

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
Dairy Queen-Ozona
as our Business of the Month**



Left to right: Shelby Harris, Brenda Mata, Melissa Perez, & Jasmine Lara

Dairy Queen-Ozona, TX

Achieving long-term success by staying relevant within the community.

On I-10, Exit 365 is a remarkable building sitting on the access road. There's a bright DQ sign extending high above, welcoming customers near and far.

Dairy Queen in Ozona, TX was opened in 1989 by franchisees, Wade and Jane Richardson. Since its opening, DQ-Ozona has made it its goal to serve the best chicken strips, burgers and soft-serve ice cream around.

Over the decades, DQ of Ozona has been committed and focused on guest experiences and serving Ozona and its visitors in the best way possible.

This solid business model has earned the DQ of Ozona team employees the PRIDE Award from the Dairy Queen system for its high level of cleanliness and food safety. DQ of Ozona is pleased to announce that Melissa Perez, an Ozona native is now leading our crew as General Manager.

DQ of Ozona is looking forward to many more decades of serving the community of Ozona. We will continue to serve the same great products, and we thank you for your patronage and support.

Warmly,

Dairy Queen of Ozona

Lunch & Learn

Customer Service Starts at the Top

by Melissa Perner

Creating better customer service was the topic of the Ozona Chamber of Commerce's July 13 Lunch and Learn session.

Led by staff members of the Angelo State University Small Business Development Center, the program focused on the importance of customer service inside and outside a business.

"We try to model the importance of customer service ourselves," said Dave Erickson, director of the ASU-SBDC.

"In order to have good customer service, it must start within the business, Erickson said.

Employers should try to make work fun, have a positive attitude, be present and focused with employees and use kindness, patience and thoughtfulness."

"Customer service starts at the top. Kill them with a smile. Eye contact is key. Make that person feel like they are the most important person in the world", said Adrianna Havins, Certified Business Advisor at the ASU-SBDC.

Erickson said employees will treat customers exactly how they are treated in the business. He also said employers should look at their business and ask "Would I recommend my business to my friends and family?"

"You need to create a good work environment. Train your employees and then let them do their job. Give them that freedom within reason," Erickson said. "Look to hire people who are coachable and teachable."

Havins also cautioned employers of hiring people who are just like them. She said workplaces need a mixture of personalities.

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Workforce Training-Continued from page 2-

“When it comes to dealing with unhappy customers, business staff should put value on the complaint and do their best to empathize”, Havins said.

“It gets tiring being positive and pleasing all the time, but you have to do your best,” Havins said.

“You can’t make every customer happy, but you have to look at accepting criticisms and use that as a resource to make your business better,” added Dezaray Johnson, certified business advisor with the ASU-SBDC.

Johnson said the impact of good customer service flows throughout a small community through job creation, money circulating in the community and keeping the community unique.

“If businesses have terrible customer service then that can create a negative image for Ozona as a whole,” Johnson said.

The group also discussed employee generational differences such as Millennials as employees and customers.

Some tips presented to manage Millennials includes giving feedback, both positive and negative, immediately, setting specific and clear expectations about the workplace and being open to age diversity.

Johnson also said it’s important to remember that Millennials are technology dependent, not technology savvy.

“We are graduating from college later, so we may not have the same life experiences as Baby Boomers and Gen Xers,” said Johnson, who is also a Millennial.

When it come to providing customer service to Millennials, it’s important for businesses to know that this generation is outspending Baby Boomers by over a trillion dollars.

Johnson also said Millennials are nonlinear thinkers, work with a variety of communication styles and make most of the payments digitally. Forty-one percent of Millennials say that they would be “truly satisfied” if they could use text messaging to connect.

With that, Johnson said she encourages all businesses to have a mobile strategy and to remember to use good customer service on social media.

In the end, the ASU-SBDC concluded it’s important to remember that good customer services needs to be shown not only in the business, but also at public events and online

“Always welcome people back to your business,” Havins said.

Guests at the session also heard about services available, at no cost, from the ASU-SBDC. Havins travels once a month to Ozona to meet with and assist local businesses about a number of services.

For more information, or more customer service tips, visit sbdc.angelo.edu or call (325)942-2098, or you may also contact the Ozona Chamber of Commerce at (325)392-3737.

Chamber members recognized



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 their community.

We would like to recognize and express our **SINCERE** appreciation to the following members who joined during the month of July.

Crockett County Water Control & Improvement District-1999
 Pon Seahorn Real Estate-2000
 Sonora Bank-2004
 Treto's Tire & Towing-2009
 Diamond P Land & Cattle Co, LLC-2012
 Eldorado Animal Clinic-2012
 Ozona Cable & Broadband-2012

Announcing the 6th Bi-Annual South West Texas Oil and Gas Trade Show

The Chamber will host its 6th Bi-Annual Oil and Gas Trade Show October 4-5, 2017. Registration information is available at Ozona.com. Following is the show schedule:

Wednesday, October 4, 2017- Set-Up Day

- 8:30 a.m.– 4:30 p.m. -Registration / Exhibitor Set-Up -
 Crockett County Fair Park Convention Center. Convention Center will be locked at 4:30p.m.
-Security will be provided for all outdoor exhibitors overnight.
-Golf available at the Ozona Country Club
 -Dinner on your own-A list of restaurants & entertainment provided at check-in.



Thursday, October 5, 2017

- 9:00 a.m.-6:00 p.m. -**TRADE SHOW** at the Crockett County Fair Park Convention Center
- 11:30 a.m.-1:30 p.m. -**NETWORKING LUNCHEON** with Keynote Speaker
 Todd Staples-President of the Texas Oil & Gas Association
- 1:30-6:00 p.m. -**TRADE SHOW** continues at the Crockett County Fair Park Convention Center
- 6:00 p.m. -Trade Show Adjourns

Who walked into the Chamber of Commerce in June

Visitor Center

- Walk-in traffic into the Visitor Center in June was 557 people
- YTD we have seen 3,243 visitors, down -.67% or 81 visitors the same period of time last year
- Where are they from? Texas visitors-1,840, Out of State-825, Local-475, Foreign-103
- Traveling: East 1,445, West-809, North-205 and South-80
- Top visiting states for the month year were-AZ, CA, NM, FL, LA
- Top visiting cities for the month were-San Antonio, El Paso, Midland, Austin, Houston
- Weekdays in order of the busiest were Friday, Thursday, Tuesday, Wednesday, Monday, Saturday
- Year to date Chamber related inquiries 18%, Tourism 82%
- Top requested items or services for the month were: general tourism, restaurants, maps, directions, Interpretive Trail



Advertising

- Year-to-date the Chamber has filled, in response to our advertising, 4,592 requests for information on Ozona. An additional 1,827 brochures have been handed out to walk-in visitors and mailed to state wide Travel Centers

What services are sought at www.Ozona.com



For the month of June, at www.Ozona.com, there were 282 business directory searches, and 816 actual *member page hits*! **These are people searching for YOUR services. Following are the members that received 20 or more page hits:**

- Epic Permian Operating, LLC-44
- ChicaDee's Fish 'n' Chicken-36
- Pon Seahorn Real Estate-31
- Wool Growers Central Storage-26
- Lopez Construction & Remodeling-23
- Ozona Truck Trailer & Emergency Repair-23
- Venegas Construction, LLC-22
- Barnhart Shaw's General Repair-21

As shown above, the Chamber of Commerce & Visitor Center is the front door to our community. Again, there were 282 business directory searches. ***So are you taking advantage of your member services?***

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

For **June 2017**, Ozona.com had 2,859 sessions: 2,259 new 600 returning

Of these 2,859 sessions, there were 5,669 page views – of these 4,620 were unique (1st time views)

The 2,859 sessions were from 56 countries and 2,670 sessions were from US.

Bounce Rate: 67.93% Average Session Duration: 00:01:42

Top 5 States:

Texas	2,095
California	112
Washington	52
Louisiana	41
Arizona	39

Top 5 Texas Cities:

Dallas	345
Houston	319
Austin	256
Comanche	142
San Antonio	92

Top 20 Content Searches

1. Homepage	1721	11. Job Postings	126
2. Hunting Leases	664	12. County Officials	123
3. Photo Gallery	237	13. Interesting Facts	110
4. Area Attractions	167	14. Public Services	104
5. Local Attractions	154	15. Membership Directory	101
6. Events Calendar	152	16. Location	94
7. Restaurants	148	17. Pandale Crossing	93
8. History	140	18. Contact Us	87
9. Travel Itineraries	135	19. Hot Deals	56
10. Lodging	131	20. Real Estate	51

Chamber Master (Membership Directory Data Base)

Business Directory Searches	282	Hot Deal Hits	131
Hot Deal Searches	62	Member Page Hits	816
Job Searches	267	Job Posting Hits	10

Top Searched Chamber Master Service Categories:

Roadside Assistance	11	Fuel/Lubricants	2
Hunting	7	Ranching	2
Feed Store	3	RV Parks	2
Fish & Chicken	2		

Social Media Pages / Internet

Facebook

5788	Fans
81	New Likes
154,934	Total Paid Reach
19,832	Total Organic Reach
8,546	People Engaged
158	Daily Logged-in Page Views
219,626	Total Impressions of All Posts
52	Ozona Campaign-Results
44,751	Ozona Campaign-Impressions
5,554	Ozona Campaign-Individuals Reached

Google

739	Search
2,002	Total Google Business Page Views
1,590	Listings on Map
412	Listings on Search
1,267	Photo Views
23	Clicks to Website
25	Clicks for Driving Directions
5	Clicks for Phone Calls

Twitter

76	Total Followers
2,580	Impressions

Texas Outside

18,731	Visitors to site
55	Clicks Through