

# TEXAS A&M AGRI LIFE EXTENSION

## Rural Community Development

Next SET Meeting

August 5, 9a-1p

Our Place Activity Center, 3<sup>rd</sup> & Ripley in Littlefield (same place as time we were in Littlefield)

We will

- Prioritize and work further on the SMART goals and tasks in teams. The product developed next month will be a major component of your regional plan.
- Craft a vision statement for the region
- Introduce measurement and goal accountability
- Probably have a lunch speaker from the TX Alliance for Water Conservation



## GUIDELINES AND APPLICATION FOR 2014 SMALL BUSINESS AWARDS

### Application Guidelines

Applications are now being accepted for the Hale County 2014 Small Business of the Year Awards. The awards will be presented in conjunction with the SBA Business Expo lunch on September 5, 2014 at the Ol-

lie Liner Center in Plainview.

Completing this application is an educational exercise in reviewing the strengths of your business. The process may help you identify some marketable assets within your organization that you had not previously considered. Participation in this awards program is a positive experience not only for you as the business owner, but for your employees as well. In addition, valuable marketing exposure through a variety of opportunities is granted to each applicant.

To continue in this prestigious awards program you must complete the following application form, and submit it no later than Friday, August 15, 2014 to:

Enactus  
1700 W 7th St CMB 1268  
Plainview, TX 79072  
OR FAX TO: (806) 291-1957

### OBJECTIVE

To recognize and honor businesses who have demonstrated exemplary "Best Practices."

### CRITERIA

- « Any for-profit business headquartered in Hale County
- « The applicant must be the owner, partner or major shareholder of the business, and active in its day-to-day operations
- « The business must be financially stable and operational for a minimum of three years with the exception of the Emerging Business which is less than three years

### CATEGORIES

There will be four awards presented in the following categories:

- « Emerging Business (start-up company in business less than three years)
- « 1-10 Employees (in business three or more years)
- « 11-50 Employees (in business three or more years)
- « 51-150 Employees (in business three or more years)

### JUDGING ELEMENTS

- « Business Growth and Performance
- « Sound Business Strategies and Practices
- « Customer Service Strategies and Practices
- « Business Challenges
- « Unique and Innovative Approaches
- « Community Involvement and Contribution
- « Employee Relations

### AWARD WINNERS RECEIVE:

- « Small Business of the Year Award to display in your place of business
- « A Small Business of the Year Award winner banner to keep and display
- « Recognition throughout Hale County

# Application

Along with this application, plus **ONE** company brochure (if available).

**APPLICANTS NOT FOLLOWING STATED INSTRUCTIONS WILL BE DISQUALIFIED!**

***PLEASE TYPE ALL INFORMATION***

## BUSINESS INFORMATION

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: State: Zip: \_\_\_\_\_

Website: \_\_\_\_\_

Owner/Principal's Name: \_\_\_\_\_

Owner/Principal's Title: \_\_\_\_\_

Owner/Principal's Phone: \_\_\_\_\_

Owner/Principal's E-mail: \_\_\_\_\_

## PERSON COMPLETING APPLICATION INFORMATION (if different from above)

Name & Title: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

This application is a submission for the following category: (check only one)

**Emerging Business** (start-up company in business less than three years)

**1-10 Employees** (in business three or more years)

**11-50 Employees** (in business three or more years)

**51-150 Employees** (in business three or more years)

***"Employee" is defined as: one full-time employee; multiple, part-time employees, equivalent to one full-time employee; and independent contractors.***

*Must be a standalone for-profit business not associated with or owned by any non-profit entity.*

**Information provided will be kept confidential. Only selected Chamber Staff and the specially selected Judges will view the information. SBA Lubbock staff reserves the right to verify any information provided in this application.**

I, \_\_\_\_\_, acknowledge the information provided in this  
(print name)

application is true and factual to the best of my knowledge.

Applicant's Signature: \_\_\_\_\_

**General Information:**

Year Established : \_\_\_\_\_ SIC or NAISC Code(s) \_\_\_\_\_

Type of Business (i.e. Manufacturing, retail, service, etc.) \_\_\_\_\_

Main Product(s) and/or Service(s) \_\_\_\_\_

*\* Data below should be based on information relevant to the conclusion of the businesses' most recent fiscal year prior to December 31, 2013.*

# of Employees  
2011 \_\_\_\_\_ 2012 \_\_\_\_\_ 2013 \_\_\_\_\_

What percentage of your current business comes from the following areas:  
Hale County \_\_\_\_\_ State \_\_\_\_\_ National \_\_\_\_\_ International \_\_\_\_\_

**Employee Relations:**

**Benefits (Check all that apply)**

- |  |  |
|--|--|
| <input type="checkbox"/> Health Insurance Policy               | <input type="checkbox"/> Dental Insurance                      |
| <input type="checkbox"/> Life Insurance                        | <input type="checkbox"/> Disability Insurance                  |
| <input type="checkbox"/> Personal Time/Sick Time/Vacation Time | <input type="checkbox"/> Employee Handbook                     |
| <input type="checkbox"/> Cafeteria Plan                        | <input type="checkbox"/> Flexible Work Schedule                |
| <input type="checkbox"/> 401(k) Employee Assistance Program    | <input type="checkbox"/> Stock Option/ Profit Sharing Programs |
| <input type="checkbox"/> Company Car                           | <input type="checkbox"/> Other _____                           |

**Training and Empowerment**

- |   |  |
|---|--|
| <input type="checkbox"/> Leadership Training            | <input type="checkbox"/> Team Bonus                        |
| <input type="checkbox"/> Computer Training              | <input type="checkbox"/> Company Loans for Education       |
| <input type="checkbox"/> Skill Set Training             | <input type="checkbox"/> Tuition Reimbursement             |
| <input type="checkbox"/> Diversity/Sensitivity Training | <input type="checkbox"/> Customer Relations Training Other |

**Other Personnel Benefits**

- |   |   |
|---|---|
| <input type="checkbox"/> Loan Forgiveness Program | <input type="checkbox"/> Personal Concierge Service for employees |
| <input type="checkbox"/> On-site Daycare Services | <input type="checkbox"/> Employee Recognition Program             |

**Operations:**

- Does your company utilize the services of an attorney for legal advice and counsel? \_\_\_\_\_
- Does your company utilize the services of an accountant for tax preparation? \_\_\_\_\_
- Does your company utilize the services of an accountant or bookkeeper for preparation of monthly financials? \_\_\_\_\_
- Does your company the services of a personal banker? \_\_\_\_\_ a Financial advisor? \_\_\_\_\_

Instructions for Narratives:

**APPLICANTS NOT FOLLOWING STATED INSTRUCTIONS WILL BE DISQUALIFIED!**

All narrative information must be typed.

Minimum type size is 10 pt.

Spacing must be at least 1.5 or double spaced.

**Business Profile:**

In 100 words or less, please describe your business, including but not limited to its history, its products and/or services offered. Consider including what makes your business stand out, what about your business makes you proud, what awards and recognitions your company has received and what you attribute the success of your business to. By submission of the Business Profile you authorize its use in future marketing initiatives, such as luncheon and breakfast programs, print ads, etc.

In addition to the application, use ONE SEPARATE PAGE for each of the following six judging elements.

**Business Growth and Performance:**

Describe growth and/or stability for the business, number of employees, sales volume, location (possible expansion), revenue, expanded or enhanced services to clients. Give Examples.

**Sound Business Strategies and Practices:**

Describe the strategic vision and management philosophy. Give Examples.

**Customer Service Strategies and Practices:**

Describe your approach to customer service, both internal and external, giving innovative and creative examples. Give Examples.

**Business Challenges:**

Describe challenges your business has faced and how they're being addressed. Give Examples.

**Unique and Innovative Approaches:**

Describe innovation and creativity in areas of product development, marketing, etc. you use in your business. Give Examples.

**Community Involvement and Contribution:**

Describe your business' community involvement and corporate citizenship. Give Examples.



Hale County Business Expo 2014  
 September 5, 2014  
 10:00 a.m. – 3:00 p.m.  
 Ollie Liner Center Plainview, TX

Does your company have a unique product and/or service that you would like to promote in Hale County and the surrounding area?

Are you looking for answers to questions involving business expansion and financing?

Exhibit your company at the 2014 Hale County Business Expo and Conference for small business owners.

Experts from the Small Business Administration (SBA), the Small Business Development Center (SBDC) and the Service Corps of Retired Executives (SCORE) will provide one-on-one and group training and counseling sessions

Expo attendees shop for products & services from vendors like you.

The Hale County Business Expo brings together business owners and decision-makers to network, attend business critical workshops, build new business relationships and shop vendors that provide unique products & services.

To make 2014 a success, we must find ways to bolster our still-recovering economy.

If you are a start-up or an established company in Hale County, this is an event that every business must attend!

**Exhibitor Registration Form**

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Business Name (as it will appear in printed material)

---

Contact Name

E-mail Address

---

Street Address

Mailing Address

---

City

State

ZIP

---

Business Phone

Cell

Fax

Single booth 10 x 10 \$40 includes one lunch ticket \_\_\_\_\_

Double booth 20 x 10 \$65 includes two lunch tickets \_\_\_\_\_

Additional lunch tickets @ \$10 each \_\_\_\_\_

Electricity \_\_\_\_\_ limited availability on a first come, first serve basis

Internet \_\_\_\_\_

Special needs: \_\_\_\_\_

Make checks payable to Texas AgriLife Extension.

Each 10 x 10 booth includes one 6 ft. skirted table and two chairs. Signage provided by exhibitor. Set up beginning at 9:00 a.m. and clean up should be completed by 5:00 pm. **Deadline for exhibitor registration – Friday, August 29th.**



Hale County Business Expo 2014  
September 5, 2014  
10:00 a.m. – 3:00 p.m.  
Ollie Liner Center Plainview, TX

Thank you very much for your donation to the Hale County Business Expo. The following information is requested in order to permit us to give you full recognition for your donation. Please print clearly.

- Company: \_\_\_\_\_
- Contact: \_\_\_\_\_
- Street Address: \_\_\_\_\_
- City, State, Zip Code: \_\_\_\_\_
- Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Sponsorship amount: \_\_\_\_\_ Please make check payable to Texas AgriLife Extension, 225 Broadway, Ste 6, Plainview, TX 79072. If mailed, please include a copy of this form. Sponsorships over \$250 include 10 x 10 booth and recognition in all printed material.

Door Prize Item(s) Donated:

\_\_\_\_\_

Estimated Value: \$ \_\_\_\_\_

Restrictions and Limitations (Ex: Expiration date, excluded dates, etc.):

\_\_\_\_\_

Item will be delivered \_\_\_\_\_ Item to be picked up \_\_\_\_\_

Item location \_\_\_\_\_

All items must be received by August 29th to receive recognition in print.

For questions, please contact Janice Payne at 806-296-7567 or email [thepaynesinplainview@suddenlink.net](mailto:thepaynesinplainview@suddenlink.net).

## Workforce Development

*Clackamas County, Ore.*

The Workforce Investment Council of Clackamas County (WICCO) developed the Summer Youth Academy (SYA) to connect Clackamas County youth and employers with summer internships. The program not only improves the skills and employability of young workers, but it also introduces employers to the younger workforce population. In 2013, more than 50 youth (ages 14-21) participated in a weeklong work readiness “Boot Camp,” followed by a week of sector-specific trainings to introduce students to new industry trades and interview preparation activities. More than half of those students were placed in a paid position for the summer. In all, the students obtained nearly 4,000 hours of work experience and earned 130 college credits through Clackamas Community College. The success of the SYA in Clackamas County helps to ensure the next generation of workers is skilled and ready for job opportunities within the county.

In March 2012, the GFLA, including Broward County business, civic and local government leaders, announced the launch of the Six Pillars Broward County strategic planning process to address topics identified as critical to the economic success of the county. The Six Pillars process is being led at the state level by the Florida Chamber Foundation. The Foundation will design a local strategic planning process through 2030, thereby helping community and government leaders are involved in Six Pillars Broward County with Broward County Commissioner Chip LaMarca serving as a co-chair to the initiative.

The first pillar in Six Pillars Broward County is “Talent Supply & Education,” with the expressed goal the educators collaborate with employers to ensure they are fostering a workforce prepared to meet the needs of local employers. To do the, Broward Country and its partners have joined forces with Broward College, a community college in the county, to provide programs related to logistics, trade and high-tech sectors. To date, Broward College has leveraged more than \$4 million in grants from the U.S. Department of labor to design curricula and expand learning opportunities for the skills need in the high-tech industry. Broward College has also placed an emphasis on admitting students obtaining an industry-recognized certificate upon high school graduation and increasing the numbers of students choosing majors in science and technology-related fields. Additionally, the Six Pillars Broward County board of directors conducts and annual survey of employers and educators to make sure current curricula are meeting employers’ needs. Broward County Commissioner Chip LaMarca states, “Broward County has witnessed a lot of companies waiting to site their businesses in Broward. It is our job to interpret their work force needs and be proactive and not just reactive about that process.

The Collaborative in currently working on implementing targeted sector strategies through regional partnerships with employers, educators, workforce developers and other stakeholders to address the skill needs of the health care, advanced manufacturing, and high tech sectors. To do this, the Collaborative developed a five-phase Framework coined the Industry Engagement Framework (Framework), to engage employers in support of regional workforce development efforts. The Framework directly involves industry in the design, development, delivery and oversight of regional workforce programs and services. Currently, the Framework focusses on three targeted sectors: advanced manufacturing, health care and high tech. The Collaborative works with employers, educators, workforce developers and other stakeholders to implement targeted strategies in each sector and address the skill needs of these regional industries. The five phases of the Framework include:

- *Phase One:* Determine growth sectors to investigate. The Collaborative does this by evaluating industries against more than 10 economic development variable and other key factors related to growth.
- *Phase Two:* Analyze growth and industry trends of the identified growth sectors, reviewing employer and labor pool data and conducting employer workforce surveys to gather local data. The goal of this phase is to vet growth trends and produce a report focused on local issues, trends and labor shed data.
- *Phase Three:* Convene members of the target industry to determine how to prioritize potential



workforce initiatives and identify industry stakeholders who can guide the implementation of the initiatives. The Collaborative then develops preliminary action plans for the prioritized initiatives.

- *Phase Four:* Implement the workforce initiatives identified in Phase Three by developing an operational plan for WIB staff, identifying potential roadblocks and continuing to re-evaluate industry trends in real time as initiatives are carried out.
- *Phase Five:* Evaluate outcomes and successes by conducting collection and analysis of quantitative and qualitative data that is then consolidated into a report for an audience of industry employers, public officials, and media.

## **Smart Goals, Tasks, and related info for Workforce and Various Clusters**

### **Agriculture & Drought**

#### **Goal:**

*Increase efficiency in irrigation by reducing number of acre feet [used] over the region.*

#### **Tasks:**

- Identify drip irrigation suppliers/resources to relocate to the area
- Identify drip irrigation needs – installers, parts, maintenance, etc.
- Collaborate with High Plains Underground Water District

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### **WF**

Business owners and community leaders and affluent citizens will understand the struggles and cultural boundaries affecting the potential work force from the point of view of educators, parents, and students.

#### **Goal:**

Decrease unemployment by 25% and increase potential workforce through business mentoring programs for at-risk students in the school system and upon employment within a company by programs provided through the EDC and Chamber school systems for training or internships within the next 6 months to ongoing.

#### **Tasks:**

- Meeting between workforce solutions, spc, public schools, chamber, edc, city to plan for programs to train and promote in the business community.
- Identify students & employers needing assistance

Implement mentoring and internship programs.

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### **Call Center**

#### **Goal:**

*Entice a call center to Plainview to employ 50-150 people by 2015.*

#### **Tasks:**

- Locate possible investors
- Follow local leads
- Contact call centers about relocation or expansion possibilities
- List possible locations in empty properties with large square footage.
- Investigate call center conferences to make contacts
- Assist w training for prospective employees
- Encourage edc to focus on CII center industry

- Contact call center communities to find their enticements
- City/county cooperation for incentive package
- Utilize college students to task possibility(?) (business incubators, Enactus)

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### **Qualified workforce**

- Workers attend training – workshops/education
- Workers sign up for vocational schools
- Paid professions seek out and routinely communicate findings to the unemployed
- Chamber director host classes on soft skills
- Local colleges offer employment etiquette, basics
- Volunteer base to educate/inform public of service, classes offered

\*Attract outside workforce to move to your community to fill current jobs, offering quality of life.

### **Short-term goal:**

Within 6 months develop a list of people and resources to provide training in soft skills, work ethics, resume building, and specific job-related topics.

*Tasks:*

- Seek willing volunteers to teach classes – salvation army, school counselors at high schools, health dept, auto shops (teach oil change), hospital (CAN class), chamber of commerce, AgriLife Extension

### **Long-term goal:**

Within 5 years (by 2019), reduce the unemployment rate by 1.5% in this region, based on the 2014 unemployment base level.

*Tasks:*

- Job fairs – in all regions
- County/city [collaboration across region] website with job postings

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### **Increase quality of workforce**

#### **Youth---**

##### **Condition:**

- Want them to see a better life
- Tangible
- Attainable
- Realistic
- Entry advancement

##### **Attitude:**

- Education
- Change exiting “easy way” [mentality]

#### **Adult/Older workforce---**

- Recognize and identify barriers
- Communicate the “rules” [of finding and keeping jobs]
- Communicate community needs and workforce needs
- Identify and support resources for literacy and training
- Motivate and encourage
- Complacent in their comfort zone

#### **Goal for Youth:**

Reduce youth unemployment by 2025 to less than 5% by increasing literacy, promoting graduation, and reforming education in our 5-county area.

*Tasks:*

- Start a conversation about expanding on John Gatica’s programs to other school districts in the 5-county area.

Depending on above, perhaps help identify teachers that could be trained to assist with

#### **Goal for Adults:**

To increase the rate of labor force participation and employment to above the national average by improving the quality of the workforce, utilizing retraining programs before

Conditions we'd like to see in the South Plains Region:

- Increase income levels and overall wealth of community
- Improving downtown and developing tourism to where Plainview is the hub of the area
- Increasing number of jobs paying good, livable wages
- BCOG open, ACG [American Cotton Growers] still operating, and healthy employment
- A "base" source of employment which provides entry level à advancement, something to replace Cargill, transportation/energy-based
- Increasing number of jobs paying good, livable wages
- Increase number of jobs available paying good, livable wages
- Change declining population and low wage income
- Increase tax base through industrial and retail business improvements
- Education emphasizing vocational training

Behaviors and KSAs related to the above conditions as noted by individuals on index cards. I've tried to keep the behavior and KSAs noted by each participant in the same row of the table.

Behaviors	Attitudes, Skills, and Knowledge
Zoning – government Think positive – attitude Communication Education Teamwork  With using the program at the Houston School	Think positive – step out of box Government – zoning Education Town Hall Meeting: City holds meeting Wiki spaces: lower unemployment in this region by 50% 5 yrs – qualified workers are able to succeed in job of their choice of education
The major money controllers need to explore options that are not the old way of doing things, perhaps public/private ventures.  Bridge City & County relations to encourage the public to create tourism, including offering substantial incentives.	Volunteers/Develop solid group of people that will follow through with any task Meet on a regular basis to continue to form a plan& tweak goals. Also to discuss what has been a measurable result. Attend retail conventions to seek businesses for our community Create a retail committee to assist retail coach New board members with term limits Have all paid staff focus on specific task to have measurable results. Involve school in goals that will help achieve Wiki-spaces
Trainings-in area of interest for job & resume writing Finish high school Put together strong resume School adopt more vocational programs to prepare youth for job market Job fairs	See importance of job fairs – offer county and high school job fairs Learn more about available high school vocational programs or CEU trainings available, coordinate with SPC City/county learn to develop website with job listings-meet w Chamber or bring all county chamber directors together to work(?) on website Wiki-spaces

<p>Attract other than ag based businesses Retain college-educated people to this area</p>	<p>Value technical training Value high school diploma</p>
<p>Produce skilled workforce Promote customer service through training Active search and businesses recruitment Market and brand to sell Plainview Utilize outside recruitment tools (retail coach, ED consultant)</p>	<p>Absenteeism &amp; laziness, basic employment skills, higher level skills, value education—increase educational opportunities, improve education</p> <p>“Customer is always right” attitude, counting change, customer ultimately pays your salary, business is shopped because of customer service</p> <p>Recruitment out of Chamber—concentration on business promotion, positive “We want you” attitude, use resources available (retail coach)</p> <p>Take on a project – improve code --change feeling that we are fine the way we are, find something people want, advertise Plainview everywhere, word to improve the community</p> <p>Hire outside firms &amp; individuals</p> <p>Retail coach consultant—hire EDC professional</p>
<p>Change attitudes – It’s not as bad as you think. Rain will come. Good people around. Have a good attitude yourself.</p>	<p>Have events to improve knowledge, use IT – Facebook to let people know what you do, Promote industry that does not require a college degree</p> <p>Use our knowledge to get others involved. Our contacts by attending meeting, outside of our business.</p>
<p>Obtain job skills Valuing education Thinking outside the box Having pride Taking responsibility</p>	<p>Work toward a GED Enroll in GED classes</p> <p>Literally showing what education can do for them. Taking people to see homes &amp; businesses of successful people. Taking ownership.</p> <p>Changing our way of thinking</p>
<p>Focus more on vocation goals Attract vocational training outside the school system.</p>	<p>Create an arena of completion for entrepreneurship internships in vocations. Emphasis on community development long-term &amp; community-wide.</p>
<p>Increase wages without mandate for lower paying jobs Citizens completing education (to change) &amp; train for new City/county allowing development &amp; promoting transportation &amp; energy businesses Reach out to transportation businesses</p>	<p>That the increase would attract more motivated and more stable individual</p>

# Gary Cross

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Plainview, TX 79072

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*Our focus with this newsletter is to provide an inter-communication platform in Hale County to offer educational training opportunities and education Information on rural development issues and projects affecting our community.*

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*Educational programs of the Texas A&M AgriLife Extension Service are open to all people without regard to race, color, religion, sex, national origin, age, disability, genetic information or veteran status.*

*The Texas A&M University System, U.S. Department of Agriculture, and the County Commissioners Courts of Texas Cooperating.*

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