

*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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June 2018



Pictured left to right front row: Ahmed Hmod, Kelle West, Tulsi Patel, Amit Patel, Viviana Villareal, Amber Dehoyos, Oneida Hernandez.

Pictured left to right back row: Charli West, Gloria Onate, Michelle Salas, Joseph Martin, Griselda Tambunga

### **The Ozona Chamber of Commerce recognizes the Hampton Inn by Hilton - Ozona as our Business of the Month**

Opening its doors in August 2017, the Hampton Inn by Hilton Ozona is owned by and developed by Ozona Hospitality Group, LLC. "We are pleased to be a part of the lodging community in Ozona. We have everything our guests need to ensure a happy and memorable stay," said Amit Patel, General Manager. "We are a global mid-priced hotel chain known for providing travelers with our signature Hamptonality service. We strive to offer consistent and

quality accommodations with value-added amenities such as a spacious meeting space, complimentary Wi-Fi, a 24-hour fitness center, business center, guest laundry, and a seasonal outdoor pool and patio area."

The 72-room hotel also offers guests a free hot breakfast featuring delicious waffles, On the Run™ Breakfast Bags for the on-the-go traveler and a 24/7 TREATS shop. Each guestroom includes HDTV, free in-room movie channels and coffeemaker.

"My wife Tulsi, daughter Amia and I have truly enjoyed getting to know the people in Ozona. We have another child on the way, and Ozona has quickly begun to feel like home. We are building a base of guests, and travelers are now aware that we are here. We are also enjoying serving the residents of Ozona and their families. We welcome the opportunity to host your class or family reunion, quinceañera, wedding, or any event. We have eager team members ready to serve you daily," said Amit.

**Continued on page 2-Business of the Month**

## Business of the Month-Continued from page 1

Hampton by Hilton has long been known for its unique and unmatched approach to hospitality. Team members proudly exhibit a unique culture described as Hamptonality. This term is defined by each hotel's approach to friendly customer service, anticipation of guests' needs, and establishing an authentic, friendly and caring culture.

Hampton Inn by Hilton Ozona is part of Hilton Honors, the award-winning guest-loyalty program for Hilton's 14 distinct hotel brands. Hilton Honors members who book directly through preferred Hilton channels save time as well as money and gain instant access to the benefits they care about most, such as an exclusive member discount, free Wi-Fi and a flexible payment slider that allows members to choose nearly any combination of Points and money to book a stay. Members can also redeem their Points for free nights, to gain access to unique events through the Hilton Honors auction platform or to make purchases at Amazon.com with Amazon Shop with Points.

The Ozona Chamber of Commerce would like to recognize the Hampton Inn by Hilton Ozona for the quality service they provide to the community and the region.

For more information you may call 325/392-1449, e-mail: [amit.patel4@hilton.com](mailto:amit.patel4@hilton.com), or visit <https://www.facebook.com/hamptoninnozona>.

### 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 June.

Bill Black Ranch-1990  
Mr. & Mrs. Fred Deaton-2007  
Holiday Inn Express Ozona-2008  
L & B Automotive-2015  
Alpine Ala Carte, LLC-2016



### Welcome new member

#### J. Cleo Thompson Wellness Center

Stormi Oglesby / Director

103 Medical Drive / P.O. Box 865

Ozona, TX 76943

325/392-4620 or 325/226-4905

E-Mail: [stormi.oglesby@co.crockett.tx.us](mailto:stormi.oglesby@co.crockett.tx.us)

[www.ozonawellness.com](http://www.ozonawellness.com)

Heath & wellness center, open Monday thru Friday, 5am to 9pm, Saturday, 8am to 1pm. Indoor swimming pool, Pro-Core treadmills, recumbent bikes, elliptical & dual muscle group weight machines. Refreshment area, walking trail, showers, and locker room. Visit web site for more information.

**Opening July 2nd!**



## Ribbon Cutting to celebrate relocation of Close to our Hearts Country Store



County officials, Chamber Board of Directors, ambassadors, family and friends all gathered at a Ribbon Cutting ceremony held Thursday, June 7<sup>th</sup>, to celebrate the relocation of the local business, Close to Our Hearts Country Store.

Close to Our Hearts Country Store first opened its doors in the Village shopping center in 2004 and is owned by Ronda Stuart and her mom, Jackie Hopkins.

“Ronda actually taught dance in the location behind the Village Drug. Her dad, Jerry Hopkins who was a retired coach, began making crosses. People started buying the crosses. Ronda began traveling to market and purchasing additional merchandise, and from there she went from teaching dancing to operating a retail store, or Close to Our Hearts Country Store,” said Jeffery Stuart.

“When this location became available, we just felt the downtown appeal and traffic would help to keep the business moving forward.

The building has an interesting history. It is the second oldest building in Ozona, built in 1898 by L.B. Cox and operated as a grocery store until 1978. My granddad, a rock mason, came to Ozona with nine kids in a wagon in 1894. He worked in a nearby rock quarry. The stone on the front of this building and the courthouse came from that same quarry.”

“We appreciate all of the support from the people who helped us to make the move and the Chamber for promoting our celebration,” said Ronda Stuart.

Employees of Close to Our Hearts Country Store are Elsa Vasquez, Tina Castillo, Hilda Carrasco and Lucy Vasquez Tijerina.

**Continued on page 4-Ribbon Cutting**



## Ribbon Cutting-Continued from page 3

Close to Our Hearts Country Store features Jon Hart Designs, Fiestaware, handmade crosses, Circle E and Mud House candles, gifts, accessories, a bridal registry, home décor, Southern Couture t-shirts, Visible Faith God Tags, jewelry, enamel coated and Colorlodge cooking line, a new handmade jewelry line called Tagua from Ecuador, Lazy One line for adults and children, Jelly Cat children's books and animal companions, and much more.

There are a number of artists, (Bruce Kerbow, E.A. Wadsworth, Smith Neal, and Ismael Villarreal) whose crafts, such as hand-made iron crosses, soaps, bags and paintings are also sold on consignment at the store.

Close to Our Hearts Country Store is now located on the town square at 916 Avenue E, and open Tuesday through Friday from 10 a.m. to 6 p.m., Saturday from 10 a.m. to 3 p.m. and closed on Sundays.

For more information you may call the store at 325/392-2700, or e-mail: [jeffandronda@verizon.net](mailto:jeffandronda@verizon.net).

## Chamber hosts Lunch & Learn-Keeping Your Business Safe On-line

By MELISSA PERNER-The Ozona Stockman

Anyone that uses the internet on a desktop computer, a mobile phone, a tablet or uses a debit card is vulnerable to identify theft.

At a June 13 Lunch & Learn presented by the Ozona Chamber of Commerce, Alejandro Castanon, a business advisor with the Angelo State University Small Business Development Center, talked about tips and ways consumers can protect themselves online, especially when it comes to small businesses.

Castanon said if a person's identity is stolen then they can lose money, their credit can be damaged, benefits can be lost and they can face legal problems. If a website is hacked, such as a businesses, it can be due to out-of-date software, customer account data can be stolen and site visitors can be tricked into downloading malicious software, or malware. "No system is 100 percent safe," he said. "The department of defense has had problems. Big banks have had problems. It can also be on your phone."

Castanon broke down a scam email showing what to look for when they are received. One thing that stands out is misuse of punctuation and capitalization in sentences, misspellings and the email address it was sent from is incorrect or incomplete. Castanon said if the email claims to be from a company, such as Amazon, it's best to go directly to that company's website or call that company. Also, he said it's best to just delete the email without opening any attachments if the person is not sure if it's real or not.

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## Lunch & Learn-Continued from page 4

If the attachment is open then there is a medium risk that something might have happened to the device, or computer. If the person opens the attachment, or clicks on the link, plus gives information, or downloads the file, then they need to contact their system administrator and “go to church and pray.” “They can get real clever on how they want you to open the attachments. They use things that are recognizable, like a favorite store, your name, your family member’s names,” he said.

To keep safe online, Castanon said to use strong passwords at least eight characters long and have a unique one for every online account. He also said to keep them in a safe place and set up safe guards for password recovery.

Keeping software up-to-date, only downloading software from a trusted source, and protecting mobile devices by putting a passcode lock on the phone is also advised, Castanon said.

He also mentioned various tips by using Google and gmail that can also help protect online information, such as using a two-step verification for online email.

Other resources such as the Better Business Bureau, the Federal Trade Commission, eCommerce.gov and the ASU-SBDC are all good sources for further information. For more information, call Castanon, at the ASU-SBDC, at (325) 942-2098 or email [alejandro.castanon@angelo.edu](mailto:alejandro.castanon@angelo.edu).



The Chamber of Commerce is proud to announce that the Texas Chamber of Commerce Executives (TCCE) association has recognized and presented Ozona with a 1st place award for Outstanding Brochure during their annual 2018 conference.

## Who walked into the Chamber of Commerce in May

### Visitor Center

- Walk-in traffic into the Visitor Center in May was 771 people
- Where were they from? Texas visitors-380, Out of State-197, Local-167, Foreign-27
- Year-to-date walk-in traffic is 2,546
- Traveling in May: East-297, West-241, North-22 and South-17
- Top visiting states for the month were-AZ, NM, CA, FL, LA
- Top visiting cities for the month were-San Antonio, El Paso, Houston, Midland, Austin
- Weekdays in order of the busiest in May were Tuesday, Wednesday, Friday, Thursday, Monday, Saturday
- Year-to-date Chamber related inquiries 14%, Tourism 86%
- Top requested items or services for the month were: general tourism, restaurants, directions, Interpretive Trail, maps



### Advertising

- Year-to-date the Chamber has filled, in response to our advertising, 11,381 requests for information on Ozona. An additional 2,506 brochures have been handed out to walk-in visitors and mailed to statewide Travel Centers.

## What services are sought at [www.Ozona.com](http://www.Ozona.com)

For the month of May, at [www.Ozona.com](http://www.Ozona.com), there were 1,131 business directory searches, and 795 actual *member page hits*! **These are people searching for YOUR services. Following are the members that received 10 or more page hits this month:**



Epic Permian Operating-50	Ozona Cable & Broadband-48
Will M. Black Real Estate-32	Wool Growers Central Storage-27
L & B Automotive-24	Venegas Construction-24
Pikes Peak Energy Services, LLC-21	CCWC&ID-19
Encino RV Park-18	Pandale Crossing River Resort-17
Stokes Drilling Company-17	Family Health Center of Ozona-15
Ozona Insurance-13	The General Store-12
KYXX Ozona 94.3 FM Real Country-12	I-10 & 163-Valero-11
Daun Williams Construction-10	Nana's Homestyle Cooking-10
Natgas, Inc. - 10	

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

For **May 2018**, Ozona.com had 3,583 sessions: 2,754 new users     381 returning users

Of these 3,583 sessions, there were 7,001 page views – of these 5,618 were unique (1st time views)

The 3,583 sessions were from 56 countries and 2,643 sessions were from US.

Bounce Rate: 70.08%

Average Session Duration: 00:01:58

### Top 5 States:

Texas	2,015
California	86
Arizona	49
Louisiana	48
New York	40

### Top 5 Texas Cities:

Dallas	335
Austin	321
Houston	286
San Antonio	133
San Angelo	78

### Top 20 Content Searches

1. Homepage	1,713	11. Travel Itineraries	136
2. Hunting Leases	840	12. History	127
3. County Officials	652	13. Restaurants	122
4. Photo Gallery	197	14. Facebook Pages	121
5. Events Calendar	179	15. Public Services	111
6. Location	165	16. Interesting Facts	111
7. Lodging	152	17. Local Attractions	105
8. Visitors Guide	147	18. Job Postings	84
9. Area Attractions	147	19. Contact	72
10. Pandale Crossing	142	20. Membership Directory	71

### Chamber Master (Membership Directory Data Base)

Business Directory Searches	1,131	Hot Deal Hits	256
Hot Deal Searches	70	Member Page Hits	795
Job Searches	99	Job Posting Hits	10

### Top Searched Chamber Master Service Categories:

RV Parks	12	Apartments	6
Oil & Gas Services	9	Business Services	6
Phone Services	9	Road Work	6
Insurance	7	Sporting Goods	6
Roadside Assistance	7	Tourist Information	6

### Social Media Pages / Internet

#### Facebook Tourism

6,296	Beginning Fans (4-30-18)
6,421	Ending Fans (5-31-18)
125	Net Likes
106,627	Total Paid Reach
13,493	Total Organic Reach
7,941	People Engaged
10,668	Daily Viral Reach
361	Daily Logged-in Page Views
117,875	Total Impressions of All Posts

#### Texas Outside

	Impressions	Clicks
Ozona	5,112	23

#### Facebook Business

50	Beginning Fans (4-30-18)
89	Ending Fans (5-31-18)
39	Net Likes
8,959	Total Paid Reach
1,730	Total Organic Reach
325	People Engaged
1,494	Daily Viral Reach
331	Daily Logged-in Page Views
15859	Total Impressions of All Posts
11	Ozona Campaign-Results
5,718	Ozona Campaign-Impressions
1,170	Ozona Campaign-Individuals Reached

#### Google

285	Search
5,870	Total Google Business Page Views
6,094	Listings on Map
228	Listings on Search
837	Photo Views
25	Clicks to Website
29	Clicks for Driving Directions
7	Clicks for Phone Calls

#### Twitter

79	Total Followers
3,085	Impressions