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US Department of Agriculture Awards \$53.7 Million in Rural Development Grants for Education, Medical Services

In October of this year, the US Department of Agriculture (USDA) announced a large number of awards - 128 in all - for rural tech-based economic development initiatives. Collectively, the awards total \$53.7 million, including 84 Distance Learning and Telemedicine grants, 34 broadband community grants, and \$10 million in grants to establish agricultural innovation centers in 10 states.

The Distance Learning and Telemedicine grants total \$32.4 million and provide greater educational opportunities and medical service to rural citizens in 41 states. The education projects will help 556 schools provide students with educational tools to better equip them for the global digital economy. Additionally, rural residents will have access to better, faster and more modern health care through 190 medical service facilities.

The broadband community grants encompasses 20 states and totals \$11.3 million. These grants are expected to enable more residents to access the Internet. Communities selected do not have access to broadband connectivity for the essential services of police and fire protection, hospitals, libraries and schools. In return for receiving a grant, the communities will provide residents with computer and Internet access.

Grants to establish agricultural innovation centers in 10 states totals \$10 million and includes the following states: Indiana, Iowa, Kansas, Michigan, Minnesota, Montana, New Jersey, New York, North Dakota, and Pennsylvania. The centers are designed to assist rural businesses, farmers and ranchers in developing value-added businesses through greater utilization of production agriculture commodities.

Awardees in Texas include:

<u>Organization</u>	<u>Amount</u>	<u>Purpose</u>
Costal Bend College (Beeville, Pleasanton, Kingsville, and Alice)	\$475,000	Education
Education Service Center Region XI (North, Texas) (Headquartered in Fort Worth, TX)	\$500,000	Education
Mount Pleasant Independent School District (in Titus County)	\$441,426	Education
Newton Economic Development Corporation (in Newton County)	\$500,000	Education
Region XIV Education Service Center (West Texas) (Headquartered in Abilene, TX)	\$500,000	Education

Individual listings of the awards detailed above are available at www.rurdev.usda.gov.

Enterprise Facilitation

A one-day workshop for business and civic leaders and community and economic development practioners with Ernesto Sirolli of the Sirolli Institute!

Littlefield, Texas, November 17, 2003

For information, contact Melvin Hall at 806-385-5161 x229 or visit www.whylittlefield.com.



From the Desk of...

The Executive Committee Chair

The Office of Rural Community Affairs takes pride in many of its activities, including outreach. Members of ORCA's governing board, and executive and line staff often visit rural communities to perform workshops, monitor projects, conduct public hearings and meetings, and more. Through this outreach, agency representatives establish and maintain an open line of communication with ORCA's constituents - rural individuals, regional and local elected officials, interest groups, and legislators. These visits frequently result in all parties learning about mutually beneficial opportunities, partnerships, and possibilities, including state programs.

ORCA's state programs are driven by public input. Agencies such as ORCA work with community leaders and officials, and groups such as the Councils of Governments (COGs), to collect comments from its constituents. ORCA then incorporates that feedback into its program plans. Once the plans make their way through the review and implementation process, the programs are open for applications and the competition for awards begins. With most programs being over subscribed (applications for funding outnumber the amount of money available), awards are determined based on need.

The "need" criteria is also based on public input as well as discussions between the COGs and the State Review Committee (SRC) with ORCA's leadership. It is through these meetings and discussions, such as those which took place between ORCA and COG members at ORCA's July 31 and August 1 executive committee meetings in Brenham (Washington County), and ORCA's executive committee meetings October 2 and 3 in Austin with the SRC members that the efficiency and effectiveness of the administration of program funding is reviewed and considered.

ORCA's executive committee has gone one step further in its drive to gather information from its rural constituents by establishing an "Advisory Task Force on Outreach," which identified two focus groups to review ORCA's outreach activities. The two groups, one from Seymour (Baylor County) and the other in Eagle Lake (Colorado County), reviewed how ORCA educates rural constituents about the agency and what works and what does not work regarding how the agency disseminates information. The groups also made suggestions to enhance ORCA's communications activities. The result was a Marketing Action Plan, which identifies projects and implementation due dates.

The results of all of these efforts are proving valuable. ORCA's executive committee and staff remain dedicated to serving rural Texans in every capacity we can, and will continue this commitment to offer this range of opportunities for our constituents to drive ORCA's development.

William M. Jeter III

Chair, ORCA Executive Committee

The Executive Director

The Office of Rural Community Affairs (ORCA) has been on an exciting journey this past year and a half. Through meetings of the Executive Committee, public hearings, workshops and training sessions, agency leaders and staff have been to a significant number of rural communities all across our State of Texas. It has been a tremendous learning opportunity for us as we have listened to rural leaders, rural stakeholders, rural citizens, and just about anyone who had something to say.

We have learned much in this process. It is evident that the programs administered by the agency have a great impact on hundreds and hundreds of rural communities and counties. Those successes were in evidence all across the state. But we also heard a lot of feedback and many suggestions. Folks are generally satisfied with the agency's programs but also have ideas on how to improve or enhance those programs. The bottom line is that we have heard.

So what do we do with all we have heard and learned? There is a logical next step in this process. That step involves an objective and comprehensive review of all the agency's programs. We will begin to take a look at all of the agency's Community Development Block Grant (CDBG) programs and Rural Health programs. That review will include consideration of the input and feedback we have received, consideration of the current status and outcomes of the programs, and ideas for the future.

The agency has an obligation and a responsibility to operate all of its programs in ways that benefit our constituents the best and the most. The fact of life is that needs change; communities grow and change; our communities are not the same they were five or ten or more years ago. Without review, we have only what we have been doing, thus eliminating the possibility of addressing more current issues through enhancement of our programs. This would not seem to be the way rural Texans want their programs to operate. Review should be also open, objective, and giving any one wants to an opportunity to participate in some way.

So we are now at this next step. We will begin to review our programs one-by-one in both the Community Development Block Grant (CDBG) programs and Rural Health programs. We will review them for purpose, eligibility, allocation of funds, goals, outcomes and evaluation. Part of the process will include looking at the future needs and changes of our communities, counties and health care providers and determining what our programs will have to be in order to meet those future needs. It will be an objective and deliberative process, inclusive of all who want to participate in the process.

The result will be programs ready for the next 10 years and longer.

In another vein, congratulations to all the communities, counties, hospitals, and health care professionals who have worked hard and tirelessly in order to bring new resources to their communities. Their efforts include doing research on needs, writing grant applications and proposals, and pulling together partners and resources. The success is theirs, their communities are the beneficiaries. Congratulations to all of ORCA's award recipients!

Robt. J. "Sam" Tessen
Executive Director

Free Health Publications to Spanish-Speaking Seniors

By Jane E. Shure, National Institute on Aging

Hispanics now make up the fastest growing minority group in the US. Many older Hispanics are living in your community, and as many as 90 percent of Hispanic adults primarily speak Spanish in the home. One of the priorities of the National Institute on Aging (NIA), part of the National Institutes of Health at the US Department of Health and Human Services, is to help older people live longer, healthier lives and eliminate health disparities through education and awareness.

With this objective in mind, NIA developed health education materials in Spanish addressing exercise and other specific

health needs of Hispanic seniors. One of these materials is *EL Ejercicio Y Su Salud (Exercise and Your Health: A Personal Guide to Health and Fitness)*, an easy-to-follow guide of scientifically proven, safe, and effective exercises especially for older adults. The guide is written in a universal Spanish understood by all subgroups and designed to be culturally relevant for Hispanic audiences.

FACT:
3.4 million US
Hispanic seniors
live in the US.

To preview a copy of the exercise guide, visit www.niapublications.org/pubs/ejercicio/index.htm. You can order free copies of the guide on the web or by calling the NIA information center at 800-222-2225. An information specialist is available to speak with you in either English or Spanish.

Where in rural Texas are you?

Our town slogan is:
"(Name of Town)...Do More...Be More!"

On August 12, 1936, we had the hottest recorded temperature in Texas at a whopping 120 degrees!

"Old Settler's Reunion and Rodeo" is an annual event held every July in our town.

(See answer on page 7.)

Where in rural Texas are *you*? Let us find you, send ORCA three to five descriptive hints about your town's location and what makes it unique.

Water Technologies for Rural Texas Conference to Highlight Small Utility Systems

By Linda V. Trinh, ORCA

Water, more than any other natural resource, challenges Texas' future. For small communities, the development of water resources and delivery systems requires different technologies in terms of scale, geographic location, and cost relative to financial sustainability. Recognizing that water technology presents a challenge for rural communities, the Office of Rural Community Affairs has teamed up with the US Army Corps of Engineers to bring you the Water Technologies for Rural Texas conference, which will focus on technologies applicable to small and rural water systems.

The Water Technologies for Rural Texas conference will focus on small utility systems in rural communities that face the struggles of maintaining current capacity, implementing water conservation measures, and complying with increased standards. The conference will include discussion panels, presentations, and a brief breakout session to brainstorm new ideas and discuss constraints associated with the new ideas and technologies. Topics that will be addressed throughout the conference include:

- New drinking water standards and technologies for treatment;
- Traditional and innovative conservation technologies;
- Onsite wastewater treatment technologies; and
- Funding and technical assistance for implementation.

The conference will benefit many individuals and representatives from organizations interested in expanding their knowledge of water technologies in rural and small Texas communities, including:

- Associations
- Consultants
- Engineers
- Local Officials
- Non-Profits
- Professionals
- Academicians
- Researchers
- System managers/operators
- Water District board members
- Extension Agents
- Texas Rural Water Association circuit riders

Water Technologies for Rural Texas is slated for December 2, 2003 in Austin. Currently, approval to receive continuing education credit from the Texas Commission on Environmental Quality is pending.

For more information or to register, contact ORCA or visit www.orca.state.tx.us.

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it to ORCA!



Guest Column

What's Good for Rural Texas is Good for Urban Texas

By Texas House Speaker Tom Craddick

I am always confounded when I hear people try to divide Texas along urban-rural lines. It doesn't have to be that way. Why, as just about any Texan knows, the best part of this great state is its remote and breathtaking rural areas, from the High Plains to the Gulf Coast, from the Piney Woods to the Davis Mountains. Our vast vistas are what Texans think of when they're out of state and what people from other places imagine when they think of Texas.

On the other hand, Texas is growing by leaps and bounds and most of the new folks and many of the sons and daughters of rural Texas are moving to the cities and their suburbs.

Eighty percent of our people now live in 40 counties and, the US Census Bureau reports, 80 percent of the population growth in Texas between 1990 and 2000 was centered in 16 large counties, most of them east of Interstate 35.

While those are the facts, Texas is still Texas. Our cities are teeming with job-seekers and high-tech industries yet rural Texas remains a breadbasket and butcher for the rest of the nation and much of the world. We still produce lots of the oil and gas that drives industry and vehicles and much of the cotton used to make our fibers.

In other words, rural Texas nicely complements urban Texas.

Much of our work here in Austin involves making sure both parts of the state are treated equally and well, and we continue to do a good job of doing that. I represent four rural and one urban county. Governor Perry grew up on a farm in Haskell County. Many key lawmakers represent rural Texas and are very protective of their turf and their constituents.

The fact is, business in Texas, whether it's large or small, in an urban area or a small rural town, is vital to the economic growth of the state.

The 78th Legislature created a \$295 million economic development fund that is available for the governor to attract new business to the state. He recently promised \$50 million of it to the University of Texas at Dallas for research to support a new Texas Instruments chip plant that will employ hundreds of Texans at good wages.

However, it is not only the large businesses based in urban areas that are targets for the fund. The small family and individually owned agricultural operations and businesses in rural areas are just as essential to the economic stability of the state.

Each and every business in the rural areas of the state offers opportunity for communities to sustain themselves. Maintaining and increasing jobs and the tax base make communities viable. Economic development in rural Texas is essential for the future well-being of small communities.

The Legislature went to bat for rural (and urban) Texas this year by passing medical malpractice lawsuit reforms that will keep doctors delivering babies and doing surgery in small-town hospitals. And next year we'll reform the way we fund our schools, improving both the amount of money available for education while providing relief to property taxpayers.

As all Texans know, what's good for rural Texas is good for urban Texas, and vice versa. Most of what we do here has no distinction. We do it because it is right for Texas.

Each and every one of us has the ability to play an individual role in the state by making choices that benefit our Texas industries, businesses, farmers and ranchers. Even the simple choice of buying a commodity that was grown or produced in Texas contributes to our state's economic well-being.

As the speaker of the Texas House of Representatives, I support rural economic development in Texas and the future growth of Texas businesses and industries. I am committed to maintain and promote a healthy business climate characterized by low taxes and a fair regulatory structure so that economic growth in Texas will continue.

Texas Water Development Board Approves over \$41.6 Million for Water-Related Projects

In October of this year, the Texas Water Development Board (TWDB) approved financial assistance totaling \$41,610,000 as follows:

- Through the Clean Water State Revolving Fund, \$29,495,000 in loans were funded for wastewater system improvements for Cibolo Creek Municipal Authority, the City of El Paso, the City of Dripping Springs, the City of Marble Falls, and the City of Brownsboro;
- Through the Texas Water Development Fund, \$4,890,000 in loans were funded for water and wastewater system improvements for the Bolivar Peninsula Special Utility District, and the City of Crandall; and

- Through the Drinking Water State Revolving Fund, \$7,225,000 in loans were funded for water system improvements for the Bolivar Peninsula Special Utility District, and the City of Reno.

The TWDB is the state agency charged with collecting and disseminating water-related data, assisting with regional planning, preparing the State Water Plan for the development of the state's water resources, and administering cost-effective financial programs for the construction of water supply, wastewater treatment, flood control and agricultural water conservation projects.

For more information on TWDB, call 512-463-7847.



Spotlight on...

Texas Wildlife Assn: Advocates for the Benefit of Wildlife

By Linda V. Trinh, ORCA

The Texas Wildlife Association (TWA) is a statewide organization that is an active advocate in the state and national political arenas for wildlife and natural resource conservation, as well as at the regional levels within Texas. TWA was formed in 1985 by a group of ranchers, wildlife managers and hunters dedicated to the conservation, management, and enhancement of wildlife and wildlife habitat particularly on private lands. Texas hunters, anglers, wildlife watchers, and conservationists recognized the necessity of working cooperatively with private landowners on wildlife, habitat, and conservation issues.



TWA was organized to serve as an advocate for the benefit of wildlife and for the rights of wildlife managers, landowners, and hunters, in educational, scientific, political, regulatory, legal, and legislative arenas. TWA is dedicated to educating all persons, especially the youth of Texas, about the conservation, management, and enhancement of wildlife and wildlife habitat on private land to ensure the preservation of cherished rural heritage for future generations.

TWA separates itself from other conservation and hunting organizations by primarily focusing its mission on private landowners and their ethical relationship to the land. Command-and-control environmentalism has largely run its course, and pragmatic, cooperative approaches to land management (hallmarks of TWA philosophy) have largely been recognized and accepted, even exported across the nation. TWA is the only organization that concentrates on issues relating to private property, hunting and hunter rights, and conservation of our natural resources, primarily directed at Texas, but also the nation.

For more information on TWA, call 800-839-9453 or visit www.texas-wildlife.org.

Mark your calendars!

**ORCA's Rural Texas Summit
2004 is coming!**

April 26-28

New Braunfels, Texas

Look for more details in the
next *Rural Texan!*

The City of Mount Pleasant

By Linda V. Trinh, ORCA

Located on a broad hill in the heart of northeast Texas, Mount Pleasant has served as the county seat of Titus County since 1846, just a few months after Texas became a state.

A few remaining members of the Caddo Indian Tribe were probably in the area as the first pioneers from the United States began to settle the region during the 1830's. The Caddos were known as builders of large burial mounds. Legend has it that they spoke of a "Pleasant Mound" in the central of what is now Titus County. It is believed that the early Anglo settlers modified this Caddo name and referred to the broad, oak and hickory covered hill as Pleasant Mount. When the county was organized, the small village that would become the seat of government was given the name Mount Pleasant. In 1850, the little town on the hill had a population of 227.



The Titus County Courthouse in Mount Pleasant.

One thing that contributed to attracting settlers, and especially merchants in the early years was the Clarksville to Jefferson Road, which passed through Mount Pleasant. Established by Andrew J. Titus, this road made possible the movement of goods to and from Jefferson, which at that time could be reached by riverboats.

Between 1850 and 1860, Titus County's population grew from 3636 to 9648, although the county was then comprised of the present-day counties of Franklin and Morris. Cotton and corn were the main cash crops. Hogs were found on virtually every farm, along with oxen, mules, and milk cows. In 1861, Titus County voted for secession by a vote of 411 to 285 and sent as many as 1500 men to fight in the Confederate Army. During the Civil War, Mount Pleasant was the site of a confederate transportation depot, which employed blacksmiths, carpenters, harness makers, and wheelwrights.

As reconstruction drew to a close in the 1870's, the stage was set for the next step in the growth of Mount Pleasant; with the arrival of the first railroads. In 1876, the East Line and Red River Railroad Company laid tracks across the southeast corner of the county. Following in 1878 was the extension to Mount Pleasant of the narrow gauge "Tyler Tap". In 1879, this section of line was acquired by the Texas and St. Louis Railway and within a few years was extended to connect St. Louis and Waco. Another branch, completed in 1887, ran from Mount Pleasant to Sherman. Largely because of this excellent rail system, Mount Pleasant was being recognized as a hub of transportation and trade at the close of the nineteenth century.

From 1908 to 1915 the town was known as a resort because of red mineral springs nearby. The population continued to grow during the early twentieth century and exceeded 4,000 for first time in the mid-1920s. During the early 1930s, due to the effects of the Great Depression, the population declined to about 3,500 and the number of businesses fell from some 190 to 121 by 1936. Afterward Mount Pleasant grew steadily serving as a retail center not only for Titus, but adjoining Franklin, Camp, and Morris counties.

In 1966 Mount Pleasant had 31 churches, three hospitals, two banks, a library, two newspapers, three nursing homes, and a radio station. In the early 1990s Mount Pleasant was a commercial center for farming, livestock, and oil. Important industries also included tourism from visitors to three large reservoirs nearby.

In 1993, the Texas Historical Commission's Community Heritage Division selected Mount Pleasant as a Texas Main Street City. The Texas Main Street Program helps Texas cities revitalize their historic downtowns and neighborhood commercial districts by utilizing preservation and economic development strategies. In 1996, Mount Pleasant was named one of the 100 best small towns in America in Norman Crampton's book *The 100 Best Small Towns in America*.

Today, Dellwood Park is the pride of the city's parks department, offering walking paths, exercise areas, swimming pool, baseball fields, tennis courts, and a Boy Scout "hut". Visitors now enjoy the springs by just watching them quietly flow into Town Branch, as in the days when deer and Caddo Indians roamed the area.

For more information on Mount Pleasant, contact the Mount Pleasant Chamber of Commerce at 903-572-8567 or visit www.mtpleasanttx.com.

Surfing the Rural Net: Websites Worth Checking out!

The **Rural Assistance Center** is a new national resource on rural health and human services information. Visit www.raconline.org

Texas Rural Legal Aid, Inc. provides free legal services to indigent residents of South and West Texas and to migrant and seasonal farm workers throughout Texas, Alabama, Arkansas, Kentucky, Louisiana, Mississippi, and Tennessee. Visit www.trla.org

Country World Provides Rural News, Information

By Lori Cope, Country World

Country World newspaper recently celebrated 20 years of publication, and continues to be "The Rural Newspaper of Texas" by providing the state's rural residents and agricultural producers the news and information they need.

In November 1981, Country World started out with a coverage area of about 12 counties in Northeast Texas. Today, three Country World newspapers bring national, state, and regional news and feature stories to its subscribers in over 100 Texas counties.

Country World's first edition, which covers North and East Texas, is based in Sulphur Springs, headquarters for the parent company, Echo Publishing. Nearly 10 years ago, Country World Central Texas edition was developed to cover that region of the state. Six years ago, Country World South Central Texas began to target the region that extends through the Coastal Bend region.

The newspaper is published each week, and includes a popular Country Classifieds and Country Markets section that is shared within the three Country Worlds. The markets includes sale reports from livestock barns and state pricing on hay and other crops.

Country World's main section publishes interesting feature stories, livestock show results and photos, agricultural industry news, recipes, hunting and fishing reports, and local news stories to go along with the current state and national news.

Also, Country World publishes several "Special Editions" that are included within the paper several times a year. Special edition topics include beef cattle, equine, hay and crops, the outdoors, and dairy.

A subscription for the newspaper is \$24 a year, \$43 for two years, or \$61 for three years. (Subscribers can choose the regional edition they want.)

Complete details about subscriptions, and advertising, can be obtained by calling 800-245-2149 or visit www.countryworldnews.com.

Rural Co-ops (continued from page 1)

The group chartered a plane, flew up to Montana, and returned inspired.

"Somebody closed a store on them but that didn't stop them from having a clothing store in their community," states Earhart. "And we felt the same way... and we thought, we can do this."

The result is "The Merc," short for mercantile. It's a small-scale department store with a variety of clothes for children, women and men. Eight hundred shares in the store were offered at \$500 each, raising \$400,000.

Retired pharmacist Ken Witzeling, who chairs the mercantile's board, says The Merc gives Powell more than just another place to shop.

"People up and down the street, they proudly say this is our store," he says. "It isn't that store or this store. It's our store."

Adapted from *Rural Co-Ops: Saving Shopping Options, Towns Invest in Businesses to Keep Basics Close at Hand* by Howard Berkes.

For a copy of this complete article, call 202-573-2000 or visit www.npr.org.

Texas Cowboys Nurture Billion-Dollar Industry

With the 21st Century well under way, it may seem that the cowboy is a thing of the past. But this particular symbol of Texas isn't hanging up his spurs just yet.

Today's cowboys still work millions of head of livestock on ranches across Texas. Texas is first in the nation in its number of cattle and calves, according to the US Department of Agriculture's National Agricultural Statistics Service (NASS). The service reported in January 2003 that Texas was home to 14 million head of cattle, or 15 percent of the total US inventory. That number was up three percent from January 2002's inventory of 13.6 million head, and two percent higher than January 2001's total.

In 2002, those cows resided on 151,000 ranches or "operations" throughout the state. NASS defines an operation as any place having one or more head of cattle on hand at any time during the year. So, Texas has a lot of cows. But how many cowboys are there?

"It's all a matter of opinion," said Robin Roark, director for the Texas office of NASS. Roark said there is no labor code classification for "cowboy," so defining what a cowboy is becomes difficult.

He said a cowboy can be a ranch hand, who makes his living taking care of cattle every day, or a rodeo cowboy, who may or may not work on a ranch when he's not on bucking broncos, or a lawyer who likes to wear boots, listen to country music and ride horses on the weekends.

Matt Brockman of the Texas and Southwestern Cattle Raisers Association has a much more narrow definition.

"A cowboy is someone who earns his living on a ranch, most of the time sitting in a saddle and all the time caring for animals," said Brockman.

Mike Gibson, manager for the 6666 Ranch's Cattle Division in Guthrie, Texas, agrees.

"It's a man who's horseback and working cattle," he said. "A lot of people think it's an attitude. It's not. It's a job."

Roark said the number of employees working the state's ranches can vary day to day, depending on the activities the ranch is performing that day. He said the state's cattle operations employ anywhere from one person to a couple of hundred, depending on the size of the operation, and many are worked by family members who don't draw salaries or show up on labor reports.

Brockman said that on large ranches, employees are divided into crews.

"There may be a farming crew," he said. "They'll produce the food the cattle are going to eat. Or there may be a crew to control brush."

On the larger operations, Brockman said cowboys do only cowboy work, such as helping deliver calves or administering vaccines. The specified work means only a small number of cowboys, as opposed to other types of employees, such as farming workers, are needed.

"The largest ranches probably don't have [cowboy] crews

larger than 20," Brockman said. "One cowboy needs to oversee a minimum of 600-800 head of cows [to make it profitable for the ranch owner to hire a cowboy]."

Gibson said the 600-800 threshold is a minimum.

"During really busy times, like branding and weaning, we might have 15 [cowboys]," Gibson said. He said that number includes day help--cowboys that work at different ranches in the area as needed.

On smaller operations, Brockman said cowboys may do other jobs besides caring for animals. The blending of jobs can further muddy the waters regarding labor numbers.

NASS produces labor reports twice per year, but those numbers report only the number of paid workers on farms and ranches in Texas and Oklahoma for a specific week. The February 2003 Farm and Ranch Labor Report indicates 50,000 people were paid to work farms and ranches in those states the week of January 5-11.

Roark said that since the reports include both crop and livestock workers and do not include the many unpaid workers on the state's ranches, and ranch employment can vary dramatically week to week, the report's numbers are not representative of the number of people who work cattle during the year in Texas. In addition, Roark said NASS does not provide state-specific numbers--only regional statistics.

NASS does give Texas statistics on the value of livestock, though, and the state's cowboys care for precious cargo. In March 2003, NASS reported that Texas cattle were worth \$8.4 billion in January 2003, up from nearly \$8.3 billion in January 2002.

Texas also has rodeo cowboys. The Professional Rodeo Cowboys Association (PRCA) counts 1,554 Texas members, 843 of which compete as rodeo contestants.

Back on the ranch, cowboys keep up with the times, said Brockman.

"[Cowboys] spend some time inside with computers, but they also spend some time chuteside with laptops," Brockman said. He said medical advances also have had a big impact.

"They administer vaccines and health treatments that 20 years ago, or especially 100 years ago, a cowboy would never fathom in their wildest imagination," he said.

Gibson said the greatest impact of technology is that it's made cowboys more mobile, but he agrees that medical advances are significant.

And unlike some industries, technology has not made cowboys obsolete.

"It really hasn't reduced the need for the numbers [of cowboys]; it's made them more efficient," Brockman said. "As long as there are cattle roaming our ranges...there's going to be a need for the working cowboy."

Adapted from an article in the September 2003 *Fiscal Notes* by Suzanne Stanton.

For a copy of this complete article, call 888-334-4112 or visit www.window.state.tx.

Official Capital Designations

The Texas Legislature has designated many symbolic capitals all over the state. Here are a few examples:

Barbecue Capital: *Lockhart*
Polka Capital: *Hawkins*
Sausage Capital: *Elgin*

Catfish Capital: *West Tawakoni*
Pump Jack Capital: *Electra*
Sunflower Capital: *Hearne*

To see the complete list, visit www.tsl.state.tx.us/ref/abouttx/capitals.html

Capping Noneconomic Damages in Medical and other Liability Cases

Proposition 12 is the constitutional amendment concerning civil lawsuits against doctors and healthcare providers, and other actions, authorizing the legislature to determine limitations on noneconomic damages.

The Medical Liability and Insurance Act of Texas was passed in 1977. This act included a \$500,000 cap on all damages except medical expenses for healthcare liability claims. However in 1988, the Texas Supreme Court held that the limitation on damages was unconstitutional. This proposition represented an attempt to ensure that damage caps do not violate the "open courts" provision of the Texas Constitution. Noneconomic damages are those for pain, suffering, disfigurement, and loss of loved one. Economic damages, which are the actual costs of medical care and loss of income during recuperation, would not be limited.

A separate piece of legislation, House Bill 4, was signed into law, placing a \$250,000 cap on noneconomic damages from all physicians and healthcare providers and a separate \$250,000 cap on noneconomic damages from each healthcare institution. Currently, 17 states cap noneconomic damage awards and five cap total damages.

This amendment also authorizes the legislature, after January 1, 2005, to determine the limit of liability for all noneconomic damages in actions other than those relating to medical malpractice.

Excerpted from the League of Women Voters' *Voters Guide for the Constitutional Amendment Election: September 13, 2003.*

County Arts Expansion Program: Helping Bring Equity to Rural and Underserved Areas of the State

By Jim Bob McMillan, Texas Commission on the Arts

The mission of the Texas Commission on the Arts (TCA) is to develop a receptive climate for the arts through the conservation and advancement of the state's rich and diverse arts and cultural industries. Efforts of the agency make possible artistic, educational, and cultural opportunities for all Texans, and ensure that the arts continue to grow as a major contributor to the cultural and economic well being of all citizens of the state.

The TCA mission is achieved by enhancing education and literacy through the arts; communicating the value of the arts; and aggressively pursuing support for the arts from public and private sources. These goals are achieved through financial assistance programs, special initiatives and partnerships, and promotion activity.

As a result of the Commission going through Sunset Review and responding to the need for more equitable distribution of funds, the legislature placed an "Equity Rider" on TCA's appropriation in the early 1990's. Reassessment of services to minority, rural and underserved areas of the state ensued, and the County Arts Expansion Program (CAEP) was born.

CAEP was put in place to ensure that services and funding are available and distributed equitably. This program targets underserved counties and provides funding for activities in small communities. The program was originally designed as a six-year initiative when it began in 1994, and today the Commission has dramatically expanded its funding and services to rural communities with 235 counties having received funding.

As a result of CAEP's success, the 76th Legislature passed

Senate Bill 1613 requiring TCA to develop a five year program to promote the development of arts and cultural programs in all 200 Texas counties with populations less than 50,000.

In order to provide service to all 200 counties with populations under 50,000, TCA reaches out to specific counties each year. The focus of this outreach is to introduce these communities to TCA's financial and technical assistance programs and to enable them to seek diversified support for their programs.

In funding year 2003, TCA established a satellite office in the Rio Grande Valley. Mia Marisol Buentello Andrade, who works to enhance awareness of the value of the arts and ensure that underserved communities in the Rio Grande Valley have equitable access to the agency's programs and services, staffs the office. Through the Valley office, arts and cultural organizations, educational institutions, and other units of government in underserved Texas counties in the South Texas border region will receive hands-on technical assistance. TCA staff in this satellite office will also be working with arts and cultural organizations in the northeastern Mexican states of Chihuahua, Nuevo Leon and Tamaulipas to promote international exchange and cultural tourism.

Recognizing the benefits of this type of development and the need for funding and technical assistance to rural counties in Deep East Texas, Temple-Inland, Inc., contributed \$50,000 to assist nine counties in 2002. On behalf of TCA, Jim Bob McMillan, is working to identify and develop arts activity in Angelina, Cherokee, Hardin, Jasper, Nacogdoches, Newton, Sabine, Trinity, and Tyler Counties as a part of the County Arts Expansion Program, which will be partially funded with the Temple-Inland dollars.

Current CAEP counties include Andrews, Borden, Cochran, Coleman, Concho, Cooke, Coryell, Crane, Dawson, Dickens, Duval, Edwards, Frio, Foard, Gaines, Glasscock, Hudsbeth, Irion, Jack, Jim Hogg, Karnes, Kaufman, Kennedy, King, Kinney, Lavaca, Leon, Loving, Madison, Marion, McMullen, Newton, Nolan, Pecos, Reagan, Real, Reeves, Rockwall, Sabine, San Augustine, San Saba, Starr, Sterling, Stonewall, Sutton, Tyler, Upton, Willacy, Zapata, and Zavala.

For more information on the program, contact either Mia Buentello Andrade in the TCA Rio Grande Valley office at 956-968-4342 or Jim Bob McMillan in Austin at 512-936-6572.

Rural Health Through a Student Perspective

By Patti Patterson, MD, Texas Tech University Health Sciences Center

For many of us in the healthcare field, we search for ways to provide the best medical care for our patients. The need to continue searching for access to care for rural areas is something we work to find answers for. The following is an essay by student Erica Maskell. It is interesting to see how a person at Erica's age sees the issue of healthcare in rural areas. It is a reminder that the lack of doctors or healthcare professionals is an issue that affects all of us. Maskell is from Greenwood, Texas (Wise County) and is now a pre-med major at Texas Tech University.

Rural Ruckus

Every time I see a hurting child, I see a patient. When someone is not feeling their best, I see a need. If the wait is long and the pain unbearable, I see an opportunity. Then, the doctor enters; I see myself. At this point, my mind begins to translate what my eyes see; comfort seems fleeing. There is really no doctor at all, only an empty room with a few chairs, some magazines, and a need.

Communities need aspiring individuals to facilitate those needs, which exist beyond the city limits. Expanding the focus of healthcare to include rural areas is vital to ensure that no child, teacher, neighbor, or clerk is deprived essential care simply because of their location on the map. Being raised in a rural community sheds light on such injustices. Are emergencies not permissible? Only if the half-hour drive to the hospital is. Many of the areas in West Texas suffer from the plight of a shortage of healthcare professionals.

The issue of rural healthcare is pertinent, yet people are not willing to step away from their familiar suburban lifestyles to accommodate such areas. Is it fear of a population less than five thousand? Are the county roads intimidating? No, no, the countryside is just so far away from everything else, right? Unfamiliarity breeds excuses, and the idea of a more expansive healthcare system is no exception.

Leaders must step forward and embrace the challenge that their predecessors have evaded. I close my eyes again and fabricate my own ending. No more empty rooms or unfilled prescriptions. No more copies of last year's "Reader's Digest." The figure begins to take form and the room is placated. I will go. Sickness and pain pay no heed to the city limits; healthcare must be boundless.

Water Technologies for Rural Texas

*Don't miss this conference focusing
on technologies applicable to small
and rural water systems.*

December 2, 2003

Austin, Texas

Register today!

See related article on page 4 for
more information or contact ORCA

Where in rural Texas are you?

Answer to hints on page 3:

Seymour, Texas
(Baylor County)



Learning Opportunities

A Sampling of Opportunities Available to Rural Texans

Conferences, Events Around Texas

4th Annual Central Texas African American Family Support Conference: "Bridging Gaps for a Health Community" - This event provides information and education to consumers, families, and the community about mental health, mental retardation, chemical dependence, and co-occurring disorders. The event will be held on November 21-22, 2003 in Austin, Texas. For more information, contact Marietta Noel at 512-445-7739 or visit www.atcmhmr.com/calendar/index.html.

7th Annual Texas Workforce Commission: Leadership and Innovations Conference - Leadership and Innovation provide the atmosphere where bright minds can form creative solutions. This conference will include workshops divided into three different tracks: innovative solutions; business solutions; and workforce leadership solutions. The conference will take place November 19-21, 2003 in Houston, Texas. For more information, call 512-463-5065 or e-mail statewide.conference2003@twc.state.tx.us.

Bureau of Emergency Management: Texas EMS Conference 2003 - This event provides attendees the opportunity to network with nearly 3,000 Emergency Medical Services professionals. It will also allow attendees to earn up to 15 hours of top-notch continuing education taught by the state's best instructors. The conference will take place November 23-26, 2003 in San Antonio, Texas at the Henry B. Gonzalez Convention Center. For more information, call 512-834-6700 or visit www.tdh.state.tx.us/hcqs/ems/o3conf.htm.

Asset Management Training - This seminar includes asset-based budgets, capital planning, financial planning, and site management and will take place throughout the year at locations across the nation. The program is sponsored by Rural Local Initiatives Support Corporation (LISC). For information, contact your local LISC office or call Maria Gutierrez at 212-455-9319.

Grant Writing, Training Workshops

GuideStar: Private Foundation Funding and Tax Information - If you are searching for private foundation funding and want to look at tax records, check out the GuideStar website at <http://www.guidestar.com>. GuideStar has three levels of service: 1) GuideStar gives free, basic information: name, mailing address, IRS tax number, and a financial snapshot; 2) GuideStar gives in-depth information including summary, mission, goals, contact information, board of directors, and 990 tax records indicating grant recipients and dollar amounts; 3) GuideStar is a subscription service, giving you data faster, easier, and in the format you need. For more information, call 757-229-4631.

Office of the Governor: The State Grants Team - The State Grants Team conducts proposal writing workshops, reviews grant proposals prior to submittal to ensure conformity with application requirements, and maintains webpage links to funding opportunities. The State Grant Team also posts a "Grant Alert" twice-weekly on its webpage compiled from recent notices about federal, state, and foundation funding opportunities. Visit the webpage at www.governor.state.tx.us/divisions/stategrants. For more information call 512-463-

8465 or e-mail grants@governor.state.tx.us.

Grantsmanship Training Program: A Five Day Workshop - This program is designed for both novice and experienced grantseekers. The workshops cover all aspects of searching for grants, writing grant proposals, and negotiating with funding sources. The training program will take place January 5-9, 2004 in Austin, Texas. For more information contact the Grantsmanship Center at 213-482-9860 or visit www.tgci.com.

Grant Writing Guidelines, Tips, and Tutorials for Educators - Alice Christie's Grant Writing and Funding Opportunities is a great Internet resource for educators and others who are looking for grants and grant writing tips. The website provides links to numerous educational funding opportunities and an extensive section on grant writing tips, tutorials, and examples of funded grant proposals. For more information, visit www.west.asu.edu/achristie/grants/index.html.

Continuing Education Opportunities

The Rural Assistance Center (RAC) - The RAC was established as a rural health and human services "information portal." RAC helps rural communities and other rural stakeholders access to full range of available programs, funding, and research that can enable them to provide quality health and human services to rural residents. RAC services are free of charge and include: online clearinghouse; calendar of events; congressional bill tracking; The Rural Monitor; and the RAC electronic mailing list. For more information, call 800-270-1898 or visit the RAC at www.raconline.org/index.html.

American Hospital Association (AHA): Disaster Response Planning Tool - The AHA unveiled a free computer model that hospitals can use to plan prophylaxis clinics for dispensing critical drugs or vaccinations in the event of disease outbreaks or bioterrorism. Hospital emergency planners are encouraged to use the model to assess what it would take to operate such a clinic in their community. To download the model, visit www.aha.org/re/disasterreadiness or call 202-638-1100.

"Save a Penny, Lose a School: The Real Cost of Deferred Maintenance" - This is the second report in a series of policy briefs on rural education. This brief describes the problem of deferred maintenance for school facilities, especially from the perspective of small rural districts. Single copies of this report are available free of charge by calling 202-955-7177 or visit www.ruraledu.org/docs/penny.htm.

"No Child Left Behind: A Guide for Small and Rural Districts" - This is a new report on the impacts of the No Child Let Behind Act on small and rural school districts. The authors identify 15 specific areas of the law that will have the greatest impact on these schools. For each area, the guide includes relevant language from the law, information on its policy implications, and guidance for implementing the legislation in small and rural schools, including information on best practices. The report is available at www.aasa.org/government_relations/rural/index.htm or call 703-528-0700 for a copy.

Texas Municipal Courts - The Texas Municipal Courts Education Center provides judicial education, technical assistance and the necessary resource material to assist municipal court

judges, court support personnel and prosecutors in obtaining and maintaining professional competence. For more information, call 512-320-8274 or visit www.tmcec.com.

Legislative Bills Online - The Texas Legislature Online provides citizens with a convenient means for tracking bills as they make their way through the legislative process. Constituents can search for bills by number to find bill text, legislative reports, and amendments. For more information, visit www.capitol.state.tx.us.

Scholarships Available for Water-Related Training

By Jennifer Allis, ORCA

The Office of Rural Community Affairs is offering scholarships to assist local leaders with the cost of leadership training. Eligible training programs include basic water system operations and management, including financial, managerial, and technical capacity, as well as small water system technology.

Scholarships will be offered only for approved water-related training programs and courses. Covered costs will include registration fees, travel, and lodging. The maximum amount available per individual is \$250, limited to one award per entity. Scholarships are available on a first come, first serve basis to the following individuals and entities:

- Local elected and appointed officials of local communities, including county judges, commissioners, mayors, council members;
- Members of public boards and community organizations; and
- Regional leaders such as Councils of Government/Regional Planning Commissions.

Eligible individuals and entities must represent or be associated with a small water system serving a population of 3,300 or fewer customers.

Scholarships are limited based on available funding. For more information, contact ORCA.

Want to E-mail ORCA?

To e-mail a member of the ORCA staff, address the message to the staff member's first initial and full last name@orca.state.tx.us.

For example, to e-mail Linda Trinh use ltrinh@orca.state.tx.us.

Just want to send comments to the agency in general? Send your e-mail to orca@orca.state.tx.us.



Funding Opportunities

A Sampling of Opportunities Available to Rural Texans

Funds Available for Health, Research Services

Center for Disease Control and Prevention (CDC) Foundation: Public Health Conference Support Grant Program - The purpose of conference support funding is to provide partial support for specific non-federal conferences in the areas of health promotion and disease prevention information and education programs, and applied research. The application deadlines are 11/19/03, 3/8/04, and 6/1/04. For more information, contact Technical Information Management at 770-488-2700 or visit www.cdc.gov.

National Institute of Neurological Disorders and Strokes (NINDS) and National Institutes of Health (NIH): Reducing Stroke Disparities Through Risk Factor Self-Management - NINDS has set aside \$2 million in total costs to fund applications to support research on reducing disparities in stroke through prevention of first and recurrent strokes among minority populations. The application deadlines are 2/1/04 and 6/1/04. For more information, contact Ronnie Horner at 301-496-2581 or visit <http://grants1.nih.gov/grants/guide/pa-files/pas-03-166.html>.

Center for Disease Control and Prevention (CDC) Foundation: Applied Epidemiology Fellowship Program for Medical Students - This program is designed to address a gap in communication and collaboration between physicians and public health professionals and better prepare physicians to work with the public health system. The application deadline is 12/5/03. For more information, contact Karen Torghele via e-mail at ktorghele@cdc.gov or visit <http://www.cdcfoundation.org>.

Finish Line: Athletics and Wellness Support Grants - Finish Line, an athletic retailer specializing in footwear, apparel, and accessories, supports athletic and wellness programs located in communities where their stores are located. The funds have a primary focus on assisting children and young adults 18 and under. For more information, contact 888-777-3949 or visit www.finishline.com.

National Institutes of Health (NIH): Mind-Body Interactions and Health - This program encourages interdisciplinary collaboration and innovation towards understanding the processes underlying mind-body interactions and health. The application deadline is 11/17/03 and \$3.5 million is available for funding years 2004 and 2005. For more information, contact Ronald Abeles at 301-496-7859 or visit <http://grants1.nih.gov/grants/guide/rfa-files/RFA-OD-03-008.html>.

National Institute of Environmental Health Sciences (NIEHS): Environmental Health: Superfund Basic Research and Training Program - This program will ultimately reduce the burden of human illness and dysfunction from environmental causes. The application deadline is 2/13/04. For more information, call 919-541-4638 or visit <http://grants1.nih.gov/grants/guide/rfa-files/RFA-ES-04-001.html>.

National Heart, Lung, and Blood Institute (NHLBI): Reducing Cardiovascular Disparities in Racial and Ethnic Minorities - The purpose of this initiative is to promote and expedite research that improves cardiovascular disease outcomes in racial and ethnic minorities. The application deadline is 1/22/04. For more information, call 301-435-0515.

Housing, Community Development Funding Available

US Department of Agriculture: Rural Housing Service Programs - This program provides assistance for low income housing loans and repairs for single and multi-family housing. The application deadline is December 31, 2003. For more information, contact Teresa Sumpter at 202-720-1485 or visit <http://offices.usda.gov>.

US Department of Agriculture: Community Facilities Direct and Guaranteed Loan Program - Community programs consists of three programs: the Community Facilities Guaranteed Loan Programs; the Community Facilities Direct Loan Program; and the Community Facilities Grant Program. The funds may be used to construct, enlarge, or improve community facilities for health care, public safety, and public services. This can include costs to acquire land needed for a facility, pay necessary professional fees, and purchase equipment required for its operation. For more information, call 202-720-1490 or visit www.rurdev.usda.gov/recd_map.html.

Other Funding Opportunities

Conservation Security Program - This programs will reward farmers and ranchers who voluntarily implement effective conservation on their working lands. Farmers and ranchers will receive public support as they provide public benefits to the nation's natural resources and environment. All regions of the country and all types of agriculture will be able to participate on a fair and equitable basis. For more information, call 402-846-5428.

Rural Public Transportation Grant Program - The goals of the Rural Public Transportation Grant program are to enhance the access of people in non-urbanized areas of health care, shopping, education, employment, public services, and recreation. Program funds may be used for capital, operating, and administrative assistance to state agencies, local public bodies, nonprofit organizations, and operators of public transportation funds. For more information, call 512-416-2817 or visit www.dot.state.tx.us.

Texas Department of Agriculture (TDA): Integrated Pest Management Grant Program - TDA is requesting proposals for projects that use and expand the use of integrated pest management (IPM) in agriculture. A total amount of up to \$300,000 may be awarded. Two categories will be considered: Geographically Specific Implementation Projects and Statewide Projects. Proposals will be accepted through February 29, 2004. For more information, Carol Funderburgh at 512-463-8536 or e-mail carol.funderburgh@agr.state.tx.us.

Bureau of Justice Assistance (BJA): BJA Internet Project - These grants will provide Internet access to rural law enforcement agencies. It will also provide an electronic information resource center and promotes information sharing among law enforcement agencies by use of e-mail. Applications are accepted on an ongoing basis. For more information, call 888-411-1713 or e-mail jwnobles@cji.net.

Robert Wood Foundation: Faith in Action Grants - Faith in Action provides grants of up to \$35,000 along with technical

assistance to community coalitions working on a common mission to provide volunteer care to their neighbors in need. Applications deadlines for grants in 2004 are February 1, June 1, and October 1. For more information, call 877-324-8411 or visit www.fiavolunteers.org.

Corporation for National and Community Service: Next Generation Grants/Volunteer Service - These grants foster the next generation of national service organizations by providing seed money to help new and start-up organizations, and established organizations proposing new projects or programs, plan and implement new service programs that have the potential of becoming national in scope and effectively engage volunteers in service. For more information, contact Shanika Ratliff at 202-606-5000.

Rural Access to Emergency Devices Grant Program - The Office of Rural Health Policy's Rural Access to Emergency Devices (RAED) Grant Program provides funding to rural communities to purchase automated external defibrillators (AEDs) and provide training in their use and maintenance. For more information, call 877-477-2123 or e-mail hhsagac@hrsa.gov.

National Center for Environmental Research - The National Center for Environmental Research is seeking proposals for treatment technologies for cost-effective arsenic removal for small drinking water systems. The deadline for proposals is January 5, 2004. For more information, contact April Richards at 202-564-2297 or e-mail richards.april@epa.gov.

National Rural Caucus, Rural Education Task Force Formed

To ensure that rural school children benefit from the No Child Left Behind Act, Rod Paige, US Secretary of Education, with US Senator Mike Enzi and US Representative Denny Rehberg and Ron Kind, announced the formation of a new rural education caucus to help address the needs of rural states and school districts.

In conjunction with the rural caucus, Paige announced plans to form a high-level task force within the Department of Education to help identify challenges of rural schools and help states and school districts find solutions. Deputy Secretary Bill Hansen, a native of Idaho, will chair the task force.

Paige also said that the Department of Education will set up a conference for the states with the Council of Chief State School Officers (CCSSO) to help rural school districts comply with requirements of No Child Left Behind.

For more information, call 800-USA-Learn or visit www.ed.gov/nclb/landing.jhtml.

Reprinted from the June 2003 issue of *Rural Roots*. For more information on Rural Roots, call 202-955-7177 or visit www.ruraledu.org.

Shortened School Week Pays off for Some Rural Schools: Downsizing the School Week

At some small schools in the rural west, public and private school students get a jump on the weekend. They get to skip school on Fridays, with the blessing of their parents, teachers, and school administrators.

The four-day school week was first introduced in Cimarron, NM, in 1972 to save money during that era's energy crisis, and though the crisis has passed, the four-day school week has remained and even grown in popularity, especially in the rural west.

Most states require schools to meet a minimum number of days each school year. States that want the option of a four-day school week must pass legislation converting the measurement of school time from days to hours. Changing to an hour requirement allows schools to lengthen the school day and shorten the school week, while still meeting state instructional time requirements.

Schools on the four-day schedule typically close on Friday, although some schools opt to close on Monday. Schools that maintain a four-day schedule throughout the entire school year usually end up with a 144-day school year, though the year begins and ends about the same time as schools on a traditional 180-day calendar.

Schools adhering to a strict four-day schedule can save money on utility costs by shutting school buildings down. They also eliminate one day's use of gas, cut food costs, and save on substitute teacher costs by encouraging teachers to schedule appointments on the day the school is closed.

Though most schools that implemented the four-day school week did so as a cost-saving strategy, many continued the arrangement once out of financial trouble.

In isolated areas, transportation is an issue, but not only for budgetary reasons. Students in rural communities spend up to three hours on a bus each day traveling to and from school. Shortening the school week cuts travel time significantly for students living in these areas.

In Texas, a strict four-day school week is not possible unless legislation is passed to convert the 180-day school attendance requirement into an hourly requirement.

In 1984 Lubbock High School was faced with a declining enrollment, says principal Doyle Vogler.

"The school is in the downtown area, an area that was kind of shutting down," Vogler says. "Lubbock High School was losing students, so they decided to magnetize the school, making students eligible to transfer here."

The school then adopted a modified instructional week to attract students. In exchange for a longer school day Monday through Thursday, the school day ends at 12:45 on Friday.

The modified school week is credited with attracting students to the school initially, but now the school's academic success is its biggest attraction. With 1,789 students, Lubbock High School is the largest high school in Lubbock, Texas.

Adapted from an article in the May 2003 *Fiscal Notes* by Angela Freeman.

For a copy of this complete article, call 888-334-4112 or visit <http://window.state.tx.us/comptrol/fnotes/fn0305/downsizing.html>.

Capturing the Passion: Teaching Valuable Skills to a New Generation of Entrepreneurs

Part 2 of 2 Part Series

By Ernesto Sirolli, Sirolli Institute

True economic development walks on two legs. The first leg is concerned with the creation of an infrastructure; the second fosters people's ability to utilize these infrastructures.

To survive and develop, communities and local enterprises require roads, communication networks, transportation, energy, land, and the other basic elements of a sound infrastructure. However, no matter how sophisticated the local infrastructures may be, they are purposeless unless people use them.

Enterprise Facilitation is key to the second leg of economic and community development.

Our method complements the strategic leg by helping communities to optimize all available resources. Enterprise Facilitation is a grass-roots, responsive method that captures the motivation and intelligence of local, passionate individuals who are willing to invest themselves in community and development projects.

If infrastructure development can only be done strategically by observing the community trends and by projecting its future needs, Enterprise Facilitation can only be done responsively by becoming available to self-motivated individuals on an as-needed, just-in-time basis.

Structuring Responsiveness

Local leadership is essential to the establishment of an Enterprise Facilitation program.

Without local endorsement, understanding, and management, Enterprise Facilitation does not happen at all, or quickly becomes another bureaucratic service made available to the community—but not owned by it.

Usually, a new Enterprise Facilitation project starts when one or more community leaders become aware of the model and seek more information. Community and public meetings convene to expose as many people as possible to the new approach. From there, a steering committee is formed to recruit local participants and to raise funds for the establishment of the project. Once funds are committed, the steering committee metamorphoses into a local Management Board by electing officers and incorporating, or finding, an appropriate fiscal agent to assume financial responsibility for the project. This newly established board is trained by the Sirolli Institute in both the philosophy and practices of Enterprise Facilitation. The board receives advice on recruiting its full-time operative—the Enterprise Facilitator. The board advertises the position, and interviews, selects, and appoints the person of its choice. This person is trained on-site by the Institute, along with 11 members of the board. The training is so important that Sirolli Institute doesn't associate itself with any project that is not prepared to learn from the mistakes made during the early growing years of the model!

Boards and Facilitators are advised on how to locate clients, how to relate to them, and most important, how to help them transform their ideas into a rewarding enterprise.

Enterprise Facilitators do not concern themselves exclusively with technical business advice: they test the personal motivation of the client, without which nothing can really grow.

Passion and Skill

Working with entrepreneurs requires great care, especially because there are no rational explanations or definitions for entrepreneurship. I would like to suggest that entrepreneurship has two components: passion and skill.

Passion is the "fire in the belly," that all-consuming dedication

that is essential to the pursuit of any worthwhile activity. I use the word not in its romantic connotations, but according to the Latin etymology "passion," meaning "to suffer." No artistic, social, economic, or sporting success is achieved without total commitment and the ability to endure whatever it takes to fulfill one's vision.

Passion, however, is not enough. Without the ability to paint, to run, to inspire social change, or to manage a successful business, passion is nothing but wishful thinking and frustration.

Skill makes the dream real and transforms passion into good work. In the field of economic development, the Sirolli Institute expedites the transformation of good ideas into new or expanded businesses. We test both the passion and the skill of our clients by developing their capacity for assessing their strengths and remedying their management weaknesses.

The Trinity of Management

Enterprise Facilitation's major achievement is the introduction of sound management principles to the even the smallest project, and the plain articulation of how a new generation of entrepreneurs can succeed.

The Trinity of Management is a core concept in our counseling work with clients. The idea is that to run a business, no matter how small, the proponent must control three areas of activity: production, marketing, and financial management.

After years of one-on-one work with clients, we believe that the perfect entrepreneur does not exist. The person who is equally passionate about producing the product, marketing it, and keeping sound financial systems in place has yet to be born.

The Trinity of Management implies that it is impossible for one individual to run a business successfully. Not only would one need skills in each area, one would need to be equally passionate in all of them.

Teaching Entrepreneurs

Somebody once wrote: "Rationalism is the belief that politics, sex, and cookery can be learned from books!" I would like to add entrepreneurship to the list. An entrepreneur and a teacher of entrepreneurship are separated by a distance as great as those that exist between the theoreticians and the practitioners of the other three arts!

Education can easily teach skills, but how do you teach passion? And without passion, can the skills truly be internalized and celebrated? Only a few years ago the word "passion" never occurred in management theory. The new generation of entrepreneurs, who are emerging in response to the dramatic changes in the economy, chooses to be self-employed from a perspective that has to do more with life-style than purely the bottom line.

These entrepreneurs would be better advised to use their passion, not dismiss it, when determining the sort enterprise they wish to establish. No matter how disciplined and dedicated people are, they will only be good at what they love doing. To compensate for their own weak spots, these entrepreneurs should collaborate with individuals whose passions and skills complement the their own.

Ernesto Sirolli will conduct one-day workshops in Austin and Littlefield the week of November 17, 2003. Sirolli will also be a speaker at the 7th Annual Texas Workforce Conference in Houston, November 19-21, 2003.

Colonias In Texas: Challenges for Aging Well

By Lilia Santoyo, Texas Department of Aging

Imagine living in a neighborhood where electric lines are strung on low wooden poles with wires dangling in clusters of makeshift connections to power individual homes. Homes are patchworks of plywood, scrap metal sheets, and cinder blocks. Some homes have dirt floors because other construction needs were higher priorities. There's no sewer system, and running water is a luxury. These are the daily realities for nearly half a million Texas residents living in about 1,800 colonias.

Colonias are unincorporated tracts of substandard housing in rural areas. Many lack running water, sewers, electricity, or paved roads. Their growth began half a century ago, driven by high demand on a limited supply of adequate, affordable housing along the Texas-Mexico border region. People with low incomes bought the lots through a contract for deed, a financing method whereby developers offer a low down payment and low monthly payments—but no title to the property—until the final payment is made. Because contract for deeds were initially not recorded with the county clerk, developers had the option to reclaim the property if a payment was missed. Promises of utility services and paved roads often went unfulfilled. Although such communities exist in other states (including Arizona, California, and New Mexico), Texas has the largest number of colonias and colonia residents.

The word colonia is translated as “colony,” “residential area,” or “neighborhood.” Along the border, though, it has more specific meanings relating to poverty stricken areas with substandard housing. Many homes in the colonias are built in phases, using a variety of cheap materials. Houses can take years to complete because residents build as they're able to buy or scavenge supplies. For houses with no running water, large plastic drums are usually filled at water distribution sites. Sometimes, a faucet in an adjacent colonia may be the only water site available. Trash is strewn across the subdivision because there's no city waste collection service. Despite these conditions, owning a home—even in a colonia—is a cornerstone of what many see as the “American Dream”.

This dream, however, has a price. Health care in the colonias is generally substandard. Since colonias develop in unincorporated rural areas, water supplies often are polluted, and sewage facilities are inadequate. Communicable diseases such as hepatitis and tuberculosis are unusually common here, posing health risks for colonia residents of all ages. Diseases pass freely through shared water resources, contaminated food, sometimes-uncontrolled pharmaceutical and consumer products, and human and animal migration across the Texas-Mexico border.

Experts believe the unsanitary living conditions in the colonias pose a public health threat to the entire population living along the border. Furthermore, chronic conditions such as diabetes and heart disease, aggravated by high rates of obesity, are common among the Hispanic population. The enlightened modern ideal of “aging well” will be out of reach for colonia residents without ongoing treatment and effective disease management.

Sadly, many colonia residents have limited access to health care, due in part to a lack of or inadequate insurance which is compounded by the area's shortages of health facilities, dental care, mental health care providers, preventive services and health education. According to the Texas Department of

Health, all but two border counties—or parts of those counties—are federally designated as medically under-served areas.

Many people therefore resort to crossing the border for all kinds of health care services, ranging from surgery to dental services and prescription drug purchases. Medicare doesn't cover medications, and Medicaid recipients are limited to three per month. This is meager allowance for older adults, a population group that buys over 30 percent of all prescription drugs and 40 percent of all over-the-counter drugs in the US. Consequently, it leads many to patronize Mexican



Mobile homes—even portions of them—often are used as the basis for residential construction in colonias, as shown by this example in Willacy County's Sebastian colonia. (Photo courtesy of Texas Department on Aging)

pharmacies, where prescriptions aren't always required to obtain medications.

The near-Third World conditions that prevail in many colonias have caught the Texas Legislature's attention in recent years. Their efforts began in 1989 with measures to halt proliferation of unserved colonias, and to provide financial assistance (through the Economically Distressed Areas Program) for colonias developed before 1989. In 1995, further legislation was passed to prevent development of new colonias as well as the sale of unsold or repossessed lots in existing colonias.

These laws, however, inadvertently created new problems for colonia residents. Homes were required to have adequate water and sewer services, as specified by local housing codes, before obtaining gas and electric services. Yet many existing homes are well short of code requirements, thus preventing homeowners from obtaining basic utility services. Bringing these houses up to code places a major financial strain on families who already are struggling economically.

Although much legislative progress has been made, the colonias issue is extremely complex. Geographic and language isolation stand as formidable barriers to needed services. Most colonias develop in rural areas located miles away from services, a problem exacerbated by limited transportation options. And because many residents are isolated by inability to speak, read, or write English, they often do not understand or access programs and services that could positively impact their lives.

Just a few of these potential sources of help include the services of Texas Department on Aging-affiliated area agencies on aging, and the Texas Health and Human Services Commission's Colonias' Initiative. In the next issue of *The Rural Texan*, we'll look at ways these and other agencies are trying to help colonia residents achieve the basic quality of life we Texans view as our birthright.

Texas State Veterans Homes

By Jerry Patterson, Commissioner the Texas General Land Office

Anyone checking rates at private nursing homes lately knows they're expensive about \$40,000 a year on average. But thanks to the Texas State Veterans Homes program, Texas veterans are eligible for special nursing homes built exclusively for them and their spouses, and for as little as \$20,000 a year.

Each Texas State Veterans Home is a state-of-the-art facility with 160 beds in spacious private and semi-private rooms. They offer comprehensive rehabilitation programs, such as physical, speech and occupational therapies. Health care services such as wound care, therapeutic activities and hospice care are also available, as well as ongoing health assessments by highly trained interdisciplinary team members. All the homes are certified for Medicare and Medicaid.

Other amenities include special diets, social services, satellite or cable television, central dining areas, separate activity centers, meditation rooms, recreational activities, libraries, barber and beauty shops and landscaped courtyards.

Each Texas State Veterans Home has 32 to 60 certified Alzheimer's-care beds in a separate, secured wing with its own secure courtyard. Special activities are provided in the Alzheimer's-care wings.

There are four Texas State Veterans Homes located in Big Spring, Floresville, Temple and Bonham. New homes in El Paso and McAllen are under construction and scheduled to open in early 2005.

To be eligible for admission, an applicant must be recognized as a veteran by the US Department of Veterans Affairs (USDVA) and must be:

- in need of long-term nursing care as determined by a physician and concurred by the USDVA;
- at least 18 years old;
- a bona fide resident of Texas at the time of application for admission to a home;
- a bona fide resident of Texas at the time of entry into the armed forces, or have resided in Texas continuously for at least one year immediately prior to application for admission (residence based solely on military assignments may be excluded); and
- have not been dishonorably discharged.

The Texas Veterans Commission has assigned a benefits counselor to each home to ensure eligible veterans receive the maximum contribution from the USDVA for all entitlements.

For detailed information on costs, applications for admission or anything relating to Texas State Veterans Homes, please call (800) 252-VETS, or visit our Web site at www.texasveterans.com

ORCA's Mission:

“To assist rural Texans who seek to enhance their quality of life by facilitating, with integrity, the use of the resources of our state so that sustained economic growth will enrich the rural Texas experience for the benefit of all.”

Texas Panhandle Plains Wildlife Trail Opens

By Tom Harvey, Texas Parks and Wildlife Department

The new Panhandle Plains Wildlife Trail opened in August 2003. A new color map with about 97 different parks, ranches and other locales, where motorists can discover the best places to see wildlife and get back to nature, will be available. Road signs will go up this fall to help drivers find sites on the trail.

True to the Lone Star tradition of all-things big, the new driving trail runs through 60 Texas counties stretching from just south of Abilene up through the Rolling Plains and Panhandle to the Oklahoma border.

It's the second of four driving trails developed by the Texas Parks and Wildlife Department (TPWD) and local communities with funding from the Texas Department of Transportation (TxDOT). All of the trails are modeled upon the success of the Great Texas Coastal Birding Trail, which was done in the late 1990s.

The Heart of Texas Wildlife Trail will also open this fall, running through 55 counties from near Brownwood and San Angelo down through the Hill Country and South Texas to Del Rio and Laredo. The Prairies and Piney-woods Wildlife Trail, featuring sites in north and east Texas, should be complete in late 2004.

The Panhandle Plains trail is organized into 13 loops with names like Colorado Headwaters, Big Country and Llano Estacado. The loops provide travel itineraries for those who want to check out a particular region. Unlike the coastal birding trail, which was largely fashioned around public parks and refuges, the new trail features 29 private properties, from small bed and breakfasts to large ranches offering many activities.

On the Colorado Headwaters Loop north of Big Spring near Snyder, the Wagon Wheel Ranch has opened its gates to birders, hunters, RV'ers and others.

History and local culture as well as nature are showcased on the trail. The Canadian River Wagon Bridge is a piece of restored pioneer history with hiking trails and good birding vantages. The Lipscomb Dance Platform in nearby Lipscomb hosts summer dances. Besides the ranches, the trail hits state



A Palo Duro Canyon cabin in Armstrong County located on the Texas Panhandle Plains Wildlife Trail. (Photo courtesy of Texas Parks and Wildlife Department)

parks and wildlife management areas, national grasslands and frontier forts. For details, see the Great Texas Wildlife Trails pages on the TPWD Web site at www.tpwd.state.tx.us/birdingtrails.

Texas was the first state in the nation to build wildlife viewing driving trails that provide economic incentives for landowners and communities to conserve habitats while providing recreational opportunities for the traveling public.

State Tourism Office Launches Rural, Border Certification Program

By Patrick Shaughnessy, Texas Economic Development

Tourism is big business in Texas! To help rural and border communities maximize their tourism opportunities and diversify their economic futures, Texas Economic Development (TxED) Market Texas Tourism Division announces a new tourism program. The "Howdy, Pardner!" Rural/Border Tourism Certification Program will launch next month with three pilot communities—Del Rio, Ennis and Pampa, Texas.

The pilot communities will each be recognized as Rural or Border Tourism Certified at the Texas Association of Convention & Visitors Bureau (TACVB) 2003 Annual Conference during the *Southern Living* networking luncheon at 12:00 p.m. on Wednesday, August 6 in Bryan, Texas. The cities attained this certification after successfully completing each of the four program standards. Certified status lasts for three years and communities are eligible to apply for re-certification after that period.

The goal of the "Howdy, Pardner!" Tourism Certification Program is to assist rural and border communities by helping them become better positioned for

Travel and tourism is one of the largest and fastest growing industries in Texas, generating more than \$39 billion in 2001 and employing 468,000 Texans statewide.

tourism and economic development. Market Texas Tourism Division works directly with the communities—aiding them to identify, develop, package and market their local tourism products. The Tourism Certification Program's objectives are: to help educate local leaders, officials and citizens about the benefits of using tourism as an economic development tool; to enhance the ability of local tourism leaders to advocate tourism as a means of economic development; to retain existing tourism enterprises while growing new tourism opportunities in the community and to encourage communities to allocate resources to local tourism development efforts.

"This program is an excellent educational tool for rural and border communities in Texas that want to improve their potential for tourism and economic development. We are very excited to certify these three communities as tourism ready," said Jeff Moseley, executive director of Texas Economic Development.

Certified communities will receive several special benefits following completion of the program including use of the new "Howdy, Pardner!" Tourism Certification Program's logo on all promotional materials, letterhead, etc.

The deadline for new applications for rural and border communities in Texas interested in participating in the "Howdy, Pardner! Rural/Border Tourism Certification Program" is January 30, 2004. For more information, contact TxED's Market Texas Tourism Division office at 512-936-0101 or <http://www.travel.state.tx.us/tldhowdypardner.asp>.

For further information on the Tourism Development Division, or other divisions within TxED, please contact Patrick Shaughnessy at 512-936-0005 or visit www.txed.state.tx.us.

Recruiting, Retaining Healthcare Professionals a Success at HealthFind Event

By Linda V. Trinh, ORCA

To assist rural communities with recruiting and retaining healthcare professionals in rural areas, ORCA held HealthFind 2003 on September 6-7, 2003 in Austin, Texas. The event offered small communities the opportunity to maximize healthcare recruitment and retention efforts while saving on recruitment dollars.⁷

An annual exhibition, HealthFind encourages health professionals to practice in rural areas. This stimulating event provides a comfortable, casual "job fair" atmosphere for rural community leaders to discuss practice opportunities and recruit both health professionals already practicing and those still in training who are considering a rural practice and lifestyle.

Every year, the event produces great results. This year, 86 healthcare professionals attended the event from all over the state, with a few from out of state. A total of 22 rural communities and six non-profit organizations showcased their practice opportunities.

ORCA expanded the breakout session topics this year to enrich the healthcare professional recruitment experience.

Some of the session topics and guest speakers included physician contracts by Kevin Reed, JD, from Davis & Wilkerson, PC, practice start-up for residents by Janet Matthews from Texas Medical Association Physician Services Division, and licensure information by the State Board of Medical Examiners. Another addition to HealthFind 2003 was practitioner panels, which brought first-hand insight to attendees considering a rural practice in the future.

HealthFind continues to be an excellent recruitment tool for rural communities in need of healthcare professionals since its inception twelve years ago. A recent study was done on the HealthFind physician participants revealed that 38 percent of the 259 HealthFind participants from 1997 to 2001 are practicing in a rural communities.

Plans for next year's HealthFind are already underway and an announcement will be made soon on the date and location. Check out future *Rural Texans* for more details.

Rural Caucus Working to Find Positive Solutions for Rural Texas

The Rural Caucus exists as an informational source for members of the Texas Legislature. Membership in the Rural Caucus includes House and Senate members, as well as the Commissioner of Agriculture, Susan Combs.

Throughout the 78th Legislative Session, weekly meetings were held. The discussions during these meetings provided members with valuable insight into issues that impact the rural areas of Texas, such as healthcare, transportation and education. Though these will be many of the same issues that are important to urban and suburban Texans, the Caucus exists to provide information on the particular impact to rural Texas as legislative members from all parts of Texas work together to find positive solutions.

Members include:

<u>Senate</u>			
<u>Members</u>	<u>District City</u>		
Ken Armbrister	Victoria	Tony Goolsby	Dallas
Kip Averitt - Vice Chair	Waco	Ryan Guillen - Vice Chair	Rio Grande City
Teel Bivins	Amarillo	Mike Hamilton	Mauriceville
Bob Deuell - Vice Chair	Mesquite	Rick Hardcastle	Vernon
Robert Duncan	Lubbock	Glenn Hegar	Katy
Craig Estes - Vice Chair	Wichita Falls	Harvey Hilderbran	Kerrville
Jon Lindsay	Houston	Mark Homer	Paris
Steve Ogden	College Station	Ruben Hope	Conroe
Todd Staples	Palestine	Chuck Hopson	Austin
Jeff Wentworth	San Antonio	Charlie Howard	Sugar Land
		Bryan Hughes - Vice Chair	Mineola
		Bob Hunter	Abilene
		Suzanna Gratia Hupp	Lampasas
		Carl Isett	Lubbock
		Delwin Jones	Lubbock
		Elizabeth Ames Jones	San Antonio
		Jim Keffer - Vice Chair	Eastland
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		Pete Laney	Hale Center
		Glenn O. Lewis	Fort Worth
		John Mabry, Jr.	Waco
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		Jim McReynolds - Vice Chair	Lufkin
		Jose Menendez	San Antonio
		Ken Mercer	San Antonio
		Tommy Merritt	Longview
		Sid Miller	Stephenville
		Geanie W. Morrison	Victoria
		Dora Olivo	Missouri City
		Larry Phillips	Sherman
		Jim Pitts	Waxahachie
		Allan Ritter	Nederland
		Eddie Rodriguez	Austin
		Patrick Rose	Dripping Springs
		Gene Seaman - Vice Chair	Corpus Christie
		John Smithee	Amarillo
		David Swinford	Amarillo
		Larry Taylor	Friendswood
		Barry Telford	DeKalb
		Vicki Truitt	Southlake
		Sylvester Turner	Houston
		Buddy West	Odessa
		Miguel Wise	Weslaco
		Arlene Wohlgenuth	Burleson
		<u>Statewide Officeholder Members:</u>	
		Susan Combs, Commissioner of Agriculture	Austin

Water Spots

Highlights from New Legislation Affecting Rural Water Suppliers, Operators

By Texas Municipal League and Celeste Hoehne, Texas Commission on Environmental Quality

Water is a key element in the survival of rural Texas. Two bills which may affect rural water supplies are: Senate Bill (SB) 1639 regarding inflows; and House Bill (HB) 2660/SB2663, which looks at conservation measures and targets.

The "Inflow Bill" creates a commission to study the flow requirements of rivers, bays and estuaries as well as examine the growing demands for water resources. This commission will hold public hearings to discuss public policy attempting to balance the flow and demand aspects. The commission will issue a report by December 2004.

The "Conservation Bill" authorizes the Texas Commission on Environmental Quality (TCEQ) to require certain surface water rights holders to include five- and 10-year target goals for water savings in their conservation plans. Plans are due by May 2005. A survey of 500 municipal water suppliers showed that a significant number do not have or could not find their water conservation plan.

The same deadline has also been established for wholesale and retail public water suppliers and irrigation districts to establish goals for reducing water use in their drought contingency plans.

Of course having adequate funding to provide a sound infrastructure for water service is always imperative. In HB 1875/SB 967 a water infrastructure fund was created, but has yet to be financed. When the Texas Water Development Board does receive the funding, grants and low interest loans will be available to upgrade older water and wastewater systems and or the availability to tie into other existing systems. Additional funding through the Rural Water Assistance Fund, Colonia Self-Help Fund, and/or the Rural Water/Wastewater Revolving Loan Fund may provide better options at this time.

For more information about public drinking water, contact the TCEQ Public Drinking Water Section at 512-239-4691. Additionally, the TCEQ has a Small Business and Local Government Assistance (SBLGA) representative in all regional offices. If you have questions about any of your operations, call the SBLGA toll free number at 800-447-2827.

East Texas Veterinarian Puts Love of Tinkering to Work

Windmills were some of the first machines created to make use of the wind's power. In the early days of a developing America, windmills enabled pioneers to settle land where surface water was nonexistent.

Today, although water is often just a turn-of-a-faucet away, windmills are still useful, and ornamental.

Dr. James Wright of Smith County, a veterinarian by day and a windmill enthusiast most all the time, preserves, restores, and makes farm-style windmills. He has named his "business" Doc's Windmill Service, but insists that it's just something he loves to do.

It may have been his love of country life, and his knack at repairing things, that led Wright to become a veterinarian. Currently he serves as the regional zoonosis veterinarian for

the Texas Department of Health in Tyler.

When he and wife Sherry left Arlington and moved to East Texas a little over three years ago, the couple had already decided they would like to have a windmill at their new home.

"Because I liked working with the windmills and visiting with other people who like windmills, I did start Doc's Windmill Service," he explained. "Unfortunately, the business has not been booming. In fact, between my hours at the TDH and the small demand for windmills in East Texas, it has not been very busy," he cited.

When Wright recreates windmills, it may be for ornamental purposes or functional purposes and certainly whatever the customer has in mind. He has had customers wanting to buy

a windmill to catch the country spirit of their land, and he has had a few older men needing their functional windmill repaired.

Through his years of experience, Wright has worked with windmill brands FIASA, Aermotor, and Monitor, all from the late 1880s to the early 1900s. He also works with day wind engines. He explained each has a different way of catching the wind and making the mill go around.

Adapted from an article from *Country World* by Kristy Hemmingsen.

For a copy of this complete article, call 800-245-2149 or visit www.countryworldnews.com.



ORCA's Program Activities

ORCA's Rural Health Unit Awarded over \$1.8 Million in Grants

By Linda V. Trinh, ORCA

The Health Resources and Services Administration of the US Health and Human Service Agency (USHHSA) awarded ORCA three rural health grants totaling \$1,870,822. The Small Rural Hospital Improvement grant (SHIP), Rural Hospital Flexibility grant, and Rural Access to Emergency Devices grant will be used for the grant budget period from September 1, 2003 through August 31, 2004.

The SHIP grant, which totaled \$1,011,712, will support small rural hospitals for the following:

- Pay for costs related to the implementation of the Prospective Payment System;
- Comply with provisions of HIPAA; and
- Reduce medical errors and support quality improvement.

To be eligible for SHIP grants, a hospital must be:

- A small hospital having 49 available beds or less, as reported on the hospital's most recently filed Medicare Cost Report;
- Rural as defined by its location outside a Metropolitan Statistical Area (MSA) or located in a rural census tract of a MSA as determined under the Goldsmith Modification or the Rural Urban Commuting Areas; and
- A hospital that is defined as a non-federal, short-term, general acute care facility.

For the SHIP grant, there is no requirement for matching funds.

The Rural Hospital Flexibility grant award totaled \$615,000. This grant will support programs for critical access hospitals (CAH), such as rural hospital planning grants, CAH trustee training, quality assurance, benchmarking, network grants, program evaluation, and general administration.

The Rural Access to Emergency Devices grant award totaled \$244,110. The funding for this grant will support the purchase of emergency devices for rural communities and to provide training. ORCA received approximately 4,000 individual Automated External Defibrillator (AED) unit requests for this funding cycle.

Currently, ORCA is reviewing how funds from the three grants will be allocated and awarded.

For more information, contact ORCA or visit www.orca.state.tx.us.

Attention all readers of *The Rural Texan!*

If you want to continue receiving *The Rural Texan*, be sure to fill out the **Subscription Renewal Notice** on page 16 and return it to ORCA!

State Officials Honor Federal, State Grant Recipients at Events across the State

By Jill McFarren, ORCA

The Office of Rural Community Affairs (ORCA) honored 285 grant recipients from the Midland (Midland County), Grand-bury (Hood County), and Kingsville (Kleberg County) areas in September and October of this year. The awardees were honored for having secured a total of \$45,188,737 in grants from ORCA since February 2003. The monetary awards will support economic development projects and health care services in those regions.

On September 10, ORCA recognized 85 area federal and state rural grant award recipients from the West Texas area who received a total of \$10,574,196. In north and central Texas, 123 rural health and community development grant recipients who received a total of \$15,730,424 were honored in Granbury on September 29. On October 28, 77 Costal Bend and South Texas recipients who received \$18,884,117 were honored in Kingsville.

Grant recipients who attended the events were honored with an oversized ceremonial check in the amount of their award, which ranged from \$908 to \$500,000. Some awardees received checks made out for "tuition" instead of a dollar amount. These recipients will be reimbursed for tuition costs incurred for their health care professional career training at accredited Texas schools. Students accepting the tuition grants have agreed to provide health care services in a rural area following their graduation.

ORCA's Executive Director, Robt. J. "Sam" Tessen, MS presented a check to each of the agency's awardees and posed for photos.

"We are here to celebrate the success of each of these grant recipients who worked hard to prepare the applications required to secure these funds for their communities," Tessen said. "The commitment exemplified by these awardees reflects the sincere commitment rural Texans have to their neighbors. This strong dedication deserves more than just a letter from the state; This type of allegiance deserves personal recognition from the federal, state, regional and local officials and citizens who all benefit from this determination to keep rural Texas thriving."

A final event, which will take place in Lufkin (Angelina County) on November 14, will recognize 84 area rural health and community development grant recipients who received a total of \$14,647,850 in grants from ORCA since February 2003.

For a complete listing of honorees and photos of recipients, visit ORCA's website at www.orca.state.tx.us.

ORCA Awards over \$1.2 Million for Disaster Recovery Efforts

Monies from ORCA Earmarked for Debris Removal, Infrastructure Repair

The Office of Rural Community Affairs (ORCA) awarded five Texas Community Development Program (TCDP) Disaster Relief grants totalling \$1,265,751 between June and September 2003 to rural Texas counties and cities across the state, which experienced damages from floodings, Tropical Storm Allison, or Hurricane Claudette.

The Disaster Relief funds will help the cities and counties address damages caused to county roads, a water treatment plant, city streets, and removal of debris.

Robt. J. "Sam" Tessen, MS, ORCA's Executive Director, said, "The Office of Rural Community Affairs is pleased to be able to assist rural Texans in their efforts to recover from the natural disaster that hit their area. We cannot control the activities of nature, but we can offer assistance in dealing with the consequences of such a disaster. This assistance allows our state government to reach out to support local citizens in their efforts to clean up, recover, and move forward. It is just an example of Texans helping Texans."

"Assistance from ORCA's Disaster Relief/Urgent Need Fund is available to communities and counties officially declared disaster areas by either the Governor of the state of Texas or the President of the United States," explained Gus Garcia, ORCA's Disaster Relief Program Manager. "Providing this

assistance is key to successful recovery efforts in rural communities who have tapped out their funding options from other resources. We're glad we can help."

Typically, the disaster relief funds are accessible only after all other federal resources are exhausted. The Disaster Relief Fund is one of seven TCDP funds that provide financial assistance to cities under 50,000 in population and counties under 200,000 in population. TCDP funds are earmarked for public works projects, housing, economic development, planning projects, and activities improving living conditions in eligible areas of Texas.

The U.S. Department of Housing and Urban Development (HUD) is the funding source for this program.

Awardees include:

Contractor	County	Amount
Blanco	Blanco	\$350,000
Dimmit	Dimmit	\$250,751
Frio	Frio	\$115,000
Palacios	Matagorda	\$350,000
Real	Real	\$200,000

For more information on ORCA's Disaster Relief Program, contact ORCA or visit www.orca.state.tx.us.

New Metropolitan, Micropolitan Statistical Areas for the Nation, Texas

On June 6, 2003, the Office of Management and Budget (OMB) issued a bulletin that establishes the revised definitions for the Nation's Metropolitan Statistical Areas and recognizes 49 new Metropolitan Statistical Areas. The bulletin also designates Metropolitan Divisions, those Metropolitan Statistical Areas that have a single core with a population of at least 2.5 million persons. The bulletin also establishes definitions for two new sets of statistical areas: Micropolitan Statistical Areas and Combined Statistical Areas.

Metropolitan Statistical Areas have at least one urbanized area of 50,000 or more population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.

Micropolitan Statistical Areas have at least one urban cluster of at least 10,000 but less than 50,000 population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.

If specified criteria are met, a Metropolitan Statistical Area containing a single core with a population of 2.5 million or more may be subdivided to form smaller groupings of counties referred to as **Metropolitan Divisions**.

If specified criteria are met, adjacent Metropolitan and Micropolitan Statistical Areas, in various combinations, may become the components of a new set of areas called **Combined Statistical Areas**. A Combined Statistical Area may comprise two or more Metropolitan Statistical Areas, a Metropolitan Statistical Area and a Micropolitan Statistical Area, two or more Micropolitan Statistical Areas, or multiple Metropolitan and Micropolitan Areas. The areas that combine retain their own designations as Metropolitan or Micropolitan Statistical Areas. Combinations for

adjacent areas with an employment interchange of 25 percent or more are automatic. Combinations for adjacent areas with an employment interchange of at least 15 percent but less than 25 percent are based on local opinion as expressed through the Congressional delegations.

OMB's standards provide for the identification of one or more **principal cities** within each Metropolitan Statistical Area and Micropolitan Statistical Area. (The term "principal city" replaces "central city," the term used in previous standards.) Principal cities may be incorporated places or census designated places (CDPs). The decision to identify CDPs as principal cities represents a break with practice in

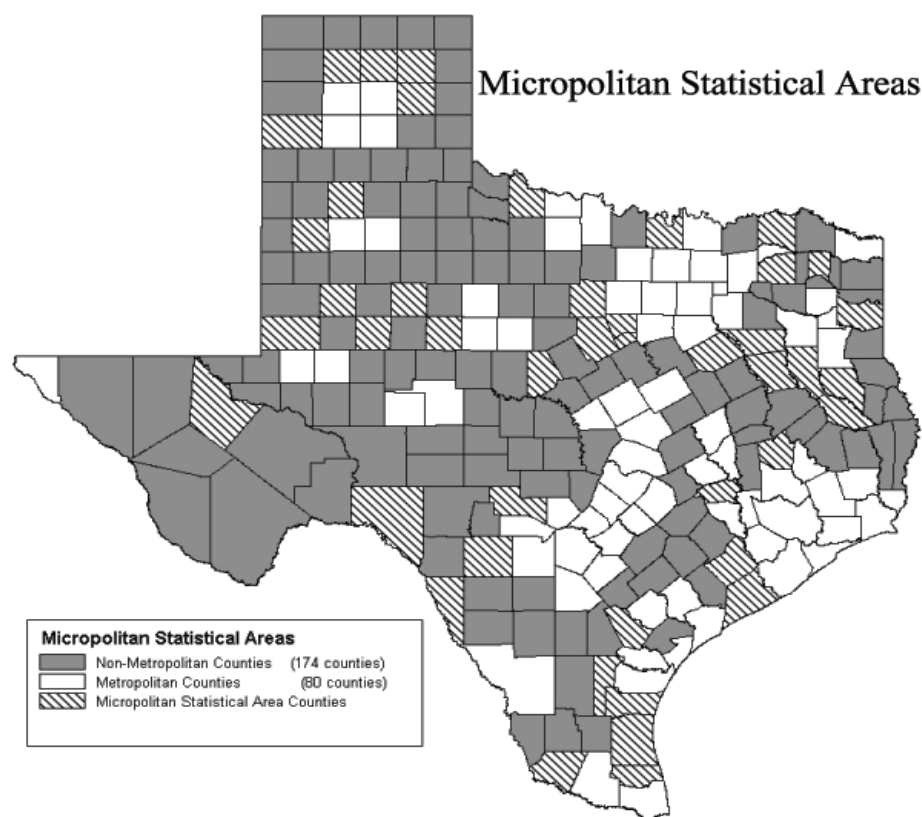
previous standards that (with some exceptions) limited potential central city identification to incorporated places. In addition to identifying the more significant places in each Metropolitan and Micropolitan Statistical Area in terms of population and employment, principal cities also are used in titling Metropolitan and Micropolitan Statistical Areas, Metropolitan Divisions and Combined Statistical Areas.

The geographic components of Metropolitan and Micropolitan Statistical Areas and Metropolitan Divisions are counties and equivalent entities (counties are the geographic component in Texas). The counties used in the definitions of the Metropolitan and Micropolitan Statistical Areas are those that were in existence as of January 1, 2000.

Although the federal government and some state and local government entities base some program and funding decisions on these areas, OMB establishes and maintains the definitions of Metropolitan and Micropolitan Statistical Areas and Combined Statistical Areas solely for statistical purposes.

For example, Medicare defines hospital labor market areas based on the definitions of MSAs and Primary MSAs (PMSAs). Changes to MSA designations could affect Medicare payment rates, but Medicare will not begin to use the revised MSAs until funding year 2005. Likewise, MSAs are used to allocate funds in some federal community development programs and in calculations for federal employee locality pay, among other uses.

For a description and listing of Texas' Metropolitan Statistical Areas, visit www.orca.state.tx.us.



Entrepreneurship Recognized as Key to Community, Economic Development

Event to Highlight New Approach to Local Economic Development

By Jacquie Shillis, ORCA

Convinced that the future of every community lies in capturing the energy, imagination, intelligence, and passion of its people, Ernesto Sirolli, founder and CEO of the Sirolli Institute, has developed an innovative model for local economic development. "Enterprise Facilitation" is a powerful social technology that helps communities create economic diversity and sustainability that is people-centered and locally controlled.

Ten months after implementing the Enterprise Facilitation programs in two counties, the Northeast Oregon Economic Development District noted admirable results, including 15 new businesses started, 11 businesses expanded, and 42 jobs created. Closer to Texas, in only six months, an Enterprise Facilitation program in five rural counties in south central Kansas (combined population under 60,000) has resulted in nine new business start-ups, two business expansions, two businesses saved, and 22 jobs created.

On November 21, 2003, Dr. Sirolli will give an overview of his approach in Austin, Texas. The event, "Enterprise

Facilitation: Unleashing the Power of Entrepreneurship," is supported by ORCA and the IC² Institute at The University of Texas at Austin. The IC² (Innovation, Creativity & Capital) Institute is an international, transdisciplinary "Think and Do" tank devoted to solving unstructured problems to accelerate wealth & job creation and shared prosperity at home and abroad. IC² program sponsors for the event include Research and Regional Development, and CBIRD-Global.

The workshop for business and civic leaders, and community and economic development practitioners will address ways communities can help themselves to:

- Nurture local enterprise development and expansion;
- Encourage growth from within communities; and
- Bring new growth, wealth, and jobs to communities.

A registration fee of \$50 is requested to cover speaker fees, materials, and lunch. For more information, or to register no later than November 10, 2003, please contact Jacquie Shillis at ORCA. For more information about the Sirolli Institute, visit www.sirolli.com.

Awards, Recognitions Around Texas

Ward County Judge Sam Massey was honored at the County Judges & Commissioners Association of Texas on October 8, 2003 for the Connecting Our Rural Elderly (CORE) Program. The program proposes that funds be made available to individual volunteers to pay their expenses and reimburse them modestly for their time, so that they might be able to spend more time to help more seniors in their communities.

Cheryl Hinckley, Executive Director of Texas Rural Partners, has been elected by her peers to serve as an Executive Director Representative to the Executive Board of the National Rural Development Partnership. The Executive Board is taking a lead role in the implementation of Section 6021 of the 2002 Farm Security and Rural Investment Act, which governs federal farm programs for the next six years.

State Representatives Jim Keffer of Breckenridge (Stephens County), **Mark Homer** of Paris (Lamar County) and **State Senator Bill Ratliff** of Mount Pleasant (Titus County) were honored on September 25, 2003 at the Texas Economic Development Council Annual Conference. All three were named 2003 Legislators of the Year.

State Officials Meet, Discuss Rural Issues, Programs, Services

By Jill McFarren, ORCA

The nine-member executive committee of the Office of Rural Community Affairs (ORCA) met with the heads of 19 state agencies on Friday, October 4 in Austin, the Texas state capitol. The event marked the second annual roundtable where state agency executives met with ORCA's governing board to review how each agency addresses rural issues and discuss opportunities for collaboration and coordination of programs and services that may provide options for rural communities.

ORCA Executive Director, Robt. J. "Sam" Tesen, MS, noted, "These public forums are rare and important to rural Texans. We all are striving for efficient and effective delivery of state programs and services in rural Texas, particularly in this time of tight budget constraints. By talking about our services, we can learn what we're all doing that is successful and innovative to meet rural needs and how rural concerns can further be addressed by state government."

ORCA's governing committee also hosted an earlier roundtable with representatives of the 12-member State Community Development Review Committee (SRC) to discuss rural services on Thursday. The SRC members, all appointed by Governor Rick Perry on April 25, 2003, are charged with providing advice on the administration of ORCA's \$85 million

Texas Community Development Program (TCDP) and reviewing TCDP funding applications. The TCDP is funded through the US Department of Housing and Urban development (HUD) and is designed to develop viable communities by providing decent housing and suitable living environments and expanding economic opportunities, principally

for persons of low and moderate income.

The agency's executive committee also considered agency business matters and allowed opportunities for public comments on the agency's programs, services, and activities, as well as other constituent concerns at the meeting.



Edwina Carrington, Executive Director, Texas Department of Housing and Community Affairs giving TDHCA's presentation to the executive committee.

State agencies represented at the second annual Inter-Agency meeting included:

- . Comptroller of Public Accounts
- . Governor's Office of Economic Development and Tourism
- . Health and Human Services Commission
- . Texas Commission on Environmental Quality
- . Texas Cooperative Extension
- . Texas Dept. of Agriculture
- . Texas Dept. of Health
- . Texas Dept. of Housing and Community Affairs
- . Texas Dept. of Human Services
- . Texas Dept. of Insurance
- . Texas Dept. of Mental Health and Mental Retardation
- . Texas Dept. of Transportation
- . Texas Higher Education Coordinating Board
- . Texas Historical Commission
- . Texas Parks and Wildlife Dept.
- . Texas Railroad Commission
- . Texas State Soil and Water Conservation Board
- . Texas Water Development Board
- . Texas Workforce Commission

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