

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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Gregory's Guns & Gear open for business

The Ozona Chamber of Commerce held a Ribbon Cutting for its newest Chamber member Gregory's Guns and Gear on Wednesday, September 1st. County Officials, Chamber Representatives and a number of local residents dropped by to welcome and congratulate owners Bryan and Rhonda Gregory on the opening of their new sporting gear store.

Gregory's Guns & Gear, LLC is a family owned and operated store formed in 2004. "Although the company is young, (we're not) we have a lot of knowledge and experience that we will be happy to share with anyone who would like to listen", said owner Bryan Gregory. Bryan and Rhonda moved to Ozona from Houston. Bryan is retired from the Houston Police Department where he served for 27 years.



Pictured from the left; Chamber Board of Directors Brandon Asbill and Chris Elliott, Chamber Ambassador Lynn English, Owners Rhonda & Bryan Gregory, Chamber Ambassadors Nell Wester and Jerry Perry.

"For the convenience of the hunters and the outdoor sportsman, the shop will be open Tuesday through Saturday, 10:00 a.m.—6:00 p.m, closed Sunday and Monday. Our home phone number is also available on the front of the store for those who are passing through and have forgotten something. We will be happy to meet folks at the store to accommodate their needs". The store is located at 1008 Avenue E on the Town Square.

Gregory's Guns & Gear will have everything from guns and ammunition to camo clothing, camping, fishing and archery equipment. Scopes, binoculars, snake chaps, boots, scales, decorative hunting bags and many more accessories will be available as well.

For the ladies, if you like jewelry, you're going to love Silpada Designs! Rhonda is a Silpada Design jewelry distributor. All Silpada Designs handcrafted jewelry is the finest .925 Sterling Silver (the highest grade of silver), no painted or plated fashion or costume jewelry.

For more information, stop in and say hello, call 392-3355 or visit GregorysGuns.com or mysilpadacom/rhonda.gregory.

**CHAMBER WELCOMES
NEW MEMBERS**

**Gregory's Guns & Gear
1008 Avenue E, Ozona, TX 76943**

**Bryan Gregory
325/392-3355**

**Sporting & hunting supplies, guns, ammunition,
archery equipment, boots, camo clothing**

Close To Our Hearts

Jeff & Ronda Stuart,

Jackie Hopkins,

908 11th Street, Ozona, TX 76943

325/392-2700

**Gifts & Accessories, John Hart Designs,
Fiestaware, crosses, candles and much more.**

John Little

512/970-0652

512/637-8400

johnlittle@kw.com

Hunting in Crockett County

Super S Foods

Bill Simmons, Manager

305 Avenue E, Ozona, TX 76943

325/392-3324

Supersfoods.com

Grocery store

Medway Home Health

Beth Simms, Branch Manager

1205 S. Avenue E, Ozona, TX 76943

325/392-8200

**Provides skilled nurses, therapists and home
health aides to patients in their homes.**

Oglesby Ranch Company

Sally J. Oglesby-Harris

Ozona, TX 76943

325/392-2791

sallyjoglesby@hughes.net

Hunting in Crockett County

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 month of August:

The Glover Company-1997

Esperanza Ranch-2005

Twistflower Ranch-2006

Devon Energy Corporation-2008

Ad Art Signs-2009

Koolin Klothz, Etc.-2009

Arrow Signs-2009

Having a sale?

Offering after holiday products or discounts ?

Do you have a new product you would like to introduce?

As an added Chamber member benefit, the Chamber Dialogue is an ideal vehicle to gain additional exposure to local businesses and individuals.

Simply drop off your Chamber member flyer to our 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.

**The Chamber of Commerce
would like to recognize
TRETTO'S TIRE AND TOWING as
our August Business of the Month**

The Chamber of Commerce would like to recognize Treto's Tire & Towing as our August Business of the Month.



Pictured from left to right; Father-Eliseo Treto, Sr., Rigo Treto, Eliseo Treto, Jr. and J.D. Borrego.

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Treto's Tire & Towing is a family owned and operated business. It initially started as welding business out of Eliseo Sr.'s home 2002. "My dad really enjoys welding and has a love of building things. He discovered there was a demand for a tire shop. So in 2004 we moved the welding business and expanded our services to include tire repair. It wasn't until 2009 that we began the towing operation," said Rigo.

Our very first customer, and long time friend, was Sonny Malone. He was a good man and supported us when we opened the shop", said Eliseo Sr.

"We really appreciate the business and work very hard to provide the best service, at the best price within our means. Business is good, but there are more customers than there are enough hours in the day. We feel in order to give the best customer service, we need to have the best equipment. The biggest problem is maintaining that equipment," said Rigo. "One of the services that we offer, is if a vehicle breaks down that we have to tow, and the customer is stranded, we will drive them home. We have driven people to New Mexico, El Paso and San Antonio. So it is important that our equipment is comfortable for traveling. Customer service is our number one priority, " said Rigo.

Treto's Tire & Towing is AAA approved. They are open Monday through Friday from 7am-6pm, and on Saturday from 6am to 12pm. Their services include tire repair, towing, oil changes, car washes, brake work, minor vehicle repairs, trailer service and repair, and sell some parts and accessories.

For more information call 392-9111, 392-5263 or 650-3507.

Tips for Your Business Sign

Have you ever driven by a business and instantly been motivated to stop and go inside? Maybe it was a restaurant you had never noticed before or a new clothing store that appealed to your taste. What do you think it was that prompted you to stop? Chances are it was the business' sign that first caught your eye. So, what makes one sign stand out from the rest?

When designing signs for your business, keep in mind the following design tips so you can make sure you are getting the most visual bang for your buck. The first thing that should be kept in mind when designing your business' sign is you have only seconds to catch the eye of someone driving by and be memorable. Does your sign include fonts and colors that give the feeling you want to convey? Does it transmit the same level of professionalism that your company can deliver? Don't sell yourself short.

When you are deciding on the design of your business' sign, try to get quotes from a number of design companies and take a good look at their previous work. Keep in mind the designer and builder do not have to be from the same company. Find someone that suits you, and work closely with him or her until you end up with something just right. Additionally, try to find a sign company that specializes in the nature of sign you want, may it be neon, wood, metal, etc. Your sign will be one of the main pillars that you build the rest of your business' marketing materials around. Be sure it is something you will like for years to come.

The next tip to remember is to take advantage of all locations that have good traffic visibility around your business. The idea is to get your signs seen by as many people as possible. Make sure your sign is big enough to be seen by people driving by at a reasonable speed. If you are located near the highway, you need to consider creating a larger sign so people have more time to read it as they speed by. On the other hand, if you are located on a slower street, you may be able to include more information on your sign because drivers have more time to read as they drive by. However, be sure to check any city ordinances or laws that may apply.

Proper signage design allows you to communicate with your customers when you may not get a chance to talk to them directly. OPEN signs or store hours outside of your door help people feel confident when walking into a store for the first time. No one likes to be told a store is closing as soon as they step inside. Once they are inside your front doors, you have a great opportunity to help your customers feel at ease and find the information they need.

The last tip is to work on your indoor signage as well. Get creative! Control the flow of traffic in your store. Label your aisles. Save your customers the inconvenience of asking a salesperson where your bathrooms are. If you have a public restroom, label it clearly and prominently visible from the entrance of the store. Also, consider explaining additional benefits of your products on small signs that can help prompt impulse purchases. The interior of your business should reflect what you want your business to represent. Be sure to clear your walls of out of date flyers, promotions, and pictures that do not help to improve your customer's experience.

Overall, the design and quality of your business' signs contribute heavily to a customer's overall impression of your business. And when your signs no longer reflect your company's image, it may be time to update! A confusing, worn out, or otherwise unattractive sign may turn away potential customers before they ever get to your front door. On the other hand, a well-designed and quality sign can help generate walk in traffic and positively build your brand image. Your signs should accurately reflect what your business is about and prompt them to stop.

“Business Tips” was written by Ms. Jessica Lambert, Business Development Training Coordinator 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 Jessica.Lambert@angelo.edu.