

*Hang Your Hat In History*

OZONA CHAMBER OF COMMERCE

& VISITOR CENTER PARK

P.O. Box 1135, 505 15th Street, Ozona, TX 76943

325/392-3737, 325/392-3485 Fax, [www.ozona.com](http://www.ozona.com)



## CHAMBER DIALOGUE

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**The Chamber of Commerce recognizes  
Knox Floor Covering  
as our June  
Business of the Month**



Jamie Knox Owner of Knox Floor Covering

A family owned and operated business, Jamie and Mary Lou Knox began their carpet installation business in 1972. “We saw the need for our type of business in Ozona. My first job was installing the flooring in the new library. The second

was at the Circle Bar Motel. If it hadn’t of been for the people of Ozona, our friends and word of mouth, I don’t know if we would have made it,” said Jamie. In 1984 Knox Floor Covering went into retail carpet sales and installation.

There’s no job too large or too small for Knox Floor Covering. “My son Bobby has helped me throughout the years’, and now my grandsons Jayce, Duncan and Nathan have gotten involved as well.”

“We try to compete with bigger cities, so we handle several brands of carpet, tile and laminate,” said Jamie.

Knox Floor Covering serves Ozona and surrounding towns like Sonora, Big Lake, Iraan, and remote ranches. “We sell and install all major brands of carpet, soft tile and laminate wood flooring.”

Knox Floor Covering is located at 111 Avenue I and is open Monday through Friday from 9am to 5pm. For more information, you can reach them at 325/392-2180.

The Chamber of Commerce would like to recognize Knox Floor Covering for their long time service to Ozona, in addition to being an added asset to the local business community.

## Chamber Welcomes New Members

Lester Wright Hunting  
 Lester Wright  
 309 Lakeview Drive  
 Runaway Bay, TX 76426  
 940-704-8890  
 wrightwfm@sbcglobal.net  
 Hunting Lease –5,400 acres  
 20 miles NW of Ozona

Taqueria 163  
 Rebecca Galvan-Owner  
 1810 Hwy. 163 S  
 Ozona, TX 76943  
 325/392-4400  
 Full service restaurant, open Monday-Sunday,  
 11am-2pm, and 5pm-10pm. Closed Wednesdays.  
 Serving lunch and dinner

## 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 June:



T.

Bill Black Ranch—1999  
 Holistic Management International West Ranch-2002

Hospice of San Angelo-2004  
 Mr. & Mrs. Fred Deaton-2007  
 Mr. & Mrs. Will Hoover-2007  
 Ozona Hair Company-2007  
 Holiday Inn Express Ozona-2008  
 Mr. Mike Howard-2009  
 Adios Wrecker Services, LLC-2009  
 Mitchell Ranch-2010

## Announcing the 3rd Bi-Annual South West Texas Oil & Gas Trade Show

The Chamber will hosts it's 3rd oil and gas trade show October 19-21, 2011. The three days will include a golf event at the Ozona Country Club, BBQ Reception at the Fair Park Pavilion, trade show at the Convention Center, and dinner with speaker at the Civic Center.

More information, and to receive a registration packet, call 325/392-3737 or go to [www.ozona.com](http://www.ozona.com)



## Good intentions could have unintended bad results

Two gentlemen brought to the Ozona Chamber of Commerce and Visitor Center a two week old fawn. They had been traveling along I-10 and saw it west of Ozona running back and forth across the interstate. Afraid the fawn was in danger of being hit by traffic, they caught it and brought it to Ozona, first to a local restaurant. The restaurant suggested they bring it to the Chamber.

Since they were not from Texas they had no idea of the laws of the state that govern wildlife. They proudly brought the fawn by, feeling good about having saved the little guy's

life, dropped it off at the Visitor Center and were on their way. It wasn't until the local Game Warden arrived that we realized we had a situation. Following is what, we the staff, at the Chamber learned from both the Game Warden and an article written by Tom Abbot called Born Wild posted on the TPWD (Texas Parks & Wildlife Department):

-Like children, young wildlife will explore and are curious, and will stray from the protection of their home while the parent is absent in search of food. However, the animal parent usually has no trouble locating a wayward offspring and ushering it back to safety. According to the Game Warden, a newborn fawn has no scent. After birth it will be cleaned by its parent, who will then keep some distance in an effort to keep from leading predators to her young.

-Humans discover wildlife young that seem to be lost or abandoned and take them home as pets. We need to control this impulse which only condemns nature's young to a twilight zone of existence between wildness and domestication, and often times simply leads to tragedy.

-Whether you pick up young wildlife because you think they are abandoned, or whether you want to try and domesticate them, either is a bad idea. You rob the young from learning how to survive in their natural environment that they can only learn from their parent. You prevent them from learning about their natural enemies, and how to defend against them. You prevent them from learning how and where to find shelter and the proper food their system requires. If they were to escape from you then it would be completely defenseless in the wild.

-A well meaning person who brings home a wildlife pet often experiences disappointment, grief, disease, injury and even death. You may unknowingly introduce harmful or deadly parasites, diseases, virus bearing ticks and fleas, rabies, tetanus and more to your family. Adults and children are bitten, clawed, seriously injured and even killed by their wildlife pets that without warning revert back to their instincts.

-In many cases, especially young wildlife, are improperly nourished because their natural food requirements cannot be duplicated. Then their captors will try an assortment of foods to see what the animal likes and will eat, only to watch the animal become sick and die because their system was not designed to tolerate this type of food. In fact, the average person has little knowledge of how to properly care for wildlife, and their good intentions generally end in sorrow and regret.

-Mother Nature and the destiny of the young wild may not be fair, but it is in their best interest if we as humans curb our desire to interfere with their lives.

Oh, and by the way. Fortunately, the Game Warden, not able to return the fawn to the place where it was found, was able to place the young buck with an area biologist who has assured us he is doing well, and will eventually be released back into the wild. Wildlife are "born free" for a reason!

## Visitors to Chamber web site, www.ozona.com– April—June 2011

-The Chamber of Commerce web site at www.ozona.com had 9,610 visits April through June of 2011.

Of these visits, 8,298 were new, and 1,312 were returning.

-Of the 9,610 visits, there were 21,387 page views, of these 17,268 were unique or 1st time visits.

There were 9,610 visits from an average of 44 countries per month.

9,111 visits were from US

<b>Top 5 States</b>			<b>Top 5 Texas Cities</b>		
Texas	6330		Houston	783	
California	566		San Angelo	590	
Arizona	237		Brownwood	541	
Louisiana	178		Dallas	526	
New Mexico	129		Austin	436	

### Top 20 pageview searches

1	Ozona /Home	6176 Page Views
2	Hunting leases	1930
3	History	1735
4	Lodging	1122
5	Restaurants	927
6	Maps	682
7	Job Postings	541
8	About Ozona	528
9	Events Calendar	519
10	Area Attractions	468
11	County Officials	446
12	Membership Directory	405
13	Public Service	391
14	Airport	349
15	Locations	297
16	Local Attractions	271
17	Shopping	267
18	Hot Deals	247
19	Churches	196
20	Contact Us	168



### Chamber Master

1141 Business Directory Searches-Chamber Membership Directory

750 Hot Deal Searches

4159 Member Page Hits

### Facebook-November 2010

108 Monthly active users –average of 58 users per week

24 New wall postings– 17 new wall postings for the quarter

307 Visits-3161 total visits for the quarter

120 Average number of fans-105 per week

## Chamber Member Benefits

Throughout the year the Chamber communicates to its membership the various benefits and services of being a member. Unfortunately, we cannot contact every member every day to pass along the many opportunities that our members can take advantage of. So instead, much of what the Chamber does is act as a resource to our members, as well as to the community. Like any membership, it only has value if you 1) make yourself aware of the benefits and 2) make use of it's services. Following are just a few of our member services:

1) Monthly membership mail-outs / Web Site Marketing: Having a sale? Offering after holiday discounts? Have old inventory you would like to move? Do you have a new product to introduce? Hiring? 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.

2) You can also post your special or "Hot Deals" on the Chamber web site, along with job postings. You can subscribe to a Hot Deals newsletter. Every time a Chamber member posts a new Hot Deal, you will receive a newsletter updating you to all the local specials available. Have an event? Promote it on our web site. Use your Chamber Master login name and password to post updated member information, or contact us.

3) Help your business and the community by distributing the enclosed Traveler's Service Sheet to all of your employees. In an effort to encourage a "**traveler friendly**" environment in our town, and to educate employees about the local services rather than sending them "down the road", the Chamber has developed the enclosed Service Sheet as a quick reference to help Ozona employees assist customers, residents and travelers.. The more travelers we can keep in town, the more revenue generated for our local businesses.

This sheet is not intended to list all local businesses. These are the most frequently asked questions by travelers off the interstate. Now you and your employees can help promote our community products and services.

The Chamber provides and host educational opportunities. We can direct you to agencies that provide free to low cost services that my benefit your business. There are a number of benefits and services that we provide to our members, our residents and our community, and we hope that you will take advantage of them.

If you have any questions, please contact us at 325/392-3737. Help us to help you!



## Working Together Can Benefit Businesses

There are lots of reasons why people decide to open a business. For me, it was the desire to take on the challenge of owning, managing and operating a business. I had worked for some great organizations such as Trek Bicycle, Sub Zero, Inc. and Baxter International. I had some excellent mentors and knew that for my business to be successful, I would need a strong team around me to help with the challenges before me.

Often, a small business reaches capacity quickly when the owner is the only one providing services or products. When we work with clients and discuss growth and capacity in a business, clients soon discover the best way the business will be successful is when they add talent or skills beyond the business owner. For example, Bevil Hogg, the co-founder of Trek Bicycle, would not have been able to take his bicycle business from a small barn to multiple locations across the country if he limited his business to his ideas of steel frame bicycles. Or in 1943, Westye F. Bakke built the first free-standing freezer in the basement of his Madison, WI, home. From these modest beginnings, Sub-Zero has become the industry's most recognized manufacturer of premium built-in home refrigerators. Mr. Bakke believed in his business and knew he needed to do more than just continue to build refrigerators in his basement.

The concept of building a team can vary depending on the needs of a business. To quote Laurie Benson, CEO of Wisconsin-based Inacom Information Systems and 2009 'SBA National Women in Business' Champion: *'Very few people are ever successful or a failure by themselves, and probably, one of the most powerful elements in creating success is a powerful team.'* Building a team may simply mean hiring an administrative assistant to help with basic bookkeeping and customer service issues. Or it may mean merging your business with another business in order to gain knowledge, diversify products and services or gain access to a new customer base.

Consider your business. How can it grow beyond its current capacity? To answer this question requires taking the time to evaluate your business from all aspects, asking yourself questions such as: What opportunities do I see for my business? What opportunities have I had to pass up? Are there other businesses out there that I could have a strategic partnership with, where we help each other? These kinds of questions can help you see where you can grow, and what kind of resources you might need to add in order to grow. This also requires the business owner to be open about his or her limitations, by asking questions such as: What tasks do I avoid because I'm not good at them or not comfortable with them? What am I best at, and what am I doing instead of what I am best at? These kinds of questions can help you discover what you should be focusing on and what others can do to help you. As I discovered in my own business, this evaluation process can be time consuming and difficult. It can also be hard on the ego when you have to admit that you do not have all the skills necessary to operate your business.

***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](mailto:Cynthia.hartin@angelo.edu) or (325) 942-2098.***