

*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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## *May Business of the Month*

**The Chamber of Commerce would like to recognize THE OZONA STOCKMAN as our May Business of the Month:**

Paul and Melissa Perner, owners of The Ozona Stockman, purchased the business in January of 2004. When asked what led to that decision, Melissa, who at the time was a Reporter for the Standard Times and she and Paul were living in San Angelo said, "That's a funny story. Paul's family ranches here in Crockett County. He had been spending a lot of time at the ranch. The same day that he had planned to ask me to consider moving to Ozona, I received a phone call from Scotty and Linda Moore about purchasing the business."



It takes team work at The Ozona Stockman to produce a paper. Melissa serves as Copy Editor and Reporter, Paul takes care of all print and on-line facets of the business, Joe Hernandez is the Photographer and Susan Calloway (who according to Melissa came with the building), is the Ad Designer for the paper.

We asked Melissa to allow US to interview HER.

**What does it take to be a journalist?** You have to have knowledge and understanding of the community you are covering. You need computer, interview, copy and editing skills.

**What do you like most about your job?** I enjoy taking pictures and covering events. The greatest part of my week is spent going from event to event and meeting to meeting. I enjoy seeing and interviewing people. I like that there is something different every day and that news can happen at any time.

**What do you like least, and what is the hardest part of your job?** Anyone that knows me will tell you that it's the paperwork required to run a business that is my least favorite. The hardest part is being objective regardless if your friends and relatives are on opposite sides of the issue.

**How do you decide what is run in the paper?** We discuss it as a staff.

**Continued on page 3-Business of the Month**

**CHAMBER  
WELCOMES NEW  
MEMBER**

**Multi-Chem Group LLC**

**Coby Booth**

**606 State Hwy. 163 S.**

**Ozona, TX 76943**

**325/315-7750**

**Web Site:**

**www.multi-chem.com**

**E-mail:**

**Coby\_Booth@multichem.com**

**Gas enhancement, oilfield  
production chemicals.**

**What do Chamber Members Have to Say**

**Kathy Gallarzo of Fine Art by Collectibles** says being a member of the Chamber has helped me tremendously. People are going on to your web site and I am getting business from Del Rio, Fort Davis, Big Lake and Sonora. Letting customers know I am a Chamber member helps my business, and had increased my business. Lorenzo and I are working very hard to be successful in Ozona and to serve the community in a timely manner.

**Karen Lafferty of Shannon Air Med 1 Membership Services** reports, "we have enrolled 13 new members to our program as a result of the flyer we included in your monthly mail-out to your members."

**Continued on page 5-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 May

Exxon/The Little Store-1980  
The Café Next Door-1990  
J. Cleo Thompson-1996  
Gandy's Dairies-1997  
West Texas Rehabilitation Center-1997  
Crockett County Museum-1999  
Crockett County Public Library-1999  
Mr. & Mrs. Jack Riggs-1999  
Better Business Bureau of the Permian Basin-2000  
Buchholz Ranch-2001  
Ball & Strunk Partner, Ltd.-2007  
Mr. Mark Blount-2008  
Mr. & Mrs. Pleas Childress-2008  
Re-Bath of San Angelo-2008  
Mister Rooter-2009  
Hunnicut Ranch-2009  
Country Club View Apartments-2009



## **Continued from page 1-Business of the Month**

**What do you feel is the most important news to relay to the community?** Depends on the time of year, but I feel the school board meetings are very important. I also feel that because Ozona is unincorporated that it is important to also cover the Commissioner Court meetings to keep the public informed. I try to cover and include as much local news as possible and any state or national news that might affect Ozona.

**What would you like the community to know?** That community newspapers are still alive and will be around for some time. Facebook and Twitter has allowed us to become a daily paper in a sense that we can put out updates and expand our information.

**What type of feedback do you get about your paper?** I hear that we provide easy access and our rates are reasonable. People like that for a weekly paper we provide a variety of news. We have the Business and Professional and Hunting Guides, there is the senior addition, the oilfield directory and the sports page.

The Ozona Stockman has a total circulation of 1,800 papers a week including subscribers who are located all over the country. The papers are sold in local convenience stores and several Ozona businesses.

Melissa is the President of the West Texas Press Association and Board of Director for the Texas Press Association. She is Publicity Chairman for the Ozona Women's League and has served as a Board of Director for the Chamber of Commerce and Crockett County Museum.

In addition to all printing and on-line responsibilities, Paul serves as a volunteer for the Ozona fire department.

The Texas and West Texas Press Association have recognized Joe for his photography and Susan for her Hunting Guide ad design. Last year the paper received for the first time an award from the National Newspaper Association.

In addition to running a newspaper The Ozona Stockman also provides printing services and sells office supplies. Customers can order business cards, envelopes letterhead. If not in stock, office supplies (including ink cartridges for printers) can be ordered to arrive the next day. Pick-up or delivery service is also provided.

“We are working on updating our web site and have purchased some new equipment. In July we will have the capability of printing all commercial printing in COLOR! You will be able to place a small or large quantity order. We will print brochures, flyers, invitations, and multi-part forms that can be numbered or perforated, all IN COLOR.”

The Chamber of Commerce would like to thank The Ozona Stockman, Melissa, Paul, Susan and Joe for their tireless efforts to bring our community the news.

You can visit The Ozona Stockman at [www.ozonastockman.com](http://www.ozonastockman.com)

## Small Business Week

Did you know more than half of Americans either own or work for a small business? They also create 60-80 percent of new jobs in the country. Small businesses drive innovation, create 21st century jobs and increase U.S. competitiveness. As a result, small businesses are major contributors to the strength of the American economy.

Every year since 1963, the President of the United States has proclaimed National Small Business Week to recognize the contributions of small businesses to the economic well-being of America. In 2010, National Small Business Week will honor the estimated 27.2 million small businesses in America. For these reasons the week of May 24-28, 2010 will be proclaimed Small Business Week for the City of San Angelo by Mayor Alvin New.

Most would say the economic progress and strength of the local economy could not have been accomplished without the commitment of our small business community. I have been working with local small business owners at the SBDC for the past eleven years. I can tell you from personal experience that they come in all shapes and sizes, so to speak. But from my vantage point, most successful owners have in common the following: they are realistic, determined, hardworking, and resourceful.

Successful small business owners are realistic; they know what they do not know, meaning they realize where the gaps are in their skills and abilities. They get the knowledge and training they need or bring in someone who can fill those gaps, someone who is also committed to the business. They realize they have competition, their initial sales will not skyrocket, and they will have to meet certain criteria in order to receive a bank loan or receive funds from investors. They take risks, but they take realistic and reasonable risks.

They are also determined. Obstacles do not easily deter them, and obstacles can be plentiful when starting a business. They go through them or around them if necessary, but they find a way to move forward. They are passionate about what they are selling and passionate about serving their customers.

They are hardworking. They know it is not an 8 to 5 job and they must be on the front lines to make it successful, as no one takes care of the business like the owner.

Finally they are resourceful. They realize they do not know it all, and they will reach out to others for help. They network well and know the importance of building a network of assistance.

To me these are some common traits of small business owners from my experience. Having these traits may not always make them successful owners in every venture. Some have failed before being successful. That is part of the risk they accept.

Please take the time during National Small Business Week to recognize and thank the small business owners in our community.

*“Business Tips” was written by Mr. Dave Erickson, Director and Certified Business Advisor IV, 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 him at [David.Erickson@angelo.edu](mailto:David.Erickson@angelo.edu).*

## Continued from page 2-Member Testimonials

**Terri Bentley of the Holiday Inn Express** says, “we have had a great response from the Hot Deals posted on your web site. We have received 18 return coupons for the upcoming July All Class Reunion and 22 coupons from various specials we have posted on the site. These coupons result in reservations. I go to the Chamber web site and check your calendar of events. If there is something coming up, we post a Hot Deal inviting participants of that event.”

### Foundation visits Interpretive Trail

The Ozona Chamber of Commerce received a visit from the Wolslager Foundation out of San Angelo, interested in the Interpretive Trail project. The Chamber was contacted in February and asked to submit a Letter of Intent requesting funding for the project. The Board of Directors of the foundation have since met and selected the Interpretive Trail as a project of interest and requested a full proposal from the Chamber which was submitted May 15th. Members of the foundation came out to conduct a site inspection of the project on May 19th. The Chamber has requested \$30,000 to complete the next two phases of the project. If selected, funding would be distributed December of this year.

The purpose of the project is to educate local and regional residents, visitors, and children across the country about the importance of water conservation, and daily use of native plants in our lives. Plants are part of our heritage and the trail system can help us preserve and respect their contribution to our every day lives. They provide food, fiber, shelter, and are used for medicinal and ceremonial purposes. Visitors to the site will learn about the ecological balance between plants, insects and animals, and how they each depend upon one another. It is easier to demonstrate the ecological balance with native plant material. Plants play a key environmental role; for pollination, feeding livestock, oxygen. The project will demonstrate the importance of xeriscaping and rain water conservation and collection. The Interpretive Trail will be a site where people of all ages will learn that plants are crucial to human survival. The trail system will include educational signage, wildlife viewing areas, plant material to attract butterflies, and an educational brochure for distribution.

Included in the Interpretive Trail will be the Texas Red Bud known for its beautiful purple bloom, rich dark leaves and the seed pods that provide food for many wild birds. The Little and Three Leaf Sumac and the Prickly Pear Tuna all produce berries that were used by Native Indians to dye their blankets. Their will be an array of grasses and wildflowers exhibited, all of which are a food sources for livestock and wildlife. The Claret Cup Cactus with its spectacular headdress style bloom will be a wonderful addition to the trail. It is the intent to exhibit in the Interpretive Trail a large variety of plant material that will be available for viewing year around.

The Interpretive Trail will be an educational exhibit and local attraction that the Chamber of Commerce can market to draw more travelers to our community thus providing a positive local economic impact. The Chamber of Commerce participates in a number of regional and state promotional programs in which the Interpretive Trail will be included.



The Wolslager Foundation conducts a site visit of the Interpretive Trail project. Pictured above are Chamber Executive Director Shanon Biggerstaff, Trail Designer Terry Tate, and Steven Wolslager and Shirley Rogers of the Wolslager Foundation. Also at the site visit were Tony Resendez of the RC&D, Task Force Chairman Kay Shaffer, Co-Chair Sally Oglesy, member Louise Ledoux, and Chamber Board of Director Lisa Branch.