too. By the time we got back to Ozona, we were partners and putting in a new car wash!"

Representatives Brandon and Kati Wright and Clay Wilson of Lone Star Car Wash from Lubbock attended the ceremony. "It's nice to work with owners that care," said Clay. "We've put in over 100 car washes. No expense has been spared here, and Ozona has the best product that we offer," said Brandon. "We are so pleased to see the local support by local residents which always adds to the success of the business," said Kati.

"The car wash is open 24 hours a day and we will have vacuums in the next two weeks," said David Wilson. "If you're looking for some entertainment for your kids, be sure to come at night and they can enjoy the disco lights," said Shannon Hunnicutt.

HW Car wash is a 24 hour drive-thru car wash for everything from compact cars to dually pickups. Be sure to read all warning signs to avoid damage to your vehicle and the car wash.

HW Car Wash is located at 203 Avenue E. For more information, call 325/226-0145. If you have a problem with your wash or getting change, contact Lilly Construction at 325/392-2669 during regular business hours.

## HAPPY ANNIVERSARY

The Ozona Chamber of Commerce would like to wish the following members a *Happy Anniversary* and thank them for their support of their community, our organization and its programs and services. We would like to recognize and express our **SINCERE** appreciation to the following members who joined during the month of March:

KYXX Ozona 94.3 FM Real Country -  
 Travelodge - 1996  
 Wool Growers Central Storage - 1996  
 Circle Bar Truck Corral - 1997  
 John Stokes, C.P.A. -  
 Ozona Country Club - 2000  
 Triple C Hardware Lumber & Rental, Inc. - 2002  
 Escondido Draw Recreation Area - 2008  
 Will M. Black Real Estate - 2010  
 Natgas, Inc. - 2010  
 Ozona Flour Mill & Goods - 2012  
 Nana's Homestyle Cooking - 2015  
 Baggett "Bandera" Ranch - 2016



### Best way for you to market your business and Ozona

The Ozona Chamber of Commerce markets our local and surrounding businesses and attractions using a social media platforms. As you know, when the oil and gas industry is NOT booming, our town then depends upon the traffic off the interstate to stop and spend money in our local businesses. **HELP US TO HELP OZONA.**

Summer is just around the corner and people are beginning to make their travel plans. Visit our web site and Facebook page. Share with your family and friends, who will share with their family and friends, activities available in Ozona. Please don't be a local resident who says, "there's nothing to do in Ozona!"

YOU CAN FIND  
US ONLINE AT:



*Go to [www.Ozona.com](http://www.Ozona.com)*

**LIKE AND SHARE OUR POSTS &  
TWEETS WITH YOUR FRIENDS  
AND FAMILY EVERYWHERE!**

### Deadline Approaching

We hope that you are planning to join us for the **54th Annual Chamber of Commerce Banquet**. We have included a reservation form in this mail-out. April is already here and the banquet is scheduled for April 6th!

Mark your calendars for the rescheduling of the **Open House for the Family Health Center** scheduled Monday, April 10th.

Our first member **Lunch & Learn** will be held on Thursday, May 25th. Learn how small businesses are being scammed and how to avoid deception.

Enclosed you will find additional flyers from local businesses looking to make you aware of their programs and services. Contact the Chamber on how you can do the same!



## Who walked into the Chamber of Commerce in February

### Visitor Center

- Walk-in traffic into the Visitor Center was 351 people
- Where are they from? Texas visitors-174, Out of State-106, Local-50, Foreign-22
- Top visiting states for the month year were-AZ, NM, CA, MN, OR
- Top visiting cities for the month were-San Angelo, Houston, Odessa, Austin, San Antonio
- Week days in order of the busiest were Tuesday, Wednesday, Thursday, Monday, Friday
- Year to date Chamber related inquiries 28% , Tourism 72%
- Top requested items or services for the month were: general tourism, restaurants, maps, monument



### Advertising

- Year-to-date the Chamber has filled, in response to our advertising, 1,486 requests for information on Ozona. An additional 190 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 February, 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:**

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 **February 2017**, Ozona.com had 3,233 sessions: 2,421 new 812 returning.

Of these 3,233 sessions, there were 5,650 page views – of these 4,669 were unique (1st time views)

The 3,233 sessions were from 49 countries and 2,943 sessions were from US.

Bounce Rate: 75.60%

Average Session Duration: 00:01:23

### Top 5 States:

Texas	2,347
California	124
Florida	54
Louisiana	46
Arizona	38

### Top 5 Texas Cities:

Houston	385
Dallas	300
Austin	242
Brownwood	147
San Antonio	108

### Top 20 Content Searches

1. Hunting Leases	1,559	11. Newsletter	93
2. Homepage	1,477	12. Job Postings	81
3. Photo Gallery	231	13. Area Attractions	75
4. Local Attractions	134	14. Chamber of Commerce	67
5. Lodging	133	15. Public Services	59
6. Restaurants	119	16. Interesting Facts	50
7. Events Calendar	114	17. County Officials	49
8. Travel Itineraries	102	18. Historical Markers	44
9. Membership	101	19. Pandale Crossing	42
10. History	95	20. Churches	39

### Chamber Master (Membership Directory Data Base)

Business Directory Searches	579	Hot Deal Hits	163
Hot Deal Searches	44	Member Page Hits	727
Job Searches	432	Job Posting Hits	8

### Top Searched Chamber Master Service Categories:

Oil & Gas Services	8	Roadside Assistance	5	Auto Repair	3
RV Parks	8	Roustabout	5	Bath & Beauty Products	3
Grocery	5	AC/Heating	4	Garden Supplies	3
Hunting	5	DJ	4	Guns & Ammunition	3
Real Estate	5	Auto Body Repair	3	Veterinary	3

### Social Media Pages / Internet

#### Facebook

5540 Fans

46 New Likes

155,281 Total Paid Reach

26,543 Total Organic Reach

8,265 People Engaged

218 Daily Logged-in Page Views

208,592 Total Impressions of All Posts

63,807 Ozona Campaign-Results

64,271 Ozona Campaign-Impressions

24,074 Ozona Campaign-Individuals Reached

#### Google

349 Search

1,360 Total Google Business Page Views

1,073 Listings on Map

302 Listings on Search

864 Photo Views

22 Clicks to Website

19 Clicks for Driving Directions

12 Clicks for Phone Calls

#### Twitter

#### Texas Outside

14,491 Visitors to site

36 Clicks Through  
to Ozona.com