

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

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## *CHAMBER DIALOGUE*

Volume 10

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June 2013

**The Chamber of Commerce  
recognizes  
Ozona Mercantile  
as our  
June Business of the Month**

Ozona Mercantile is located at 916 Ave E on Ozona's historic town square. It is open Monday through Friday 10-5:30 and Saturdays 9-1pm. The store originated as "Small Fashions" many years ago with its main focus being children. Heather Claburn purchased the business from Carmen Sutton in 2010 and moved to its current location in January, 2012. The name was changed to reflect the variety of fun products Ozona Mercantile carries. They have small fashions, toys, home gifts and more.



(left to right) Heather Claburn, Connie Fowler, Judy Reagor  
& Allie Black

Ozona Mercantile carries tradition with their "Small Fashions" department with name brand clothing and accessories for boys and girls from newborn to size 14. Ozona Mercantile offers baby shower registries with many necessities needed for a new baby. Ozona Mercantile carries classic newborn smocking from "Feltman Brothers, Mayoral, and Carriage Boutique. They also offer fashion forward brands like Havengirl, Charlie Rocket, and Isabella & Chloe. The Small Fashions department offers high quality shoes and boots from Pedi Ped, Lilly Kelly Tsuskihoshi, and Old West. When football season rolls around you can find Cheersuits at Ozona Mercantile.

Nothing is sweeter than a child's smile or giggle while having fun with a toy purchased at Ozona Mercantile. You can find toys, puzzles or books for every child on your gift list. Ozona Mercantile has the classic toys like pedal cars, fiddlesticks, Barbie, baby dolls and more, but you can also find developmental toys and games for all ages. They carry HotWheels and Bruder trucks for that 100% boy you may know. If the child you know has an imagination for dress-up, Ozona Mercantile has a full line of dress-up outfits for girls and boys. Ozona Mercantile follows the toys market closely and enjoys sharing the latest trends in quality toys.

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At some time everyone needs gifts or accessories for the home. Ozona mercantile carries traditional wedding gifts including crystal, dinnerware, serveware and drinkware. Kitchen gadgets, accessories and cookbooks can also be found at Ozona Mercantile with a variety of gourmet gift items. Ozona Mercantile is a bridal registry location.

Ozona Mercantile also carries greeting cards and candles. They have Wrangler jeans, shirts and belts for men, as well as FR Clothing. Special orders are always welcome at Ozona Mercantile if a specific size or style of jean or FR Clothing is needed.

The owner of Ozona Mercantile, Heather Claburn, was raised in Ozona. Many will remember her as Heather Hill. After graduating from Texas A&M University and working in Dallas and Midland for several years, Heather and her husband had an opportunity to move back to Ozona to raise their family. With her young twins in mind, Heather enjoys operating Ozona Mercantile with her friendly staff. Staff at Ozona Mercantile includes Connie Fowler, Ann Fowler, and Judy Reagor. This summer Ozona Mercantile is enjoying the help of Allie Black, Estafania Tarabough and Madison Childress.

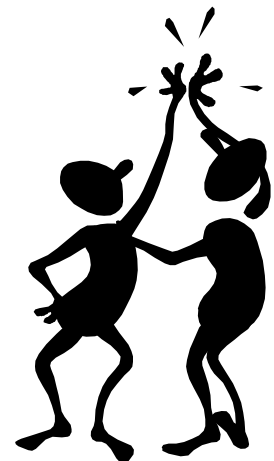
The Chamber of Commerce would like to recognize Ozona Mercantile for their efforts to provide quality service in addition to being an added asset to the local business community.

For more information you may contact the Ozona Mercantile at 325/392-3226 or by fax at 325/392-3388, or on Facebook at [www.facebook.com/ozonamercantile](http://www.facebook.com/ozonamercantile).

**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 June:

Bill Black Ranch—1999  
Mr. & Mrs. Fred Deaton— 2007  
Ozona Hair Company-2007  
Mr. & Mrs. Will Hoover-2007  
Holiday Inn Express-2008  
Lester Wright— 2011  
Eagle Safety Management-2012



## Chamber Executive Director attends Travel & Tourism College

Chamber Executive Director, Shanon Biggerstaff, completed her Sophomore year of the Travel & Tourism College hosted by the Texas Travel Industry Association. Held the week of June 17th in Denton, TX, it is a week-long program, including sixteen classes, held once a year for three years. Upon completion, attendees will be recognized and certified as Tourism Executives.

The college courses, held at the North Texas Women's University, covered topics like Creating Unique Travel Experiences Using Social Media, Social Styles, Print Ain't Dead, Using Heritage and Culture to Create an Experience, Marketing to Women, Texas Friendly Training, Web Site Social Media, Mobile Solutions, Pinterest Tourism Marketing, and much more.

"Marketing a community has its challenges, and there are so many outside factors that will drive your local strategy," said Shanon. "Technology, software, local industry, economics, community support, location, and the changes in your travel audience all impact how you do and don't market your community," said Shanon. "This is an excellent course which keeps those of us in the industry up-to-speed on current trends. We have a chance to hear from professional speakers, network with our peers, and discuss our individual opportunities amongst one another." "There were over 120 chamber, tourism and economic development executives from across the state that participated in this year's program.

## Crockett County Interpretive Trail "Rock Signage" coming along

Getting ever closer to the final phase of the project, the Chamber has received a positive response from folks honoring and remembering their loved ones.

*Currently, there are over 231 plants in the trail (all native to this region). Fifty (50) have been identified to be included in a self-guided tour brochure. The brochure will guide visitors around the length of the trail highlighting the use, purpose, description and picture of these 50 plants. WE HAVE 43 SIGNS... 7 MORE TO GO and we will finalize the brochure and unveil this new attraction!*



*You can now purchase for \$100, a rock sign In Memory Of or In Honor Of a loved one, or you can participate by purchasing a rock in Support of the Trail as well. The \$100 pays for the rock and the etching, and will make additional funds available to the trail for more plants and maintenance.*

The purpose of the project is to educate local and regional residents, visitors, and travelers across the country about the importance of water conservation, and daily use of native plants in our lives. Plants are part of our heritage and the trail system can help us preserve and respect their contribution. They provide food, fiber, shelter, and are used for medicinal and ceremonial purposes. Visitors to the site will learn about the ecological balance between plants, insects and animals, and how they each depend upon one another. Plants play a key environmental role for pollination, feeding livestock and oxygen. The project will demonstrate the importance of xeriscaping and rain water conservation and collection.

**Continued on page 4-Crockett County Interpretive Trail**

## **Crockett County Interpretive Trail-Continued from page 3**

The Interpretive Trail will be a site where people of all ages will learn that plants are crucial to human survival. The trail system will include educational signage, wildlife viewing areas, plant material to attract butterflies, and an educational brochure for distribution.

We would like to thank the following individuals and families who have participated, and we are proud to provide a place where loved ones, friends and family can be acknowledged in a setting that can be enjoyed by all!

**In Memory of:** Joe T. and Winnie Davidson, Judge Charles E. & Dixie Friend Davidson, Samuel Byrd & Lela Phillips, Chief Deputy Fred V. Fierro, Jimmie Thompson. Eugene & Vicky Miller, Mike Oglesby, Dilly and Dock Dockery, Buddy, Elaine and Hill Phillips, Benny Gail and John R. Hunnicutt, Hillery and Charlotte Phillips, Bud Meinecke, Coralie Meinecke, Arthur Byrd & Rae Crawford Phillips, Arthur Byrd & Bernice Collins Phillips, Arthur Byrd Phillips, Jr., Carl "Al" Biggerstaff, Mike Ledoux, Mike Clayton, Andres & Frances Borrego, Armando "Bronson" Ramirez, C.O. "Lefty" Walker, Richard "Dick" & Mary Webster, Dick Kirby, Justin Caleb Browne, Antonio C. Vasquez, Jr., Jesus A. Ramos "El Capitan", Bill & Barbara Crowder

**In Honor of:** Jack Gillit, Shelly Mae, A.T. (Toby) & Corinne Phillips Carleton, Diane E. Phillips, Mike & Elizabeth Phillips Hure, David & Cathy Carleton Martin, Dori DeJong & Elaine Carleton, Kimberley & Phillips Carleton, Shannon & Rick Hunnicutt, Please & Geniece Childress, Tina and Douglas Bean

**Supports the Trail:** Will & Beth Hoover, Dale & Sandy Bebee, Ozona National Bank, Jack & Janie Riggs Ranch, Ltd., Bob & Ruth Ann Perkins, Marolyn and Joe Bean, Fred & Mary Anne Deaton, Allen & Heather Claburn





## Chamber Visitor Center Facts –MAY 2013

### Visitor Center

- May Walk-In Traffic into the Visitor Center—336
- Texas visitors 136, Out of State 120, Local 12, and Foreign 68
- Year-to-date traffic through May—1686
- Top five states visiting Ozona – AZ, CA, LA, FL, NM,
- Top five cities visiting Ozona; Houston, Austin, El Paso, San Antonio, Del Rio
- Traveling East 104, West 72, North 12, South 25
- Chamber related inquiries 20%, Tourism related 80%
- Week days in order of the busiest– Wednesday, Thursday, Friday, Saturday, Monday, Tuesday

Advertising: In response to our advertising the Chamber handed out, mailed or e-mailed Ozona brochures to visitors, travel centers, across the state and trade shows.

## WWW.Ozona.com MAY Google Analytics

**3,128 visits to www.ozona.com, 2,556 new, 572 returning**

Of 3,128 visits, there were 5,553 page views, of these 4,833 were unique (1st time)

3,128 visits from 50 countries, 2,998 visits were from the US

### Top 5 States

|            |       |
|------------|-------|
| Texas      | 2,234 |
| California | 110   |
| Arizona    | 71    |
| Louisiana  | 60    |
| Florida    | 52    |

### Top 5 Cities

|           |     |
|-----------|-----|
| Dallas    | 277 |
| Brownwood | 236 |
| Houston   | 232 |
| Ozona     | 212 |
| Austin    | 160 |

### Top 20 Content Searches

|    |                  |                  |    |                      |     |
|----|------------------|------------------|----|----------------------|-----|
| 1  | Ozona            | 1,726 page views | 11 | Job Postings         | 100 |
| 2  | Hunting          | 597              | 12 | Local Attractions    | 100 |
| 3  | History          | 338              | 13 | Spring E-Brochure    | 85  |
| 4  | Restaurant       | 285              | 14 | City-County Map      | 83  |
| 5  | Lodging          | 190              | 15 | Municipal Airport    | 88  |
| 6  | County Officials | 161              | 16 | Schools              | 76  |
| 7  | Events Calendar  | 148              | 17 | Location             | 75  |
| 8  | Public Services  | 131              | 18 | Shopping             | 75  |
| 9  | Area Attractions | 96               | 19 | Membership Directory | 72  |
| 10 | Articles         | 104              | 20 | Oil & Gas Service    | 71  |

### Chamber Master

|      |  |
|------|--|
| 728  | Chamber Member Business Directory Searches |
| 158  | Hot Deal Searches                          |
| 1810 | Member Page Hits                           |

### Chamber Facebook Page

|     |                        |
|-----|------------------------|
| 64  | Monthly active users   |
| 4   | New wall postings      |
| 42  | Visits                 |
| 197 | Average number of fans |



## Health Care Reform

Health care reform is an area of concern and uncertainty for many employers. As it currently unfolds and continues to unfold in the coming years, there may be confusion on just how it applies to certain sized businesses.

Some of the key provisions for small business employers from the Affordable Care Act according to the U.S. Small Business Administration's (SBA) website. First of all, if you are self-employed, starting in 2014 the individual shared responsibility provisions of the Affordable Care Act call for each individual to have basic health insurance coverage (known as minimum essential coverage), qualify for an exemption, or make shared responsibility payment when filing a federal income tax return.

Key provisions under the Affordable Care Act for employers with fewer than 25 employees are Small Business Health Care Tax Credits which are designed to encourage eligible small employers to offer health insurance coverage for the first time or maintain coverage they already have. Also, starting in 2014 they will have access to the new health care insurance marketplaces through the Small Business Health Options Program or SHOP. There are many other provisions for employers with fewer than 25 employees such as summary of benefits disclosure rules, medical loss ratio rebates, limits on flexible spending account contributions just to name some.

Key provisions for employers with fewer than 50 employees are basically the same for employers with fewer than 25 except for the Health Care Tax Credits provision.

Key provisions for employers with 50 or more employees are employers shared responsibility provisions, in addition to provisions mentioned above and other provisions which are specific to employers with 50 or more employees.

As mentioned we are just touching on some of the provisions. So for a complete discussion of these provisions see the SBA website at [sba.gov/healthcare](http://sba.gov/healthcare).

***“Business Tips” 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](mailto:David.Erickson@angelo.edu).***

