



Rural Texan

Office of Rural Community Affairs ☆ Rural News and Information for Rural Texans ☆ Spring 2004

To Go or Stay:

Rural Youth's Dilemma Over Migration

By Guy J. Manaster, The University of Texas at Austin

Each year about half of rural youth leave their homes to live in larger communities. Substantial literature exists generally indicating that people move to where jobs and excitement may exist. For rural youth to obtain post high school education or training, their only option for jobs and excitement is relocation.

In the Spring of 2003, I surveyed high school seniors in the Trans Pecos area from senior classes with 70 to four graduating students in towns of 6,000 to less than 300 in population to ascertain the knowledge and confidence young people have about migrating to larger communities or urban areas.

About 90 percent of students coming from working or middle class families desired to further their education by either going to junior, community, four-year colleges, or technical schools. Almost 60 percent planned to leave their rural community for college. Fewer than 40 percent thought they would live in their rural community after they finished school. Most of the surveyed youths wanted a big city experience, a better paying job, or overall change of scenery, whereas 55 percent wanted to live in a beautiful place, somewhere they knew people, a small town, or their hometown. The

(Continued on page 19)

Texas A&M Students, ORCA Working to Develop Measurement Tool for Assessing Rural Communities

By Meaghan Wood, Texas A&M University

Seven students from The George Bush School of Government and Public Service at Texas A&M University are working with ORCA to develop a measurement tool for assessing rural communities.

The students are in their final semester of the Master of Public Service and Administration program at the Bush School, and the project serves as their final or "capstone" project. The students spend two years at the school, and perform an internship during their summer session.

The project is loosely based on the idea of "holistic community development" proposed by Thomas Rowley, a fellow at the Rural Policy Research Institute. Working from his February 2003 editorial, a Rural Viability Index was developed by then-ORCA intern Christi Bearden in 2003. Realizing that continued work was required, Bearden asked the Bush School to take the study as a capstone project.

The students are conducting research into the nature of rural communities, and will create a survey based on their findings. The survey will be distributed to a sample of approximately 140 rural Texas communities. The results will be analyzed to determine a baseline measure by which rural communities can assess their current standing and chances for future success when compared with other rural communities in Texas. The research was presented at ORCA's All-Rural Texas Summit, April 27-28, 2004, in New Braunfels, Texas.

The group members are:

Christi Bearden: 2002 graduate of Texas A&M University majoring in Political Science. Bearden completed her internship at ORCA.

Nelda Cruz: 2002 graduate of Texas A&M University majoring in Political Science. Cruz completed her internship at The Kennedy Memorial Foundation in Corpus Christi.

Heidi Heinsohn: 2002 graduate of Texas A&M University majoring in Animal Science and Entomology. Heidi completed her internship at the Farm Credit Administration in McLean, VA.

Jami Kuzaro: 2002 graduate of the University of Washington majoring in Political Science. Jami completed her internship at MJ Durkan Consulting in Seattle.

Keller Norton: 2001 graduate of Texas A&M University majoring in Horticulture. Norton completed her internship at NASA's Johnson Space Center in Houston.

Willis Richardson: 2002 Graduate of Texas A&M University majoring in Agribusiness. Richardson completed his internship at Agresearch in College Station.

Meghan Wood: 2002 graduate of The University of Texas majoring in Economics and History. Wood completed her internship at the Federal Deposit Insurance Corporation in Washington, DC.



From the Desk of...

The Executive Committee Chair

All across Rural Texas, people are banding together with one goal in mind—to make their communities better places to live and work through community economic development.

Economic development is fundamentally rooted in community. For community economic development to happen, local people must take initiative, get involved, learn, and work together. Then, sometimes with the support of community economic development practitioners and government the people take a hard look at themselves, identify their strengths, and decide what they should do and how they'll do it.

The people of Van Horn (Culberson County) can testify that great things happen when you work together and build on the strengths of your community. After taking a long, hard look at their community, Van Horn residents were able to clearly see their community's economical and social issues. A list of community concerns and needed improvements served as a road map for their planning and progress. The city formed a community cleanup committee, and with the number of volunteers who participated and the amount of trash eliminated, they were able to apply for and receive a \$25,000 Solid Waste grant award from the Texas Commission on Environmental Quality.

One third of the funding was used to fund a household hazardous waste collection program that would allow local residents to dispose of hazardous chemicals, paints, and old car batteries. This cleanup program is now being formed around a local theme of "i-can" with trash receptacles shaped like lower case i's and carrying the theme of "i-can make a difference."

Community economic development isn't just economic development. Community economic development is about building communities. Often that means meeting the social needs of the community in order to gain economic benefits. In the Culberson and Presidio County communities of Van Horn and Presidio, for example, social development is a huge part of the community economic development process. Sharing a common heritage and common interests, both cities pooled their resources to set up after school clubs for children and youth in each community. Currently, Van Horn boasts an enrollment that is pushing 324 and the Presidio program has an enrollment of 426. Local law enforcement, judicial, and school districts were recruited to help in the program, as well as local volunteers.

There are so many more stories of people quietly building opportunities in their hometowns. These examples only begin to get at the level of activity going on in Rural Texas. People all across the state are taking control of their future and working together to make their communities better places to live and work.

Community economic development works for Rural Texas. It makes communities stronger, and creates a future for our youth. It's about the nourishment and survival of our rural communities. And it means a better life for all of us.

William M. Jeter III
Chair, ORCA Executive Committee

The Executive Director

Rural Texas! We know what rural Texas is and where it is. Right? Rural Texas is the subject of much discussion and a lot of focus. Demographers talk about the population shifts and the 'aging' of rural populations. Folks looking for water look to rural areas for that now hot commodity. Rural areas have an abundance of wind that can be used to generate electricity. We hear about the number of rural communities without access to health care.

But when we discuss these and other topics, are we all talking about the same area? Do we really know what rural Texas is? Are we sure of the definition of 'rural'? The common cliché is that we know rural when we see it. Maybe that's it; rural, like beauty, is in the eyes of the beholder.

There are numerous definitions of rural, and they are usually associated with a specific program or service. These different definitions exist because programs and services are designed to address a specific need or problem. Thus, the definition is usually determined by the targeted area or population. A new program can add another definition to the list.

It is also complicated by the fact that both the federal and state governments have their own array of agencies making rural definitions and designations. The federal level of definitions is strongly influenced by census data and the Office of Management and Budget.

The result is really a hodgepodge of definitions of 'rural.' In one list developed by the Texas Legislative Council in 2002, there are at least 15 definitions of 'rural' in state statutes and nine more definitions in the Texas Administrative Code. Of these definitions, 11 are for "rural area," eight are for "rural county," and five are for "rural community." These definitions affect 15 state agencies and 26 specific programs. All of these definitions make it difficult to both define the target and develop programs and services for rural that are based on comparable needs and outcomes.

Good planning and effective services would suggest some sort of agreement on one or more definitions. It would assist in more effective delivery of programs and funds. It would seem that if we could all agree on definitions, it would make the work of state government more efficient and more effective. It would, in fact, be a good start if we were all talking the same language.

Oh, one more thing. Let's add one more complication. There really is not such a thing as a single 'rural Texas.' Each geographic region of rural has different strengths, assets, and opportunities. Each has its own set of barriers and challenges.

Well, no one said it was easy, but it is certainly critical that we accomplish this. Since rural contributes so much to the economy of the State of Texas, it is important we all talk the same language.

At least then the next time we drive through rural Texas, we will know it by its definition as well as by its beauty.

Robt. J. "Sam" Tessen
Executive Director

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TDHCA Announces New Mortgage Credit Certificate Program

*By Heather Hodnett, Texas Department of
Housing and Community Affairs*

The Texas Department of Housing and Community Affairs (TDHCA) is offering a new Mortgage Credit Certificate (MCC) Program aimed at helping very low to moderate income individuals and families of Texas purchase their first home.

An MCC increases a family's disposable income by reducing its federal income tax obligation. This tax savings provides a family with more available income to qualify for a loan and meet mortgage payment requirements. In order to participate in the program, homebuyers must meet certain eligibility requirements and obtain a qualified mortgage loan through a participating lender.

An MCC provides a tax credit that will reduce the federal income taxes, dollar-for-dollar, for qualified buyers purchasing a qualified residence. As a result, the MCC has the effect of reducing the monthly mortgage payment. It is important to note that the MCC may not be used in connection with the refinancing of an existing loan. The amount of the annual tax credit will equal 40 percent of the annual interest paid on a mortgage loan; however, the maximum amount of the credit cannot exceed \$2,000 per year.

The credit cannot be greater than the annual federal income tax liability, after all other credits and deductions have been taken into account. MCC tax credits in excess of a borrower's current year tax liability may, however, be carried forward for use during the subsequent three years.

TDHCA is making available \$15 million and expects to serve approximately 455 borrowers through this program.

For more information, contact Sue Cavazos, Single Family Finance Production Division, at 512-475-3962 or sue.cavazos@tdhca.state.tx.us



Guest Column

Economic Development from A Rural Perspective

By Larry Norton, Childress Economic Development Corporation

Regional Economic Development is the keyword to the future and survival of small, rural Texas communities. Communities below 10,000 in population, have problems that are very different from urban communities and larger cities. These rural communities, which at many times are more than 50 miles away from a large city, are not situated on an interstate or major highway, and depend too heavily on declining agriculture production for employment and survival. The competitiveness that drives state development agencies and programs often lack available venture capital, and too often follow cookie cutter, one-size-fits-all sales tax laws that do not serve these small, rural communities.

If these communities cannot sustain the few existing business they have, they will not survive or grow. Some rural communities have been successful in finding their special, lucrative niches, but the majority of other flailing communities will not. It is time to turn over the controls to local governments.

For these small, rural communities to survive they have to first practice wealth

generating retention and development, retain and attract businesses that create jobs and new tax revenues, and stabilize and maintain their resources.

Regional Economic Development with local control could be the answer. Counties and small communities in a 50 to 60 mile radius need to start working together in a Regional Economic Development group by pooling human and monetary resources to bring industry solutions to the regional area. This would require changes to the state sales tax laws affecting communities below 10,000. Additionally, changes to local control of the use of tax dollars, local bylaws, and state programs will allow these groups to compete for funding programs as a regional group.

Not all will agree with these ideas, but survival of rural Texas should be number one—sustain what we have and build growth. If you think we do not need rural communities, than you must believe that bacon and eggs come from the local supermarket. If you believe this, you will wake up one morning to an empty, cold plate.



OFFICE OF RURAL COMMUNITY AFFAIRS

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RWHC Eye On Health



“If homeowner insurers cannot cancel after their houses catches on fire, how can health insurers force out sick people?”

Cartoon by Tim Size, Executive Director, Rural Wisconsin Health Cooperative. Reprinted with permission.



Spotlight On...

TAC: A Vital Resource for Texas Counties

By Shayla Fleshman, Texas Association of Counties

In 1969, the Texas Association of Counties (TAC) was formed to create a unified voice to represent county interests in the legislative process and inform counties of issues that affected them.



Early efforts of TAC concentrated on legislative activities, but services expanded in 1974 with TAC's creation of the Workers' Compensation Fund. It not only provided an important service to Texas counties in a time of need, but saved them money through increased purchasing power brought about by pooling county resources. This success opened the door for other risk management programs.

As times have changed and the needs of county government along with it, TAC has responded with a variety of programs to ensure that county governments have the expertise, support, and resources to serve their constituents and employees effectively. All programs and services are county owned and county managed — guided by TAC's boards of directors, who are made up of county officials from across the state.

TAC works as an important resource to Texas counties in a number of areas offering technology solutions, legal resources, educational programs, intergovernmental representation, risk protection, health and employee benefits and county information and communication.

When a county official has a question, they need look no farther than picking up a phone and calling TAC's toll free number at 800-456-5974 or visiting TAC's web site at www.county.org. TAC also offers a free legal hotline for county officials at 800-888-275-8224.

The City of Dumas

By Linda V. Trinh, ORCA

Dumas, the county seat of Moore County, is at the junction of US highways 87 and 287 in the center of the county. It was named for Louis Dumas, president of the Panhandle Townsite Company in Sherman, who purchased railroad survey lands in the Panhandle.

In January 1891, Dumas and his associates formed the Moore County Townsite Company and platted the town on a site some five miles south of South Palo Duro Creek. The first building housed the company office, a hotel, a general store, and the first post office. James C. Wilson served as first postmaster and was followed by John F. Patterson, who opened a general store later that year. The following year Moore County was organized, and the city of Dumas was elected county seat. By then several lots had been sold and a courthouse was erected.



The Moore County courthouse in Dumas, Texas. Photo courtesy of Texascourthouses.com.

The determination of the Dumas residents to stay in their windswept environment paid off when oil and natural gas were discovered in the county in 1926. The population grew rapidly as Shamrock Oil and Gas and other major companies moved into the vicinity. In 1931, the long-awaited hopes for a railroad were realized with the building of the North Plains and Santa Fe line from Amarillo to Boise City, Oklahoma. These new developments greatly boosted the town's economic, civic, and cultural growth. Streets were paved, a fire department was organized, and a new courthouse was built.

By 1965, deep-well irrigation and several petrochemical plants had further enhanced the town's economy. The population continued to grow, from 8,477 in 1960 to 12,194 in 1980, when Dumas had 22 churches, eight city parks, six public schools, two banks, a hospital, a nursing home, a library, two radio stations, a cable television company, and 257 businesses. In 1990, the population was 12,871.

Dumas is in the heart of one of the state's leading grain sorghum producing areas. Moore County also produces large quantities of natural gas, as well as two-thirds of the nation's helium. Several feedlots, grain elevators, beef packers, and fertilizer plants, as well as a tannery, attest to the leadership in agribusiness. The Moore County Historical Museum, housed in a former hotel, features memorabilia and displays of local history, area wildlife, Indian artifacts, and changing exhibits. The major annual event, complete with parade and carnival, is called Dogie Days and occurs during the second weekend in June. Fall events are the Moore County Fair and the County Art Bazaar.

Dumas was made famous by the hit song "I'm a Ding Dong Daddy from Dumas," recorded by Phil Baxter in the 1940s. Baxter (from Navarro County) wrote the song after he had spent a night in Dumas on a trip to Denver. Today, the Moore County Historical Museum has on display the original artwork of the "Ding Dong Daddy from Dumas," along with an autographed copy of the sheet music by Baxter.

For more information, call the Dumas/Moore County Chamber of Commerce 806-935-2123 or visit www.dumaschamber.com.

College for Texans Dedicated to Helping Texans Prepare, Apply, Pay for College Education

By Linda V. Trinh, ORCA

The *College for Texans* campaign, a project from the Texas Higher Education Coordinating Board, is dedicated to helping Texans prepare, apply, and pay for college or technical schools. The *College for Texans* campaign invites you to help yourself to its products and services.

“Our resources are your resources. You are welcome to adopt or adapt all of our products in furtherance of your organizational mission. You may also co-brand our products with your organizational logo, mission and contact information,” said Dr. Alice V. White, Program Director.

“I hope folks will contact me to find out how the *College for Texans* Campaign can help them go to college or how their organizations may partner with the *College for Texans* campaign for mutual benefit,” stated Dr. White.

The *College for Texans* campaign is committed to helping further other partner’s organizational missions, while at the same time sharing the good news of the *College for Texans* campaign: that “college is possible and affordable for all Texas families,” and that “there are \$2 billion per year in Texas for student financial aid.”

Visit www.Education-GoGetIt.com for starter-ideas, like the train-the-trainer kit, filled with dynamic activities and easy-to-understand information for audiences pre-kindergarten through adult – that encourage and remind all families that they are “college material.”

Collaborative partnerships with organizations throughout the state can be an effective, powerful way to reach the state-mandated/state-funded campaign goal of 300,000 additional students enrolled in higher education by 2015 – over and above the 200,000 additional students already projected to enroll – bringing 1,500,000 of Texans enrolled in higher education by 2015. *College for Texans*’ goal is to reach first-generation families to ensure that “going to college” becomes a “given” in their family’s expectations, conversations, plans and legacies.

For more information on the *College for Texans* campaign, call Dr. Alice White at 512-427-6138 or e-mail alice.white@thebc.state.tx.us or visit www.CollegeForTexans.com.

For more information for organizational partners, visit www.Education-GoGetIt.com. Students, prospective students, families, and educators can visit www.CollegeForTexans.com. To find out whether your local high school has a GO Center or to find out how to get one started, visit www.GoCenter.info. GO Centers are a grassroots network of community-managed college recruiting centers located in communities across the state of Texas. For more information about inviting Go Motivational and Performance Teams to perform at your high school or community event, visit www.GoTheatre.org.

Rural Voters Make an Impact

By Carolyn Orr, The Council of State Governments

This may be a defining year in the development of a unified voice for rural voters and the emergence of a national rural policy.

Rural areas include 80 percent of the United States’ land mass and 55 million people but lag behind metro areas in most economic measures. According to the US Department of Agriculture’s (USDA) Economic Research Service, rural areas have higher poverty rates, fewer college graduates, lower average earnings, fewer year round, full-time jobs, and more low-skill jobs.

There is a growing demand for a national rural strategy to address these issues. Health and Human Services Secretary Tommy Thompson, for example, identifying a problem with rural health issues, developed the Office of Rural Health Policy (ORHP). It serves as a clearinghouse on all matters affecting rural hospitals and health care.

The state of Texas responded similarly in 2001 when its Legislature created the Office of Rural Community Affairs. This office serves as the clearing agency for the state’s health, economic,

and community development programs for rural Texas communities. One of the agency’s goals, similar to one of the charges of the federal ORHP, is to monitor governmental actions for their effect on rural residents.

Do the policy-makers in this country need to pay more attention to rural residents? Polls show that rural residents are even more concerned than urban voters about access to health care, education, and the economy. Rural voters also bring conflicting demands to the ballot box including questions about constraints on the growth of agribusiness conglomeration, divergent approaches to international trade policy and distinct opinions on environmental issues. The importance of the rural vote cannot be underestimated, and candidates in state and national races are paying attention.

HealthFind 2004 is just around the corner!

Look for more details on page 15!

Planning for Rural Communities Workshops

Dates and Locations:

May 4, 2004: LCRA Western District Complex, Buchanan Dam

May 18, 2004: Silver Center, Sequin

You’ll learn about:

- Preparing for the next big flood
- Developing Hazard Mitigation Action Plans
- Meeting new state water
- Conservation rules
- Obtaining community input and involvement
- Getting control on how your community grows
- Developing a zoning ordinance
- Coordinating water planning and future growth effectively

For more information, call 800-776-5272 or visit www.lcra.org/community/planning.html.

Colonias In Texas: Challenges for Aging Well

Part 3 of 5 Part Series

By Liliانا Santoyo, Texas Department on Aging

This is Part III in a series of articles that discusses the challenges faced by older adults who live in unincorporated rural areas known as *colonias*. All *colonias* share similar characteristics such as geographic isolation, language barriers, inadequate education, inadequate workforce development programs, and substandard health and environmental conditions that prevent many residents from obtaining needed health and human services. The diversity of population, the number of *colonias*, and the distance between *colonias* in each region provide unique challenges for service providers committed to assisting *colonia* residents. There are four regions that participate in the Health and Human Services (HHS) Colonias Initiative: El Paso, Laredo, Eagle Pass/Del Rio, and the Lower Rio Grande Valley. In this issue, we will discuss the *colonias* in the Lower Rio Grande Valley region, often referred to as the Valley. This region includes three counties: Cameron, Hidalgo, and Willacy.

Poverty, education, and access to health care are three of several problems affecting *colonias* residents. Poverty among older adults in the Rio Grande Valley is about two times greater than that of older adults across the State, and more than one quarter of the older adult population in the Valley had annual household incomes of less than \$10,000 according to the 2000 census. Compared to the other counties with *colonias*, Willacy county had the highest percentage of older adults in poverty (30 percent). Furthermore, while only 38 percent of the older Texans do not have a high school diploma, 72 percent of older adults in Willacy County do not have a high school diploma, and more than half of older adults in Cameron and Hidalgo County do not have a high school diploma. Moreover, all the counties located along the Texas-Mexico border have been designated as medically underserved areas.

According to the Texas Water Development Board and the Texas Office of the Attorney General, there are about 1,000 *colonias* in the Lower Rio Grand Valley located in three counties – Cameron, Willacy, and Hidalgo. Eighty-two percent of the *colonias* are located in Hidalgo County. While Hispanics comprise a large portion of residents in the *colonias*,

the diversity varies by region. In the Valley, 87 percent of the population is Hispanic compared to 94 percent in Laredo (Webb county) and 78 percent in El Paso (El Paso county). These characteristics make it challenging for providers to deliver services to all *colonia* residents in the Valley region.

The Lower Rio Grande Valley Area Agency on Aging (LRGVAAA) is the visible entity within the community whose sole purpose is to serve older Texans. They are part of the Health and Human Services *Colonias* Initiative that targets five community centers that serve approximately 49 *colonias*. LRGVAAA provides access and assistance services and a number of other supportive services such as congregate meals, benefits counseling, information, referrals and assistance, legal awareness, and caregiver services at these centers. LRGVAAA also participates in presentations and training sessions for residents and the *promotoras* – community outreach workers that facilitate communication and understanding between community residents and service providers.

Despite efforts by the LRGVAAA to serve all older Texans residing in the *colonias*, the Sebastian Colonia Community Center in Willacy County has the only community center in a *colonia* where older adults can participate in the congregate meal program. Other *colonia* community centers do not have the appropriate supports to provide meals to seniors in the area.

Other collaborative efforts between health and human service agencies and their partners benefit older *colonia* residents. While many of these efforts and services are common among many of the *colonias* located along the Texas-Mexico border region, the uniqueness of the efforts in the Valley provide opportunities to provide services to *colonia* residents, including elders that are not available in other regions. For example, the use of media allows for a widespread dissemination of information. A collaborative effort with the local Public Broadcasting Services (PBS) and the Health and Human Services Commission will allow *colonia* residents to access to information on literacy, health, border safety, and occupational training via their television. Broadcasts on Alzheimer's and Diabetes, available in English and Spanish, also allow *colonia* residents access to information from their homes. The Regional Academic Health Center, an extension of the UT Health Science Center in San Antonio is another region collaborative effort, between Valley Baptist Medical Center and Su Clinica Familiar, where third and fourth year medical students provide information on multiple topics ranging from how to recognize clinical depression to pediatric care for children of

colonia residents. Operation Lone Star is a two-week military exercise where medical military personnel provide free medical and dental services to participants.

Services provided as a result of the HHS Colonias Initiative have made a difference in the lives of many *colonia* elders in the Lower Rio Grande Valley. Many of the residents who receive assistance with education, job training, and other services give back to the community. For example a resident named Claudia was able to obtain her General Equivalency Dipolma (GED) and graduated from the nurses assistant program because of the support from the Colonias Initiative. As she continues to work for her Licensed Vocational Nurse (LVN) license, she stops by the community center to support her community and those who have made her achievements possible. As a result of these capacity building efforts, older adults and others in her community now have an additional source of health support.

For a free copy of Part 1 or 2 of this series, which appeared in the Summer and Winter issues of The Rural Texan, contact ORCA.

Water Trivia Facts

1. How much water does it take to process a quarter pound of hamburger?
2. How much water does it take to make four new tires?
3. What is the total amount of water used to manufacture a new car, including new tires?
4. How many households use private wells for their water supply?
5. Water is the only substance found on earth naturally in the three forms. (True or False?)
6. Does water regulate the earth's temperature?
7. How long can a person live without food?
8. How long can a person live without water?
9. How much water must a person consume per day to maintain health?
10. How much water does an acre of corn give off per day in evaporation?

(See answers on page 18)

Governor Perry Proclaims April Fair Housing Month in Texas

By Bonny Terry, ORCA

In an effort to affirmatively further fair housing, the Office of Rural Community Affairs (ORCA) and other fellow agencies and organizations throughout the state observed National Fair Housing Month in April following a proclamation by Governor Rick Perry, which declared April Fair Housing Month in Texas.

The Fair Housing Act, established by Congress in 1968, prohibits discrimination in the sale, rental, and financing of housing based upon race, color, religion, sex, or national origin. This year marks the 36th anniversary of the Fair Housing Act.

ORCA is committed to supporting fair housing opportunities through the administration of vital programs that provide potable water and sanitary sewer, which support housing development. Other programs are designed to rehabilitate homes, and encourage the development of new housing for rural Texans.

Rural cities and counties who receive Community Development Block Grant (CDBG) funds through ORCA are asked to promote fair housing practices by conducting at least one activity during a contract period. Acceptable activities that meet fair housing requirements include:

- Passing a fair housing ordinance;
- Adopt written fair housing policies and procedures equivalent to a fair housing ordinance and publish the policies;
- Develop a strategy to pass a fair housing ordinance based upon public comment;
- Establish a written local complaint and monitoring process, and notify the public;
- Initiate fair housing counseling/referral services, which provide opportunities outside historically minority and/or low and moderate income neighborhoods;
- Conduct a community-wide housing analysis to determine impediments to fair housing and implement actions to eliminate impediments; or
- Designate April as "Fair Housing Month" by resolution or proclamation.

For more information on the Fair Housing Act, call the US Department of Housing and Urban Development at 202-708-1112 or visit www.hud.gov.

Huntington Resident to Join ORCA

Position to Focus on Training Local Officials Statewide

By Jill McFarren, ORCA

The Office of Rural Community Affairs today announced that Jon Bunn will staff the rural-focused state agency's East Texas Technical Assistance Center in Nacogdoches (Nacogdoches County). As the agency's field office representative, Bunn, who currently serves as the Business Services Manager for the Deep East Texas Local Workforce Development Board in Lufkin (Angelina County), will offer elected and appointed officials, economic development interests, community organizations, citizens, health care providers, and others local access to capacity building and technical assistance to cities under 50,000 in population, counties having a population under 200,000 and Councils of Government within the East Texas region.

"I'm looking forward to working to address rural issues in an expanded capacity," said Bunn. "Having experience in working with state and federal government programs, economic development, and workforce development, as well as owning and operating my own business, I can provide a broad perspective and knowledge to the community leaders in the area. This is an exciting opportunity for all of us."

Bunn will work under ORCA's Outreach and Development Services Director, Oralia Cardenas. Cardenas said she believes Bunn brings an important understanding of government and local development to the services of the new state agency. "Jon has hands-on experience in a variety of fields and every community he will work with will benefit from his expertise."

"The East Texas Technical Assistance Center is the agency's commitment to serving East Texas," explained Robt. J. "Sam" Tessen, MS, ORCA's Executive Director. "With Mr. Bunn on board, ORCA will be better able to identify and help serve the needs of the region. Mr. Bunn will live as well as work there, offering the agency an on-the-ground perspective for our programs and services."

Bunn's first day with the agency was April 1, 2004. The new East Texas Technical Assistance Center is located at 202 East Pilar, Room 303, Nacogdoches, TX 75961, phone: 936-560-4188 fax: 936-560-9182.

Bunn will serve the following counties and Councils

of Government:

Anderson (ETCOG)	Angelina (DETCOG)
Bowie (ATCOG)	Camp (ETCOG)
Cass (ATCOG)	Chambers (HGAC)
Cherokee (ETCOG)	Delta (ATCOG)
Fannin (TEXOMA)	Franklin (ATCOG)
Freestone (HOTCOG)	Gregg (ETCOG)
Grimes (BVDC)	Hardin (SETRPC)
Harrison (ETCOG)	Henderson (ETCOG)
Hopkins (ATCOG)	Houston (DETCOG)
Hunt (NCTCOG)	Jasper (DETCOG)
Jefferson (SETRPC)	Lamar (ATCOG)
Leon (BVDC)	Liberty (HGAC)
Madison (BVDC)	Marion (ETCOG)
Morris (ATCOG)	Nacogdoches (DETCOG)
Navarro (NCTCOG)	Newton (DETCOG)
Orange (SETRPC)	Panola (ETCOG)
Polk (DETCOG)	Rains (ETCOG)
Red River (ATCOG)	Rusk (ETCOG)
Sabine (DETCOG)	San Augustine (DETCOG)
San Jacinto (DETCOG)	Shelby (DETCOG)
Smith (ETCOG)	Titus (ATCOG)
Trinity (DETCOG)	Tyler (DETCOG)
Upshur (ETCOG)	Van Zandt (ETCOG)
Walker (HGAC)	Wood (ETCOG)

ATCOG	Ark-Tex Council of Governments
BVDC	Brazos Valley Development Council
DETCOG	Deep East Texas Councils of Governments
ETCOG	East Texas Council of Governments
H-GAC	Houston-Galveston Area Council
HOTCOG	Heart of Texas Councils of Governments
NCTCOG	North Central Texas Council of Governments
SETRPC	South East Texas Regional Planning Commission

Attention Rural Texan Readers!

If you want to continue receiving *The Rural Texan*, be sure to fill out the **Subscription Renewal Notice** on page 24 and return it to ORCA!

Texas Community Development Program Public Hearings

Locations and dates for the 2005 Action Plan

May 4, 2004 - Ft. Davis (Jeff Davis County)

432-426-3968
Jeff Davis County Courthouse
101 State Street

May 5, 2004 - Snyder (Scurry County)

325-573-8576
Scurry County Courthouse
900 E. Coliseum Drive

May 10, 2005 - George West (Live Oak County)

(Starts at 6 pm)
361-449-2733
Live Oak County Courthouse
301 Houston Street

May 11, 2005 - Hebbronville (Jim Hogg County)

361-527-3221
First National Bank of Hebbronville
305 N. Smith, Community Room

May 13, 2004 - Marble Falls (Burnet County)

830-693-3615
Lakeside Pavilion Community Center
307 Buena Vista

May 18 - Mount Pleasant (Titus County)

903-577-6791
Court House Annex Building
105 W. First Street, Court Room B

May 19 - Corsicana (Navarro County)

903-654-3024
Navarro County Court Room
300 W. Third

May 20 - Columbus (Colorado County)

(Starts at 6 pm)
979-732-2604
County Services Facility
305 Radio Lane

NOTE: All public hearings start at **10:00 am**, unless otherwise noted. The Community Development Block Grant Action Plan will be presented at these hearings. Some other policy issues may be addressed for public feedback. The rural health action plan will be scheduled for separate hearings.

These are the remaining eight public hearings; two hearings have already taken place in Dumas (Moore County) on April 13, 2004 and in Cuero (DeWitt County) on April 15, 2004.

ORCA Executive Committee

William Jeter, Chair
Bryan

Brazos County
713-688-6262

David Alders
Nacogdoches

Nacogdoches County
936-569-1284

Nicki Harle
Baird

Callahan County
325-676-0329

Carol Harrell, Vice Chair
Jefferson

Marion County
903-665-2700

Wallace Klusmann
Fredericksburg

Gillespie/Llano Counties
325-247-3233

Jim Roberts
Lubbock

Lubbock County
806-741-4200

Lydia Saenz

Carrizo Springs
Dimmit County
830-876-9779

Patrick Wallace
Athens

Henderson County
903-676-1191

Michael Waters, Secretary
Abilene

Taylor County
325-670-2201

ORCA's Picture of the Quarter!



The City of Luling has a number of pump jacks decorated with different items and here is one with an "orca" on it. Photo courtesy of Pee Wee Drake, Luling city manager.

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."

Economic Strategy for Rural Survival

A Recipe for Increasing Rural Vitality

By Michael L. Holton, Center for Rural Affairs

Before focusing on economic strategies to improve rural America, let's set the record straight on a few commonly held myths. First, rural America is not mostly farming or even about farming. Though agriculture is believed to play the largest role in rural America, only 1.78 percent of rural residents earn their primary living from the farm or ranch.

While family farming is important in our culture and is a vital part of rural economies, the perfect Jeffersonian model of the family farm is not dotting many landscapes. Instead, 66 percent of rural American residents actually make their living working in the service and manufacturing industry.

And of the 200 counties listed as persistently in poverty by the Economic Research Service, only five are not considered rural. That leaves 195 rural counties throughout the United States that need economic strategies that will work.

Here is a closer look at a rural strategy with three primary focus areas.

- *Use niche markets to compliment existing markets.* Every struggling community must assess its existing markets. Then the community can look at developing niche markets to compliment the existing economy.
- *Grow entrepreneurs from within the community.* Cultivation and development of entrepreneurs must be a priority in the economic

development strategy for small rural communities. Economic gardening is the best way to alleviate poverty in rural areas.

- Supporting cottage industries helps to curb the massive importation of goods taking local dollars away from the region. The Internet also gives rural regions access to markets that were previously unavailable.
- *Work together to improve quality of life in the community.* The final piece of this puzzle is the development of social capital. Working together to establish housing, arts, institutions, and cultural benefits for a community's citizens only makes the community stronger in leadership and attitude.

Conventional economic development strategy relies on recruiting outside industry to locate in a community for a purely financial motive. Rural economic development strategy needs to be more creative.

We need to realize that traditional strategies generally have not worked in rural areas. In some cases, the area ends up more damaged than before. It is the exception, not the norm, when outside industry decides to stay, especially during hard times.

For more information, call Michael Horton at 402-687-2100 or visit www.cfra.org.

Water-Related Training for Local Leaders

By Jennifer Allis, ORCA

Water, more than any other natural resource, challenges Texas' future. The successful management of water and wastewater utilities has many facets—operational, environmental, financial, and regulatory factors must all be taken into consideration. *Municipalities have added obligations that must be understood on the part of local leaders and utility management.*

The Office of Rural Community Affairs (ORCA), in coordination with the US Army Corps of Engineers, is proud to offer a training session specifically suited to meet the needs of local leaders on water-related issues in the state of Texas – an innovative approach to managing your water utility – customized to meet the needs of rural communities.

Training topics include:

- General Management
- Financial Management
- General Operations

- Water Supply and Resources
- Regulatory Issues

What: Water-Related Training for Local Leaders

When: June 7, 2004, 5:00-9:00 pm
(Dinner will be provided.)

Where: Adams Street Community Center
511 Adams Street, Brownwood, Texas

Who:

- Mayors & Council Members
- County Judges & Commissioners Board Members
- Utility Staff
- Regional Councils
- Cooperative Extension Agents
- Resource Conservation and Development Staff
- Community Organizations
- Rural Texans

Cost: \$10 (covers materials and dinner)

For more information, contact ORCA.

Recent Rural Publications

Enjoy It While It Lasts

National Rural Housing Coalition - A Legislative update containing a breakdown of proposed Bush administration funding for rural housing in 2005 budget.

For more information, visit <http://www.nrhweb.org/news/2005Funding.pdf>.

Progress and Partnerships in a Dynamic Rural America

From the US Department of Agriculture, February 2004 - Focusing on the socioeconomic well-being of low-income households, the effectiveness of federal assistance programs in rural areas, and the factors influencing the rural infrastructure, agribusiness, and industrial base of rural areas.

For more information, visit <http://www.ers.usda.gov/AmberWaves/scripts/print.asp?page=February04/Features/blackhistory.htm>.

Texans, Non-Texans Alike Enjoy the State's Great Outdoors

The vast and diverse Texas landscape—more than 261,000 square miles—is home to more than 21 million people, according to the US Census Bureau, and animal life too numerous to count. The combination of urban settings with rural areas within easy reach is leading more Texans—and out-of-state visitors—to the state's great outdoors.

Some visitors come to soak up Texas' big views, but others come to take home a trophy. With everything from alligator to antelope, Texas is a natural destination for hunters. Hunters bring their checkbooks with them and annually open them up to the tune of more than \$1 billion to pay for equipment, trips and other hunting-related expenses, according to the Texas Hunters Association.

The Texas Cooperative Extension of the Texas A&M University System projected revenues from Texas hunting leases would top \$368 million in 2003, according to the extension's Carl Anderson. He said that estimate still probably isn't enough.

The Extension asks all Texas counties to provide an estimate from all of the county's producers—or landowners—on what revenues their hunting leases generate. The total doubled from \$184 million 10 years ago.

Texas has long been known for its abundant deer

hunting, but the days of loading the pickup truck with some supplies and driving out to hunt appear to be ending.

While available lands may be becoming a problem in Central Texas and the Hill Country, there is no shortage of space as the land flattens towards the Davis Mountains. There's no shortage of hunters either, according to Tony Timmons, owner of the HE Sproul Ranch in Fort Davis, a family-owned ranch and lodge catering to the hunting crowd.

The HE Sproul Ranch, which has been in the same family since 1886, offers its guests the opportunity to get away from the rigors of everyday, business life and plenty of space in which to do it. The ranch offers hunters the opportunity to look for animals ranging from mule deer to mountain lions. Timmons said his facility is usually booked year-round.

Roger Roewe, owner of Roewe Outfitters in Haskell, north of Abilene, agreed that hunting has become a year-round affair, especially for hunt coordinators like him.

Roewe said the busy summer "off season" is just the way the business works. You have to prepare for hunting season in order to make it. Roewe's close proximity to the Oklahoma border makes his lodge, which along with hunting includes lodging and meals for his guests, an attractive stop for out-of-state hunters.

Hunting is not for everyone, however, and there are places that remain for lovers of the outdoors who are not hunters.

The Prude Ranch of Fort Davis is one such place, offering vacation destinations for families or accommodations for meetings and conferences. The working cattle ranch has existed for more than 100 years and for the last 60 has opened its gates to

guests.

Further south, Lajitas Stables operates a longhorn cattle drive twice a year—in April and September—in the Big Bend region. The drive is a program of the Texas Parks and Wildlife Department, according to Linda Walker, owner of Lajitas Stables and the sub-contractor of the cattle drive.

Walker's Lajitas Stables, which includes five separate sites as far west as Taos, New Mexico, is one of the few remaining places in Texas that offers overnight horseback-trail rides.

Austin resident Laura Weiss has been on the Lajitas cattle drive and said a major factor in her decision was just the chance to do it.

For Weiss, who admitted not being the most experienced equestrian around, the trip offered a change from the pace of life in Austin.

"Riding was done on very rough terrain," she said. "This wasn't a path we were on. There was a 'road' we tried to keep the cattle on, but they weren't very cooperative, so we meandered off the road quite a bit. If you wanted to stay in the bunkhouse, they would take you back. If, however, you wanted to sleep out with the cattle, you could. That is what we chose to do. And meals [out there] were cooked on a campfire.

"It was something I would never think about doing on my own. I had a great time, the staff was great and I would definitely recommend the experience."

Reprinted with permission from the February 2004 *Fiscal Notes* by Clint Shields.

For a copy of the complete article, call 800-531-5441 or visit www.window.state.tx.us.

Marlin Man Wins 2003 Rural Heroism Award

By Allen Spelce and Beverly Boyd, Texas Department of Agriculture

Agriculture Commissioner Susan Combs announced that Jason Beckendorf of Marlin, Texas (Falls County), is the recipient of the Texas Department of Agriculture 2003 Rural Heroism Award. The announcement was made at the Texas Safety Association's annual conference in San Antonio on March 22-23, 2004.

Beckendorf and his father were attempting to free a tractor from the banks of a creek when Beckendorf's father became pinned under the tractor. All but his nose and mouth were underwater, and he was also impaled on a piece of rebar. When his father stopped breathing, Beckendorf was able to apply Cardiopulmonary Resuscitation (CPR) to him even though he was still trapped under the tractor.

He was able to free his father from the tractor but the injured man stopped breathing again. Beckendorf performed CPR again until his breathing resumed. After stabilizing his father, he ran about a mile to the family's barn where an ambulance was called. His father is continuing his recovery.

"Accidents can happen without warning and claim lives suddenly," said Combs. "People like Jason Beckendorf, who can keep their cool in a frightening situation where lives are at stake, are among the bravest of Texans."

The Rural Heroism Award is given every year. Candidates must have performed a heroic, lifesaving act within Texas during the prior year. The heroic deed should be related to farming or ranching and occur in a rural area.



Funding Opportunities

A Sampling of Opportunities Available to Rural Texans

ORCA Funding Opportunities

Office of Rural Community Affairs: Texas Small Towns Environmental Program (Texas STEP) - ORCA's Texas STEP offers grants to Texas rural cities and counties for solving water and sewer problems with a self-help approach. Volunteer labor and donated building materials are an integral part of these projects. The Texas STEP application guide is available on the ORCA web site. For more information, contact ORCA.

Office of Rural Community Affairs: Rural Communities Health Care Investment Program (RCHIP) - RCHIP provides student loan reimbursement or stipends to health care professionals, other than physicians, who are willing to practice in Texas' medically underserved communities. Application deadline for the current funding cycle is June 30, 2004. For more information, contact ORCA.

Office of Rural Community Affairs: Feasibility Study Grant - ORCA will announce round two of the Feasibility Study Grant to assist small rural hospitals determine the financial benefits of Critical Access Hospital (CAH) designation. This funding assistance supports studies that evaluate the financial and non-financial impact of CAH designation, including identifying strategies for increasing financial performance, improving operational efficiency, and positioning programs to meet community needs. For more information, contact ORCA.

Online Grant Funding Resources

The Rural Assistance Center - The Rural Assistance Center is a rural health and human services "information portal" to help rural communities and other rural stakeholders access the full range of available programs, funding, and research that can enable them to provide quality health and human services to rural residents. For more information on the Rural Assistance Center, call toll free 800-270-1898 or visit <http://www.raonline.org/funding/index.php>.

The National Association of County and City Health Officials (NACCHO) - NACCHO recently released their second issue of the online Foundation Funding Guide. In response to requests from membership, NACCHO is working with The Foundation Center to identify funding resources at the national and state level from private foundations. For more information, call 202-783-5550, ext. 221 or visit <http://www.naccho.org/>.

Current Funding Opportunities

Federal Emergency Management Agency (FEMA): 2004 Round of Grants - The Fire Prevention and Safety grants are now available. They are given to those recognized for their experience and expertise with respect to fire prevention or fire safety programs and activities and in the past have focused on prevention of fire (or fire-related) injuries to children.

For more information, call 866-274-0960 or visit www.usfa.fema.gov/inside-usfa/media/2004releases/022604.shtm.

Cintas ReviveR Provider Police Grant - Police departments across the country are eligible to apply directly for the Cintas ReviveR Provider Police Grant. Police departments are encouraged to apply regardless of the size of the community or the existence of a PAD (Public Access Defibrillation program) in its community. Departments will be asked to demonstrate a strong working relationship with local Emergency Medical Services (EMS) and to report on specific judgment criteria including response times and current first aid and Cardiopulmonary Resuscitation (CPR) training policies. Applications are being accepted on May 1, 2004, August 1, 2004, November 1, 2004 and February 1, 2005. Awards are scheduled to be granted quarterly through 2006. For more information, call 757-456-521, e-mail info@reviverprovider.org, or visit www.reviverprovider.org.

The WHO Foundation - Women Helping Others nationally supports grass-roots charities serving the overlooked needs of women and children. Grants are provided to organizations serving women and

or children in the United States and Puerto Rico. Specific projects and programs addressing health, education and social service needs are our priority. The Foundation recognizes the value of new programs created to respond to changing needs and will consider funding projects of an original or pioneering nature within an existing organization. Funding requests for the year 2005 will be accepted beginning April 1, 2004 until September 14, 2004. For more information, call 1-800-WHO-4-ONE (1-800-946-4663) or visit www.whofoundation.org.

Got a Good Story to Share?

Do you have a cool story to share with the world, where one of your projects really made a difference in peoples'/communities' lives?

Then you should consider submitting it to the US Department of Housing and Urban Development (HUD) for publication on HUD's website.

We would love to see rural areas and small communities get their fair share of attention!

For more information, call 202-708-1112 or visit the

"Daily Message"

at <http://www.hud.gov/news/focusarc.cfm> or visit

"Good Stories"

at <http://www.hud.gov/library/bookshelf20/index.cfm>.

"The Status of Rural Texas, 2003" report is now available!

Download a copy at www.orca.state.tx.us or call ORCA.



Learning Opportunities

A Sampling of Opportunities Available to Rural Texans

Conferences, Events Around Texas

South Texas County Judge and Commissioners Association Annual Conference in South Padre - The conference will take place on May 17-20, 2004 at the Sheraton South Padre Island. For more information, contact DeWitt County Commissioner Gilbert Pargmann at 361-564-2321.

North and East Texas County Judge and Commissioners Association Annual Conference in Montgomery - The conference will take place on June 6-9, 2004 at the Del Lago Conference Center. For more information, contact Houston County Judge Chris Von Doenhoff at 936-544-3255, ext. 221

Texas Water Development Board: *The 100 Years of the Rule of Capture: From East to Groundwater Management Conference* - To commemorate the 100th anniversary of the rule of capture in Texas, the Texas Water Development Board will hold a symposium on June 15, 2004 in Austin, Texas. For more information, contact Cindy Ridgeway at 512-936-2386 or e-mail cindy.ridgeway@twdb.state.tx.us or visit www.twdb.state.tx.us.

Texas County and District Retirement System: *1st Annual County and District Officials Conference* - This conference will take place on July 22-23, 2004 at the Hilton-Austin. For more information, contact Harriett Lloyd at 512-328-8889, ext. 201.

County Judges and Commissioners Association of Texas Annual State Conference in Houston - This conference will take place on September 19-24, 2004 at the Houston Radisson Hotel-Reliant Park. For more information, contact Polk County Commissioner Bobby Smith at 936-646-5929

Far West Texas County Judges and Commissioners Association Annual Conference in Lajitas - The conference will take place on September 29-October 1, 2004 at the Lajitas on the Rio Grande. For more information, contact Winkler County Commissioner Randy Neal at 432-586-2233.

Grant Writing Training

Governor's Office State Grants Team - The Governor's Office State Grants Team provides grant proposal writing training on a cost sharing basis. The Grants Team's proposal writing training workshop is designed to familiarize novice and intermediate-level proposal writers with various aspects of proposal writing: funding research (federal, state, and private), how to plan projects that meet agency goals and constituent needs, and the "how-to's" on writing successful grant proposals.

The seminar will provide participants with the tools to:

- Locate appropriate funding sources to fit program needs
- Understand proposal writing terminology
- Facilitate proposal development activities
- Design a proposal to fit their agency's needs
- Define program objectives
- Prepare a proposal budget
- Plan a program evaluation

Upcoming State Grants Team Seminars:

May 5-6, 2004
Nonprofit Resource Center for the Concho Valley
San Angelo
Contact: Sussie Bailey-Gray, 325-486-9992

May 27, 2004
University of Texas at Austin
Austin
Contact: Liz Nowiki, 512-471-2886

June 9-10, 2004
Concordia University
Austin
Contact: Donna Kull, 512-486-1343

June 21-22, 2004
Texas Higher Education Coordinating Board
Austin
Contact: Natalie Coffey, 512-427-6227

June 30 - July 1, 2004
Texas State Technical College West Texas
Sweetwater

Contact: Bridgett Christie, 325-236-8230

For more information on the Governor's Office State Grants Team, call 512-463-8465 or visit <http://www.governor.state.tx.us/divisions/stategrants>.

Online Tools to Assist with Grant Research

US Census Information: *Online Tool Charts and Graphs* - Researchers at the University of Michigan have developed easy-to-use tools for investigating US demographic trends. The website lists charts and graphs detailing population by race, age, family structure, and more. They also have very useful demographic maps that can help you find out which areas of the country have large concentrations of the elderly, nuclear families, or unmarried partners. Useful statistics and other data will help with your proposal need statements. For more information, call 734-763-1543 or visit www.censusscope.org.

Texas Workforce Commission: SOCRATES - SOCRATES will help you in finding the right statistics for your grant proposal. An Internet-based research tool, SOCRATES pulls together a large quantity of county-based employment, income, demographic, and other statistical information in an easy to read narrative format. For more information, call 512-837-7484 or visit <http://socrates.cdr.state.tx.us/>.

Texas Workforce Commission: TRACER II - Two of the most common statistics cited in grant proposals are the unemployment rate and the number of unemployed individuals in an area. The Texas Workforce Commission makes it very easy to access this information online. You can also find this "labor force information" for your city, county, metropolitan area, the State, and the nation all with a few mouse clicks. For more information, call 512-837-7484.

Assistance with the Learning and Funding Opportunities pages provided by David Nobles, ORCA.

Nursing Students Go C.A.M.P. ing

Discovering a Whole New Way of Learning

by Melissa J. Smith, The University of Texas Health Sciences Center at San Antonio

Imagine a place where all children are equal - whether they are in wheelchairs, have breathing tubes or are cognitively deficient. Regardless of their disability, they can do anything - swim, canoe or go horseback riding. Sound like a place out of a fairy tale? It's not. It's C.A.M.P. But this isn't just any ordinary summer camp. This is Children's Association for Maximum Potential (C.A.M.P.) camp.

Established in the Texas Hill Country in 1979 by Chris Plauché Johnson, MD, clinical professor in the department of pediatrics at the Health Science Center, C.A.M.P. is a dream come true for the more than 2,000 children with disabilities who attend each summer. That's because not only is it led by one of the Health Science Center's finest pediatricians, it is also, in part, staffed by Health Science Center nursing students and other medical personnel. The families of children who attend know their children are in a safe environment. If a medical emergency arises, a nurse, physician or other medical professional will be there to help.

Deneise Conrad, MS, RN, family nursing specialist at the Health Science Center, offers an elective each summer that allows undergraduate nursing students the chance to work with disabled children at C.A.M.P. Each summer Conrad takes between 10 and 20 students to C.A.M.P., where they work with children with disabilities 24 hours a day for a week.

Students gain hands-on experience working with children who rely on catheters, ventilators, feeding tubes and a variety of high-tech communication devices. In addition to caring for the children's health and attending to their medication needs, the nursing students spend time with the children and

help them experience archery, horseback riding, swimming and a variety of other fun activities they normally could not do on their own.

"I had never worked with children with disabilities until I came to C.A.M.P. It was all book learning up to that point," said Lori Henze, GN, a graduate of the school of nursing who participated in the elective. "Camp C.A.M.P. has changed my life for the better. I saw, firsthand, children overcome battles on a daily basis," she said. "I know I'm here to help others. Now I'm sure pediatrics is where I want to devote my nursing career."

The 24-hour-a-day schedule puts the students in a position to know and understand the children and their families better than in a hospital environment.

Families play a large part in the patients' lives, so understanding the families' concerns and being able to help them understand and trust is important in a nurse's job. Chris Howard, a fourth-semester nursing student, has two sons of her own. She understands parents' concerns about leaving their children in someone else's care.

"As a parent I can send my 8-year-old to grandma's without worry," Howard said. "But I see how hard it is for these parents who have never spent time away from their kids to leave them with strangers," she said. C.A.M.P. teaches the parents and the medical professionals to trust one another and to work together, she said.

C.A.M.P. recruits a health care staff of 60 to 90 professionals, along with several camp counselors, who volunteer at each camp session. This group includes, but is not limited to, nurses, nursing students, developmental specialists, general

pediatricians, pediatric residents, medical students from the Health Science Center and from across the nation, physical therapists, speech therapists, psychologists, social workers and special education teachers. Medical professionals can earn continuing education units, which makes their experience at C.A.M.P. even more valuable.

"The students get to interact with professionals from other disciplines and the families of the children, and that's a big draw for them," Conrad said. "Another plus for my nursing students is that they get to see me roll up my sleeves and be the nurse I want to be. I'm not just a teacher in the classroom."

Throughout their time at C.A.M.P., students are asked to keep a daily journal of their experiences and activities. They write about what they learn and how their interaction with the campers is progressing. At the end of the summer, students turn in case presentations in which they describe the disabilities of the campers with whom they worked, what treatments the campers required, whether or not the campers reached the goals they set for themselves, and how the campers interacted with others.

"It has made me more aware of what these children live through every day," Howard said. "They've come through all this and they're still optimistic."

"At C.A.M.P., our nursing students work with people from different disciplines who come from around the world," Conrad said. "Together we're working toward improving the care of children all over the world."

TWDB: Update on Financing Program Changes

By Carla Daws, Texas Water Development Board

The Texas Water Development Board (TWDB) is currently in the process of rule amendments to two of its existing programs that will expand financing opportunities for smaller communities.

New to the Clean Water State Revolving Fund for disadvantaged communities is approximately \$30 million available in the form of loans at interest rates of one percent and zero percent. Lower cost loans are now available to eligible entities that have populations up to 25,000.

The Rural Water Assistance Fund will now be available to finance wastewater projects. Small rural utilities can obtain low cost financing for both water or wastewater related projects. Funding through this program gives an added benefit to Nonprofit Water Supply Corporations by making construction purchases qualify for a sales tax exemption.

For further information on these and other TWDB programs, call 512-463-8176 or visit www.twdb.state.tx.us.

HealthFind 2004

Hyatt Regency on
Town Lake
Austin, Texas!

Friday
and
Saturday
Sept. 10 and 11, 2004

Don't miss Rural Texas' Annual Healthcare Recruiting Event

WHAT

- Learn about **rural medicine** and **rural practice opportunities**,
- Discuss **practice opportunities** with rural community representatives in a relaxed setting, *and*
- Learn about **funding programs** available when you choose a rural practice site.

WHY

Reduce financial barriers often associated with recruitment.
Bring your spouse to visit representatives from
several rural Texas communities in one weekend.

WHO

All **healthcare professionals** who are currently practicing or in training are welcome to attend HealthFind.

FEES

\$100 for practicing healthcare professionals
\$50 for healthcare professionals still in training

WHAT ELSE?

- Resource Lab for Communities and Professionals**
- Physician Contract Negotiations
 - Guide to Starting A New Practice • Recruitment Tools and Databases
Discussion Panel
 - Starting a Rural Practice and Quality of Life: Physicians and Spouses
 - Funding Opportunities and Services from the State Office of Rural Health

Sponsored by the

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Texas State Office of Rural Health *and the*

Texas Organization of Rural & Community Hospitals

Contact: Manuel Rodriguez

Office of Rural Community Affairs, P.O. Box 12877, Austin, TX 78711-2877

Phone: 512-936-6731 Fax: 512-936-6776 Toll Free: 800-544-2042

E-mail: mrodriguez@orca.state.tx.us

Register Online at: www.orca.state.tx.us

In **RURAL TEXAS** there **IS LIFE** after work!



The Civic Economy

Part 2 of 2 Part Series

By Ernesto Sirolli, Sirolli Institute

The Sirolli Institute promotes Enterprise Facilitation, a local approach to development.

Enterprise Facilitation teaches civic leaders how to establish a program that transforms individual passion *and* community activism into rewarding and sustainable local enterprises.

Enterprise Facilitation is a management coaching method centered around, and dedicated to, the entrepreneur. Our services are available to self-motivated individuals with a bona fide business idea. Enterprise Facilitation is a low-cost, locally managed technology that complements strategic infrastructure development and provides for better utilization of all business-related resources already available in the community.

The method succeeds by introducing sound and effective management principles to the entrepreneurs who have the personal motivation and talent to bring their ideas to fruition.

In so doing, the method restores passion to its central role in entrepreneurship and the development of a civic economy.

Since its inception in 1985, Enterprise Facilitation has demonstrated that providing caring, competent and dedicated advice and support to entrepreneurs is as important as developing physical infrastructures to create a stable and successful economy. True economic development walks on two legs. The first is concerned with the creation of infrastructure for development; the second must foster the capacity of people to utilize such infrastructures.

To survive, communities and local enterprises require roads, communication, transportation, energy, land, and the other basic elements of a sound infrastructure. Without people using these elements, however, the infrastructure is useless, no matter how sophisticated the local infrastructures may be.

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

Our method complements the physical infrastructure approach and helps to optimize all available resources.

Passion and Skill

Working with entrepreneurs requires great care,

especially because there are no rational explanations or definitions for entrepreneurship. Peter Drucker, the Dean of American

Management, called entrepreneurship “a meta-economic event:” an event that is very important to the economy, and yet transcends economics. All present definitions are inadequate, and often reflect the non-linear thinking and intensity that seems to accompany the birth of new enterprises.

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 “passio,” 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 the mother of all 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 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.

Every business school teaches this concept, but 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. Based on empirical evidence we have found that the personality conducive to

successful marketing is substantially different from the personality of the successful financial manager. One seems to fit the psychological profile of a more extroverted/communicative personality while the other is a more introverted/reflective personality.

We have found that it is possible for an entrepreneur to be skilled and passionate in two of the three areas of activity: production and marketing *or* production and financial management, but have never found nor heard of an individual who is equally passionate about marketing and financial management.

Albeit empirical, our understanding of basic human character has allowed us to develop a counseling methodology that produces remarkable results. Clients with serious doubts about their ability to run a business have, once confronted with the Trinity of Management theory, expressed great relief and have proceeded to find people whose strengths complement their own. Among their network of friends and associates, they have discovered a skilled *and* passionate individual to take control of the area of competence for which they were unable to care. Dedicated and competent primary producers, for example, with no skill nor interest in marketing and financial management, have organized themselves to hire passionate and competent marketing individuals and exquisite financial managers to take care of their two weak areas.

The Trinity of Management theory does not advocate the uncritical delegation of powers to individuals outside the company. Rather, it encourages entrepreneurs to build a strong company and to take control of, not micro-manage, all three areas of their endeavor.

Entrepreneurship is a pervasive new economic force that is emerging in communities around the world. Enterprise Facilitation, which has been likened to a rural barn raising, enables the whole community to get involved in the development of small entrepreneurial businesses for the betterment of the community. This improvement in the local community is what we mean by the Civic Economy. The Civic Economy creates new opportunities for individual entrepreneurs, workers, and improves the business climate utilizing the resources of the community itself. The future of *every* community lies in its ability to capture the passion, imagination, and intelligence of its people, and the result will be a more robust civic economy.

For more information about the Sirolli Institute, call 877-474-6554 or visit www.sirolli.com. For part 1 of this 2 part series, refer to the Winter 2003 issue of *The Rural Texan*.

Rural-Focused State Agency to Open Field Office in Alice

By Jill McFarren, ORCA

The Office of Rural Community Affairs (ORCA) announced it will open a field office in Alice, the seat of Jim Wells County, in late May 2004. The announcement came following approval by the agency's nine-member governing board to accept a Memorandum of Understanding between ORCA and county officials for free office space in the county courthouse. The field office will support agency operations in the south Texas area.

ORCA's South Texas field office staff will offer elected and appointed officials, economic development interests, community organizations, citizens, health care providers, and others local access to capacity building and technical assistance to cities under 50,000 in population, counties having a population under 200,000 and five Councils of Government (COGs) within a 34-county South Texas area (see list below).

Specifically, the ORCA representative will provide technical assistance and program information on all ORCA funding programs, provide information on other programs administered by the state for the benefit of local rural communities, and provide assistance in other areas of interest when requested, such as business development, economic development, housing information, information on other programs that focus on rural development, and small and minority owned business expansion and retention.

"It's important that we reach out to rural Texans on their home turf," explains William Jeter, ORCA's Executive Committee Chair. "ORCA was designed to administer programs and services that encourage rural communities to develop their own solutions to their unique needs. Our job is to provide counsel and to assist in providing the roadmap to access all of the available capital and human resources necessary to improve development and the quality of life in rural Texas."

"Opening this field office marks ORCA's ongoing commitment to serving rural Texans living in the southern region of the state," notes Robt. J. "Sam" Tessen, ORCA's Executive Director. "Establishing this field office will allow a staff member to live and work locally, and enhance the opportunity for ORCA to establish a direct relationship with South Texans and understand their concerns first hand."

ORCA administrators estimate the Alice field office

will begin operations shortly after the staff position has been filled.

The field office will serve the following 34-county area:

County	COG
Aransas	CBCOG
Bee	CBCOG
Brooks	CBCOG
Calhoun	GCRPC
Cameron	LRGVDC
DeWitt	GCRPC
Dimmit	MRGDC
Duval	CBCOG
Edwards	MRGDC
Goliad	GCRPC
Gonzales	GCRPC
Hidalgo	LRGVDC
County	COG
Jackson	GCRPC
Jim Hogg	STDC
Jim Wells	CBCOG
Kenedy	CBCOG
Kinney	MRGDC
Kleberg	CBCOG
La Salle	MRGDC
Lavaca	GCRPC
Live Oak	CBCOG
Maverick	MRGDC
McMullen	CBCOG
Nueces	CBCOG
County	COG
Real	MRGDC
San Patricio	CBCOG
Starr	STDC
Uvalde	MRGDC
Val Verde	MRGDC
Victoria	GCRPC
Webb	STDC
Willacy	LRGVDC
Zapata	STDC
Zavala	MRGDC

CBCOG = Coastal Bend Council of Governments

GCRPC = Golden Crescent Regional Planning Commission

LRGDC = Lower Rio Grande Valley Development Council

MRGDC = Middle Rio Grande Development Council

STDC = South Texas Development Council

Awards, Recognitions Around Rural Texas

Lucille Rochs, a 13-year board member and former chair of the Hill Country Memorial Hospital board, was named the Texas Healthcare Trustee's 2003 Founder's Award recipient. The award was presented to Rochs in August at the Texas Healthcare Trustees' Summer Forum in Austin, Texas.

Attorney General Greg Abbot recognized various Texas hospitals for participating in the **Paternity Opportunity Program**. All of the hospitals received the Attorney General's award for helping at least 70 percent of unmarried parents legally acknowledge paternity at the time their children were born. Rural hospitals recognized with the award were:

- Brownwood Regional Medical Center
- Christus Spohn Hospital Beeville
- Coon Memorial Hospital, Dalhart
- Cuero Community Hospital
- Dimmit County Memorial Hospital
- East Texas Medical Center-Athens
- Fayette Memorial Hospital, La Grange
- Goodall-Witcher Healthcare Foundation, Clifton
- Guadalupe Valley Hospital, Seguin
- Harris Methodist Erath County, Stephenville
- Hill Country Memorial Hospital, Fredericksburg
- Lamb Healthcare Center, Littlefield
- Medina Community Hospital, Hondo
- Memorial Hospital, Seminole
- Muleshoe Area Medical Center
- Smithville Regional Hospital
- Ward Memorial Hospital, Monahans
- Yoakum County Hospital, Denver City

Charlie Ball of Amarillo, Texas was recently named the Dispute Resolution Center (DRC) Mediator of the Year for 2003 by the DRC Advisory Board. Ball has mediated nearly 75 cases since he began as a mediator in 1997.

In the special report, "The Best Health Care for Your Family," *Money Magazine* teamed with Health Grades, Inc., to publish a list of the nation's top-rated health care facilities. These facilities handled the most cases for 20 common medical treatments, and were selected based on quality measures such as mortality and complication rates.

Fort Duncan Medical Center in Eagle Pass made it on the list for congestive heart failure and chronic obstructive pulmonary disease.

TDA's Quilt Block Competition Spotlights Texas Natural Fibers, Children's Nutrition, Rural Texas

By Allen Spelce and Beverly Boyd, Texas Department of Agriculture

The Texas Department of Agriculture (TDA) has announced the 2004 quilt block competition, open to participants across the state. For the first time, TDA will feature two separate themes for the competition with a goal of spotlighting children's nutrition and rural Texas, the focus of two new TDA programs.

Each contest participant will use Texas natural fibers – cotton, mohair and leather – to create a quilt block design that will be submitted to TDA. A panel of judges will select the winning entries, which will be combined into two separate quilts. The two quilts will be unveiled at the 2004 State Fair of Texas and will become part of TDA's quilt collection and traveling natural fiber exhibition.

Texas is the leading producer of wool and mohair in the country and has earned a global reputation for superior quality and durability among international textile buyers. Texas also leads the nation in cotton production and is a major producer of hides for leather and suede.

The two quilt block themes will be "Healthy Food for Healthy Kids," which will focus on the importance of proper childhood nutrition, and "Texas Yes!," which will be designed to showcase rural Texas and rural Texas communities.

Agriculture Commissioner Susan Combs launched TDA's "Healthy Food for Healthy Kids" initiative

in 2002 to promote Texas fruits and vegetables as part of a healthy diet and help address the alarming rates of childhood obesity in Texas and nationwide.

In 2003, TDA's role in children's nutrition was expanded with the addition of a new Food and Nutrition Division, transferring the administration of the US Department of Agriculture Child Nutrition Programs from the Texas Education Agency to TDA. "Square Meals" is the name of TDA's new program promoting nutrition in partnership with parents, teachers, school administrators, and school food service professionals.

Quilt blocks for the "Healthy Food for Healthy Kids" quilt can feature themes such as fresh Texas-grown fruits and vegetables, other healthy Texas-produced food choices from the other food groups, healthy school meals or other nutrition-related concepts. A list of Texas-grown fruits and vegetables is available on TDA's Pick Texas Web site at www.picktexas.com.

Combs officially launched TDA's "Texas Yes!" program in October 2003. The new initiative is designed to spotlight and promote rural Texas, with an added focus on rural tourism. Rural Texas covers approximately 80 percent of the state's total land area and 77 percent of Texas counties are classified as rural.

Quilt blocks for the "Texas Yes!" quilt can showcase a particular rural Texas community or feature themes such as rural tourism opportunities, rural agricultural heritage, rural Texas cultural and food events or other unique features and aspects of rural Texas. Details on the "Texas Yes!" program can be found at www.TexasYes.org.

To participate in the 2004 quilt block competition, call TDA's toll free GO TEXAN line at 877-99-GO-TEX or e-mail gotexanquilts@agr.state.tx.us to reserve a packet for each quilt.

The deadline to receive quilt block entries is May 28, 2004. The winning blocks will be combined into the two final quilts during the summer and will be unveiled at the Texas State Fair in September 2004.

The "Healthy Food for Healthy Kids" quilt and the "Texas Yes!" quilt will then join TDA's quilt collection from the previous three quilt block competitions, which continue to travel on display around the state.

For information on reserving a display of these exhibits or a future exhibit of the TDA quilt collection, contact Mary York at 512-463-8289 or e-mail mary.york@agr.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. Applications must be received no later than June 25, 2004. For more information, contact ORCA.

Water Trivia Quiz

(Answers to questions on page 7)

1. Approximately one gallon.
2. 2,072 gallons
3. 39,090 gallons per car
4. 17,000,000 households
5. True (solid, liquid, and gas)
6. Yes (it is a natural insulator)
7. More than a month
8. Approximately one week, depending upon conditions.
9. 2.5 quarts from all sources (ie, water, food)
10. 4,000 gallons

Source: US Environmental Protection Office of Water, <http://www.epa.gov/OGWDW/kids/games.html>.

Local Leaders Selected for Statewide Task Force

Task Force to Review Agency's State, Federal Grant Programs, Priorities

By Jill McFarren, ORCA

In December 2003, Office of Rural Community Affairs' (ORCA) Executive Committee announced the selection of local leaders to participate in a statewide Regional Allocation Task Force. The purpose of the Task Force was to review the existing regional allocation formula and funding priorities for the agency's programs and services.

The move marked the governing board's first step in ensuring the agency's continuing delivery of beneficial opportunities to rural Texas communities. The Task Force opened with a review the agency's \$85 million Community Development Block Grant (CDBG) program, which is funded by the US Department of Housing and Urban Development (HUD) each year.

The CDBG program currently supports rural projects that meet 'basic human needs' such as safe and sanitary sewer systems, clean drinking water, disaster relief and urgent needs projects, housing, drainage and flood control, passable streets, economic development, and other activities.

"The CDBG program has been available in Texas since 1983," explains Michael Waters, ORCA Executive Committee member and Task Force chairman, "it's time to review the needs of our constituents and the many options, opportunities, and benefits available through this program. Our job is to make sure all of ORCA's funds directly support the projects most needed in our rural communities. The process includes looking at the types of projects given priority for funding as well as the distribution formulas applied to each program and region."

The Regional Allocation Task Force concluded its examination of the CDBG regional allocation formula with the adoption of seven points that were accepted by ORCA's Executive Committee. ORCA Executive Committee will also consider the formula allocation submitted by the Council of Governments. The work of the Task Force was well received and the members were recognized by a Resolution unanimously adopted by the Executive Committee at its April 1 and 2, 2004 meeting.

The Task Force was comprised of members of ORCA's Executive Committee, Regional Review Committee (RRC) representatives, directors of various Councils of Government (COG), and State Review Committee (SRC) representatives.

ORCA Executive Committee representatives:

Michael Waters, Chair	Wallace Klussmann	Lydia Rangel Saenz
David Alders	Wm. Jeter (ex officio)	

RRC representatives:

<u>County</u>	<u>City</u>	<u>Name</u>	<u>Title</u>	<u>Area</u>
Camp	Pittsburg	Ann Reeves	City Council Member	Northeast Texas
Culberson	Van Horn	Okey Lucas	Mayor	West Texas
Gray	Pampa	Richard Peet	County Judge	Panhandle
Starr	Rio Grande City	Eloy Vera	County Judge	South Texas / border
Tom Green	San Angelo	Mike Brown	County Judge	Concho Valley
Tyler	Woodville	Jimmie R. Cooley	Mayor	East Texas

COG representatives:

<u>County</u>	<u>City</u>	<u>Name</u>	<u>Area</u>
Bexar	San Antonio	Al Notzon	Central / Alamo Area COG
Jasper	Jasper	Walter Diggles	East Texas / Deep East Texas COG
Uvalde	Uvalde	Leodoro Martinez	Middle Border / Middle Rio Grande Dev. Council
Wichita	Wichita Falls	Dennis Wilde	North-Central / NORTEX Regional Planning Commission

SRC representatives:

<u>County</u>	<u>City</u>	<u>Name</u>	<u>Title</u>	<u>Area</u>
Austin	Sealy	Betty Reinbeck	Mayor	East Texas
Matagorda	Bay City	Charles Martinez	Mayor	Gulf Coast
Medina	Hondo	James Barden	County Judge	South-Central

To Stay or Go (continued from page 1)

seeming inconsistencies in the written responses about their future point to confusion and ambivalence, even anxiety.

Conversations with small groups of seniors revealed an undercurrent of concerns about college and migration decisions. Only those who had lived in cities or had college scholarships were confident about leaving. Almost all quietly and hesitatingly indicated their intent to leave. A handful of students admitted intentions to stay or return after their graduation from college. Even fewer, whose parents wanted them to stay, were torn but

undecided. Asked directly if they were anxious about their decisions, three of approximately 80 seniors snapped out that they were, four shook their heads no, and the rest maintained silence.

These seniors realize they may have to go away for further education, but many would rather not leave. Others who wish to leave are curtailed or prohibited by parents' demands or their culture's traditions. Many want to experiment with 'elsewhere,' but are unsure about the consequences.

Educators aspire for and take pride when students go on for further education. Rural high school seniors are pressured by schools to pursue further

education; by economic circumstances to follow higher paying jobs; by peers to be daring; and by families to go or stay for personal and cultural reasons. The resulting anxiety, confusion, and insecurities are not healthy or helpful in good decision making.

Rural high school students need clear and unbiased information in order to weigh the pros and cons of migrating. Rural communities might benefit by supporting them to stay or waving 'so long for now' rather than 'good-bye.'

Towering Texas Attractions

By Sharon Hope Wenraub, Senate Research Center

They say everything is bigger in Texas. That certainly applies to the oversized attractions scattered throughout this state. Any survey of the supersized must begin with “Big Tex,” the official symbol of the State Fair of Texas. Born as a 52-foot-tall Santa Claus in 1949, Tex made his debut as a cowboy at the state fair in 1952. He is one tall Texan, from his 75-gallon hat to his size 70 boots. But even Tex is dwarfed by the 67-foot-tall statue (not including the 10-foot base!) of Sam Houston in Huntsville, Texas.

Either gentleman would have a hard time filling the 40-foot-tall pair of concrete cowboy boots sitting outside North Star Mall in San Antonio. However, if Tex or Sam needs a new chapeau, one can be found in Paris (Texas, of course) atop what is billed as the “Second Largest Eiffel Tower in the Second Largest Paris.” Although the 65-foot replica of the famed Parisian landmark has been surpassed by a taller tower in Las Vegas, the Nevada version does not boast a jaunty red Stetson, itself 4 ½-foot tall. And if Tex and Sam needs to rest after his travels, he can sit a spell in the Star of Texas Rocker, a nearly 30-foot tall cedar rocking chair near Lipan.



The Star of Texas Rocker stands in front of the Texas Hill Country Furniture and Mercantile, a rustic home-furnishings store outside Lipan, Texas (Hood County). Photo courtesy of Wesley Treat.



Hidalgo, Texas (Hidalgo County) is home to “The World’s Largest Killer Bee,” a statue built to commemorate the first colony of “Killer” Bees discovered in the city. Photo courtesy of www.hidalgotexas.com.

If they get hungry, there are any number of Texas-size treats. Poteet boasts three

stupendous strawberries, from one painted on top of its 130-foot water tower to a seven-foot-tall cement replica in front of its fire department. Sequin, which boasts that it is home to the world’s largest pecan, displays the five-foot-long nut in front of its city hall. The top of Luling’s water tower has been decorated to look like a massive watermelon.

There are also plenty of “plus-size” pets displayed around Texas. Paisano Pete, a 22-foot-long roadrunner, perches in Fort Stockton. Hidalgo is home to a 10-foot-high killer bee, and Odessa showcases an equally tall jackrabbit. A towering 67 ½-foot-tall giraffe outside of the Dallas Zoo is said to be the tallest statue in Texas.

Making Rural Economics Work in Small Communities

A third of the nation’s rural counties claim a majority of capital flowing to rural areas. Identifying a community’s purpose may help to bring capital to the other two-thirds. We identify six purposes that help some rural communities attract capital.

The common assumption is that rural means what urban is not. The next step in understanding rural economics is to locate the path rural capital has followed.

Rural communities began for certain cultural or economic reasons – the railroad came through

or immigrants wanted to settle together to farm. Over time communities evolved and changed, and the original purpose is no longer the overriding one.

Most flourishing small rural communities today can be defined by six distinct purposes:

Academic Communities – Communities whose primary employers are boarding schools, colleges, universities, research labs, and corporate training facilities. The educational base provides the community’s asset.

Area Trade-Centers – Areas generally located far enough away from an urban district so that their business climate still flourishes.

Exurbs – Rural areas located close enough to urban regions for people who work in urban centers to buy cheaper land and commute. Exurbs are also called bedroom communities.

Government Centers – County seats and or areas that house military bases, federal and state agencies,

prisons, or other nonprofit agencies. The economic base of these communities is greatly enhanced by their presence.

Recreation Centers – Communities with a clear advantage or natural asset which provide an attraction for others to visit. Historic locations or scenic vistas often provide for tourism.

Retirement Centers – Areas drawing a disproportionate amount of elderly by providing housing and other amenities for a peaceful retirement.

Look and see how your community could fit with these categories.

Reprinted with permission from the February 2004 *Center for Rural Affairs* newsletter by Michael L. Holton.

For the complete article, contact Michael L. Holton at 402-687-2100 or visit www.cfra.org.



Living in Rural Texas!

History, Culture Abundant Around Rural Texas

Granbury (Hood County)

More than 50 antiques and specialty shops, restaurants, and boutiques line Granbury's Victorian town square, surrounding the impressive 1890 Second Empire-style Hood County Courthouse. Visitors can take horse-drawn carriage rides and spend the night at one of the 20 local bed and breakfast establishments—many in historic homes.

Most historic among the downtown's several live entertainment venues is the **Granbury Opera House**. Established in 1886 as Kerr's Hall, the venue was restored in the 1970s and annually stages nearly 300 musicals, plays, and melodramas. The 1893 **Nutt House Hotel and Restaurant** on the square has been in continuous use as a hotel since 1919 and features a four-star restaurant.

County history takes center stage at the **Hood County Museum**. Located in a county jail from the 1880s, the cells and gallows remain largely intact. The sheriff's quarters contain exhibits, including the story of the county namesake Confederate General John Bell Hood and his Texas Brigade.

Corsicana (Navarro County)

In 1894, a water well driller accidentally tapped into the first major oil discovery west of the

Mississippi River, and Corsicana became one of Texas' first oil boomtowns.

One of the many groups to settle in Corsicana after the boom was the Jewish merchants who constructed an unusual synagogue in 1898. Now a community meeting hall, **Temple Beth El** features two onion-dome towers and remains a rare example of Moorish Revival architecture in Texas.

Another boom-time enterprise was the 1896 **Collin Street Bakery**. It developed a reputation for spectacular fruitcakes, and today the bakery's wares are shipped worldwide.

Preservationists and Civil War enthusiasts have eagerly anticipated Corsicana's newest heritage attraction, the **Pearce Civil War Museum**. Located in the Cook Center, the new 14,000-square-foot facility is one of the country's few museums interpreting both sides of the Civil War. It features original documents, interpretive panels on each year of the war, and walk-through, sound-and-sight exhibits simulating battlefield action.

Paris (Lamar County)

This former railroad town features several structures with European classic touches. The **Lamar County Courthouse** is a 1917 Classical Revival structure with Romanesque details, built of marble and pink granite

from the same quarry as the State Capitol.

A stroll away is Paris' downtown plaza, built around the 1927 **Culbertson Fountain**. Its waters swirl beneath shady oaks into Italian marble basins built after a 1916 fire destroyed much of downtown. Facing the plaza, the restored 1926 **Plaza Theater** hosts productions of the Paris Community Theater.

Just down the street lies another European touch—the crape myrtle-lined **Bywaters Park**, home of a 1931 Corinthian peristyle and site of free summer concerts by the Paris Municipal Band, Texas' longest-running municipal band.

The city's most notable historic structure is the 1867 **Sam Bell Maxey House State Historic Site**. This finely appointed antebellum mansion blends Greek Revival and Victorian designs. Guided tours offers glimpses of original family furnishings and memorabilia, plus period plants in a Victorian garden.

Reprinted with permission from an article by Andy Rhodes in the November/December 2003 The Medallion.

For a copy of the complete article, call 512-463-6100 or visit www.thc.state.tx.us.

32nd Annual Cuero Turkeyfest Scheduled for October 2004

What do "Turkeys" have to do with it? Cuero Turkeyfest is a celebration of which the North Star, Worthington, Minnesota and the Lone Star, Cuero, Texas come together for the 2nd heat of a friendly rivalry of the Great Gobbler Gallop.

Participants are invited to the kick-off dance on Friday, October 8, 2004. On Saturday, October 9 a turkey race will crown one city the "Turkey Capitol of the World" which takes place directly before the parade. The winning turkey receives the "Traveling Turkey Trophy of Tumultuous Triumph" to sport in their town for the next year.

After the parade through downtown Cuero, it's up to the city park where the action takes place, featuring dances and live entertainment. Also, for participants' enjoyment, they are guaranteed lots of food, beer, arts and crafts, jalapeno eating contest, lawnmower races, bull-riding, Turk Olympics, chili cook-off, barbecue cook-off, washer pitching, and horseshoe throwing. Discover a little history at the South Texas Wheel Spinners Tractor Show, with authentic Dutch Oven Cooking and living history. For children's activities, Cuero will have a kiddie parade, tractor pull, rock wall climbing, and a carnival.

For more information, contact the Cuero Turkeyfest Association at 361-275-2112.

Why Stop in...

Briscoe County

"Caprock Canyon State Park at Quitaque is one of the newest state parks in Briscoe County. It has more than 90 miles of multi-use trails. The hand-cut stone jail built in 1894 in Silverton stands as a lasting reminder of what courage and dedication mean to preserving law, order, and integrity in Briscoe County."

- County Judge Wayne Nance

Jones County

"Jones County is home to Fort Phantom Hill, the first leg of the Texas Forts Trail Region, and the Texas Cowboy Reunion, the World's Largest Amateur Rodeo. Our county combines a look at the past with a vision for the future."

- County Judge Dale Spurgin

Source: County Progress magazine, February 2004

ORCA Introduces New Logo, Internal Strategy for Delivering Programs, Services

By Jill McFarren, ORCA

The Office of Rural Community Affairs (ORCA) marked its second anniversary in January 2004 with a new logo and a new internal strategy for delivering its programs and services.

Logo

ORCA's new logo will be integrated into ORCA's publications, marketing materials, and website. When you see any information from ORCA, you will know the materials are backed by the support of our 70-member staff, who continue to be dedicated to assisting you with meeting your local goals.

Reorganization

ORCA has also reorganized the agency to maximize the effectiveness and efficiency of their program and service delivery. ORCA eliminated duplications and inconsistencies within all of their program areas by rearranging tasks and staff responsibilities by functions.

The outcome of the re-organization provides opportunities for the agency to:

- Enhance the delivery of agency programs, services and activities;
- Enhance communications between staff and constituents to include all opportunities available to address selected local goals rather than providing program specific options; and
- Encourage and expand the development of new programs and services designed to meet an increasing variety of needs.

Much like the future of Texas' rural communities, ORCA has recognized the need to move away from functioning in program and service related silos and into outcome oriented Units. ORCA has intermingled it's programs and services with an eye toward related tasks, which gives staff an opportunity to create consistent, streamlined processes.

The agency's program and service delivery process now incorporates the natural flow of development, through implementation to completion. The following is a brief review of the responsibilities of each of the new Units:

Outreach and Development Services

- Outreach and Capacity Building
- All outreach activities, agency field offices, workshops, liaison with local elected officials, hospital administrators and clinicians, economic development directors, other state agency regional offices, and capacity building training.
- Program Development
- All applications for funds, Requests for Proposals (RFPs), application manuals, guides and training, contract preparations, scoring of applications, and making awards.
- Development of new programs and services in both rural health and community development.

Implementation and Management Services

- Once a contract with a grantee is signed, this Unit will manage that contract through its completion and closure. A new service will be added that will now provide on-site technical assistance and support for every grantee once the contract is in place, including site visits. Ongoing assistance will be available to every rural health and CDBG grantee as they work through their project. The goal is to prevent implementation



problems from developing, detect any problems early and help resolve those problems, and help every grantee be successful.

- Process all reimbursement draws and payments.

Performance and Outcomes Services

- Perform project monitoring and audits as well as monitor and measure outcomes of projects, both short term and long term. This is a new function being added for both rural health and CDBG.

Fiscal Operations

- Focus on budgeting, processing of draws, financial reporting, funds disbursement, payables, payroll, receivables, and voucher development. We trust our new look and transition into our new organizational structure will create new prospects for greater opportunities for the rural Texans we serve in 2004 and beyond.

As always, ORCA's door is always open for comments and suggestions regarding the agency, and any rural issues of concern. We'd love to hear from you!

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.



ORCA Program Activities

ORCA Adds New Staff to its Roster

By Linda V. Trinh, ORCA

As a continuing part of ORCA's internal strategies to deliver programs and services to rural Texas, Manuel "Manny" Rodriguez was added to the ORCA team.

Manuel Rodriguez serves as the agency's Rural Health Outreach and Capacity Building Coordinator. His duties include serving as an agency liaison to rural healthcare providers, finding solutions to recruitment and retention issues for rural communities, and marketing ORCA programs, grants, and services.

Manuel comes to ORCA from the National Fatherhood Initiative of Texas as the Director of Affiliate Relations. As an Outreach Specialist for the Texas Medical Foundation, Manuel was involved with public health projects with an emphasis on targeting hard-to-reach minority populations, developing Healthcare Quality Improvement Projects for the Medicare Program, and Hispanic outreach projects.

Manuel is an added asset to the ORCA team and is integral in enhancing ORCA services and programs.

10 Ideas for Recruiting New Leaders in your Community

1. Ask, Who is not here?
2. Look for skills not names.
3. Try involvement by degrees.
4. Appeal to self-interests.
5. Use a wide angle lens.
6. Define the task.
7. Use current leaders to recruit new leaders.
8. Create a history of efficient use of peoples' time.
9. Offer membership premiums.
10. Market your wares.

Source: Spring 2004 issue of *Visions from the Heartland*, 800-927-1115

Local Volunteers to Provide Labor for over \$1.8 Million STEP Grant Projects

Grants from ORCA to Fund Water Service Development Undertakings

By Jill McFarren, ORCA

In March 2004, the Office of Rural Community Affairs (ORCA) announced it awarded a total of \$1,844,030 grant funds from its Texas Community Development Program (TCDP) Texas Small Towns Environment Program (Texas STEP) for community water projects. The funds will provide for equipment, expertise, and technical assistance, while volunteers provide the "sweat equity" to complete the projects.

Texas STEP is an innovative approach to solving the water and wastewater needs in rural Texas. Through this program, residents provide a certain percentage of the labor themselves. This self-help technique encourages small towns and counties to look within their own communities for resources to bring to the table.

ORCA Executive Director, Robt. J. "Sam" Tessen, MS, noted that communities working with Texas STEP grants and this self-help approach have saved more than 50 percent on retail construction costs. "This saves cities and counties significant amounts of money and maximizes the number of citizens each project benefits," he continued. "Volunteers receive funds, direction, technical expertise, and specialized equipment from ORCA and contract engineering crews."

The program is a collaborative effort between ORCA, the Texas Commission on Environmental Quality, the Texas Department of Health, the Texas Water Development Board, and the General Land Office.

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

Awardees include:

<u>City</u>	<u>County</u>	<u>Grant Amount</u>
Blackwell	Coke and Nolan	\$350,000
Buna	Jasper	\$350,000
Lindvale	Smith	\$278,980
Petrolia	Clay	\$350,000
Stinnet	Hutchinson	\$350,000
Trenton	Fannin	\$165,050

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THA Launches Texas Health Care Job Site

The Texas Hospital Association (THA) announced a new job site designed specifically to recruit health care professionals for Texas Hospitals.

TexasHealthCareJobs.net will help hospitals attract qualified administrative, clinical, allied-health, and other health care professionals, while reducing costs associated with recruitment advertising, overtime, and agency nurses.

For more information, call 800-252-9404 or visit TexasHealthCareJobs.net.

Subscription Renewal Notice

Attention all readers of *The Rural Texan*!

A restriction in the General Appropriations Act prohibits us from continuing to mail this newsletter to individuals unless they indicate their desire to continue receiving it.

Please let us know if you wish to continue receiving this newsletter by filling out the form below and returning this page back to ORCA at 512-936-6776. You may also visit us online at www.orca.state.tx.us and fill out the "ORCA Information Sharing Service" form, or mail the form below to: **The Rural Texan**, Office of Rural Community Affairs, PO Box 12877, Austin, TX 78711.

The *Spring 2004* and all subsequent newsletters will be mailed only to those persons who have indicated in writing their desire to receive *The Rural Texan*.

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| <input type="checkbox"/> Community / Economic Development | <input type="checkbox"/> Government employee (i.e., federal, state, or local) | <input type="checkbox"/> Transportation related |
| <input type="checkbox"/> Consultant | <input type="checkbox"/> Healthcare related | <input type="checkbox"/> Utilities and Telecommunications |
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