

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

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Super S Foods, a Texas family owned and operated chain of supermarkets with 58 hometown stores located in 47 counties throughout central, south and west Texas, purchased the T&C Village Markets located in Ozona, Sonora, Iraan, McCamey, Big Lake, Cross Plains and Sundown in May of this year. They are in their 37th year of serving customers with all of the grocery shopping needs.

“This has been a very exciting occasion for Super S Foods with the addition of the Ozona stores,” said David McBurnett, President and owner of the Super S Foods. “Our niche is serving hometown communities. Local residents will see an expansion of products. If there is something you need that is not on the shelf, simply let the local managers know and they can order it for you. Dustin Couch manages the 11th street store and Bill Simmons manages the Avenue E store.”

Super S Foods is known for its outstanding Meat Department, featuring Nolan Ryan’s All Natural Guaranteed Tender Beef. Nolan Ryan Beef products are processed in Texas with no artificial ingredients and are guaranteed tender which translates into a great eating experience. All fresh meats are cut fresh and packaged in-store by Super S Food meat experts. Special orders and requests are always our pleasure at Super S Foods.

Super S Foods owns and operates its own Produce Warehouse in San Antonio. This enables Super S Foods to bring customers the freshest fruits and vegetables from around the world, across the nation and even locally where available. Each store will receive fresh deliveries 2 to 3 times per week. Super S Foods prides itself on freshness.

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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 July:

Crockett County Water Control & Improvement District –1999
Pon Seahorn Real Estate-2000
First National Bank of Sonora-2004
T-Bar Drilling-2007
Treto's Tire & Towing-2009
Fine Art Collectibles-2009

THANK YOU!

What do Chamber Members Have to Say

“I appreciate your attempt to give our business more exposure, and your desire to want to help the community. Your work is appreciated,” **said Daryl Copeland of Ozona Body Shop.**

Kerrie Baker of Kerrie's Creations called in to thank the Chamber of Commerce for connecting her with the Texas Department of Agriculture (TDA) Go Texan Program. “Our home made product is going to be represented in the largest State Fair in the world. I received a call from TDA who told me the Chamber had referred my business. I am so excited and the people at TDA are so knowledgeable. This is going to take my business to a whole other level. Thank you.”

According to Mary Hartgrove of West Central Wireless, “Most of the Chambers of Commerce I work with don't spend the time or put in the effort to be as involved with the community as your Chamber does. Since West Central Wireless became a member of the Ozona Chamber, I have been impressed with your enthusiasm to work with the local businesses. I appreciate what your Chamber does.”

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Super S Foods offers two lines of store brands that are designed to save you money. Look for the “Parade” label for national brand quality at a lower price and the “Better Value” label for valued priced items that will help stretch your grocery dollar.

In addition to the Nolan Ryan Beef, Super S Foods offers G.F. Swift 1855 Brand all natural premium pork. This product has superior tenderness and juiciness and has no added artificial ingredients. Both the Swift Natural Fresh Pork and G.F. Swift 1855 Brand Pork are exclusively sold at Super S Foods. The stores will also offer guaranteed fresh poultry, never frozen.

For the budget minded shopper within the Meat Department Super S Foods offers its PICK 5 MEAT PACKAGES for \$19.99. Customers will find over seventy different varieties of specially marked packages featuring ribs, steaks, pork chops, chicken, frozen foods and more—a combination of five packages, mix or match, for just \$19.99.

The stores offer super customer services including: check cashing, Western Union money orders and money transfers, pre-paid phone cards, Texas lotto and lottery tickets, hunting and fishing licenses, utility payments and convenient ATMs.

The 11th Street store is open 7am-8pm Monday through Friday, and 9am-7pm on Sunday. The Avenue E store is open Monday through Sunday 7am-10pm. Between both stores Super S Foods employs 27 people here in Ozona.

The Chamber of Commerce has selected Super S Foods as our Business of the Month. We would like to recognize their success and their on-going efforts to expand their businesses, to provide additional local employment, and their ability to recognize and meet the need of the consumer. Congratulations to Managers Dustin Couch and Bill Simmons and all their employees. For more information call 325/392-2251 or 325/392-3324 or visit their web site at www.supersfoods.com.



11th Street Store-Manager Dustin Couch and employee Bonnie Ogle who has worked at this store for 10 years



**Avenue E Store
Manager Bill Simmons**



Chamber hosts Customer Service / Hospitality Training Workshop

Over 60 employees representing fourteen local businesses attended a Customer Service and Hospitality workshop hosted by the Ozona Chamber of Commerce and presented by the ASU Small Business Development Center.

At the beginning of the year the Chamber surveyed it's membership, and this topic was suggested. Two workshops were held on August 12th, one at 11:30 a.m. and the second at 5:30 p.m., to give employees a chance to attend outside of their regular work hours.

Participants first learned about the services the ASU SBDC provides to local businesses to promote growth, expansion, innovation, increased productivity, and improved management for small businesses. Paul Howard and Cindy Hartin shared a number of resources that are also available to an employee to enhance their skills at no to low cost. On-line training and seminars covering a wide variety of topics are available to owners, managers and employees.

The seminar helped participants identify and learn more about the three types of local customers, which include loyal ones, vacationers or tourists and then those that just do not want to be your customer.

Participants learned that customers simply want to trust the business, want quick and positive response, good value, good service and quick resolve to any problem. They also learned that a businesses' appearance can leave a lasting impression if it is not clean, convenient, open when needed or has an inviting and welcoming environment. Customers also make strong impressions about an employee's body language. Six good tips to greeting a customer were discussed along with the top three "words to avoid" when talking with customers.

Demographics and data about Ozona were shared with each class to point out the importance of the traveler off the interstate to our community, and the dollars spent in Crockett County from individuals outside of our town. Paul and Cindy discussed the needs of a traveler and how to keep them in your town as long as possible.

Participants also learned how and where to find out what is being said about local businesses. With Social Media, anyone can talk about you from anywhere, and information about a business can be posted at any site. Over 90 million people use the Internet to plan their travel and 76% plan on-line. A traveler will first go on-line and check the "reviews" about a local businesses before they plan their trip.

If an employee does not provide good customer service or assist the business owner, it not only affects whether or not the business will remain open, but also affects whether or not local jobs are available. Especially in a small rural town, employees and businesses must work together so that the community as a whole can prosper.

How Badly Does Your Business Need a Web Site?



Even though consumers are more likely to use a small business that has a Web site, most small businesses still haven't taken the time or money to create one. BBB recommends that small business owners ask themselves four questions to help decide whether building a Web site should become a top priority.

According to Discover Small Business Watch, 47 percent of consumers surveyed say they are more likely to use a small business that has a Web site. Despite the fact that so many customers put stock in a Web site, most small businesses don't have one. Discover Small Business Watch also found from a survey of small business owners that only 45 percent had a company Web site.

"A Web site is practically a necessity for attracting new customers in today's marketplace, but many small business owners haven't made the time or found the resources to create one," said Alison Southwick, BBB spokesperson. "Depending on your business and current online presence, a Web site might just be the key to surviving and even thriving in this tough economy."

Small business owners should ask themselves the following questions when considering whether or not Web site development should become a priority:

Can customers find you online already? When local customers search the Internet using keywords such as your industry or even your business's name, you need your company's contact information, at the very least, to be listed in the top results. The results might be your business's BBB Reliability Report®, a review of your business on Yelp, or a listing on Yahoo Local, City Search or Google Local. If you can't find your business among the top results, neither can potential customers.

Does your competition have a Web site? If your competition is online, your business needs to be right there next to them. Many potential customers start and end their search online and may go with the first business they find that has an established Web presence. If that business is your competition, then you're already losing the battle over new customers.

How is your online reputation faring? More often disgruntled customers are taking their anger out on businesses online. They might post an angry review on Yelp, create a video on YouTube, or even build a Web site dedicated solely to complaining about a business. If a chronically disgruntled customer is making a lot of noise about your business online, you can mitigate the damage to your business's reputation by countering with your own Web site.

Could you expand your sales online? Some small businesses can get along fine with a basic Web site that explains their services, location, and hours of operation. If your business provides products through mail order, a Web site with the capability of receiving orders can provide an easy way to expand sales geographically to potential customers that are actively searching online.

For more advice on managing a small business on a tight budget, visit the Better Business Bureau of the Permian Basin, Inc. at www.bbb.org/us/Business-Tips-Index/ or contact Trish Powell, President/CEO at 432/563-1880 or **Email:** president@permianbasinbbb.org