

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
recognizes
WOOL GROWERS CENTRAL
STORAGE
as our
October Business of the Month**

Wool Growers opened 105 years ago,” said Max Schroeder current Manager. “We are a stockholder owned company that stores and sales wool. With the decline and changes in the industry, and the economy, we no longer store mohair. Back in the 80’s Ozona and San Angelo stored 1 1/2 million pounds of wool and mohair a year, and Sanderson stored up to 3 million. Now the Angelo location is closed and between Ozona and Sanderson we store 100,000 lbs. a year,” said Max.



Left to right; J.L. Perez, Greg Hopper, Janet Thompson, Max Schroeder

There are still ranchers in Crockett County that still raise sheep and sell their wool. Wool Growers holds a wool sale twice a year. The wool from Crockett County generally goes to San Angelo. The majority of the better twelve month wool stays in the U.S. and is purchased by the government and the rest is exported to China, Europe and abroad.

“We really appreciate our customers who have stuck with us throughout the years. We have diversified our business and now offer a number of products and services,” said Max. Wool Growers Central Storage services the hunters that come to Crockett County by offering feed, blinds, ammunition, archery and cooking equipment. They also carry sporting good items such as dutch ovens, camping and fishing accessories. You will find dog food, livestock pharmaceuticals, ranch tack, PVC plumbing, herbicides, pesticides, and fertilizers. “We have even added a new line of janitorial supplies. If we don’t have what you need in stock, we can order it.”

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***CHAMBER WELCOMES
NEW MEMBERS***

**Rodney's Tender Taste of Texas
Rodney & Susan Ruthardt, Owners
1205 Sheffield Road
Ozona, TX 76943
325/392-4020**

**Real Pit BBQ, old style slow cooked in pit.
Brisket, ribs, sausage, pork. Catering service.**

**Snack Shak
Rita Vasquez & Veronica Flores, Owners
118 Buena Vista
(Corner of Cima & Buena Vista)
Ozona, TX 76943
325/392-2902**

**Burgers, frito pies, grilled cheese, nachos, tea,
lemonade, canned drinks
Fridays: Teacher/Student Specials**

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 October

Fred Chandler Hunting—1996
National Oilwell Varco—1996
Key Energy Sercives, Inc.—1997
Mesa Land Services—1999
TK Hunting—2004

**The Ozona Chamber of Commerce
would like wish our members and
their families a wonderful holiday!
Happy Thanksgiving**



Business of the month continued from page 1-

There is also a Tire Shop at Wool Growers Central Storage, open the same hours as the store. The Tire Shop sells and repairs all brands of off-road and highway tires.

The Chamber of Commerce has selected Wool Growers Central Storage as our Business of the Month. We would like to recognize their success and their on-going efforts to expand their business, and their ability to recognize and meet the needs of the consumer.

Wool Growers Central Storage is open Monday through Friday from 7 a.m. to 5:30 p.m., and on Saturdays from 7 a.m. to 12 noon. Stop in and visit with Max Schroeder the Manager, Greg Hopper the Assistant Manager, J.L. Perez, Perfecto Quinoz of the Tire Shop and Janet Thompson the Office Manager. You can reach Wool Growers Central Storage by calling 325/392-3731.

OCTOBER DESIGNATED CHAMBER OF COMMERCE WEEK

October, Governor Rick Perry, and Texas Officials designated the week of October 18-22, 2010 as Chamber of Commerce Week. All around the state, chambers were being honored for their work on economic and community development.

“Texas Chamber of Commerce Week is an opportunity for Chambers of Commerce around Texas to celebrate their accomplishments and promote their roles in positively impacting their local economies through the creation of new jobs and new tax revenue,” said Diane Probst, president/CEO of the Rockport-Fulton Area Chamber of Commerce and board chairwoman of Texas Chamber of Commerce Executives (TCCE). “We have Chambers that represent large metropolitan areas as well as those that represent smaller communities, but all of them have a substantial impact on their respective communities. Their collective efforts have helped position Texas as the number one state in which to do business.”

The Ozona Chamber of Commerce was established in April 1963 and represents over 180 individuals and business members that support the Chambers efforts.

This year the Ozona Chamber of Commerce has welcomed over 5,511 visitors, just through October, off the interstate into the community and local businesses. The Chamber has fulfilled 11,042 requests for information on Ozona in response to their community advertising. The Chamber has implemented new programs in 2010 to encourage residents to shop local, and highlights a Business of the Month as an added attempt to remind residents of the products and services right here in Ozona. Members can also post Hot Deals on the Chamber web site that are forwarded throughout the community and available to the over 3,000 viewers per month that visit the Chamber web site. The Chamber hosts educational programs and acts as a resource to businesses, residents and travelers. The Chamber provides its members with legislative, smart operating tips and much more. The Chamber works to create events, and works with organizations to bring events or create venues that can generate revenue for the community.

“Chambers of Commerce have been around for a very long time. Yet unless you are a member of, or participate in, or take advantage of the programs and services that a Chamber has to offer, I don’t think you can have a real understanding of the positive impact they have on the communities they serve,” said Shanon Biggerstaff, Ozona Chamber Executive Director. “Chambers are charged with a unique responsibility that they can only accomplish with support and within their means.”

Texas Chamber of Commerce Week is coordinated annually through TCCE (Texas Chamber of Commerce Executives Association), which is based in Austin. 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. To learn more about the Chamber industry please visit www.tcce.org.

Most successful marketing for small businesses

When asked what type of marketing works best for small business owners, the vast majority I have spoken to usually state word of mouth advertising as the most effective method. All things being equal, this form of marketing is one of the most powerful tools in selling your business to potential customers; but what is word of mouth and how can small business owners utilize it effectively?

The Word of Mouth Marketing Association defines word of mouth marketing (WOMM) as: “Giving people a reason to talk about your products and services, and making it easier for that conversation to take place.” Stated differently, word of mouth is encouraging consumers to positively share their experiences with others. The key word in all this is *positively*. Unfortunately, a dissatisfied customer is more likely to share his negative experience with more people than a satisfied one.

Thus small business owners need to ensure they positively affect the vast majority of their customers to allow a higher probability of positive word of mouth. Today people trust recommendations from family, friends and colleagues more than they trust other forms of advertising, according to a study conducted by Nielsen.

Here are some simple tips to help your company spread positive word of mouth advertising. First, manage customer expectations by providing honest and real expectations about your product or service. Customers today are more connected and better informed about the vast majority of their purchases, and any false or misleading information can quickly backfire on a small business owner.

Second, word of mouth advertising is a tool in your overall marketing campaign tool box. It is not the entire tool set. While there are a few companies that can survive via word of mouth advertising exclusively, the vast majority require additional forms of advertisement. These can include logos, slogans, business cards, radio ads, newspaper articles and other such marketing tools.

Third, follow through on promises and focus on excellent customer service. While you may spend thousands of dollars letting people know how great their product or service is it does little good if customers are spending an eternity on hold when they call or have to wait forever to get their issues resolved. Very few things ignite positive word of mouth faster than excellent customer service. On the flip side, nothing flames negative word of mouth quicker than a bad experience.

Finally, focus on people not companies. A business owner’s goal should be to identify the “key influencers” within their target markets in order to entice them to talk about their products. Think of it as an airport system with hubs and outreach areas. If you want to influence the larger part of this system in Texas, you focus your efforts on the hubs such as Dallas and Houston and not necessarily spend your resources on the small airports that fly into the larger hubs.

Word of mouth advertising is a power marketing tool. The key to ensuring it works for your business and not against it is to give key customers positive things to say about your product or service and use it in conjunction with your other marketing tools.

“Business Tips” was written by Mr. Pedro Ramirez, Business Development Specialist and Certified Business Advisor III 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 Pedro.Ramirez@angelo.edu.