

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 T & C Wholesale as our Business of the Month

The Chamber of Commerce recognizes T&C Wholesale, LLC., a long standing member of the Chamber and supporter of Ozona for many years, as the Business of the Month.

For over 25 years, T&C Wholesale, formerly known as Shelton Oil & Gas, has been serving customers all over West Texas and beyond. T&C Wholesale is owned by Susser Holdings, the same company that operates the Stripes Convenience Stores.



Ozona Employees Left to Right: James Montgomery, Beth Gravell, Sidney Gunnels and not shown, Jimmy Gillit

T&C Wholesale has offices in Ozona and Mertzon with over 20 employees working out of the two locations. Retail fuel sales, wholesale fuel sales, propane, and lubricants are delivered to customers all over West Texas utilizing a fleet of pickups, bobtail trucks, and transports.

T&C Wholesale, in Ozona, presently has 4 employees. Beth Gravell, an employee of over 9 years, runs the office located at 1003 12th Street. James Montgomery, Sidney Gunnels, and Jimmy Gillet operate bobtail trucks delivering different products from the Ozona Yard.

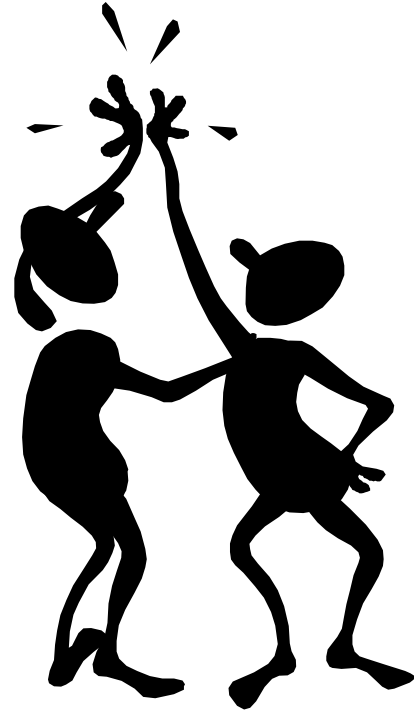
T&C Wholesale has a great staff and all are willing to go ABOVE AND BEYOND to take care of any and all the needs of the customers in their area. Call 325-392-5426 for all your fuel, propane, and lubricant (oil) needs.

The Chamber of Commerce would like to recognize T & C Wholesale for their efforts to provide quality service in addition to being an asset to the local business 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 **JULY**:

Morado Accounting & Tax Service-2013
 Ozona Environmental, LLC-1998
 Esperanza Ranch-2005
 Devon Energy Corporation-2008
 Ad Art Signs-2009
 Twistflower Ranch-2009
 Lowe's Market-2010
 Oglesby Ranch-2010
 Noelle Land & Mineral-2011
 Kenny Blanek's Village Cafe & Catering-2012
 Bob & Lynda Falkner-2004
 Super 8 Motel & RV Park-1996
 Moran Construction-2013
 Crockett Automotive-1997
 Travelodge-1996
 X-Bar Ranch-2010
 Close To Our Hearts-2006
 Texas Farm Bureau-2009
 Snowflake Donuts & Kolache Shop-2011



Just who is walking into the Chamber of Commerce & Visitor Center?

Where are they from and what do they want?

June Stats

Visitor Center

- Walk-in traffic into the Visitor Center in June - 356 people
- Walk-in traffic into the Visitor Center January through June, 2,380, a 77% increase over the same period last year
- Where are they from? Texas visitors 972, Out of State 891, Local 202, Foreign 215
- Top five states visiting Ozona in June- AZ, CA, NM, FL, CO
- Top five cities visiting Ozona in June- San Antonio, Houston, Austin, El Paso, San Angelo
- Chamber related inquiries 23%, Tourism related 77%
- Week days in order of the busiest in June – Thursday, Saturday, Tuesday, Friday, Wednesday, Monday
- Top Requested Items in June: restroom, maps, Davy Crockett Monument, restaurants, museum, Crockett County Interpretive Trail, real estate, directions, & phone books
- In 2013 June was ranked the second most busiest month of the year, in 2014 comes in sixth!

Advertising

- Year-to-date the Chamber has filled, in response to our advertising, 7,662 requests for information on Ozona. We have handed and mailed an additional 3,084 to those requesting information.

See what the Chamber of Commerce web site is doing on the next page!!



What is Ozona.com doing for our members and the community?

For the month of June, ozona.com received 4,326 visits. 3,395 new visits, 931 returning

Of 4,326 visits, there were 10,102 page views, of these 7,741 were unique (1st time)

4,326 visits from 63 countries, 4,103 visits were from the US

Top 5 States

Texas	3015
California	129
Florida	66
Louisiana	66
Arizona	65

Top 5 Cities

Houston	284
Waco	233
Brownwood	232
San Antonio	232
Austin	228

Top 20 Content Searches

1	Ozona Homepage	1757	11	County Officials	190
2	Mobil Homepage	1086	12	Mobil History	188
3	Hunting Leases	570	13	Location	180
4	Local Attractions	521	14	Event Calendar	177
5	Restaurants	459	15	Article/Search	157
6	Lodging	439	16	Chamber of Commerce	141
7	Spring E-Brochure	300	17	Contact	120
8	Public Services	293	18	Membership Directory	112
9	Hot Deals	193	19	Day Trips	106
10	Shopping	193	20	Oil & Gas Service	106

Chamber Master (Membership Directory Data Base)

895 Chamber member searches or an average of 30 Membership Directory searches a day

256 Hot Deal searches

2501 Member page hits

Chamber Facebook Page

373 Total page likes– Average

72 New likes

147,586 Monthly total reach

2471 People engaged

Top 10 Searched Service Categories:

Lodging & Travel	Oil & Gas Services	Shopping & Specialty Retail
Carpentry	Hunting & Ranching	Alterations
Cremation	Recreation	Sporting Goods
Media		

Continued on page 4-Member Hits

Continued from page 3-Member Hits

For the month of June, the Membership Directory alone on ozona.com received 2,501 member page hits! **These are people looking for YOUR services. Following are the members that received 20 or more page hits:**

OTTER-83	Ozona Cable & Broadband-72	Devon Energy-60
Pon Seahorn-49	Super 8 Motel & RV Park-60	Barnhart Shaw's General Repair-55
Ozona Mercantile-48	Diamond P Land & Cattle-44	Will M. Black Real Estate-43
CC Water Dept.-32	Ozona Remodeling-32	West Central Wireless-31
Ozona Retail-30	Encino RV Park-29	Dairy Queen-27
KYXX-94.3-26	Monty's Maintenance-25	Ozona Chamber of Commerce-25
Triple C-24	Eldorado Animal Clinic-23	Gallery Café-23
Knox Floor-23	Rusty Gold on the Square-23	Wool Growers Central Storage-23
Sonic Drive In-22	Catherine Paige Tambunga-Atty-22	Crockett County Abstract-22
Southridge RV-22	Dollar General-21	Ozona Hair Company-21
El Chatos-20	Robert Massie Funeral Home-21	Close to our Hearts-20
Kerrie's Creations-20	Crockett County Public Library-20	The Ozona Stockman-20
Media Jaw-20	Treto's Tire & Towing-20	

The Chamber of Commerce & Visitor Center is the front door to our community, **so are you taking advantage of your member services?** Having a sale? Offering a holiday discount? Have old inventory you would like to move? Do you have a new product to introduce? Hiring?

As an added Chamber member benefit, the Chamber Dialogue is an ideal vehicle to gain additional exposure to 180 businesses and individuals. Simply drop off or e-mail your flyer to the Chamber office by the first of each month. We will mail your flyer along with the newsletter to all Chamber members. Extras will be distributed to visitors to the Chamber office.

You can also post your special "Hot Deal" or event on the Chamber web site, along with job postings. Please note that during the month of June there were 256 Hot Deal searches. You can subscribe to a Hot Deals newsletter. Every time a Chamber member posts a new Hot Deal, the membership receives an e-mail updating them to all the local specials available.

Have an event or available job you need to promote? Post it on our web site.

Use your Chamber Master login name and password to post updated member information, or contact us at 392-3737 for help.

HELP US to make your member benefits work for YOU!

Micro-loans for a Small Business

Banks and other non-bank lenders are always willing to lend money on business loan deals that meet or exceed their lending requirements which are mostly built on the 5 C's of credit analysis. The 5 C's include collateral pledged, capacity to repay, character and experience of the borrowers, conditions in the industry and economy, and lastly capital or the amount the borrower intends to inject in the business. Besides your personal funds and funds from friends and family, banks are your best source for start-up loans and we recommend approaching them first for the lending needs of a small business. It is also important to establish a banking relationship, even if you do not initially have a bank loan to start your business.

For those startup businesses that do not meet a bank's lending requirements and only need relatively small amounts of money; another source of loans may make sense. These loans are called micro-loans and are made by non-bank lenders specifically for those small businesses that currently do not have access to traditional bank lending.

The Micro-loan program was developed by the SBA in the early 1990's to increase the availability of small loans to start-up, newly established, or growing small businesses. They are made in relatively small amounts as the typical loan nationwide averages only about \$13,000, but they can go up as high as \$35,000-\$50,000. Funds from these loans can be used for most business purposes, including starting a business. A micro-lender is a non-profit agency that receives funds from the SBA or other sources, for the purpose of making small loans to businesses that do not have access to traditional bank lending.

Since these loans are deemed riskier, the interest rate is usually higher than a typical bank loan. Nationwide the interest rates are between 8 and 12%, based on the borrower's credit score, and amount of equity and collateral in the deal. They may or may not require a business plan, but the micro lender may recommend the borrower seek technical business assistance from a provider such as the Small Business Development Center. The application process is fairly easy with only a three or four page application.

Micro-loans can be a good source of funds in small amounts for those businesses unable to qualify for traditional bank loans. They may cost more in terms of higher interest rates but they may be the only available source of funds for a business. Also, having a successful payment history on a micro-loan could make the business eligible for future bank loans. For more information on these loans see acciontexas.org, peoplefund.org, Tom Green County Revolving Loan Fund, or the Regional Consortium Revolving Loan Fund. Contact a certified business advisor at the ASU Small Business Development Center for information on all these micro-loan programs. Over the years we have assisted numerous businesses with the micro-loan application process and provided the necessary technical business assistance to increase the chances of receiving a micro-loan.

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.