

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 West Central Wireless as our Business of the Month

West Central Wireless and Right Wireless are proud to be a part of the Ozona community. After opening the Avenue E location in 2008, Ozona has shown tremendous support for the quality service offered to residents.

West Central Wireless and Right Wireless provide both pay-as-you go cell phone service, and a low monthly contract on any of the newest and smartest phones available such as iPhones and Androids. Reliable internet service through West Central Net is also offered on a one year contract.

The store, managed by Sylvia Fay, is open 11 a.m. to 5 p.m. Monday through Friday.

West Central Wireless began operation in Tom Green County in 1987. Since that time the company has grown to include 22 store locations and 190 cell sites in 26 contiguous central Texas counties.

Besides West Central Wireless and Right Wireless, the company also includes Five Star Wireless, Mid-Tex Cellular, and West Central Net.

Visit West Central Wireless for more information on promotions and service at www.westcentral.com, or you can contact Sylvia at 325/392-2794.

The Chamber of Commerce would like to recognize West Central Wireless for their efforts to provide quality service in addition to being an added asset to the local business community.



Sylvia Fay-Manager

Chamber 2014 Plan of Action Approved

The Chamber of Commerce held its Annual Board Planning Meeting on Thursday, January 9th, at the Visitor Center. Each year, incoming board members undergo an orientation outlining their role as a Chamber Board of Director. They are familiarized with the Chamber staff and various committees or projects. They review funding sources and the organization's Bylaws. During the annual meeting directors review the accomplishments of the Chamber for the previous year, as well as discuss the status of any on-going projects.



Board members discussed in depth the role of the Chamber of Commerce to its members and the community. Discussed the available or lack of resources that define the direction of the Chamber in terms of economic development. Reviewed the number of services provided to Chamber members. Also discussed at length where the funding for the organization comes from, which drives the focus of the organization. By the end of the day, both the 2014 Chamber Plan of Action or Program of Work, and the budget for the year was approved.

In conjunction with the annual meeting, the board also held its regular January board meeting. The board reviewed the 2013 year-end budget and approved the new Executive Committee began their terms.. Board of Directors are as follows:

Chairman– Barbie Myers-DCP Midstream

Vice-Chairman-Paul Stroope-Ozona Truck, Towing & Emergency Repair

Treasurer-Heather Claburn-Ozona Mercantile

Past Chairman-Susie Bishop-Wool Growers Central Storage

Board of Director-Randy Verner-USDA

Board of Director-Paige Tambunga-Attorney at Law

Board of Director-Matt Mecke-Hitchin Post Steakhouse

Along with the organization's Plan of Action and budget, the board discussed everything from maintenance and technology improvements, to continued education for the staff, organizational procedures, and yearly programs and events.

In 2014 the annual membership meeting, or Chamber banquet, will be held once again at the end of March. At that time we will recognize the Business of the Year, selected by the membership. The Chamber will continue the Business of the Month program this year. There will be an educational luncheon or workshop planned for the summer at which the Chamber will invite speakers to discuss topics of interest to the membership. A soft opening of the Crockett County Interpretive Trail is planned for April at which time rock and bench memorial donors will be invited to come out and see the trail. The Escondido Draw Recreational Area (EDRA) ATV park, which has been open to the public, is getting closer to finalizing the public facilities, and the Chamber will work with the Texas Motorized Trails Coalition and other area attractions to market to bring people to Ozona. With the ever changing way in which you market a community, in an effort to remain competitive, the Chamber will hire an additional staff person whose function will be to focus on our electronic marketing programs. We will host again in the fall an Evening on the Town.

Already the Chamber has hit the ground running! We thank our membership for your support. Your support and investment allows us to continue providing programs and services to our members, who are the community!

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 January:

Mrs. Joe Logan-1963
Fesco, LTD-1979
The Village Drug-1988
AEP Texas-1997
Anadarko Petroleum Corporation-1997
Best Western Ozona Inn-1997
Crockett National Bank-1997
Dairy Queen-1997
Hillcrest Inn & Suites-1997
Hitchin Post Steakhouse-1997
JJ Marley Ranch-1997
Jerry Lynn Pierce-1997
Mr. & Mrs. Mark White-1997
Ozona National Bank-1997
Crockett County Common Consolidated School District-2006
Branyon Ranch-2007
Randy & Nanette Verner-2009
Media Jaw-2009
Ozona Body Shop-2009
Bahlman Cleaners-2010
Kerrie's Creations-2010

Hitting Your Target Market

For any new business it is imperative that they understand their target market and know who their target market is. For some businesses and industries, this is easily determined. For others, it is more difficult.

For example, it is fairly obvious that an infant and children's clothing boutique will target parents and grandparents with infants and children that are within a certain age range. For the business to succeed, there must be enough parents and grandparents to generate sufficient demand for such clothing and an evaluation of the competitions' strength and the number of competitors.

Not all industries' target market is so easily identified. Research must be done to identify the target market. Sometimes the business owner is surprised at the research results. They may have been expecting 18-24 year old single males to be the target market only to learn that the 38-55 year old married couples with no children left at home is their ideal target market.

Understanding your market this way affects how you promote your business to the market. If you are considering a radio ad campaign, you want to choose a station that has programming that your target market listens to. Not many 55 year olds will listen to rap or the newer genres of music, but you might find them listening to an "oldies" or country station. If that age group is in your target market, then those are the stations you would consider using.

Additionally, target market analysis is something that businesses should continue to do periodically. Markets change. An obvious example is hair styles. The styles that the 16-24 year olds of the 1950's was not the same style choices of the same age group of the 1960's, 1970's, or any decade since. In fact, each decade had its own style. So a barber that only knew how to do 1950's haircuts eventually ran out of customers. But, the one that adapted and learned new styles and created the environment that the target market desired has the greatest potential for continued prosperity.

Whether you are considering starting a business or you have been in business for 20 years, it is important to know and understand your target market. This knowledge and understanding helps position you to promote your business in the most effective and economically advantageous way possible.

This article was written by James Leavelle, Business Development Specialist and Certified Business Advisor II 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 James.Leavelle@angelo.edu.

Chamber Visitor Center Facts –YTD DECEMBER 2013

Visitor Center

- Walk-In Traffic into the Visitor Center—4,102
- Texas visitors 1693, Out of State 1626 Local 260, and Foreign 383
- Top five states visiting Ozona – AZ, CA, NM, FL, LA
- Top five cities visiting Ozona; San Antonio, Austin, El Paso, Houston, Midland
- Chamber related inquiries 18%, Tourism related 82%
- Week days in order of the busiest– Monday, Tuesday, Saturday, Friday, Wednesday, Thursday

Advertising

-In response to our advertising, the Chamber has fulfilled 19,125 requests for information on Ozona for the year.

WWW.Ozona.com DECEMBER Google Analytics

7102 visits to www.ozona.com, 5943 new, 1159 returning

Of 7102 visits, there were 11091 page views, of these 9564 were unique (1st time)

7102 visits from 56 countries, 6860 visits were from the US

Top 5 States

Texas	5338
Louisiana	188
Oklahoma	202
California	142
Florida	93

Top 5 Cities

San Antonio	675
Dallas	419
Houston	512
Austin	575
Brownwood	249

Top 20 Content Searches

1	Hunting Leases	3214	11	County Officials	172
2	Ozona	2788	12	Home Page	158
3	History	418	13	City-County Map	136
4	Restaurants	331	14	Location	133
5	Deerfest	328	15	Location	137
6	Area Attractions	283	16	Job Postings	127
7	Events Calendar	265	17	Public Services	125
8	Evening on the Town	251	18	Municipal Airport	111
9	CC Deerfest	243	19	Hot Deals	97
10	Lodging	211	20	E-Brochure	88



Chamber Master

594	Chamber Member Business Directory Searches
171	Hot Deal Searches
1583	Member Page Hits

Chamber Facebook Page

16	Monthly active users
6	New wall postings
52	Visits
237	Average number of fans