

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

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CHAMBER DIALOGUE

Volume 12

Number 8

September 2014

Chamber of Commerce recognizes Crockett County Consolidated Common School District as our Business of the Month

The Chamber of Commerce would like to recognize the Crockett County Consolidated Common School District (CCCCSD) as our Business of the Month.

There were no public school facilities for ten years following the settlement of the first family in Crockett County. The County was sparsely settled, and the population was not sufficient to warrant the establishment of schools. The children of the families were needed to help establish the home, tend the stock, build fences, trap wild animals, and even help in construction of houses.

When the Crockett County Commissioners Court met July 22, 1891, they voted to accept the lands donated by E.M. Powell for school purposes. The school was also used for County purposes until other facilities were provided. In 1908 the people of Crockett County voted for a \$75,000 bond to construct the first permanent Ozona Public School building, now part of the current day high school. A Texas Historic Landmark, made of native limestone, this structure was built between 1910-12. It was one of the first schools with a heating and ventilating system in the state. The first students, a total of three, graduated in 1913.

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**Left to right: David McWilliams, Orlando DeHoyos, Amy Newton,
Griselda Medina, Roland DeHoyos, Ray Don Myers
Back row: Superintendent Raul Chavarria**

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Today, the CCCCSd is a 2A school system providing pre-k through 12th grade education. There are a total of 859 students among three campuses. We have a proud history in our school system and our County Commissioners and School Board are committed to our students and the facilities that serve our educational purposes. "Our current facilities do present a challenge. Unlike other districts, we are unable to host certain events like district track meets, One Act Play competitions, and other academic events due to our restrictive facilities and services," said Superintendent Raul Chavarria. "While we continue to look at improving our existing facilities through bond elections, what we are in need of is 'land' to be able to expand our facilities. That will in-turn allow us to broaden our programs, curriculum and student opportunities. "Our Founding Fathers laid the groundwork in providing outstanding facilities for our students and community to be proud of."

The CCCCSd is only one of three common school districts in the state. The school district receives county tax dollars, which means the decisions for the school district are shared between the CCCCSd Board of Directors and the County Commissioners Court. "We are fortunate to have a good working relationship between the Commissioners Court and our School Board. The county is very supportive and assists us in terms of needed equipment and labor."

"The teachers are the back-bone of the district. We have 151 total employees, including all staff. While we have a strong foundation, there is no replacement for parental involvement. It is one of our greatest challenges, and having a parent take an interest will only contribute to the success of their child's education and future," said Chavarria.

The CCCCSd is continually working to stay ahead in terms of academics. "The one constant is reading. Watching a student transition from learning to read to reading to learn, is exciting. Students all develop at a different age." The CCCCSd is looking for parents or people who will volunteer to listen to kids read, or to read to kids. There are a number of ways someone can volunteer their services. Chavarria stated the state is moving towards a paperless system where students will reference their study books on-line. However, an on-site library of texts will always be available for student reference.

According to Superintendent Chavarria, teacher state certification for vocational courses has become harder. "We would like to strengthen our welding, Ag, wood shop programs, and add nursing and more to our vocational curriculum. These are vocations that would allow students to give back to an economy that is sorely in need of these types of skills and professions. In addition, this provides an opportunity for students who may not be able to attend college. We also would like to have a technology department and lab classrooms that have the best equipment so that we can provide our students with the most up-to-date curriculum."

"Something that I've noticed is that the local kids of Ozona do not want for anything! The school district is very appreciative of such a giving community. The band, the cheerleaders and scholarship programs, and more are all supported," said the Superintendent.

"The CCCCSd appreciates the recognition of Business of the Month from the Chamber of Commerce. We seek to provide a comfortable and appealing learning environment that instills both student and community pride. The outside of the facilities is a reflection of the learning on the inside. We want to have the ability to attract the best teachers and offer a pay that is competitive with other districts. We want to provide our students with the best possible opportunities. We thank Ozona for their support and look forward to a continued community partnership that will allow us to provide the best public education possible," said Chavarria.

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BUSINESS OF THE MONTH CONTINUED FROM PAGE 2

The Chamber of Commerce would like to recognize the Crockett County Consolidated Common School District for their continual effort to provide a quality education to our youth in addition to being an asset to the local business community.

For more information about the CCCCSD or to volunteer your time or services, please call 325/392-5501 or go to www.ozonaschools.net.

**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 **SEPTEMBER**:

Unifirst - 1997
Soto, Inc. - 1998
West Texas Wind Energy Partners - 1999
DCP Midstream - 2002
Gries Ranch - 2006
Jody K. Upham, Attorney at Law - 2008
Carmen Sutton - 2010
Valliant Ranch - 2011
David & Dena Porter, Ambit Energy Consultants - 2012
Francine Friend - 2012

**Lunch & Learn Series continues to be a hit**

At each year end, the Ozona Chamber of Commerce surveys its membership to determine what specific educational programs/topics would benefit local businesses, employees, or residents. Social Media won hands down! So the Chamber partnered with the ASU-Small Business Development Center and the Sonora Chamber of Commerce to provide a three-part Social Media Marketing Series. The series will cover a variety of topics geared to the “on-line presence” such as a web site, Facebook page, etc., in addition, how to market yourself in the digital age.

We had 27 people register for our second series. The following article gives an overview from one of our attendees: *By* Melissa Perner

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Lunch & Learn-Continued from page 3

Marketing and advertising a business online can be as simple as point and click.

During the second Lunch & Learn Series at the Ozona Chamber of Commerce Visitor Center, participants learned about different ways to advertise on social media. The series is a partnership between the Ozona Chamber of Commerce, the Sonora Chamber of Commerce and the Angelo State University Small Business Development Center.

Speaker Penny Larson with the San Angelo Standard-Times touched on ways owners can market their business through social media networks, such as Facebook and Twitter.

“You need to give a strong message to the public. Customers want to know they matter,” Larson said. “Customers want to be heard and feel important.”

Larson said it was important to have a Facebook page for a business, and not use a personal profile that adds friends. She also said that it is a violation of Facebook’s terms and conditions.

She said the “human touch” is essential to interacting with social media. Businesses should have goals, a plan, guidelines, know the system and the tools in social media.

In doing ads on social media, a business needs to look at building the brand and attracting new customers. Also, having a marketing plan and budget is essential, Larson said.

“This is an ongoing commitment. Social media requires daily attention,” she said. “Remember you are the number one authority on what you do.”

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Chamber seeking volunteers

Do you like working in the garden or outside? Would you have just 2-4 hours a week? Would you donate a couple hours of labor towards a project that has already proven to be an asset to Ozona? If you answered yes to any of the above questions, we could use your help.

As you know, the Chamber of Commerce unveiled Ozona’s newest attraction, the Crockett County Interpretive Trail in May, located across the parking lot from the Visitor Center. This is a wonderful collection of the native plant material that would be seen for a 100 mile radius of Ozona. ***Go to www.ozona.com. Click on Local Attractions, then click on Interpretive Trail to read about the project and view pictures.***

The Chamber does have a Trail Designer that takes care of much of the maintenance of the trail. We are looking to build up a group of volunteers that might adopt an area of the trail to maintain. You wouldn’t have to guess what needs to be done, our Trail Designer and the Chamber will provide guidance. This will also enable us to stay on track with the mission and integrity of the trail design.

If interested, call 392-3737. Thank you



Lunch & Learn-Continued from page 4

On Facebook, Larson said the site has really good guidelines and several types of ads. Facebook allows businesses to advertise cost per click, cost per impression, target specific demographics, gender and more. She also said Facebook ads can be targeted to new and existing customers, making it a “two-win situation.” “It’s a good way to reach more people,” Larson said.

On Twitter, Larson talked about making hashtags when posting. A hashtag (#) represents grouping topics or trends and it is clickable. She also said a Twitter profile says a lot about a business and should tell a story. “Understand what your audience wants, like discounts and promos, free stuff, fun and, entertainment and updates on special events, like sales,” she said.

Treat customers accordingly, engage with them, be as positive as possible when dealing with negative comments and make customers feel special.

Some of the online programs that make social media use easier, or more streamlined, are TweetDeck, Hoot-Suite, Social Mention, Bitly, Tweet Reach, Google Alerts and Crowd Booster.

Larson also said she manages businesses’ social media networks for them, and some businesses are choosing that road.

“Go out and educate yourself. All this is learnable and doable. Take control of these networks. Give people a way to find you,” Larson said.

The final Lunch & Learn series event will be Oct. 23 and feature Jody Gentry of Mediajaw Website Design discussing the topic: "Is Your Website Working For You?" Cost is \$10 and lunch will be served.

For more information, or to register for the event, call the Ozona Chamber of Commerce at (325) 392-3737.

Who walked into the Chamber of Commerce & Visitor Center in August?

Visitor Center

- Walk-in traffic into the Visitor Center in August-339 people
- Walk-in traffic into the Visitor Center January through August-3129.
- Where are they from? Texas visitors-1341, Out of State-1188, Local- 346, Foreign- 254
- Top five states visiting Ozona in August- CA, AZ, NM, FL, LA
- Top five cities visiting Ozona in August- San Antonio, Houston, El Paso, San Angelo, Austin
- Chamber related inquiries 24%, Tourism related 76%
- Week days in order of the busiest in August- Thursday, Friday, Monday, Saturday, Tuesday, Wednesday
- Top Requested Items in August-Crockett County Museum, Davy Crockett Monument, real estate, restaurants, maps, directions, Crockett County Interpretive Trail
- In 2013, August was ranked the seventh most busiest month of the year, in 2014 it comes in eighth!



Advertising

- Year-to-date the Chamber has filled, in response to our advertising, 9,898 requests for information on Ozona. We have handed out and mailed an additional 3,324 to those requesting information.

See what the *Chamber of Commerce web site* is doing on page 6!

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

For the month of August, ozona.com received 4,491 visits. 3,531 new visits, 960 returning
 Of 4,491 visits, there were 10,620 page views, of these 8,188 were unique (1st time)
 4,491 visits from 63 countries, 4,243 visits were from the US

Top 5 States

Texas	3039
California	127
Louisiana	86
Florida	72
Colorado	67

Top 5 Cities

Houston	378
Brownwood	289
Waco	256
Austin	213
San Antonio	206

Top 20 Content Searches

1	Ozona Homepage	1754	11	County Officials	179
2	Mobile Homepage	1322	12	Job Postings	157
3	Hunting Leases	817	13	Mobile Contact Us	152
4	Local Attractions	445	14	Day Trips	147
5	Restaurants	281	15	Mobile History	138
6	Public Services	268	16	Article Search	121
7	Lodging	221	17	Oil & Gas Services	117
8	E-Brochure	205	18	Mobile Local Attractions	114
9	Events Calendar	201	19	Contact Us	108
10	Hot Deals	180	20	Interesting Facts	101

Chamber Master (Membership Directory Data Base)

1250	Business Directory Searches
239	Hot Deal searches
2919	Member page hits

Chamber Facebook Page

565	Total page likes– Average
84	New likes
130,092	Monthly total reach
5508	People engaged

Top 10 Searched Service Categories:

Healthcare	Environmental Products/Clean-Up	Hunting & Ranching
Computers/Telecommunications	Government/Education	Civic Organizations
Finance/Insurance	Home & Garden	Public Utilities
Catering		

What Services are sought on our web page

For the month of August, the Membership Directory alone on ozona.com received 2,919 member page hits! **These are people looking for YOUR services. Following are the top twenty members that received more than 20 or more page hits:**

Crockett County Library-33	Discover Natural Resources-33	Crockett County Abstract-41
Devon Energy-72	Encino RV Park-37	Family Health Center-30
Key Energy-34	Nabors Completion-34	Ozona Cable & Broadband-96
OTTER-129	Pon Seahorn-43	Wool Growers Central Storage-38
Barnhart Shaw's Repair-56	Super 8 Motel-45	Ozona Mercantile-43
Twistflower Ranch-30	Monty's Maintenance-29	Ozona Flour Mill & Goods-29
Paige Tambunga-Attorney-30		Crockett County Water Dept-28

The Chamber of Commerce & Visitor Center is the front door to our community, *so 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?

As an added Chamber member benefit, the Chamber Dialogue is an ideal vehicle to gain additional exposure to 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. Extras will be distributed to visitors to the Chamber office.

You can also post your special "Hot Deal" or event on the Chamber web site, along with job postings. Please note that during the month of July there were 256 Hot Deal searches. You can subscribe to a Hot Deals newsletter. Every time a Chamber member posts a new Hot Deal, the membership receives an e-mail updating them to all the local specials available.

Have an event or available job you need to promote? Post it on our web site.

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

HELP US to make your member benefits work for YOU!

