

THE INFORMER

December 2013 Volume 20, No. 1

On the cover

Brian Stevens
Account Executive
Vertex Solutions

Save The Date

Hon. Marcus Knight To Moderate
Best Southwest Partnership
4th Quarter Monthly Luncheon

Thursday, December 12, 2013

11:30 AM - 1:00 PM

Cost

\$25 Attendees
\$250 Table of 8 Sponsorship

Location

Hilton Garden Inn - Duncanville-Dallas
800 N. Main Street
Duncanville, Texas 75116

RSVP & More Information

Lauren Grady Johnson
v: 972.227.2579
e: chamber@LancasterTX.org

Inside The Issue

President's Welcome
Membership Events
Chamber Leadership
Chamber Activities
Political & Social Issues
Career Development
Chamber Committees
Professionals On The Move
Much, much MORE!

The City of Lancaster
Celebrates
It's Annual Christmas
Parade In
LANCASTER, TEXAS
December 14, 2013
Call 972.218.1300

Destination Lancaster...

EAT

SHOP

PLAY

STAY

Here's To Your Success

It is a privilege to serve as the Chairman for the Lancaster Area Chamber of Commerce Board of Directors for 2014. I have had the opportunity to serve on the Board of Directors for the Lancaster Area Chamber of Commerce since 2009. Each year has brought opportunities and challenges and always new calls to support and advocate for the local business community. I've served with remarkable local leaders on the board, volunteered with enthusiastic committee members and worked with an incredibly devoted Chamber staff. These are the people that

that make the Chamber a success.

The Chamber's goal is always to support the best interests of our members. We are here to represent your needs and be your voice. Your success is our success. The value of your Chamber membership comes in many forms. The Chamber offers a chance to promote your business to locals and visitors through our website and e-mail advertising and the opportunity to expand your knowledge and business skills through our educational seminars. Members serve the local business community, support Chamber efforts and grow their leadership skills by volunteering for committees. One of the most appreciated and valued of Chamber member benefits is the opportunity to connect with other members. Our Business After Hours and Ribbon Cuttings are well attended events! They're a fun way to network, meet other members and create new business relationships.



Kenneth Govan
ONCOR
2014 Chairman, Board of Directors
Lancaster Area Chamber of Commerce

The Chamber is here to promote opportunity and prosperity for our members. We want to provide the best value for membership and ensure we understand your needs. We need to know who you are and what you do, what challenges you face and how we can help. Please let us know how we're doing. We invite your comments and insight. Member value is a priority for us. Our goal is to offer a well-defined value of being a member of the Chamber.

Chamber membership is a commitment to supporting the local business community. Be proud to be a Chamber member and support Chamber member businesses. Our strength is in our membership. Our strength is you. I hope to see you at a Lancaster Area Chamber of Commerce function soon!

Kenneth Govan
2014 Chairman
Lancaster Area Chamber of Commerce

Editor-In-Chief
Kenneth Govan

Managing Director
Stacy E. Marshall

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• Kenneth Govan
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"Editorial guidelines are available upon request. **Contact US** at the Chamber today for more information."

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Moderated by the Hon. Marcus Knight, Mayor
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Crescent Medical Center Lancaster
Licensed by Texas Department of Health

Lancaster ISD Presents State of Schools
21st Century Learning in Action at Chamber Luncheon

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- Political & Social Issues
- Area Business Spotlights
- Career Development
- Professionals On The Move



Check www.LancasterTX.ORG Get updates on local and national issues

The Lancaster Area Chamber of Commerce newsletter, The Informer, is published monthly and includes information on the latest area member benefits, regulatory and legislative developments, as well as the quality-improvement and leadership trends that are shaping and influencing the area business community. Readers get in-depth reporting on the issues and challenges facing business community leaders today. We make it our job to tell about the great things the Chamber and its Committees are doing every day to ensure the health of our community.

Editorial guidelines are available upon request. Advertising rates may be obtained by contacting chamber@LancasterTX.org. Advertisements do not imply endorsement by the Chamber. No part of this publication may be reproduced in any form without written permission of the publisher. Opinions expressed in this publication do not necessarily reflect official policy of the Lancaster Area Chamber of Commerce.

If you have any news and updates you want to share with other members in an upcoming issue, please e-mail items in Microsoft Word or another compatible format to chamber@LancasterTX.org. If you have a graphic or picture that you'd like to include, please send it as a separate file.

www.LancasterTX.org
P. O. Box 1100
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chamber@LancasterTX.org

In the past, The Informer has included some of the following types of information: **Advocacy Issues, Legislative Issues, Promotions, Educational Opportunities, Awards, Achievements, Committee Updates, Journal Submissions, Participations, Business Opportunities, Mentoring Experiences, Workshops.**

Next submission deadline:
5:00 p.m., Friday, December 20, 2013



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LancasterTX.org
Chamber of Commerce
and Visitors Center



CITY OF LANCASTER

HOLIDAY PARADE

60 YEARS OF HOLIDAY CHEER



SATURDAY, DECEMBER 14, 2013
5:30 P.M.

THE PARADE BEGINS AT HISTORIC TOWN SQUARE
FOR MORE INFORMATION, THE PARADE ROUTE OR TO ENTER THE PARADE VISIT
WWW.LANCASTER-TX.COM

(972) 218-1300



2013 Healthy Heart For the Holidays Christmas Parade & Festival

Living it up
Lancaster



Social Equity * Health & Wellness * Conservation



Festival will start at the culmination of the parade

Date: Saturday, December 14, 2013

Time: 5:00pm - 9:00pm

Location: 1700 Veterans Memorial Parkway
Lancaster, TX. 75134



Activities at this event: Vendors, carnival games, arts & crafts, food court,
live entertainment, santas workshop, pictures with santa, face painting

For more information contact 972-218-3700 or visit us at www.lancaster-tx.com



 **LancasterTX.org**
Chamber of Commerce
and Visitors Center

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chamber@LancasterTX.org

Actively supporting, promoting and attracting business to better serve the greater Lancaster area.
Lancaster Area Chamber of Commerce

2013 Board of Directors

Destination Lancaster...

Creating powerful partnerships to unite and grow member businesses and the region.

* **Kenneth Govan, Chair-Elect**
ONCOR

* **Doug Hunt, Past-Chair**
Access Self Storage

* **Sharon Brooks, Treasurer**
Traditional Healthcare Services

Cheryl Adams
Pattillo Insurance

Evelina Echols-Sutton
Methodist Charlton Medical Center

Sonali Majmudar
Hampton Inn & Suites

Stacey McDonald
Corner Stone Credit Union

Dr. Megan Palsa
Cedar Valley College

Randy Rostad
Lancaster Historical Society



"Helping business owners think bigger about who they are and what they offer the world."

Anonymous Member Feb. 2010/2011

Melody Stillings
Regions Bank

Deylan Walker
G Walk Group Renovation & Repair

Dr. John Wong
University of North Texas Dallas

Sarah Zafarano
Mote & Associates

EX-OFFICIO MEMBERS
Hon. Marcus Knight
Mayor, City of Lancaster
Knight Waste Services, Ltd.

Opal Robertson
City Manager
City of Lancaster

Dr. Michael McFarland
Superintendent of Schools
Lancaster Independent School District

Charles Hatfield
The Ellis County Press

* *Denotes Members of Executive Committee*



2013 DIVISIONS

Membership
(Kenneth Govan)
Ambassadors, Membership Events, Major Events, Networking Events

Visitors & Tourism
(Randy Rostad)
Tourism Events, Publicity

Education
(Evelina Echols-Sutton)
Texas Scholars, Scholarships, Partners in Education, Preparing Tigers for Work, Education Foundation, Bilingual Education, Money Matters

Business Affairs
Small Business Council, City Council, Economic Development, Best Southwest Partnership, BREP, Manufacturing/Logistics Roundtable

WHY WILL I JOIN THE CHAMBER?

GIVE . INSPIRE . PROVIDE . FACILITATE . ENCOURAGE . SUCCEED

At the Lancaster Area Chamber of Commerce,

We are forging ahead in community and business support. Our membership luncheons are held each month with informative and educational programs. We host NCA5 evening events giving local businesses networking opportunities. We have quarterly meetings of the Manufacturers and Logistics Roundtable, and monthly meetings of the Small Business Council, called Better Business Breakfasts. Each year the Chamber hosts the annual State of the City address by our mayor. We also host a candidates forum for the community and businesses where candidates have an opportunity to meet constituents.

Lancaster is a very unique city in southern Dallas County. We have a regional airport, a municipal golf course, and a 155-year-old historic Town Square. We have the Lancaster Community Park with a recreation center and a library that is unparalleled in the whole metroplex. Lancaster also has Cedar Valley College, the University of North Texas at Dallas, Paul Quinn College, and Northwood University located in close proximity. These institutions of higher learning have consistently shown a willingness to offer services and support to citizens and businesses in our area. The Lancaster Area Chamber of Commerce directors and staff hope that you find us useful as you make your business connections.

Lancaster Dallas DeSoto Duncanville Cedar Hill Glenn Heights Balch Springs Seagoville Ovilla Mesquite Waxahachie
Midlothian Highland Park Hutchins Grand Prairie University Park Irving Ennis Fort Worth Red Oak Oak Leaf Richardson

Lancaster Area Chamber of Commerce and Visitors Center

103 N. Dallas Avenue Lancaster, Texas 75146
p: 972.227.2579 . f: 972.227.9555 . chamber@LancasterTX.org . www.LancasterTX.org

EVENTS

CALENDAR OF EVENTS



DATES

BSW program time/venue:

Hilton Garden Inn Duncanville-Dallas
800 North Main Street
Duncanville, Texas 75116

Thursday, December 12, 2013

Best Southwest Quarterly Luncheon
"A Conversation About Health Care"

Featuring

Dr. Stephen L. Mansfield, FACHE
President, Methodist Health System

Zachary S. Thompson
Director, Dallas County HHS

For more info about this Program and RSVP, please contact Lauren Grady Johnson at 972.227.2579 or chamber@LancasterTX.org

Time:
11:30 AM - Registration & Program

Cost:
\$25 Per Person
\$250 Sponsor Table of 8

RSVP To:
972.227.2579
chamber@LancasterTX.org

MEMBERSHIP

NETWORK @ NIGHT!



"NETWORK ... AND EAT"

Thursday, January 16, 2014
5:00 p.m.—8:00 p.m.

Bring your business cards and a door prize if you wish. Everyone will get a chance to tell us about their business.

Call the chamber for the location.

Lancaster Area Chamber of Commerce

Calendar of Events

GOVERNMENT

SMALL BUSINESS ROUNDTABLE



BETTER BUSINESS BREAKFAST

"What Challenges do you face as a Small Business in Lancaster?" Roundtable discussion about problems you as a small businesses are facing today.

Lancaster Area Chamber Office
103 N. Dallas Ave.
P. O. Box 1100
Lancaster, Texas 75146

COMMITTEES

MONTHLY NETWORKING!



FIRST THURSDAY OF THE MONTH

Lancaster Networking will be the **First Thursday** of each month. We will alternate between a lunchtime event and an evening event.

The **Third Month** will combine Cedar Hill, DeSoto, Duncanville, and Lancaster for an evening networking event.

Other Events

Wednesday, December 4, 2013
Chamber of Commerce Board Retreat
8:30 AM - 2:00 PM
Dallas Regional Chamber
500 N Akard Street, #2600, Dallas, TX

Saturday, December 14, 2013
60th Annual Christmas Parade
5:30 PM
To Begin at Cedar Street on Town Square

Friday, December 20, 2013 at 5:00 PM
The Informer Submission Deadline

Wednesday, December 25, 2013
Merry Christmas from the Chamber

Wednesday, January 1, 2014
Happy New Year from the Chamber

Monday, January 6, 2014 (Deadline)
U.S. Chamber of Commerce
"Dream Big Small Business
of the Year Award 2014"
uschambersummit.com/award

Friday, January 17, 2014
Dallas Regional Chamber
"Annual Membership Meeting"
Shannon Nail, nail@dallaschamber.org
or call 214-712-1922

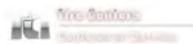
February 2014
Chamber Hosts Back To Work Fair

Friday, February 28, 2014
Forty Under 40 Application Deadline

Saturday, April 12, 2014
**First Annual Miss Lancaster/Miss Teen
Lancaster Pageant**

Saturday, April 26, 2014 at 6:30 PM
Annual Gala & Auction
Hilton Garden Inn Duncanville-Dallas
Duncanville, TX 75116

Gold Chamber Partners



Silver Chamber Partners



Bronze Chamber Partners





 **LancasterTX.org**
Chamber of Commerce
and Visitors Center

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to submit your information:**

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chamber@LancasterTX.org

Lancaster Area Chamber of Commerce
Regional Networking Activities, Events &

2013 Chamber Happenings

Networking Events

11:30 AM - 1:00 PM

- **January 3** - Angelic Moments
- **April 4** - Location TBD
- **July 4** - No Networker
- **October 3** - Location TBD
- **March** - Best Southwest
- **May** - Best Southwest

5:00 - 7:00 PM

- **February 7** - Location TBD
- **June 6** - Location TBD
- **August 1** - Location TBD
- **November 7** - Location TBD

2nd Saturday Monthly Events

Vendor | Shops | Restaurants

April 13

Including Greater Dallas Bike Ride

October 12

Including Fall Festival with OktoberFest

December - TBD

Including Christmas Parade and City events for children.

Better Business Breakfast

7:30 AM - 9:00 AM

- **January 25** - Location TBD
- **February 22** - Location TBD
- **March 22** - Location TBD
- **April 26** - Location TBD
- **May 24** - Location TBD
- **June 28** - Location TBD
- **July 26** - Location TBD
- **August 2, 9, 16, 23** - TGIF / Best Southwest
- **September 27** - Location TBD
- **October 25** - None
- **November** - None
- **December** - None

Best Southwest Networking "C-4"

5:00 PM - 7:00 PM

A combined networking with the Chambers:
Lancaster, DeSoto, Duncanville, & Cedar Hill

- **March 7** - Lancaster
- **May 23** - Cedar Hill
- **Sept. 26** - DeSoto
- **Nov. 14** - Duncanville

Monthly Luncheons

11:30 AM - 1:00 PM

- **January 10** - Mayor
 - **February 14** - Awards
 - **March** - Best Southwest *
 - **April 11** - Urban Visions Part I
 - **May 9** - Police Memorial
 - **June** - Best Southwest *
 - **July** - No Luncheon
 - **August 8** - Urban Visions Part II
 - **September** - Best Southwest *
 - **October 10** - LISD State of Schools Report
 - **November 14** - Dallas District Attorney
 - **December** - Best Southwest *
- * Dates to be determined*

Special Events

Various Times and Locations

Saturday, April 27, 2013

Annual Auction/Gala/Awards

Monday, October 14, 2013

Annual Duffers Derby Golf Tournament
Lancaster Country View Golf Course
Lancaster, Texas

>> Lancaster Independent School District

60th Annual Christmas Parade In Lancaster

Scheduled Saturday, December 14 beginning on the Historic Town Square

By Austin James, Lead Community Relations Assistant, City of Lancaster

A Lancaster Tradition

The Annual Christmas Parade is a Lancaster tradition that was first started by the Lancaster Lions Club 60 years ago. Join the City of Lancaster for the Annual Christmas Parade, Saturday, December 14, 2013, beginning at 5:30 p.m. This year's theme is "60 Years of Holiday Cheer" and the parade will begin at Cedar Street on Town Square, travel north on N. Dallas Avenue, and culminate at Veterans Memorial Parkway. Bring your lawn chairs and watch the parade procession as educational, social, civic and business organizations and residents all join together to celebrate the holidays. The Parade entry fee is the donation of non-perishable food items to benefit the Lancaster Outreach Center.

The parade includes organizations from all over the City of Lancaster including the Lancaster Area Chamber of Commerce, Lancaster Independent School District, Cedar Valley Community College, local area businesses, Lancaster churches, and many more.

Entrant Application, Rules & Guidelines

Log onto www.Lancaster-TX.com and click on the links to submit a Parade Application.

Parade Entrant Applications are due Friday, November 29, 2013 at 5:00 p.m.

Applications can be submitted by fax at 972-218-1399; by e-mail to ajames@lancaster-tx.com; by mail to Community Relations at 211 N. Henry St., Lancaster, Texas 75146; or in person at 211 N. Henry Street, Lancaster, Texas 75146.

Award Categories

Each entrant will be judged in the following categories: Best Lighted Entry, Best Business Entry, Best Organization Entry, and Best Performance Group

Hometown Hero Nomination

The City of Lancaster and Lancaster Chamber of Commerce honors our Hometown Heroes by recognizing

him/her as the Grand Marshal of the Annual Christmas Parade! These persons must be Lancaster citizens that exemplify the community service and spirit that makes Lancaster a healthy, safe and vibrant place to live.

Please submit nominations for Lancaster's Hometown Hero by sending an email to ajames@lancaster-tx.com by Friday, November 29, 2013 at 5:00 p.m.

myLancaster

Educating future leaders today!



Clarion Hotel

1515 N. I-35 East | DeSoto, TX 75115 | 972.224.9100

Clarion helps people come together for occasions ranging from business meetings and special events to vacations and weekend getaways. Clarion provides the full-service facilities, attentive services and social atmosphere with affordable rates that make it easy to connect with colleagues, friends and family.



GET TOGETHER



A member of the Lancaster Area Chamber of Commerce

ONE NIGHT ONLY

 **LancasterTX.org**
Chamber of Commerce
and Visitors Center

is proud to announce its

2014 Gala & Auction
An Evening of Elegance in Black and White

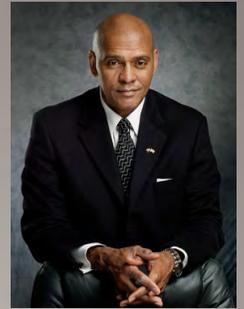
APRIL 26, 2014
6:30 PM - MIDNIGHT

**Hilton Garden Inn
Duncanville - Dallas**
800 N. Main Street
Duncanville, Texas 75116

Style 
events

LANCASTER AREA CHAMBER OF COMMERCE
103 N. DALLAS AVENUE
LANCASTER, TEXAS 75146
972.227.2579 OFFICE | 972.227.9555 FAX
CHAMBER@LANCASTERTX.ORG E-MAIL
WWW.LANCASTERTX.ORG WEBSITE

*All proceeds benefits the Education, Mentoring
and other Program Initiatives of the Chamber,
a 501 (c)(6) Not-For-Profit.*



Roland Parrish
Honorary Chair
Parrish McDonald's Restaurants Ltd.



Tonya Veasey
Honorary Chair
Open Channels Group PR

Live & Silent Auctions
Hors d'oeuvres
Gala Favors
Entertainment
Dancing
Much, Much More!

For more information about the
2014 Gala & Sponsorships

972.227.2579
chamber@LancasterTX.org
www.LancasterTX.org

Dallas Regional Chamber President & CEO to Retire

By Dallas Regional Chamber



Amb. James C. Oberwetter
President & CEO
Dallas Regional Chamber

After 5 years at the helm of the Dallas Regional Chamber, President and CEO U.S. Ambassador (ret.) James C. Oberwetter has announced his plans to retire in March 2014. A selection committee named by DRC

Chairman of the Board, Anne Motsenbocker, is in place to fill the position.

About Ambassador Oberwetter

James C. Oberwetter, was named President of the Dallas Regional Chamber in February of 2009. He directs the chamber staff in economic development activity for the region and leads the organization in setting public policy direction designed to maintain a healthy quality of life and business climate in North Texas.

Prior to service with the Chamber, President George W. Bush, personally selected James C. Oberwetter, in November 2003 to serve as U.S. Ambassador to the Kingdom of Saudi Arabia.

While there, until April of 2007, he utilized his public policy, political and business management experience to direct his team in a strategic repositioning of the U.S./Saudi relationship. He interacted frequently with the President, the Vice President, Secretaries Rice and Powell and numerous U.S. Cabinet Secretaries in accomplishing this task as well as the King, Crown Prince, and key Ministers of the Kingdom of Saudi Arabia.

A Mission under continuous threat and one direct assault from Al Qaeda, he managed under crisis conditions. A State Department Inspector General's report said that by "using his superb managerial skills," the result was a "stellar performance... on top of every aspect of this complicated and sometime contentious (Saudi)

relationship."

His insights on Saudi Arabia and the Middle East are in demand for lectures to business groups, professional and non-governmental organizations, colleges and universities including the Scowcroft Institute for International Studies, at the Bush School of Government and Public Service and the Houston Partnership's "America's Energy Future Presidential Summit."

Prior to his Ambassadorial service he was Senior Vice President of Hunt Consolidated, Inc., of Dallas where he advised the Chairman, Ray L. Hunt, and the Hunt family of companies including Hunt Oil Company, on governmental and public affairs strategies domestically and internationally.

During this time he gained deep understanding of the political, policy and civic processes at the local, state and national and international levels. He served as chairman, vice or co-chairman, director, senior advisor in numerous bipartisan city and school bond campaigns, campaigns for Mayors, statewide office holders, gubernatorial and Presidential campaigns in Texas.

His past civic service includes: chairman, Texas Commission on Drug and Alcohol Abuse; chairman, City of Dallas Civil Service Commission; chairman, bipartisan City of Dallas Redistricting Committee; chairman of the Volunteer Center; vice chairman, Dallas Fort Worth World Affairs Council; executive committee, Dallas Metropolitan YMCA;

board of the Greenhill School; chairman, Dallas Committee for Desegregation Implementation for which he received the honorary Lifetime Achievement Award of the Texas Parent Teacher Association. He was nominated for the U.S. Department of State, Cobb Award, for outstanding Ambassador of the year.

Prior to his work with Hunt he had served as press secretary to then Congressman George H. W. Bush and as special assistant to the Administrator of the U.S. Environmental Protection Agency.

He was educated at the University of Texas at Austin, graduating in 1969 with a BJ degree from the School of Communications.

He and his wife Anita make their home in Dallas. They have three grown children and belong to King of Glory Lutheran Church.

About the Dallas Regional Chamber

The Chamber works to ensure the Dallas region will become the most economically prosperous region – and the most desirable place to live and work – in the United States. As the area's leading membership-driven business organization, DRC is committed to:

- Leading Economic Development
- Driving Improvements in Public Education
- Influencing Public Policy
- Catalyzing and advocating for regional partnerships
- Providing value to its members



Blueprint for Economic Prosperity

Dallas Regional Chamber
STRATEGIC PLAN
2010-2015

myLancaster

join today **972.227.2579**

LancasterTX.org

Be a part of the Chamber



Crescent Medical Center Lancaster

Newly renovated Medical Surgical Hospital is Licensed by TDHS

By Patrick McAadoo, Marketing Director/Client Development, Crescent Medical Center Lancaster



Welcome to Crescent Medical Center Lancaster, where exceptional people are bringing exceptional health care back to Lancaster. We look forward to meeting your healthcare needs.

Crescent Medical Center Lancaster is an eighty-four bed acute care general hospital in Lancaster, Texas. The Newly renovated medical-surgical hospital is licensed by the Texas Department of Health and accepts Medicare, Medicaid, private insurance and self-pay patients. The facility has eight Intensive Care

Units (ICU) beds, ten Emergency Department beds, two operating suites and a cystoscopy suite. The hospital's extensive outpatient center has 10 beds and 2 procedure rooms. The new imaging center is outfitted with digital X-ray and CT services and will expand to include MRI, nuclear medicine and other imaging services in the near future.

The mission of Crescent Medical Center Lancaster is to restore and improve human life through compassionate health-care. It is our vision to build an exceptional culture of health and wellness that inspire patients, physicians, employees and the community we serve.



Contact US at 972.227.2579 to learn more.

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LancasterTX.org
Chamber of Commerce
and Visitors Center

Seasons Greetings

**WE BELIEVE
WE ENCOURAGE
WE INVEST
WE PROMOTE**

SMALL BUSINESS

LancasterTX.org
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and Visitors Center

Reducing our carbon footprint. Go Green with US!

BSW Quarterly Luncheon
Wednesday, December 12th @ 11:30am
Hilton Garden Inn, Duncanville
800 N. Main St

"A Conversation About Health Care"

Dr. Stephen L. Mansfield
FACHE, President, Methodist Health Systems

&

Mr. Zachary S. Thompson
Director, Dallas County Health & Human Services

with Lancaster Mayor, Honorable Marcus E. Knight moderating. The intent is to help our individual leaders and businesses understand the "ins and outs" of our new health care system. How will businesses, cities, educational entities, and other organizations cope with the regulations?

Cost: \$25 per person Sponsor Table of 8: \$250

Please make your reservations by Friday, December 7th:
Duncanville Chamber: (972) 780-4990 Cedar Hill Chamber: (972) 291-7817
Lancaster Chamber: (972) 227-2579 DeSoto Chamber: (972) 224-3565

Associate Members: Ferris, Glen Heights, Hutchins, Midlothian, Ovilla, Red Oak and Wilmer
Please call the Duncanville Chamber at (972) 780-4990

THE MISS LANCASTER

MISS LANCASTER TEEN SCHOLARSHIP PAGEANT

April 12th, 2014



THE **SAPPHIRE** CROWN
ORGANIZATION

TODAY, TOMORROW, FOREVER
LAUREN GRADY - JOHNSON | Executive Producer

Around and About

The Best Southwest Partnership

By Joe Johnson, IOM, Executive Director, The Best Southwest Partnership



Joe Johnson, IOM
Executive Director
Best Southwest Partnership

Under the leadership of Dr. Kevin Fegan in 2013, the Best Southwest Partnership achieved new goals that he helped the BSW Board set back in December of 2012 at the yearly planning session.

How can we accomplish our Mission of being a Regional Organization with emphasis on Economic Development and Tourism while still representing our regional partners of 11 cities, chambers and communities? The BSW leaders in that planning session selected 4 Core Initiatives that support and are a must-have for Economic Development – **Transportation, Education, Legislation, and Health Care.**

At the Annual Economic Developers Conference in Austin on October 17 and 18, 2013, the major key-note speakers including Ray Perryman each made reference to key elements for successful economic development – **Transportation** (roads), **Education** (able workforce) and **Water** (sustainability). Certainly economic development must have transportation to be successful, and an able and ready workforce is the result of good Education. In fact Bill Hammond, president of the Texas Association of Business, is promoting a Higher Education Conference in Austin on December 10, 2013, reviewing with businesses “the future of higher education and what must happen to meet our workforce de-

mands of the future”.

Water is a necessity and is a newly emerging “hot topic” for legislators as our area suffers under drought conditions. Businesses (and individuals) need water for sustainability, and so our Legislators have placed a water initiative on the November 5, 2013 state-wide ballot.

A Look Back

The Best Southwest Partnership touched all its Core Initiative bases in 2013, beginning with a **BSW Transportation Luncheon** on March 28, 2013 at the Hilton Garden Inn featuring Hon. John Terrell, Mayor of Southlake and Exec. V.P. of DFW Airport in charge of commercial development.

On May 30, 2013, **The Annual Best Southwest Scholars Luncheon** was a sellout to see 11 BSW area students receive BSW Scholarships – one from each member community. It was an outstanding luncheon, with plans already underway to make the 2014 Luncheon even bigger and better. Education for our kids is a must for our future!

BSW’s Annual TGIF Legislative Breakfast Series on the first 4 Fridays in August at Methodist Charlton Medical Center, was a huge success with record participation. Texas **Senator Royce West** led off the first Friday, followed on subsequent Fridays by **Representative Jim Pitts, Representative Yvonne Davis, and Representative Helen Giddings.** This has proven to be an out-

standing and must-attend annual series.

The Annual Health Care Luncheon set for December 12, 2013 at the Hilton Garden Inn will have two outstanding presenters conversing with **Mayor Marcus Knight** about Health Care – and hopefully answering some key questions for our individuals and businesses. **Dr. Stephen Mansfield**, President and CEO of Methodist Health Systems and **Mr. Zachary Thompson**, Director of Dallas County Health and Human Services will unravel this mystery of Health Care.

A Look Forward

On December 20, the full BSW Board will gather for a planning session for 2014, led by chair-elect **Grant Galliford**, owner of All State Insurance of DeSoto, and the newly elected chair-elect for 2014, **Jonathan Davis**, FACHE and President of Methodist Charlton Medical Center. BSW’s Visioning Committee will present its recommendations to the Board for the future of the Best Southwest Partnership as it continues to expand and grow in importance to this entire area. 2014 and 2015 should be historic years for Best Southwest going forward.

For more information contact:

Joe Johnson, IOM
Executive Director
Best Southwest Partnership
director@bestsouthwest.org
214.535.1883



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Special Education is Enriching and Developing Students

Lancaster Independent School District

By Ruby Batiste, Executive Director of Special Education, Lancaster Independent School District



Ruby Batiste
Executive Director of Special Education
Lancaster Independent School District

The Lancaster ISD Special Education Department continues to educate students with disabilities beyond the classroom. The 2013-14 school year began with the department implementing a new curriculum sequencing guide called SEEDS—Special Education Enriching and Developing Students. This learning guide was developed to assist our teachers in addressing several areas of opportunities that are essential for students with disabilities to be proficient and productive citizens in their communities.

SEEDS is utilized in classrooms starting in early childhood education and continues through the 12th grade. This guide provides teachers with creative and relevant ways to enhance students' learning experiences with the

state-mandated curriculum, teaches self-help and social skills, provides vocational experiences and exposes students to STEM Education (Science, Technology, Engineering, Mathematics) and physical activity. The SEEDS Scope and Sequencing guide is updated six times during the school year.

In addition to ensuring our students with disabilities receive high-quality individualized instruction, the Special Education Department continues to make learning relevant for our high school students through their participation in Community-Based Vocational Instruction. Our students participate in a weekly program at the VA Hospital in Dallas, as well as take visits to various job sites and job fairs in the Lancaster and Dallas areas. This exposure allow our students and their parents to realize that there are several employers interested in offering individuals with disabilities employment opportunities.

Our goal of enriching and developing students with disabilities so they can be productive and contributing citizens in their communities is achieved through the support of parents and other care takers. Thus, the Lancaster ISD Strengthening Families Initiative was created to inform parents of the community resources available to assist them with the challenges of parenting a child or children with disabilities. The first session in the four part series allowed parents to attend parenting and health sessions for 90 minutes while their children enjoyed movies and playtime. All families were able to enjoy a free meal in addition to

free childcare at the event. Our second session will be held on December 19 at Rosa Parks/Millbrook Elementary School at 6 p.m.

Special Olympics is another great opportunity for our student athletes with disabilities. This is a year-round program with multiple events held at different venues in the Metroplex. For the past four years, we've hosted a Special Olympics in Lancaster at the Beverly D. Humphrey Tiger Stadium every April. This annual track meet typically has more than 150 student athletes with disabilities from neighboring school districts like Grand Prairie, Cedar Hill and Waxahachie participating alongside our Lancaster ISD students. Our Lancaster Tigers always perform well and walk away with multiple awards.

Support from our community is always welcomed as we continue to find ways to make learning meaningful and relevant for students with disabilities in Lancaster ISD. Contact us to learn more about our program at 972-218-1635 or e-mail us at info@LancasterISD.org.



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>> Lancaster Independent School District

Lancaster ISD Presents State of Schools Report, 21st Century Learning in Action at the Lancaster Chamber of Commerce's Luncheon

By Sonya Cole-Hamilton, Executive Director of Communications, Lancaster Independent School District

Lancaster ISD Presents State of Schools Report, 21st Century Learning in Action

Dr. Michael D. McFarland summarized the district as "good and getting better" during the annual "State of the Schools" address at the monthly luncheon of the Lancaster Area Chamber of Commerce.

The Lancaster Independent School District Superintendent of Schools, Dr. Michael D. McFarland summarized the district as "good and getting better" during the annual "State of the Schools" address at the monthly luncheon of the Lancaster Area Chamber of Commerce earlier this month.

Contrary to traditional thought, the details of this message was not presented by Dr. McFarland, but was instead actively communicated through a PBL (Problem-Based Learning) project facilitated by fourth, sixth and eighth graders.

In the introduction of this abbreviated PBL experience, Lancaster High School sophomore and event co-emcee, Renita Williams, stated to the 100+ crowd of parents, education administrators and business leaders, "Gone are the days of teaching students what to think. Today's businesses want people who know HOW to think."

The tabletop project — the cup challenge — was designed to showcase the experience of the learning environment in a 21st Century classroom. The winners of the challenge had to collaborate with teammates to organize given clues and assemble provided cups in a tower only using the string provided and non-verbal communica-

tion. George Washington Carver 6th Grade Stem Learning Center student, Jonathan Govan assisted Williams as the emcee and candidly led the guests through a reflection Q&A, a key component of problem-based learning.

After the student presentation, Assistant Superintendent of Achievement and Student Services Dr. Helena Mosely spoke to the guests about how Lancaster ISD is preparing students to be leaders.

"What you experienced today was glimpse of learning in a 21st Century environment—a classroom in Lancaster ISD where our students must communicate to reach an outcome, collaborate, think critically and be creative with reach a solution," she said. "And while we may not know exactly what lies ahead for our students in the future, we do have the advantage of knowing what skills they will need once they get there."

Dr. Mosely explained that in addition to a focus on academics, students are also encouraged to take initiative and be entrepreneurial.

"Our students are asked to take initiative and contribute to the world. We encourage these skills within our classrooms and our communities," she said. "Our students are incredibly creative and interested in shaping their experience in the classroom, so we ask them for much more than a list of classroom rules and consequences."

The overarching message of the luncheon, however, was that Lancaster ISD's student achievement is rising.

"All of the district numbers are going up and to the right- and that is a good thing!" Dr. McFarland said. "We continue to have the highest graduation rate of the Best Southwest member cities and are also the only district across the state implementing STEM (Science, Technology, Engineering and Math) initiatives for all of our students in all programs."

The impact of the district's More Than a Diploma Initiative is visible with more than 90% of the students graduating with letters of acceptance to colleges, universities or the military in addition to the more than \$3 million awarded in scholarships.

"It used to be a high school diploma was a passport to the middle class." Dr. McFarland said as he explained the value of diploma initiative and the STEM Curriculum. "However, now, holding only a high school diploma is a ticket to poverty."

The Lancaster Area Chamber of Commerce traditionally reserves its October luncheon for the district to share its annual report.

"I think it is important that we highlight what the school district is doing. We want to show the workforce the diversity of the talent pool that the district is producing," Kenneth Govan, Chairman of the Board, Lancaster Chamber of Commerce said. "You want companies to invest in their cities currently, but we want them to know that they can invest in the future talent pool that that Lancaster ISD is producing. These are the future community and business leaders of tomorrow."



Recipe for U.S. Jobs Starts With Trade Promotion Authority (A Commentary)

By Myron Brilliant, Executive VP and Head of International Affairs, U.S. Chamber of Commerce | Contributing Author | November 5, 2013

Congress faces an important choice in the months ahead as it considers legislation to renew Trade Promotion Authority. TPA is vital because economic growth and job creation at home depend on our ability to sell American goods and services to the 95 percent of the world's customers living outside the U.S.

Many Americans are already seizing these opportunities. More than 38 million U.S. jobs depend on trade. About 1 in 3 manufacturing jobs depends on exports, and 1 in 3 acres on American farms is planted for hungry consumers overseas.

However, the international playing field is often unfairly tilted against American workers and companies. While our market is generally open, U.S. exports face foreign tariffs that often soar into double digits as well as a thicket of non-tariff barriers.

Free-trade agreements are crafted to tear down these barriers. By creating a level playing field, they help U.S. companies and the workers they employ compete in overseas markets. But without a proactive and determined trade agenda, we'll be stuck on the outside, looking in.

The record of America's FTAs is outstanding. While our 20 FTA partners represent just 10 percent of the global economy, they buy nearly half of U.S. exports. Our FTAs have generated an expansion in trade that supports more than 5 million American jobs, according to a U.S. Chamber of Commerce study. Further, if you're worried about the trade deficit, FTAs aren't the problem

— they're the solution. The U.S. has a trade surplus in manufactured goods with its 20 FTA partners on top of global surpluses in services and farm products.

How can the U.S. seize more of these benefits? The good news is that the U.S. is taking part in two major trade negotiations. The first, the Trans-Pacific Partnership, involves 11 other Asia-Pacific countries from Japan to Australia.

The appeal of the TPP is simple. Two billion Asians joined the middle class in the past 20 years, and another 1.2 billion will do so by 2020. That's a lot of potential customers.

Further, the International Monetary Fund estimates the world economy will grow by \$22 trillion over the next five years, and nearly half of that growth will be in Asia. The TPP will help U.S. companies tap these booming markets. In the second big negotiation, the U.S. and the European Union are pursuing a Transatlantic Trade and Investment Partnership, the largest market for U.S. business.

U.S.-EU trade reaches \$1 trillion annually and employs 15 million Americans and Europeans. Even so, eliminating today's relatively modest trade barriers would bring big benefits.

According to one study, the TTIP would boost U.S. exports to the EU by \$300 billion annually and increase the purchasing power of the typical American family by nearly \$900. Europeans would secure similar benefits.

However, to make these or any other growth-driving trade agreements a reality, Congress must first approve Trade Promotion Authority. The Constitution gives Congress authority to regulate international trade, but it gives the president authority to negotiate with foreign governments.

TPA builds on this constitutional partnership by directing Congress to set negotiating objectives and requiring the executive branch to consult extensively with Congress during negotiations. In other words, TPA strengthens the role of Congress in trade policy. We can't stand still. Nearly 400 FTAs are in force around the world, and more than 100 more are in the works among other countries. By contrast, the U.S. has FTAs with just 20 countries today.

If we fail to renew TPA, U.S. workers and companies will be left at a sharp disadvantage. To oppose TPA is to guarantee that foreign markets remain closed to U.S. exports. To reject TPA is to accept a playing field skewed against American workers and companies.

Without TPA, the U.S. can't negotiate new trade agreements to open foreign markets, spur economic growth and create American jobs. Without it, our standard of living and our standing in the world will suffer.

For the sake of growth and jobs, let's renew TPA and seize the benefits of a robust international trade agenda.

Myron Brilliant is executive vice president and head of international affairs at the U.S. Chamber of Commerce.

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Tips for Healthy Living

Take the Chamber Health Challenge

Roland Parrish and Tonya Veasey Named Honorary Chairs Of The Lancaster Area Chamber of Commerce 2014 Gala and Auction

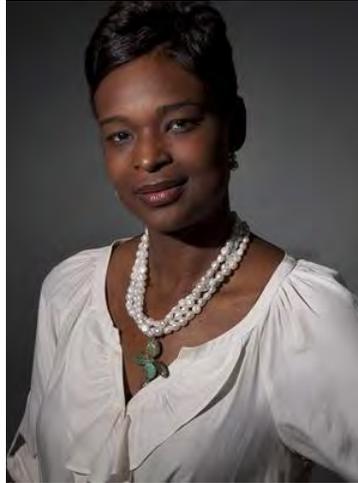
By Stacy E. Marshall, President, Lancaster Area Chamber of Commerce and Visitors Center



Roland Parrish
Honorary Chair
Parrish McDonald's Restaurants Ltd.

Roland Parrish and Tonya Veasey will serve as honorary chairs and will receive an award of appreciation at the Lancaster Area Chamber of Commerce Annual Gala and Auction on Saturday, April 26, 2014 at the Hilton Garden Inn Duncanville-Dallas, 800 N. Main Street in Duncanville.

Mr. Parrish is the president, CEO and owner of Parrish McDonald's Restau-



Tonya Veasey
Honorary Chair
Open Channels Group PR

rants Ltd., which owns 25 McDonald's franchises in North Texas. The average franchisee owns five restaurants. His company consistently makes Black Enterprise magazine's BE 100 as one of the Top 100 Black Owned Businesses in the United States -- another goal he had set and quickly met.

Before founding Open Channels Group PR (OCG PR), Mrs. Veasey spent more

than 10 years in the public affairs industry, working for a state senator, a large nonprofit organization and a Fortune 500 company.

OCG PR has become a national leader in multicultural communications through the hard work of its experienced leadership team – a group of risk takers who are fun, collaborative and committed to exceeding its clients' expectations. Veasey has been repeatedly recognized for her leadership in the business world as well as the community.

The Lancaster Area Chamber of Commerce Annual Gala and Auction raises funds to help the chamber education, mentoring and other community development initiatives.

Call Lauren Grady Johnson at 972.227.2579 or visit Lancaster Area Chamber of Commerce online, LancasterTX.org, to learn more about the chamber's 2014 gala and auction.



Bottlenecks
and congestion
cost about
\$200 billion
a year.

That's 1.6% of U.S. economic output.*

With continued underinvestment, our nation's infrastructure system will be increasingly unsafe, unreliable, and inefficient—threatening jobs, productivity, and competitiveness.

This is where the business community can step up.

By paying more in user fees and taxes, investing up to \$250 billion in public-private partnerships, bringing together the latest technology and management practices, and building support for smart investment, we can modernize our infrastructure and grow our economy.

Learn more at uschamber.com/infrastructure.

*Source: American's Fiscal Outlook 2013

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Lancaster **firstannual** **Forty** under **40**



2013 RECIPIENT PROFILES "THIS COULD BE YOU"

It will be with great pride and a hefty dash of admiration that we will present the recipients of the 2013 Lancaster Chamber Forty Under 40 Recognition, a longstanding tradition and one we are happy to be part of for the first time. This year's recipients will truly traverse a constellation of occupations and businesses, from local business owners, business CEOs to regional business leaders, administrators to management partners to civic leaders to future entrepreneurs. But Chamber's Forty Under 40 recipients will also share one common thread, and that's the determination, drive and ability to succeed in both business and community-based ventures.



James Doe
Any Business



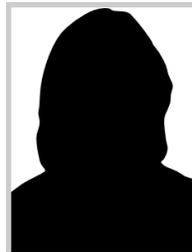
Jane Doe
Any Business



James Doe
Any Business



Jane Doe
Any Business



James Doe
Any Business



James Doe
Any Business



Jane Doe
Any Business



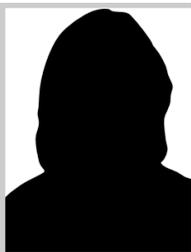
James Doe
Any Business



Jane Doe
Any Business



James Doe
Any Business



James Doe
Any Business



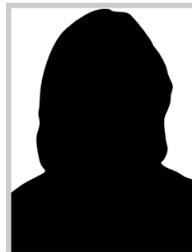
Jane Doe
Any Business



James Doe
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Jane Doe
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