

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 would like to recognize
TRIPLE C HARDWARE & LUMBER, INC.
as our June Business of the Month:**

The Chamber of Commerce would like to recognize Triple C Hardware & Lumber Inc., as our June Business of the Month: It is currently managed by Russell and Cole Crenwelge. In the spring of 2002, Triple C Hardware & Lumber, Inc., opened its doors. When it first opened you could buy lumber, tools, and hardware. They have since expanded to include hunting supplies, an equipment rental center and a greenhouse in order to better serve their customers' needs.



At Triple C you can find anything from coffee pots and duct tape to Christmas poinsettias. At the Rental Center you can rent something as simple as a lawn mower, or as large as a back hoe or dump trailer. They carry feeders, blinds, and just about anything else a hunter may need. You can also pick up wildlife feed for the backyard or in bulk.

When asked what Russell and Cole liked most about the business they both agreed it was the interaction with the customer. "We like to watch a customer start a project and help them see it through to fruition", said Cole. "It's nice to drive by and see that someone has completed their project and know the supplies came from our business, and we were able to help", said Russell. Both agreed that the greatest challenge is maintaining the highest level of customer service.

Cole serves on the Deerfest, Turkeyfest, and Crockett County Water Board. "We appreciate what the community has done for us. We always try to give back to the community. We want to be able to offer any and everything the customer could possibly need or want. Consumer demand drives our business," said Russell. "People assume small businesses are not affordable. We would like the customer to give us the opportunity to serve them with prices competitive to the big city" said Cole.

Continued on page 6-

CHAMBER WELCOMES**NEW MEMBERS**

Fashionista Ranch
Nikki Hobson-Owner
 602 11th Street
 Ozona, TX 76943
 325/226-2981

E-mail: nhobson0007@gmail.com
Beads, jewelry, accessories
10:30am-5pm Tues-Sat

T. Mitchell Ranch
Gary Buck Mitchell
 P.O. Box 220
 Ozona, TX 76943

E-mail: gbmittchell56@gmail.com
Hunting southwest
Crockett County

What do Chamber Members Have to Say

Rick Bird of the Village Drug; “Yes, I would like to continue our Hot Deals. We have actually had more traffic off the Interstate.”

When asked if there was anything else the Chamber could do for them, **Gary Buck Mitchell of the Circle Bar Truck Corral** responded, “I think the Chamber is doing a good job, you are.” “We got so used to the Oil & Gas business that we didn’t have to market ourselves. Now we do and these are some good ideas”, (referring to the Hot Deals, monthly flyer, accessing the Chamber web site to recruit business), said **Lisa Mitchell of the Circle Bar Truck Corral.**

“Oh yeah, we’re very pleased with the Chamber and your service, and we have been”, said **Deborah Bourne of Ozona Insurance.**

Continued on page 3-Member Testimonials



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:

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 Comapany-2007
 Holiday Inn Express Ozona-2008
 Mr. Mike Howard-2009
 Adios Wrecker Service, LLC-2009

Continued from page 2-Member Testimonials

Kay Stewart of the First National Bank of Sonora-"I think you all do an awesome job. I really appreciate your professionalism. We are lucky to have a career professional who has taken our Chamber to a new level."

"Having a new business in town, and being a member of the Chamber has really helped us get our feet off the ground. Participating in your activities gives me the opportunity to meet and hear about issues other business owners are facing. The Chamber, your programs and speakers and the people attending those events, have provided me with information leading me to explore avenues I might not have otherwise thought about," said **Kerri Baker of Kerrie's Creations.**

Chamber hosts educational luncheon

A full house was in attendance at the Thursday, June 24th, Chamber Educational Luncheon held at the Visitor Center Conference Room. Featured speaker was Trish Powell, President of the Better Business Bureau of the Permian Basin (BBB).

Shanon Biggerstaff, Executive Director gave a brief report of Chamber services and upcoming activities. Chamber Board of Director, Lisa Branch introduced the speaker and encouraged all attendees to take advantage of, and sign up for the Customer Service/Hospitality Training Seminar.

Trish Powell explained to participants that the services of the BBB have expanded. "The BBB now offers a number of seminars including topics like Keeping Your Customers Happy, Marketing, Advertising & Public Relations, Organizational Skills, Staying Focused, Improving Your Presentation Skills, and many more topics to help improve business productivity." Members can learn how to develop their own Identity Theft Prevention Program from a BBB presentation. The BBB provided over 36,000 reports on area companies in 2009. "Partnering with the BBB gives your business credibility." The BBB sends out bi-weekly e-mail notifications of scams, "buyer beware" releases, upcoming events and programs, sponsorship and advertising opportunities. The BBB provides 24-hour on-line service and can advertise their members to over 500 Permian Basin Accredited Businesses. Trish also outlined a number of services and material they distribute to the general public.

For more information you can contact the BBB of the Permian Basin at 1/800-592-4433 or visit their web site at www.bbb.org/permianbasin.



Executive Director recognized for tenure

The Texas Chamber of Commerce Executives (TCCE) is renowned as the oldest and one of the largest associations for chamber executives in the United States. TCCE is an organization of chamber executives from across the state, working together to improve the business climate in Texas, while developing ways to enhance the quality of life in the communities that they represent.



Since 1906, TCCE has been enhancing and promoting the professional growth of chamber executives, by providing leadership for chamber employees through its many publications and resources. There are many networking opportunities including the annual conference held each summer, mini-conferences, and other meetings with the purpose of bringing executives together to exchange ideas and success stories.

This year's state conference was held in Nacogdoches June 27-29, hosted by the Nacogdoches County Chamber of Commerce. Over 225 people attended the conference, with chamber professionals representing some 120 communities. Executive Director, Shanon Biggerstaff, represented the Ozona Chamber of Commerce.

During the Honors Luncheon, TCCE Chairman Bruce Hillegeist, and President of the Greater Tomball Area Chamber of Commerce, presented Biggerstaff with an award in recognition of her outstanding service and dedication to the chamber of commerce profession for 20 years.

“While the sessions always offer good information, networking with your peers is also a very productive part of these conferences. Having a chance to visit with executives from other rural, urban and metropolitan communities, gives you an opportunity to share experiences. We talk about what works, and what doesn't, the challenges and resources available and needed to accomplish our goals at home. No two communities are the same. You take what you learn and tailor that knowledge to fit your community”, says Biggerstaff. “

As a member of TCCE, the resources through this organization are invaluable to the Ozona Chamber of Commerce. It's also great fun to spend time with such an enthusiastic group of people who truly care about the future of their towns”.

Businesses Need a Well-Business Checkup

Have you given your business a well-business checkup? Many small businesses are not successful because owners are not aware of the many areas that prevent the business from growing and being successful. Often, a business owner will focus on their area of expertise and neglect the other areas of their business.

A business owner can give their business a checkup by looking at the seven critical functions of a business: basic planning, general bookkeeping and accounting practices, financial planning and loan proposals, sales and marketing, advertising and promotion, personnel, and production. It is almost impossible to focus on all these areas at once. Therefore, business owners should evaluate their business and focus on the area that needs the most attention.

Basic planning. It is surprising how many small business owners do not take the time to plan. The best question to ask is, "Why am I in business?" Decide why you are in business to help you decide how to be better at your business.

General bookkeeping and accounting. This seems to be an area that most business owners avoid. Bookkeeping can seem tedious and even downright boring. Let's face it, if you don't know where the money is going in your business, are you really managing your business? Sit down with your financial information or your bookkeeper and learn where your money is going.

Financial planning and loan proposals. Does your company have adequate cash flow? Can your business survive an expansion or an emergency? And, if your business is growing or needs additional cash, are you prepared to talk to a lender about a loan? In order to ask for a loan, you will need to prepare a business plan that includes accurate financial statements from your business. Be prepared when you talk to a lender. You only get one chance to make a good impression.

Sales and marketing. Do you know who your customers are? Understanding your customer base, defining your market and knowing your competition is important for any business. Keep in mind that it is easier to keep your loyal customers than trying to attract new customers. Review your sales receipts. Is your business seasonal? Develop a sales and marketing plan every year. At the end of the year, you can evaluate your plan and determine what worked and what didn't work.

Advertising and Promotion. Do you have an advertising budget? Do you advertise monthly or weekly? Are you using effective advertising for your customers? Are you using no cost or low cost promotions to market your products and services? Review your display cases and merchandise. Contact vendors for new promotional aids. Evaluate your customer traffic flow patterns. And, above all, keep your business location clean on the outside as well as the inside. It makes a difference to your customers.

Personnel. Do your employees know what is expected of them? Have you trained your employees? Do you provide feedback to your employees when they do a good job? Most employees are motivated by positive feedback. Meet with your employees on a regular basis and share with them how they impact the business and thank them for a job well done.

Production. Does your business have a good relationship with suppliers? Are your payment terms documented? How is your inventory managed? As a small business owner it is important to have a good relationship with your suppliers. Contact them on a regular basis. Have an inventory management system in place. Business owners struggle with damaged or stolen inventory. By having an effective inventory management system, those problems can be reduced.

In a healthy and financially sound small business, all of these areas are in balance. Evaluating your business is a continual process. Tackle the immediate needs first but continue to work through the process. You may be surprised what you will learn, and you will be pleased with the results.

"Business Tips" was written by Ms. Cindy Hartin, Business Development Specialist 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.

Business of the Month continued from page 1

The Chamber of Commerce has selected Triple C Hardware and Lumber as our Business of the Month. We would like to recognize their success and their on-going efforts to expand their business, to provide additional local employment, and their ability to recognize and meet the need of the consumer. Congratulations to Russell and Cole, and their employees. Triple C Hardware & Lumber, Inc. is open Monday-Friday, from 7am-5:30pm and 7am-12pm on Saturdays. For more information call 325/392-4123 or visit their web site at www.triplehardware.com or send an e-mail inquiry to fatboyhardware@aol.com.

Chamber facts**Did you know:**

-Of the 3,484 visitors that have stopped by the Chamber and Visitor's Bureau so far this year: 1,441 are from within the state of Texas, 1,616 are from out of the state, 199 are local visitors, and 228 are from foreign countries all over the world.

-Top five requested items from travelers are: shopping, restaurants, lodging, hunting, and real Estate.

-CA, AZ, NM, CO, FL are the top five states from which we receive visitors.

-Houston, San Antonio, Austin, El Paso and San Angelo are the top five cities from which we receive visitors.

-To date in 2010, the Ozona Chamber has distributed 10,423 Ozona brochures to Travel Centers across the state, to other Chambers and Convention & Visitor Bureaus, at trade-shows, to groups hosting events in town, and in response to our advertising.

-Did you know the Chamber has a Facebook page? Did you know you can get great deals from businesses right here in town by going to www.ozona.com and clicking on HOT DEALS?

-Of the 713 travelers that stopped at the Visitor Center in June, 220 visited between 9am-12pm, and 493 between 12-5pm, an average of 27 visitors per day! In June, following is the order of the busiest day of the week; Wednesday, Thursday, Tuesday, Monday, Saturday, and Friday.

-Traveler's are finding the Visitor Center in three ways: Chamber billboards (located east/west of Ozona about 7 miles out) the "Travel Information Center" signs posted on the interstate and the building itself.

-In June there were 34,312 visits to our web site, www.ozona.com. In June there were 898 visits to the Chamber Member Directory, 311 Hot Deal searches and 775 hunting lease list page visits.