

East Texas Council of Governments Regional Report Fall 2008

3800 Stone Road • Kilgore, Texas 75662 • 903.984.8641 • 903.983.1440 fax • www.etcog.org

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Matters of the Heart

Message from Executive Director, David Cleveland

Among the many memorable moments from the 2008 Olympic Games; two distinctive images of two men burn in my memory. Who will ever forget Michael Phelps winning eight (yes eight!) gold medals, and by that feat becoming one of the greatest Olympians ever? Consider also the story of Jamaica's Usain "Lightning" Bolt—the world's fastest man who earned 3 gold medals for his stellar world record setting work in the 100-meter and 200-meter dashes; and for his part in securing the gold for Jamaica by running the third leg of the 4 by 100 meter relay. As I watched these two Olympians and contemplated on the significance of their superior achievements, it occurred to me that there may be lessons we can learn by carefully observing how each athlete approached their respective events. Bolt and Phelps are both highly trained and well conditioned athletes; both men undoubtedly had to sacrifice much to reach elite athlete status because one cannot achieve at their status on mere talent alone. Both men had to watch their diet carefully; get plenty of sleep and train constantly. Phelps commented publically that his life was reduced to three daily events; he ate, he swam and he slept.

Both athletes also achieved in dramatic form on the world stage. Phelps accomplished his rare feat with class and distinction, through blow out's and fingernail finishes; individually and with the help of his teammates. What a story of sacrifice and commitment! Bolt ran like greased lightning, and he often made it look easy. In the 100 meter dash, Bolt set the word mark despite slowing down, looking around, raising his arms in celebration and pounding his chest during the last few meters. I cannot help but wonder what

he could have accomplished had he run at full speed for the entire race?

Therein lays the possible difference between these two men's performances; and a teachable moment for all of us. Compare Bolt's effort in the 100-meter dash to Phelps razor-thin effort to win the 100-meter butterfly by 1/100th of a second. Most would agree that Phelps gave it everything he had—he was whole-heartedly committed! Mr. Bolt on the other hand was on cruise control—enjoying the scenery as he finished the race. What could he have accomplished if he put the pedal to the medal throughout? Comparatively, what do you think would have happened had Phelps cruised into the finish? For Mr. Phelps the difference between being a great Olympian and perhaps the greatest Olympian of all time

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hung balance.

I had the distinct honor of visiting with one of our regions finest this past week. Before assuming elective office recently, he coached high school football in East Texas for a combined thirty-five years. He shared with me his philosophy and focus was always to coach his kids to be the very best they can be. He wanted and required the players to give him all they had on the field, in the classroom, at home and in the community. Half-hearted and no-hearted efforts were transformed into higher achievements. Michael Phelps, it seems to me embodied these principles by his passionate pursuit of excellence and "no surrender" attitude. This is the kind of culture we aspire to attain and maintain here at ETCOG. As our customers and partners, we hope you will encourage us along by providing constructive input as we train to be the very best. In the final analysis however, our successful achievement of the quest to be the best is a **Matter of the Heart.**

Serving a Fourteen County Region

Providing services and programs to East Texas seniors, employers and job seekers

AREA AGENCY ON AGING Featuring the Caregiving and Ombudsman Programs

As our population ages, it is important to provide support services which enable our seniors to live according to their choice, independently and with dignity. The East Texas Area Agency on Aging (AAA) is designated by the Texas Department of Aging and Disability Services to accomplish this mission.

The AAA coordinates services for East Texans who are 60 or older, with particular attention to low-income minority older individuals, older individuals with limited English proficiency, and older individuals residing in rural areas.

AAA provides a wide range of services including benefits counseling; information, referral and assistance; nutrition; care coordination; caregiver support; home repair; emergency response system; and transportation. We would like to feature two AAA's programs: the Caregiver Support Program and Ombudsman Program.

Caregiver Support Program

The AAA Caregiver Support Program provides critical support needed by families to assist them in maintaining their caregiver roles. The program offers information, assistance and services to individuals who are primary caregivers of adult family members in frail condition. Priority is given to seniors with Alzheimer's Disease or related disorders, family caregivers who are sixty years of age and older and caregivers with greatest social and economic need.

These services may include coordinating the caregiver's needs, access to counseling and support groups, caregiver education and training, and temporary in-home respite care to relieve the caregiver up to 6-8 hours a week. Through a vendor agreement with the Alzheimer's Alliance of North East Texas, AAA also provides funding for Institutional Respite and Adult Day Care respite for caregivers.

For caregiver respite services, AAA contracts with licensed Home Health Agencies to assist the caregiver with home management, meal preparation and personal care of the care recipient.

To date, AAA's Caregiver Support Program has served 445 individuals in 2008.

Ombudsman Program

AAA's Ombudsman program functions under the rules of the Texas State Ombudsman Program, and specific State and Federal laws. The program provides advocacy for quality of life and quality of care for residents in long-term care settings such as nursing homes, assisted living and skilled nursing facilities.

In East Texas, AAA serves 76 nursing homes, 4 hospital-based skilled nursing facilities and over 90 assisted living facilities. AAA is responsible for training and oversight of staff and volunteers, ombudsman activities, certification training, and on-going training to certified ombudsman volunteers, recruitment, management and recognition of volunteers.

Staff and volunteers resolve nursing home complaints, assist in resolving other nursing home issues, support resident and family's councils, and provide in-service and information to the long term care facilities.

For more information on the Caregiver Support Program, Ombudsman Program, or other AAA services, call 1(800)442-8845.

REACH CONFERENCE

Regional Education on Aging, Caregiving & Healthcare



Harvey Convention Center
December 9-10, 2008
Tyler, Texas

Continuing Education to be offered: Social Work, Ethics, Activity Director, and Licensed Nursing Facility Administrator

Call 1-800-442-8845 for more information

VOLUNTEERS NEEDED FOR HOMELAND SECURITY EFFORT

ETCOG staff members have been asked to volunteer for a new regional project called MAC-G, which stands for "Multi-Agency Coordination Group." This is simply a group of people who will be trained to assist our local jurisdictions in locating resources in an emergency situation. Those selected for training will learn how their computer, telephone and organizational skills can be used in a time of crisis, to assist first responder organizations, for the benefit of all ETCOG area residents.

Members of the MAC Group will individually complete interactive on-line training courses, found on the FEMA website (<http://training.fema.gov/IS/>), and will participate as a group in hands-on exercises and drills.

Once the MAC-G is established and trained, the Group will be available to respond to emergency situations upon the request of any ETCOG member government. If a local city or county needs additional equipment or personnel, the incident commander will have the option to notify the ETCOG MAC-G, which will respond "24-7-365" – at any hour of the day or night, on any day of the year – to assist in locating the needed manpower and equipment.

Anyone who is interested in learning more about the MAC-G project is invited to contact Angela Norton (903-984-8641 ext. 251) or Donetta Murphy (903-984-8641 ext. 283).



NEW LOGO FOR THE ETCOG
MAC-G (MULTI-AGENCY
COORDINATION GROUP)

ETCOG INCREASES HOUSING INITIATIVES, EXPANDS CUSTOMER BASE

As part of ETCOG's efforts to increase the level of service to all residents of East Texas, the housing program has been relocated from the Area Agency on Aging to the Public Information and Regional Services Division. This move may not sound exciting, but for those in need of housing assistance it will mean even more services may soon be available. With the move, came the creation of a new Housing Coordinator position. This position will be filled by Karen Cline, who also moved from the Aging Division to assume this new role.

"The Housing Coordinator position is important to ETCOG," says Luke Kimbrough, Director of Public Information and Regional Services. "This position means that all residents, not just the elderly, can take advantage of the services that ETCOG provides in the area of housing assistance."

In addition to the existing repair program for the elderly, which has been in place for a number of years, ETCOG is seeking funding for expansion of this program to also help the disabled with home repairs. ETCOG is seeking to establish new programs in connection with the Office of Rural Community Affairs, the U.S. Department of Agriculture, and other agencies to provide homeowners with access to affordable housing throughout the East Texas region.



NEW LOGO FOR THE EAST TEXAS
COUNCIL OF GOVERNMENTS
HOUSING PROGRAM

ETCOG REGION RECEIVES \$508,966 IN CRIMINAL JUSTICE GRANT AWARDS

Victims of Crime Act (VOCA) federally funded awards are made annually by Governor Perry, upon the recommendation of his Criminal Justice Division.

FY2009 East Texas VOCA Awards are as follows:

Wood County Victim Services
\$41,369

East Texas Crisis Center
\$80,000

Northeast Texas Child Advocacy Center
\$80,000

Children's Advocacy Center of Smith County
\$80,000

Crisis Center of Anderson & Cherokee Counties
\$120,000

Henderson County HELP Center Child Advocacy Center
\$80,000

Smith County Victim Services
\$27,597



**EAST TEXAS
REGIONAL
DEVELOPMENT
COMPANY**

ETRDC, is a private, non-profit, organization formed for the purpose of assisting small businesses.

The ETRDC has helped many Texas business owners achieve long term financing for all of their business needs.

The ETRDC through the SBA 504, finances 40% of the project cost and takes a second mortgage position. You can put as little as 10% equity.

East Texas Regional Development Company
(903) 984-8641
www.ETRDC.com

ETCOG AND GLADEWATER PD HOST PUBLIC DEMONSTRATION ON NEW IDLE REDUCTION TECHNOLOGY

Technology Can Power Vehicles for Over Eight Hours

ETCOG and the Gladewater Police Department hosted a public demonstration on new idle reduction technology on Thursday, August 14, 2008, at the Gladewater Police Department. The technology was demonstrated in a police cruiser designed by Xtreme Energy. The cruiser's auxiliary power unit contains enough capacity to power the vehicle at full electrical load. Under average load, the idle reduction technology powers the vehicle for over eight hours. This would allow police cruisers, in non-emergency situations, to shut off their engines reducing fuel consumption and emissions while still running all of their necessary equipment.

The technology is recommended not only for emergency vehicles, but also vehicles that need remote power sources normally obtained through vehicle idling. To offset purchase costs, Texas Emission Reduction Program (TERP) grant funds through Texas Commission on Environmental Quality are eligible for this type of technology.

The demonstration was open to the public and other interested parties. Representatives from Gladewater PD, City of Longview, Longview PD, City of Kilgore, and Upshur County attended the demonstration. For more information contact Rick McKnight, Environmental Manager for ETCOG, at 903.984.8641 x 209. For more information on the technology, visit Xtreme Energy at www.xtremeinfo.org.

ETCOG's RURAL TRANSIT DISTRICT ENTERS NEW PARTNERSHIP WITH KILGORE COLLEGE

ETCOG's Rural Transit District and Kilgore College have partnered to transport students to campus and back. The new commuting system, dubbed Ranger Ride, will provide students free commutes between the Kilgore and Longview Kilgore College campuses.

"This is a great opportunity for our Rural Transit District," says ETCOG's Director of Transportation, Roxanne McKinley. "With one of the locations originating in a rural area, it is in the scope of the Rural Transit District's mission."

ETCOG's Rural Transit District bus will make three round trips between the campuses, each day, Monday through Friday.

Not a Kilgore College student but still need a ride? Non-students may also take advantage of the fixed Kilgore / Longview route for \$2.00 per trip. Or schedule a East Texas Rural Transit pickup by calling (903) 753-2958 or 1(800)590-3371.

Ranger Ride Departure Location / Times

Monday through Friday

7:00 a.m.	Depart Devall Student Center in Kilgore	(Arrive in Longview)
7:30 a.m.	Depart KC-Longview	(Arrive in Kilgore)
12:30 p.m.	Depart Devall Student Center in Kilgore	(Arrive in Longview)
1:00 p.m.	Depart KC-Longview	(Arrive in Kilgore)
5:00 p.m.	Depart Devall Student Center in Kilgore	(Arrive in Longview)
5:30 p.m.	Depart KC-Longview	(Arrive in Kilgore)

subject to change

Workforce Solutions East Texas

Improving the quality of life in this area through economic development by providing a first-class workforce for present and future businesses

BOARD SPONSORS, SENDS 22 DELEGATES TO MODEL SCHOOLS CONFERENCE

Workforce Solutions East Texas Board sponsored and sent 22 Delegates to the 16th Annual Model Schools Conference Sunday, June 22, through Wednesday, June 25 in Orlando, Florida. The Model Schools Conference (www.modelschoolsconference.com) brings together thousands of school administrators, teachers, and business leaders each year to discuss challenges and solutions in education. This year, the conference showcased student engagement strategies, instructional practices, leadership approaches, and many other topics. The conference had approximately 8,500 attendees.



WORKFORCE SOLUTIONS EAST TEXAS MODEL SCHOOLS CONFERENCE ATTENDEES.

The 22 Educators and Workforce Board members that attended include: **Mary Berry**, Workforce Solutions East Texas Board; **Dorothy Franks**, Workforce Solutions East Texas Board; **Pete Lamothe**, Workforce Solutions East Texas Board; **Beverly Hodges**, Workforce Solutions East Texas Board Staff; **Otis Amy**, Principal, Henderson High School; **Cindy Anderson**, Assistant Principal, Henderson Middle School; **David Ledkins**, Principal, Hawkins Middle School; **Andrea Mayo**, Deputy Superintendent for District Services, Longview ISD; **Mike Moon**, Superintendent, Elkhart ISD; **Keith Murphy**, Principal, Van High School; **Jay Olson**, Education Technology Coordinator, Region VII Education Service Center; **Ed Prater**, Director of Technology/CTE, Frankston ISD; **Jason Boyd**, Entrepreneur Instructor, Hawkins High School; **Suzanne Braly**, Dean of Student Services, Van High School; **Dr. Mitzi Doggett**, Assistant Superintendent, Gladewater ISD; **Kathy Gaw**, Career and Technical Education Coordinator, Marshall High School; **Dee Hartt**, Superintendent, Tatum ISD; **Sandi Jones**, Principal, West Side Elementary, Jacksonville ISD; **Pamela Rodriguez**, College and Career Advisor, John Tyler High

School, Tyler ISD; **Patty Stevenson**, Teacher, Grand Saline ISD; **Clay Tompkins**, Superintendent, Cross Roads ISD; **Josh Williams**, Assistant Principal, Rains High School.

This is the second year for Workforce Solutions East Texas Board to send delegates to the conference. Conference attendees that are members of the Board will assist in the Board's future planning of youth activities.

CHILD CARE PROVIDER CONFERENCE

On Saturday, August 2, 2008, the Workforce Solutions East Texas Board and Arbor Child Care Services held a Child Care Provider Conference at Harvey Convention Center in Tyler. The conference was skillfully presented by national speaker, Anna Moo. Moo shared her expertise on child development in her session, "The Magic of Music, Less Stress, and Feeling Blessed."

Also presenting, was Kim Stacy, Workforce Solutions East Texas Employer Services Unit Lead, in her session, "Three Squares: Hiring, Firing and Retention."

The conference had approximately 430 child care providers, including owners and directors of day care facilities, in attendance.



CROWD SHOT OF WORKFORCE SOLUTIONS EAST TEXAS CHILD CARE PROVIDER CONFERENCE ATTENDEES



KIM STACY PRESENTING AT THE WORKFORCE SOLUTIONS EAST TEXAS CHILD CARE PROVIDER CONFERENCE



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The East Texas Council of Governments is a voluntary association of counties, cities, school districts and special districts within the fourteen-county East Texas region. ETCOG assists local governments in planning for common needs, cooperating for mutual benefit and coordinating for sound regional development. Established in 1970, ETCOG, either directly, or through its contractors, provides programs and services for East Texas seniors, employers, and job seekers. ETCOG and its contractors also build the 9-1-1 emergency call delivery system, provide peace officer training and homeland security planning services; and deliver rural transportation services, business finance programs, and environmental grant funding for the region.

TDD: 211



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