

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
West Texas Rehab Center
as our April Business of the Month**

West Texas Rehab Center, located at 908 First Street, opened its doors in Ozona in 1998. They are open Monday through Friday from 8am to 5pm and closed during lunch. They serve Ozona, Sonora, Big Lake and the surrounding areas. Se habla español.

“Our mission is to improve the quality of life of those we serve regardless of financial circumstance,” said Clinical Director Stacey Asbill. “We provide outpatient rehabilitation services to anyone regardless of their ability to pay or whether or not they have insurance,” said Office Manager Catherine Fierro. A physician referral is required for therapy services. In 2010 the Ozona clinic served over 850 patients/clients.

“We are very well equipped and would like Ozona to know how much we appreciate their support. The plaques that you see throughout the facility are to thank our donors whose generosity made possible the remodeling of the building and provided a majority of the equipment. Ozona Women’s League, Crockett County Deerfest Association and numerous individuals help to provide local support for the clinic,” said Stacey Asbill. “Just recently we came to work and discovered that someone had repainted our exterior doors and railings over the weekend. Ozona has been very supportive of us,” said Catherine Fierro. Donated dollars continue to play a big role in the operation of the West Texas Rehab facilities in Abilene, San Angelo, and Ozona.

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From left to right: Stacey Asbill-Clinical Director & Physical Therapist, Jasmine Rico-Technician, Catherine Fierro-Office Manager, Amanda East-Occupational Therapist.

“Not pictured” and on staff are Allison McGuire-Speech Therapist and James Guadarrama-Physical Therapist Assistant and Amy Bloom-Audiologist.

Chamber Welcomes New Members

Sam's Club
 Rey Rubio-General Manager
 5749 Sherwood Way
 San Angelo, TX 76901
 325/223-9373
 rcrubio.SO4948.us@samsclub.com
 Wholesale Retail, electronics,
 bakery, groceries, housewares, auto,
 fuel, floral, pharmacy

Dublin Ranch
 Chris Dublin
 5417 Fruitland Farm Ed.
 San Angelo, TX 76903
 325/657-3878
 JCD520@aol.com
 Hunting

Happy Anniversary

The Ozona Chamber of Commerce would like to wish the following members a **HAPPY ANNIVERSARY**, and **THANK YOU** for your 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 months of April and May:

Knox Floor Covering-1965

Thomas Cameron, Attorney at Law-1997

J.D. Crowder Contract Pumping & Consulting-2006

Ozona Truck Towing & Emergency Repair (OTTER)-2007

Howard's Well Ranching Company-2010

Giles & Becky Davidson Madray-2010

NewQuest IT Solutions, LLC-2010

Robert Massie Funeral Home-2010

Ball & Strunk Partners, Ltd.-2007

Crockett County Abstract Company-1997

Amigo Chemical Control, Inc.-2006

Sonic Drive-In-2006

Fort Lancaster Historic Site-2008

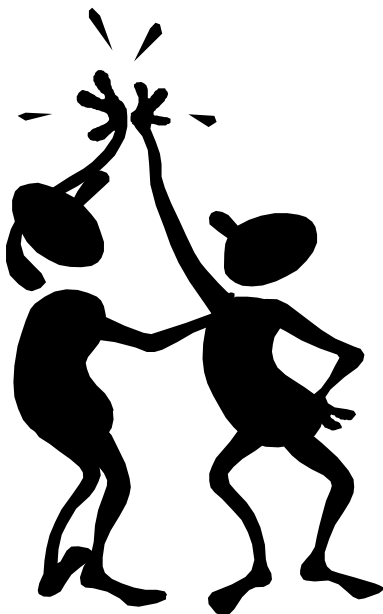
Mr. Charles McCleary-2008

Wissestad Ranch-2009

Caprock Diesel, Inc.-2010

Small Fashion & Gifts-2010

Hunnicut Ranch-2009



J. Cleo Thompson-1996

Mi Taco-2010

Mr. Mark Blount-2008

Multi-Chem Group, LLC-2010

Ozona Remodeling & New Construction-2010

Re-Bath of San Angelo-2008

Texas BBQ-2010

West Texas Rehabilitation Center-1998

Crockett County Museum-1999

Crockett County Public Library-1999

Buchholz Ranch-2001

Permian Basin Better Business Bureau-2000

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The available services include physical, occupational and speech therapy for infants, children and adults. The therapists treat a wide range of conditions including orthopedic, neurological, and developmental problems and provide wound care. They offer both pre and post-surgical therapy and treat sports and work injuries. Amanda is certified in Sensory Integration therapy. This type of therapy can help children with autism, feeding problems, textural clothing issues, and other disabilities. Stacey and Amanda both are trained in a technique called Kinesio Taping®. The Kinesio Taping® Method is a definitive rehabilitative taping technique that is designed to facilitate the body's natural healing process while providing support and stability to muscles and joints without restricting the body's range of motion as well as providing extended soft tissue manipulation to prolong the benefits of manual therapy administered within the clinical setting.

Rehab provides contract services to schools in Ozona, Big Lake, and Sonora working with students with an educational need for physical and/or occupational therapy for handwriting/fine motor skills, gross motor skills, sensory integration disorder or other special needs.

Audiology services are also available right here in Ozona. Audiologist Dr. Amy Bloom is in the Ozona clinic twice a month. She conducts hearing tests, dispenses hearing aids and makes needed adjustments. The rehab also sells hearing aid batteries and supplies. A new program available at WTRC is the ability to buy a hearing aid on credit through Wells Fargo.

Rehab is a licensed provider of WorkSTEPS, a system of standardized pre- and post-offer, and fit-for-duty employment testing developed to meet a critical employer need—to create medically safe, legally compliant, scientific, and objective means of matching a worker's functional capabilities with the essential functions of the job. WorkSTEPS testing can save an employer thousands of dollars and many hours in lost time accidents. WorkSTEPS is used by employers nationwide including many local business. Drug testing and breath alcohol testing services are also offered. The rehab center even provides 24 hour post accident drug and alcohol testing.

Additional services include wheelchair evaluations and home assessments, such as when a person returns home following a hospital stay to ensure a person can get safely in and out of their home, and make equipment recommendations to make the home safe and accessible. Products such as Biofreeze Pain Reliever and other medical supplies may be purchased at WTRC.

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There are a few ways in which a person can help the West Texas Rehab Center. You may make a donation by dropping off donor dollars to the local clinic or you may send your donation to P.O. Box 728, Ozona, TX. Donations may be made in memory of or in appreciation of a loved one. A capital needs wish list is maintained for those wishing to donate equipment or other special items and this can be inquired about at the clinic. The annual West Texas Rehabilitation Center Telethon is held in January. West Texas Rehab also has employment opportunities, internship and scholarship opportunities that can be viewed on their web site at www.westtexasrehab.org.

The Chamber of Commerce would like to congratulate, recognize and thank the staff of the West Texas Rehab for their excellent care and service that they provide Ozona. For more information about the West Texas Rehab center you may call 325/392-9872 or visit their web site at www.westtexasrehab.org.

Chamber and OHS host Career Day

The Chamber of Commerce and Chamber member, the CCCCSO and the OHS College Readiness Office partnered together to host a Career Day for Ozona Middle school eighth graders and High school students, on Tuesday, May 3rd.

“It was a very informative seminar with enthusiastic interaction from the students,” said OHS College Readiness Coordinator Susie duBois.

“We want to thank our Chamber member partners who helped make the morning possible,” said Executive Director, Shanon Biggerstaff

Minnie Sustaita of DCP Midstream
Cheryl Thomas-Holiday Inn Express

Kerrie Baker –Kerrie’s Creations

County Attorney & Attorney at Law –Jody Upham

Doyle Shaw of Shaw’s General Repair

Ozona National Bank-Mack Richie

Sheriff Roy Glenn Sutton and Chief Deputy Emilio Tambunga

Chamber Executive Director began the morning by sharing with the students the role of a Chamber of Commerce. She then reviewed tips on how to “S U C C E E D” in choosing a career. A folder of hand-outs was also provided from the speakers with information on various careers and jobs, and the necessary education required.

Following are a few comments by teachers and students following the seminar:

“Thank you for taking the time to do this. We had not had a career day in several years. It does help some students plan for their future; and then there’s always those that had not thought about it, but are thinking now,” said Mrs. Franco.

Mr. Phillips said, “This was exactly what our students needed.”

Mrs. McWilliams exclaimed, “Loved it!”

“Inspirational, I liked it. I liked the theme that every speaker seemed to focus on –Love what you do. That’s more important than how much money you make.”





From left to right: Jerry Cantu, Owners Betty, Vince and Bubs Huffman.

**The Chamber of Commerce recognizes
Crockett Automotive (NAPA)
As our May
Business of the Month**

A family owned and operated business, Crockett Automotive (NAPA) has been in business since October 1974. “My dad Charles, ran an automotive shop up until then, the two mechanic stalls were closed and we became NAPA,” said Vince Huffman. “We have been here for 37 years.”

Owners Betty, Vince and Bubs Huffman, along with employees Jerry Cantu and Trazel Hayes are the backbone to the operation.

Crockett Automotive NAPA is a full service parts and accessories store providing auto parts, tools and equipment, chemicals and paint supplies. “NAPA has a large line of products, and a lot of specialty items that if we don’t have it in the store, we can order,” said Vince. The store carries auto parts like interior and exterior accessories, radiators, batteries, relays, sensors, switches and batteries for auto, ATV, RV’ and farm and Ag equipment. Various chemicals like fluids, adhesives. Coolants, brake fluid, cleaners, lubricants, oil, sealants, and transmission fluid. Paint and supplies like masking tools and film, spray guns, and strainers. Tools and equipment like A/C tools, air tools, battery chargers, lift and power tools, and more. NAPA also carries lawn and garden tools.

Although Crockett Automotive (NAPA) does not do any repair work, they will assist in installing batteries. “If your ‘check engine’ light comes on, with our Scan Tool, we can many times help people determine they just have a loose gas cap or sensor,” said Vince.

“We would like to thank the residents of Ozona and the surrounding counties for their continued support. Without them, we would not have been here this long,” said Vince. “We are honored to have been selected as Business of the Month and we have certainly enjoyed serving Ozona,” said Betty Huffman.

Crockett Automotive (NAPA) is located at 1202 Avenue E. The store is open Monday through Friday from 7 a.m. to 6 p.m. and on Saturdays from 7 a.m. to 12 noon. For more information you may call 325/392-3159 or visit www.napaonline.com.

The Chamber of Commerce would like to recognize Crockett Automotive (NAPA) for their long time service to Ozona, in addition to being an added asset to the local business community.

It's Not Personal, It's just Business

You've heard the saying, "It's not personal, it's just business." When we use this phrase we typically mean that the listener knows we are just doing business. But, I can tell you, as a business owner, an employee, a manager, and as a customer, my emotions surface even in a business transaction. Recently, I pulled out my copy of *Getting Past No* by William Ury. The book is a quick read and a helpful resource for negotiating through confrontation to cooperation. These five tips have helped me through conversations at work, at home, and even at the grocery store.

Don't React: Can you think of times when you just reacted to what someone said versus listening to them? According to Ury, there are three natural reactions to conflict; striking back, giving in or breaking off. Think of a business situation where a customer or a vendor pushed you to the point of reacting. By reacting, you lose your ability to be objective and make it hard to be constructive. The best way to work through that natural tendency is to recognize your reaction. Understand what causes you to react and try not to let others push your "hot buttons."

Don't Argue: This tip may not be easy for some. In a stressful situation, it is easy to argue or become defensive. You fall into the trap of wanting to make the other person understand your side of the issues. However, it is actually easier to work through a conflict if you make the effort to see the other person's side of things. By actively listening to the other person's issues and asking questions, you can actually defuse a conflict. It may help when you are working with an employee and performance issues. By better understanding someone, the better you can work with them.

Don't Reject: In negotiations, it is easy to dismiss the other person's position. As a good negotiator, it is important to shift from the person's asserted positions to their actual interests in the negotiation. Rather than trying to change a person's position on a topic, you can work on negotiating an outcome that serves both of your interests. For example, you may not change a vendor's payment policy, but you may be able to negotiate with them on their interests such as how quickly do they need to be paid, how much you need to pay them and when.

Don't Push: There may be many reasons why a negotiating process breaks down. Two very common reasons are the fear of losing face and trying to push too much too fast. Keep in mind that in negotiations there can be fear of giving too much away or agreeing to something that isn't reasonable. Take the responsibility as a negotiator to recognize why the other person or business isn't willing to work with you. You may be pushing the other person into a decision they are not ready to make.

Don't Escalate: Ury uses the term, "Don't escalate, educate." If you are in a negotiation process and the other party is resistant to negotiate, you may be tempted to exert more power to get your way. At this point, you have two choices: to either force the person into a decision or attempt to educate the person so you both can win. Using threatening words during a negotiation will cause the other party to become defensive. Try using respectful words to show the person that not coming to an agreement will cause more harm and not allow them to advance their interests. This approach can keep the conversation going versus shutting down. These simple tips can be useful for various business or personal situations. If you have an upset customer or employee, try this approach. You may be surprised at the results. In an economy where it is costly to find new customers and employees, you may find by using these negotiating techniques, you will keep a relationship that is valuable for everyone.

This article was written by Ms. Cindy Hartin, CEBS Fellow, Business Development Specialist and Certified Business Advisor II, of Angelo State University's Small Business Development Center. For more information on the topic of this article or the services of the ASU SBDC, contact her at Cynthia.hartin@angelo.edu or (325) 942-2098.