

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

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CHAMBER DIALOGUE

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Chamber of Commerce recognizes Approach Resources, Inc. as our Business of the Month

Approach Resources, Inc. explores for oil and gas on approximately 150,000 leasehold acres located in Crockett and Schleicher counties, Texas. In total, the Company employs 142 people, with 94 located in our Ozona field office and 48 located in our Fort Worth corporate headquarters.



Approach Resources was among the first companies to use horizontal drilling and hydraulic fracturing to tap into the shale rock that underlies the Permian Basin. The Company was founded in 2002 by J. Ross Craft, our President and CEO, and began operating in West Texas in 2004.

From 2004 to 2010 the Company drilled vertical gas wells. Beginning in 2010, Approach tested the oil-prone Wolfcamp shale with vertical wells. In 2011, the Company began targeting the Wolfcamp shale with horizontal wells. The Wolfcamp shale formation that we are targeting is approximately 1,200 feet thick and made up of three sub-sections. Currently, we are developing the Wolfcamp with stacked wellbores and pad drilling. Some analysts believe that the Wolfcamp could prove to be one of the largest oil fields ever discovered with reserves on par with those in Prudhoe Bay.

Approach is quickly accelerating the development of its acreage. In 2012, we drilled 26 horizontal Wolfcamp wells near Ozona. In 2013 that number increased to 45 horizontal wells, and in 2014 we are targeting 70 horizontal completions. In the last two years, Approach has almost doubled the number of full-time employees in Ozona. Our increased activity is bringing new patrons to local hotels, restaurants and other businesses. Drilling activities are boosting local tax revenue, while landowners often benefit from lease, royalty and surface use payments.

Happy Anniversary

The Ozona Chamber of Commerce would like to wish the following members a **HAPPY ANNIVERSARY**, and THANK them for their 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 April:

Knox Floor Covering-1965	Mr. & Mrs. Pleas Childress-1996
Crockett County Abstract Company-1997	Thomas Cameron, Attorney at Law-1997
T-Bar Drilling-2007	Mr. Charles McCleary-2006
Sonic –2006	CC Wrecker-2010
Ozona Mercantile-2010	Robert Massie Funeral Home-2010
X-Bar Ranch-2010	El Chato’s Restaurant-2011
Howard’s Well Ranching Company/ Pierce Ranch-2011	Dublin Ranch-2011
Family Health Center of Ozona-2011	Sam’s Club-2011
J.D. Crowder Contract Pumping & Consulting-2011	Giles & Becky Madray-2011
	Jarrett Juno Ranch– 2012
	Shannon Air Med 1-2013

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Our goal is to be a “good neighbor” and a supporter of a vibrant local community. In the last two years, Approach and its employees have been very active giving back volunteer hours and charitable donations to a number of organizations in Crockett County. In addition, two of the principals of our Company are landowners and ranchers. Approach works closely with the ranchers in Crockett County to minimize the impact on ranching operations and surface disturbance.

We also have a goal of being an “Employer-of-Choice” in Crockett County. Full-time employees who join our team receive a full benefits package, including health insurance, paid vacation, 401K matching funds and stock awards. Some industry analysts believe that the new opportunity presented by shale drilling with last for several decades. Clearly, we have an opportunity to continue expanding our operations in West Texas for many years. We are thankful for the great people in West Texas and the opportunity to work in and serve the community.

For more information about our operations, commitment to safety, community support and career opportunities, please visit our website at www.approachresources.com

The Chamber of Commerce would like to recognize Approach Resources Inc., for their efforts to provide quality service in addition to being an added asset to the local business community.



Chamber Visitor Center Facts –MARCH 2014

Visitor Center

- Walk-in traffic into the Visitor Center –427
- Texas visitors 192, Out of State 128, Local 81 and Foreign 26
- Top five states visiting Ozona – AZ, CA, LA, MI, NM
- Top five cities visiting Ozona; San Antonio, Houston, El Paso, San Angelo, Odessa
- Chamber related inquiries 30%, Tourism related 70%
- Week days in order of the busiest– Thursday, Saturday, Monday, Wednesday, Friday, Tuesday

Advertising

- Year-to-date the Chamber has filled in response to our advertising, 3,267 requests for information on Ozona.

www.OZONA.com MARCH Google Analytics

4,266 visits to www.ozona.com, 3,514 new, 752 returning

Of 4,266 visits, there were 7,207 page views, of these 6,087 were unique (1st time)

4,266 visits from 61 countries, 3,924 visits were from the US

Top 5 States

Texas	2942
California	136
Louisiana	101
Arizona	81
Oklahoma	60

Top 5 Cities

Houston	331
Austin	327
Brownwood	211
San Antonio	174
San Angelo	131



Top 20 Content Searches

1	Ozona	2075	11	Home-Page	122
2	Hunting Leases	1413	12	Local Attractions	119
3	History	394	13	Events Calendar	117
4	Restaurants	304	14	Location	116
5	Lodging	293	15	Public Services	114
6	County Officials	188	16	Contact Us	102
7	Area Attractions	137	17	City County Map	99
8	RV Parks	126	18	Shopping	82
9	Oil & Gas Services	125	19	Municipal Airport	78
10	Job Postings	122	20	E-Brochure	66

Chamber Master

- 662 Chamber Member Business Directory Searches
- 114 Hot Deal Searches
- 2232 Member Page Hits

Chamber Facebook Page

- 6 Monthly active users
- 4 New wall postings
- 122 Visits
- 238 Average number of fans

Compelling Reasons

When starting a business, one of the many questions for the entrepreneur to answer is a basic one. What would compel your target market of potential customers to stop purchasing from your competitors and start purchasing from you? The compelling reasons must be important to your target market, which are customers most likely to do business with you. Most successful businesses consider only certain groups of people as their target customers. “Everyone” is usually not a realistic target market.

This compelling reasons question is basic, but one that is not always easy for a startup entrepreneur to answer. I know from assisting many people with business startups, having a good answer to the question is a key success factor for the survivability of a new business.

What is meant by a compelling reason? A compelling reason is part of a competitive advantage. A competitive advantage is basically having a differentiation, or a difference from your competitors that is important to your target customers. In today’s world, most customers have choices where to buy goods and services. In many cases they have numerous choices. In order for customers to seek out your new business you must give them good, compelling reasons to do so.

An example would be an entrepreneur opening a new business supplying a product line in a town that is saturated with like businesses offering the same product line, and they plan no compelling difference from these competitors but just to open and see what happens. In my view the venture would be headed for trouble. Customers might try it initially but would find no compelling reason to come back. They just have too many choices, and most likely will revert back to doing business with others.

What are compelling reasons? Compelling reasons can come in many forms and depend on the type of business. Excellent location, good service and relationships, quality products, innovative products, exclusivity of products or service, overall value, or a need not currently offered in the market are all examples of compelling reasons. There are others, of course. It is important to remember the reasons must be sustainable over time. Inconsistently managed compelling reasons are not reasons for customers to change their buying habits.

When you are considering opening a business, consider the compelling reasons your target customers would stop doing business with your competitors and do business with you. Are they important reasons to this group? Can you consistently maintain them? Answering this basic question will help you have a sustainable and viable new business.

This article 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.