

*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 Western Posters as our Business of the Month**

Western Poster Service, Inc. was founded in 1985, in San Angelo, Texas.

“Western Posters has been a family owned and operated business for the last thirty-two years. Billy Pierce, my dad, was the founding general manager of Western Posters. I was one of the first employees assigned to sales, quality assurance, and customer relations,” said Rachel Kitchens. “For the past thirty-two years this family owned and operated business has provided quality and competitive service to the poster printing industry.”

Western Posters is known for its solid record of quality products and on-time delivery. At the time Western Posters was founded it was strictly a billboard printing company. Since then, Western Posters has expanded to several other printing areas. Western Poster's current services include: printing and installation of all types of vehicle graphics including full vehicle wraps and high quality vinyl lettering, printing and installation of all types of decals including die-cut decals, creating full-color banners at any size, printing all types of signs including plastic "coroplast" signs, political signs, all types of metal signs, store front signs, back-lit plexi signs, real estate signs, and even vehicle magnetic signs.

“We can also print on different papers including a glossy poster paper, an artist quality rag watercolor paper, and also an artist quality canvas material,” said Rachel. “Our large format printers are very versatile and we continually find new products to offer. Some other products we can help you with are: business cards, pamphlets, tri-fold brochures, booklets, flyers, postcards, duplicate forms, 2 part duplicate pads, and even fan apart duplicates. We also offer all types of flags including the popular vertical "sail" flags. We also still offer all types of billboard printing including digital paper, as well as billboard vinyl wraps.

“Western Posters has a graphic artist on staff, Carrie Alexander, that will be happy to help you design your new company logo, or to help you develop any idea into a final product.

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We service the surrounding communities including Ozona. We have a number of out-of-state printing customers. Our work is customized and tailored to your needs. Our web site offers a number of examples of our work.”

The Ozona Chamber of Commerce would like to recognize Western Posters and thank them for their commitment to providing quality service to their customers.

Western Posters is located at 901 Strawn Rd., San Angelo, TX 76904. They can be reached by phone at 325/658-6153, or at 1/800-456-7874. By fax at 325/658-3017, by Email at: westernposters@gmail.com or willwrapu@gmail.com. You can visit their web site at www.Western-posters.com. Their hours of operation are Monday through Friday, 7am-11am, and 12pm to 4pm.

### Chamber members recognized

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.

Happy  
Anniversary

We would like to recognize and express our **SINCERE** appreciation to the following members who joined during the month of May.

J. Cleo Thompson - 1996

West Texas Rehabilitation Center - 1998

Crockett County Museum - 1999

Better Business Bureau of the Permian Basin - 2000

H. M. Phillips, Jr. Ranch - 2009

Tobar Tire Company - 2015

Sunoco, LLC - 1996

Jack & Janie Riggs Ranch, LTD - 1999

Crockett County Public Library - 1999

Ball & Strunk Partners, Ltd. - 2007

Names & Numbers - 2014

Specialty Diesel Services, LLC - 2016

### Welcome new members

#### Clegg Heritage Ranch-Ozona

Heather Claburn

325/392-9707

Ranching

#### The Corner Store-Valero-Ozona

Amanda Quiroz

325/392-2830

Filling Station/Convenience Store

#### Chica Dee's Fish 'N' Chicken-Ozona

Kelle West & Kevin Taylor-Owners

325/392-2221

Fast food family restaurant

#### The Café Next Door-Ozona

Laura Reyes Borrego

325/392-3560

Restaurant featuring home-style cooking

#### TKC Hunting Group-Baytown, TX

Edward Taylor

832-514-0778

Procure hunters for Crockett County Hunting Lease



## May busy month for the Chamber

May proved to be a busy month for the Chamber of Commerce as it hosted three events:

### **-Ozona hosts the Texas Pecos Trail Board Meeting May 18th:**

Ozona was host to 36 residents and out-of-town guests from surrounding communities including Austin. The Heritage Trails Program, managed by the Texas Historical Commission, includes the Pecos Trail Region of which Crockett County is a part.



Guests toured the museum, were welcomed by the County Judge on the Town Square, took their photograph with Davy Crockett, visited the Crockett County Interpretive Trail, then met up with local residents for lunch. The group then heard presentations from Tom Anderson representing the Escondido Draw Recreation Area, Jefferson Spilman of Fort Lancaster State Historic Site and Teresa Caldwell of the Texas Historical Commission.

The Pecos Trail Region works with a variety of organizations to preserve and promote the heritage and culture of the region thereby increasing travel and tourism. Attractions, events, historical sites and entertainment that are representative of the regions' heritage are promoted and advertised. For more information about the Pecos and the 13 additional trail regions, visit [www.texaspecostrail.com](http://www.texaspecostrail.com) or stop by the Chamber and pick-up the Texas Heritage Travel Guide.



### **-Ozona hosted the TxDOT 100th Centennial Celebration May 19th: (Article by Melissa Perner)**

Reliving old memories and celebrating 100 years of transportation was celebrated in Ozona. The Texas Department of Transportation celebrated a century of service and the construction of Interstate 10 during a community event on May 19 at the Ozona Chamber of Commerce Visitor Center.

Sonora Resident Engineer Joe Lane, the only surviving engineer who oversaw the building of I-10, spoke to the crowd about his experiences. "I was fortunate enough to be here when they turned the first shovel of dirt in Kimble County and to be here when they laid the final piece of dirt in Crockett County," Lane said.

The San Angelo TxDOT oversaw 152 miles of the construction of I-10, spanning Kimble, Sutton and Crockett counties. The project was started in 1965 and ended in the early 1980s. This \$8 million dollar project was the largest and most challenging section of road built in the San Angelo District.

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### -Ozona hosted the TxDOT 100th Centennial Celebration May 19th:

Lane worked alongside fellow engineers Bill Dixon and Grady Rodgers. “We knew nothing else and we wanted nothing else,” Lane said of the project. “We found contentment with this construction job. We built some pretty good roads.”

County Judge Fred Deaton said I-10 has saved towns like Ozona by bringing in visitors and tourists. “The interstate breathed new life into this town,” Deaton said. “If we did not have the interstate here to help stabilize the economy, it would be rough on the taxpayers.”

Along with stories about I-10, TxDOT officials showed a video about the other projects and people throughout the district, as well as a video celebrating the state office’s 100<sup>th</sup> anniversary.

A refurbished 27 foot long 1918 Liberty Truck and other transportation memorabilia was also on display. The San Angelo TxDOT District is comprised of 15 counties, including Crockett County.

“We still hold the highest standard of honesty and respect,” said Mark Jones, San Angelo District Engineer. “Throughout the whole state we have enhanced safety and regional mobility has improved.”

The interstate wasn’t the only local TxDOT project celebrated. The Visitor Center is also a TxDOT project. In 2002, Crockett County received \$1,139,040 in funding from TxDOT’s Statewide Transportation Enhancement Program to build the facility in Ozona. The facility was completed in 2006.

The center has become a regular stop for people passing through Ozona. “We couldn’t be more proud as a county to have TxDOT here,” Deaton said.

For more information on TxDOT’s 100<sup>th</sup> anniversary, visit [txdot.gov](http://txdot.gov).

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## Continued from page 4-May Events

### **-Ozona hosts a Lunch & Learn with the Better Business Bureau on Scams Targeting Small Businesses May 25th: Article by Melissa Perner**

Recognizing and dealing with scams was the topic of the May 25 Lunch and Learn at the Ozona Chamber of Commerce Visitor Center. Heather Massey, regional director of the Better Business Bureau in Midland, offered tips and information on how to recognize and handle different types of scams.

Currently, the most popular scam circulating is the IRS phone scam. Massey said this scam has been the biggest one in the last two years. IRS impersonators make threats of arrest, deportation and license revocation if they don't receive immediate payment. The scammers instruct people to put money on a prepaid debit card, an iTunes gift card or send payment via wire transfer.

"If you owe the IRS money, they will never call you over the phone. They only operate through the U.S. Postal Service. If the IRS calls you, it's a scam, flat out," Massey said. Another phone scam involves using the 876 area code, which is Jamaica. Massey said callers from this area code tell people they have won a big prize, like a new car in Florida, but they have to send a prepaid gift card to claim it. "If something is too good to be true, it is," Massey said.

Massey also said charity scams are also common. She said before donating to any charity, it is best to do research, and to always ask for the charity to send information. "If the person gets pushy, it's probably not legitimate," Massey said.

People should also be aware of door-to-door salesman selling electricity. Massey said with these salesman they don't tell customers about the Oncor delivery charge. "A legitimate electric company will be willing to work with you," Massey said.

While the elderly is the first group people think about when it comes to scams, Massey said millennials, ages 18-24, are the biggest targets for scams. She said this group tends to give out their social security numbers and falls for student loan scams. "We need to work with that group and educate them to ask questions," Massey said.

### **BBB offers this advice to avoid getting scammed:**

- **Look out for Caller ID spoofing.** Part of scammers' tactics include Caller ID spoofing, which happens when the caller masks their own number and causes the number of a well-known service, like the IRS, to appear on Caller ID. Also, the caller might give a badge number and know the last four digits of your Social Security number.
- **Protect your personal information.** Don't provide any account number or other financial information over the phone.
- **Don't be bullied.** Never trust callers who use threats and hostility to push you into doing what they want. Be skeptical of what a caller claims he or she can do if you refuse to meet their demand.
- **Hang up.** Consider joining the Do Not Call Registry to cut down on telemarketing and sales calls. This may not help with scammers, but you'll get fewer calls overall. This may help you more quickly notice the ones that could be fraudulent. Report it. If you're unsure if the call is real, contact the IRS directly at 1-800-829-1040 or go to [www.irs.gov](http://www.irs.gov). Write down the number, name of the caller and other details, and report it to BBB Scam Tracker and the U.S. Treasury Inspector General for Tax Administration (TIGTA) to help warn others. BBB also shares Scam Tracker information with government and law enforcement agencies, so every piece of information is helpful in tracking down scammers.

**Massey said people can visit** [www.bbb.org](http://www.bbb.org) and look up the legitimacy of a company or take documents to their local bank to check.

## Who walked into the Chamber of Commerce in April

### Visitor Center

- Walk-in traffic into the Visitor Center was 483 people
- YTD our visitors are down -4.25% for the same period of time last year
- Where are they from? Texas visitors-279, Out of State-120, Local-62, Foreign-22
- Traveling: East 196, West-137, North-31 and South-20
- Top visiting states for the month year were-CA, NM, AZ, CO, MN
- Top visiting cities for the month were-San Antonio, Odessa, San Angelo, Houston, Midland
- Week days in order of the busiest were Wednesday, Thursday, Friday, Monday, Saturday, Tuesday,
- Year to date Chamber related inquiries 20%, Tourism 80%
- Top requested items or services for the month were: general tourism, restaurants, maps, directions, Interpretive Trail



### Advertising

-Year-to-date the Chamber has filled, in response to our advertising, 1,503 requests for information on Ozona. An additional 1,310 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 April, at [www.Ozona.com](http://www.Ozona.com), there were 241 business directory searches, and 664 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-51  
 Family Health Center of Ozona-39  
 Wool Growers Central Storage-27

Venegas Construction, LLC-40  
 Pon Seahorn Real Estate-29  
 Bunger Real Estate Company, LLC-24

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 **April 2017**, Ozona.com had 2,762 sessions: 2,197 new      565 returning.

Of these 2,762 sessions, there were 5,577 page views – of these 4,468 were unique (1st time views)

The 2,762 sessions were from 53 countries and 2,554 sessions were from US.

### Top 5 States:

Texas	2,050
California	85
Louisiana	40
Florida	35
Arizona	29

### Top 5 Texas Cities:

Houston	310
Austin	298
Dallas	295
San Antonio	101
Odessa	92

### Top 20 Content Searches

1. Home Page	1,499	11. Travel Itineraries	102
2. Hunting	916	12. Events Calendar	101
3. Photo Gallery	228	13. Pandale Crossing	92
4. History	163	14. Job Postings	84
5. Interesting Facts	138	15. City County Map	84
6. Lodging	127	16. Membership Directory	72
7. Area Attractions	118	17. Public Services	66
8. Restaurants	116	18. Games & Activities	63
9. Local Attractions	113	19. Chamber of Commerce	55
10. Location	109	20. Historical Markers	44

### Chamber Master (Membership Directory Data Base)

Business Directory Searches	241	Hot Deal Hits	98
Hot Deal Searches	50	Member Page Hits	664
Job Searches	402	Job Posting Hits	8

### Top Searched Chamber Master Service Categories:

Roadside Assistance	8	Feed Store	2
Pharmacy	3	Hotels	2
Utilities	3	Motels	2
AC/Heating	2	Oil & Gas Services	2
Brush Control	2	Ranching	2
		RV Parks	2

### Social Media Pages /

#### Facebook

5,667	Fans
59	New Likes
203,272	Total Paid Reach
34,624	Total Organic Reach
11,131	People Engaged
217	Daily Logged-in Page Views
276,309	Total Impressions of All Posts
59	Ozona Campaign-Results
55,769	Ozona Campaign-Impressions
16,758	Ozona Campaign-Individuals Reached

#### Google

517	Search
1,230	Total Google Business Page Views
1,093	Listings on Map
312	Listings on Search
1,053	Photo Views
19	Clicks to Website
19	Clicks for Driving Directions
5	Clicks for Phone Calls

#### Twitter

71	Total Followers
3,273	Impressions

#### Texas Outside

10,458	Visitors to site
41	Clicks Through to Ozona.com