

*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 the  
**VILLAGE DRUG**  
as our January  
Business of the Month

The Ozona Chamber of Commerce has selected the Village Drug as our January Business of the Month.

“I moved from the Permian Basin area to Ozona in 1988. I was looking for a small town to raise my children, and liked Ozona,” said owner of the Village Drug, Rick Bird. “The Village Drug has been in Ozona since 1959.”



Pictured left to right; Employee Mary Ortiz, Owner Rick Bird, and Pharmacy Tech, Mary Held

The Village Drug has four employees. Mary Ortiz and Lynda Sherek both work the front end, and Mary Held and Vanessa Rodriguez are both Pharmacy Techs.

The Village Drug is an affiliation of the Good Neighbor Pharmacies. “The most challenging part of the business is that healthcare has literally been taken over by insurance companies. Also providing good care while adhering to the many formularies and regulations of the industry. We are lucky in Ozona to have the healthcare facilities that we do. It’s important for local residents to shop local so that we can maintain the services we have in our community,” said Rick.

The Village Drug is not only able to accommodate your prescription needs, but also has a wide array of gift items. Everything from gift cards to party supplies. You will also find colognes, jewelry, picture frames, health and beauty products, medical supplies and seasonal products such as Valentine gifts.

Locals and travelers have for a long time enjoyed their famous chicken salad sandwich and cherry ice drinks available at the 50’s Soda Fountain & Grill. Other specialties are grilled hamburgers and cheeseburgers, grilled cheese sandwiches, Frito pie, shakes, cones, limeades, hot chocolate and banana splits.

The Village Drug and 50’s Soda Fountain & Grill is located at 902 Eleventh Street and open Monday through Friday, from 8 a.m. to 5:30 p.m. For more information you may call 325/392-2666.

## 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 January:

Mrs. Joe Logan—1963  
Fesco, LTD—1979  
The Village Drug—1988  
Mr. Eugene (Jake) Miller—1996  
AEP Texas—1997  
Anadarko Petroleum Corporation— 1997  
Best Western Ozona Inn—1997  
Crockett Automotive—1997  
Crockett National Bank—1997  
Dairy Queen of Ozona—1997  
Hitchin Post Steakhouse—1997  
JJ Marley Ranch—1997  
Jerri Lynn Pierce— 1997  
Mr. & Mrs. Mark White—1997  
Ozona National Bank—1997  
Ozona Wool & Mohair—1997  
CCCCSD—2006  
Branyon Ranch—2007  
Randy & Nanette Verner —2008  
Shannon Airmed 1— 2009  
Mediajaw—2009  
Ozona Body Shop-2009  
Jay Pool Construction— 2009  
Burney Tree Service-2010  
Kerrie's Creations-2010  
Bahlman Cleaners —2010

## **CHAMBER WELCOMES NEW MEMBER**

**Ben Forehand— Ranching  
Hunting Lease List  
325/226-2584**

**6,000 acres 3 miles North of Ozona; 10-15 hunters; Ranch has been extensively managed for trophy white-tailed deer the last six years. Lease has cabin that sleeps 14, walk-in cooler, ice machine, and 10 blinds with feeders. This is a turn-key operation**

## Chamber Program of Work and 2011 Budget Approved

The Chamber of Commerce held its Annual Board Planning Meeting on Thursday, January 6th, at the Visitor Center. Each year, incoming board members undergo an orientation outlining their role as a Chamber Board of Director. They are familiarized with the Chamber staff and various committees, and they review funding sources and the organization's Bylaws. During the annual meeting tenured directors review the accomplishments of the Chamber for the previous year, as well as discuss the status of any on-going projects.

Board members rolled up their sleeves to discuss 2011 Chamber Program of Work. In conjunction with the annual meeting, the board also held their regular December board meeting. The board reviewed the 2010 year-end budget and approved the 2011 budget for the organization.

### 2011 Chamber Officers / Executive Committee



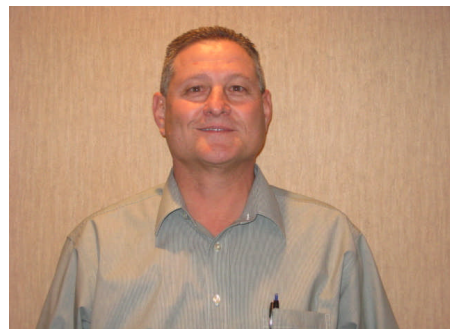
Brandon Asbill-Chairman  
Crockett National Bank



Lisa Branch– Vice-Chairman  
Stokes, CPA



Barbie Myers-Treasurer  
DCP Midstream



Randy Verner-Past Chairman  
USDA

2011 Chamber Board of Directors



Dustin Couch-Super S Grocery  
Board of Director



Sally Oglesby-Oglesby Ranch  
Board of Director



Eligio Martinez-KHOS/KYXX  
Radio  
Board of Director



2011 Chamber of Commerce Events  
MAKE NOTE

**March 24th**—46th Annual Chamber Banquet & Nostalgic Dinner Theater featuring the music of Patsy Cline

**April-Date TBD**—Chamber of Commerce Fun Shoot

**July-Date TBD**-Membership Educational Luncheon

**October-Date TBD**-Third Bi-Annual Southwest Texas Oil & Gas Trade Show

## **Inexpensive Marketing Strategies**

When finances start to get tight, you may think that marketing is something to cut from your budget; it isn't. Instead, it is probably one of the last things that should go. Don't worry though; there are many ways to cut your marketing costs and still get the results you want. Here are just a few small cost, big result ideas for marketing your business:

Recognize current customers by remembering them personally. Create an excel spreadsheet to keep track of your customers' names, family members, birthdays, anniversaries, and any other detail you happen to pick up. Then, you can send your customers personalized greeting cards with a special discount to brighten their day and show how much you appreciate them. Or, reduce costs even more and collect e-mail addresses. Sending a personalized e-mail costs nothing but a few moments of your time, but do ensure you get customer permission before sending e-mails.

Become active in community organizations. Networking is a powerful business tool, and becoming active in a club or organization can be an easy way to meet new people. There are many organizations you can become involved in, as well as volunteer opportunities that are always looking for new people. Don't forget to bring your business cards, which bring me to our next tip.

When was the last time you updated the look or style of your business cards? Your business card is a great opportunity to make an impact. These days you can order business cards for less than \$50 and can use a template with a professional appearance. Does your business card include your website? If not, then it's definitely time to get something new.

Don't let your website become outdated either. Your website is a very powerful marketing tool. Is your content feeling dull? Make the most of it by providing up to date, helpful information on a timely basis. Visit your own website frequently to check for broken links and ease of use. If you already have a website, simply updating it can be an inexpensive marketing tool.

How about your Facebook, Twitter, and LinkedIn? If you are not already on one or all of these social media networks, stop waiting! They are free marketing tools you can use to connect with new customers and keep your current ones up to date. They do not take long to set up, and once you are up and running they present a great marketing and communication tool.

My last low-cost marketing suggestion is to give your place of business a fresh paint job. It is amazing the difference a fresh coat of paint can make to the look of a business. It's like getting a haircut. When people see it, even if they cannot tell exactly what the change is, they know something is new. A renovation might be too costly, but a fresh coat of paint may just do the trick.

No matter the state of the economy, marketing for your business is not optional. Marketing keeps your business attracting new customers while reminding current customers that you appreciate their business. Remember, good marketing does not have to be expensive. There are always creative and affordable techniques available to keep your business in the spotlight.

*“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](mailto:Jessica.Lambert@angelo.edu).*