

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

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The Chamber of Commerce recognizes  
**AMERICA'S BEST VALUE**  
as our November Business of the Month

Hasu and Rekha Patel moved to Ozona and purchased the America's Best Value Inn in August of 2006. Formerly from California, Hasu was an Engineer with Aerospace Boeing in Long Beach. "My brother lived in Ozona and liked the community, and his friend J.R. Bhakta of the Best Western Ozona Inn, told us about the motel. We enjoy Ozona and the community."

The America's Best Value Inn, located at 820 11th Street received a prestigious "500 Club" award December 15th at Vantage Hospitality Group's 11th annual International Educational Conference & Trade

Show at the Golden Nugget hotel & Casino in Las Vegas.

The "500 Club" award is presented each year to Americas Best Value Inns that achieve a perfect score in their quality assurance inspection. This includes receiving excellent quality rating in housekeeping, maintenance, appearance, life safety issues, lobby and marketing. Promoting and encompassing the brand's reputation of providing guests with friendly, personalized service and exceptional quality at an outstanding value is also taken into consideration.

According to Hasu, "We had an excellent year in 2008. Last year occupancy was down considerably, but this year it is back up. I would say we have averaged a 60% occupancy for the year. The majority of our guests are interstate travelers, mostly from Texas. We do see a lot of people from California and Florida. We have had some local business stays this year, but mainly interstate travelers."

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## Chamber hosts Ribbon Cutting for Rodney's Tender Taste of Texas

Chamber and county officials welcomed a new business to town during a Ribbon Cutting ceremony held Wednesday, December 15th at Rodney's Tender Taste of Texas at 11:30 a.m..

Rodney is a 1976 graduate of Ozona High School. "I moved back to Ozona, my hometown, where my Dad lives, and the place I wanted to open up a smokehouse," said Rodney.



From the left: Stefan Wilson, Paul Perner, Cynthia Flores, Ginger Perner, Rodney Ruthardt, Nell Wester, Frank Tambunga, Eligio Martinez, Randy Verner

Rodney's Tender Taste of Texas is located at 1205 Sheffield Road and is open for business Tuesday through Saturday from 11am until sold out. They offer brisket, ribs, sausage, and pork BBQ cooked ole style, slow cooked in pit. Services offered are full service restaurant, catering and deer processing overseen by Ty Allen.

"We offer daily lunch specials. We will take special holiday orders for ribs, a holiday turkey or ham with notice. We cater, and I just need 24 hour notice for groups of 20 or more. If you bring your goat or exotic wild game by, we will smoke it for you, and process for sausage or jerky."

"I would like to express a special thank you to both Paul and Ginger Perner for everything they have done to help me get the business up and running, and for their support," said Rodney.

Rodney's Tender Taste of Texas will be closed after the holidays January 5-7th. For more information you may contact 392-4020.

### ***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 November:

**Pecos River Trading Co.  
Key Energy Services, Incl  
TK Hunting Group, LLC**

**Crockett County Deerfest Association  
Mesa Land Services**

## Business of the Month continued from page 1-

“We had storm chasers staying with us last year and they were an interesting group. Our parking lot was full of equipment. We have people staying with us attending local school events or people here visiting their families.”

“We are proud of the property and our recent award. We invite local people to stop by and let us give them a tour. We completely remodeled the property in 2008.”

America’s Best Value Inn has 24 rooms, both smoking and non-smoking. They are pet friendly. They provide internet access, laundry services, continental breakfast, micro-waves, refrigerators and dryers in all rooms.

The Chamber of Commerce would like to congratulate America’s Best Value Inn on their recent award. We recognize the business as being an added asset to the community and their efforts to provide a quality service to their customers.

## Chamber Facts

-Total Walk-In Traffic into the Visitor’s Center-5,866 through November 2010  
In State 2639, Out of State, 2512, Local, 364 and Foreign 351

-Top Five States visiting Ozona; CA, AZ, NM, FL, CO  
Top Five Cities; Houston, El Paso, San Antonio, Austin, San Angelo

-The Chamber has fulfilled 13,741 requests for information on Ozona in response to our Advertising through November, and mailed or handed out an additional 6,736 Ozona brochures to visitors, Travel Centers across the state, and trade shows.

-Top five busiest months through November: March, June, July, April, and October

-In November 2010, we saw 339 total visitors. 146 visited between 9am-12pm, and 193 between 1-5pm. Of those visitors, 53 were repeat visitors and 286 were new visitors.

-In order of the busiest days in November: Tuesday, Wednesday, Mondays, Thursday, Saturday and Friday.

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## Six Tips for Facebook Success

When starting out on Facebook, it takes time to grow your business's page, and it takes work to engage your fans. Facebook users want something more than an average website can provide since they are looking to engage in conversation, share their opinions, and be heard. This interaction makes it important to use Facebook as a tool to manage and promote your brand and message rather than to focus solely on promoting and selling your products and services. Here are some helpful tips for developing your Facebook page and content.

**Be an expert.** Instead of focusing on selling your products and services, use Facebook to share your expertise and grow your credibility. Share tips and tricks about your service and product that an average user would not know. Seeing how knowledgeable you are in your subject helps build trust in your performance.

**Be friendly.** When people are using Facebook, they will not waste their time if they do not feel appreciated. If someone comments on a post on your page, be sure to respond right away. Keep the communication open by being friendly and upbeat. Your enthusiasm for your business will show through. And don't be afraid to be your (professional)self. Which leads to the next tip...

**Be professional.** When it comes to your personal Facebook page, it may be acceptable to misspell a word here or there, or post a random comment about a movie you saw last night, or post your political opinion. However, on a business page, you are always reflecting your brand. Be sure all posts are grammatically correct and relate to your business. You do not want to give people the impression that the carelessness on your page could mean carelessness with your service.

**Be engaging.** This may be the most important tip and the most difficult to implement. However, if you can truly get a conversation going on your page with followers sharing their opinions and experiences about your industry, you can gain valuable insight into how to satisfy your customers. Try asking open-ended questions about a current event related to your industry. Include a poll on your page. Ask a quiz or trivia question to test your fans knowledge of your industry. Have the winner receive a discount the next time they visit your store. Do not be afraid to try out a few types of posts to find what works for you.

**Be interesting.** The adage "A picture is worth a thousand words" is absolutely true for Facebook. Posts with pictures are known to result in more interaction. People on Facebook spend a lot of time looking at pictures so don't disappoint them when they visit your page. Post pictures of your product, employees, or events. Videos are a good addition as well, but just keep in mind that your average user is not interested in anything over 2-3 minutes. The shorter, the better.

**Be there.** Business owners who attend our Social Media Marketing seminars often express reluctance to start Facebook pages because they think it will be a waste of time. However, spending no more than two hours a week, total, on your Facebook marketing efforts can bring a great return on investment (ROI). Those two hours include creating your posts, uploading pictures, responding to any comments, etc. Once you get the page up and running, it will be working 24/7 to promote your brand and attract new customers. ROI on those two hours a week is not a bad deal!

So, start your Facebook page right away. Invest some time in the beginning to personalize it, create a few interesting and engaging posts, and add pictures. Then it is time to start inviting your friends and customers to start interacting with your page. Among the many services the ASU-Small Business Development Center can provide, we also can assist you with your marketing efforts including social media marketing. If you think you would like more in depth assistance, make your free appointment with an advisor today, or attend our next Social Media Marketing seminar. See our website for event details.

*"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*

**Chamber facts continued from page 3****Visitors to www.ozona.com– November 2010**

3604 visits to ozona.com, 2976 new, 628 returning

Of these 3604 visits, there were 7838 pageviews – of these 6445 were unique (1<sup>st</sup> time)

There were 3604 visits from 42 countries, 3424 visits were from US

Top 5 States	Texas	2416	Top 5 Texas Cities	Houston	292
	California	159		Dallas	235
	Louisiana	55		San Angelo	223
	Arizona	81		Brownwood	186
	New York	72		Austin	121

**Top 20 content searches**

1	Ozona	2123 Page Views
2	Hunting leases	1287
3	History	571
4	Lodging	328
5	Deerfest	303
6	Restaurants	226
7	Events	204
8	Map	173
9	CC DRFST	162
10	Home Page	160
11	Job Postings	160
12	Hunting Services	139
13	Hot Deals	129
14	Local Attractions	129
15	Area Attractions	129
16	County Officials	125
17	Airport	116
18	Membership Dir	105
19	Location	104
20	Huntint & Ranching	93

316	Business Directory Searches-
	Chamber Membership Directory
278	Hot Deal Searches
2141	Member Page Hits

**Facebook-November 2010**

Monthly active users –average of 57 users per week

New wall postings– 0 new wall postings for the month

Visits-110 total visits for the month

Average number of fans-92 per week

**The Ozona Chamber of Commerce  
would like wish our members and  
their families a very  
Merry Christmas and a  
Happy New Year!**

