

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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September 2010



The Chamber of Commerce
recognizes
BASKETS & MORE
as our
September Business of the Month

Baskets & More is a family owned and operated business. Owner Blanca Martinez opened her first garden center located at Avenue I in 1994. In 1998 she expanded her services, relocated and opened a floral shop on the town square.

“I would really like to thank my customers who have supported me throughout the years. What I enjoy the most is the garden center. I consult with my customers on not only how to care for the plant material they purchase, but the proper way and where to plant their flowers and trees at their homes or businesses. I also consult with them about the best way to get the flowers to bloom. I used to do a lot of landscaping, but now I work with my customers one on one advising them. I have been doing this for 30 years and this is a business we know. I feel like Baskets & More can still provide that one on one personal touch,” said Blanca.

“Della Garcia, my Assistant Floral Designer has been with me since 1998. We have provided floral arrangements for birthdays, receptions, weddings, and many quinceneras.”

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KHOS/KYXX opens radio studio in Ozona

More than 30 local residents, county officials, Chamber representatives and ambassadors, and KHOS/KYXX managers were present at a Ribbon Cutting held September 9th to celebrate the re-opening of a radio studio in Ozona. Visitors enjoyed refreshments and were able to register for a drawing for 30 free commercials.

Marti Ashcraft of Kerrville, Chuck Fitts of Junction, Eddy Smith of Sonora and Eligio Martinez of Ozona, all representatives of KHOS/KYXX, spoke to the group about the station.

Marti and Eddy shared they had been working for sometime to re-open a studio in Ozona. Eddy met Eligio of Ozona and discovered that he had both the talent and background to fill the position of local Station Manager. "From that moment forward I was on a mission. The next step was simply to find a location," said Eddy. Per Marti, "This is exciting for Ozona. Having someone local who can talk on the air about Ozona events, interview people in the community, and who can better serve Ozona in terms of advertising. Ozona now has it's own representative, on the streets of Ozona, who can better represent the town. We also feel this will strengthen the relationship between our three communities."

Until January, Eligio will host a morning show Monday through Friday from 8am-10am. Next year the studio will be open on a full-time basis.

The studio is located at 917 Sheffield Road next to the Ice House. Local residents are invited and encouraged to stop in and visit with Eligio about local news. For more information call 392-9100.



***CHAMBER WELCOMES
NEW MEMBER***

**Lee Roy Valliant Ranch
Tom Valliant
Sonora, TX 76950
325/387-3340
Hunting Lease**



The Chamber welcomes **newly appointed Board of Director Barbie Myers**, with DCP Midstream serving out the term of Mario Mendoza also with DCP Midstream through 2012.

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 September

Unifirst
Soto, Inc.
West Texas Wind Energy
DCP Midstream Partners, LP
Jody K. Upham, Attorney at Law
Gries Ranch
Hillcrest Motor Inn
Ozona Deer Processing
Lee Roy Valliant Ranch

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“Baskets and More is available to take care of those year around customer needs. For Valentines or Mothers Day we can design a special one of a kind arrangement for your loved one,” said Blanca.

“In April our spring plants and trees arrive and we can help you select the right plant for your home or office. We carry both annual and perennial plants.”

“June through September our outdoor plants arrive. We carry plants, trees and scrubs that are native to this area, along with a variety of pottery.”

“We have been a long time supporter of Homecoming, and have on hand mums, garters and spirit sticks. During the holidays we will come to your home or office and take care of all of your indoor decorating needs. We can bring the tree and the decorations. Of course we always have poinsettias every year. We also provide cemetery arrangements for many local residents.”

Baskets & More Garden Center is located across from the Super S store. Hours of operation are Monday through Friday from 9am-5:30pm and on Saturday from 10am to 1pm. For more information call Blanca Martinez at 325/392-3582 or visit the shop at 210 Avenue E.

Chamber hosts 45th Banquet

More than 120 members attended the 45th Chamber of Commerce Banquet held at the Civic Center September 14th.



The event was catered by member Sutton County Steakhouse, and entertainment was provided by The Guitar Club featuring Tammy McWilliams, instructor, Rae Lynn Arredondo, Makayla Badillo, Murphey Black, Erik Carrizales, Cuatro Jones, Jayce Logan, Jadyn Poindexter, Chad Poindexter and David McWilliams.

The program included introductions of the Chamber Board of Directors, staff, and new 2010 members were welcomed.

Chamber Chairman of the Board, Randy Verner, recognized this year's Business of the Month recipients Kerrie's Creations, The Ozona Stockman, Triple C Lumber and Hardware, Super S Foods and Treto's Tire & Towing.

Members heard about new programs and services introduced in the Chambers 2010 Plan of Action. "With the economic change in climate in the Oil & Gas industry, the Chamber changed it's direction this year", said Chairman Randy Verner. "We developed a number of goals and have introduced new programs and services that we feel we will be of service to our members and the community".

Attendees of the banquet heard from Crockett County Abstract, Oglesby Ranch, Robert Massie Funeral Home, KHOS/KYXX Radio, Kerrie's Creation's and Ozona Body Shop member testimonials about how Chamber services and programs are working for their businesses.

Executive Director, Shanon Biggerstaff, recognized and thanked Lynda Falkner and Beth Hoover for their volunteer assistance. "These ladies have such a good time that I don't know if they truly realize how much they are appreciated, and what a tremendous help they are to us", said Biggerstaff. Both ladies received a certificate for dinner for two.



What do Chamber Members have to say

“The Chamber lets the community know what’s going on. You also put our name out there so people we will know we are here,” said Rigo Treto of Treto’s Tire & Towing.

“When searching for the best way to get to know the community and its needs, the Ozona Chamber was recommended highly to me. In contrast to other Chambers in which I have placed my trust, the Ozona Chamber of Commerce has been much more assertive in its marketing efforts. You expertly market my services to local businesses and clients while doing a great job keeping your members aware of the services we offer. I appreciate the personal touch and the feeling I get knowing that I’m not just another member of a club paying dues. Casey A. Riley Systems Consultant.

Chamber Facts

-Total Walk-In Traffic into the Visitor’s Center-5,013 through September 2010
In State 2253, Out of State, 2159, Local, 304 and Foreign 297
Compared to 5,053 this time last year, -1%

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

-The Chamber has fulfilled 10,942 requests for information on Ozona in response to our Advertising through September.

-Top five busiest months through September: March, June, July, April, and February

-In September 2010, we saw 349 total visitors. 114 visited between 9am-12pm, and 245 between 1-5pm. Of those visitors, 16 were repeat visitors and 343 were new visitors.

-Busiest day of the week in September: Wednesday, Thursday, Monday, Saturday, Friday and then Tuesday.



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3057 visits to ozona.com, 2603 new, 454 returning

Of these 3057 visits, there were 6734 pageviews – of these 5600 were unique (1st time)

There were 3057 visits from 45 countries, 2849 visits were from US

Top 5 States			Top 5 Texas Cities		
Texas	2040		San Angelo	232	
California	180		Brownwood	185	
Arizona	55		Houston	177	
New York	54		Dallas	176	
Florida	46		San Antonio	122	

Top 20 content searches

		2029 Page Views
1	Ozona	2029
2	Hunting leases	800
3	History	548
4	Lodging	302
5	Events calendar	232
6	Restaurants	226
7	Ozona	206
8	Job postings	168
9	Map	150
10	Membership dir.	143
11	Area attractions	135
12	County officials	120
13	Deerfest	117
14	Airport	109
15	Local attractions	105
16	Shopping	102
17	Hunting services	94
18	Public services	89
19	Schools	84
20	Hot Deals	83

269 Business Directory Searches-Chamber Membership Directory

250 Hot Deal Searches

1941 Member Page Hits

Facebook-September 2010

Monthly active users –average of 28 users per week

New wall postings– 18 new wall postings for the month

Visits-145 total visits for the month

Average number of fans-79 per week