

THE BORDEN STAR

Volume XXXI

February 20, 2002

Serving the Counties of Borden, Dawson, Garza, Howard, Lynn & Scurry

Gail FFA Celebrates National FFA Week

February 16th – 23rd is the week chosen to celebrate National FFA Week by thousands of FFA members across the country. FFA makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth, and career success through Agricultural Education – this is the main goal of the organization. For more than 72 years, the FFA has continued to be an integral part of agricultural instruction by making classroom lessons come to life through realistic applications. From its beginning, in 1928, with 33 delegates at the first national convention, it has grown to encompass 451,997 members in all-50 states, Puerto Rico Virgin Islands, Guam and Rota.

The Gail FFA Chapter is made up of 28 members in grades 9 – 12. The chapter is

very active in leadership training, career development events, mechanical applications, supervised agricultural experience programs, and many other activities. The chapter officers will be doing their part to promote National FFA Week by wearing their official dress on Wednesday as they visit with prospective junior high students on the benefits of being in the FFA and Ag. Science Programs.

The Gail FFA Chapter wishes to thank the community for all of it's strong support this year and the members are proud to represent Borden County in it's FFA activities.



It's about Time!

As the clock ticks over from 8:01 PM on Wednesday, February 20th, 2002, time will (for sixty seconds only) read in perfect symmetry. To be more precise: 20:02, 20/02, 2002. It is an event, which has only ever happened once before, and is something which will never be repeated. The last occasion that time read in such a symmetrical pattern was long before the days of the digital watch (or the 24-hour clock): 10:01 AM. On January 10, 1001. And because the clock only goes up to 23:59, it is something that will never happen again.

Lady Coyotes two-step to Bi-District, Area Wins;



2002 Lady Coyotes Bi-District and Area Champions: Standing (L. to R.) Manager, April Bouressa, Coach Bobby Avery, Carolina Arellanos, Dalene Kempf, Rika Copeland, Jessica Ellison, Bobbie Ellison, Cassidy Rinehart, Micah Hensley and Asst. Coach, Mike Floyd. Kneeling: Emily Mayes, Laura Stamper, Ashley Ellison, Shayla Gass, Patti Rodriquez and Kylia Culp.

Face Utopia for Chance at Semi-State Tournament

With decisive wins over Highland and Ft. Davis, Borden High School's Lady Coyotes march on in the State Class A basketball playoffs.

The girls were to meet Utopia in a sub-regional

game in San Angelo Tuesday night at 6 p.m. with the winner advancing to this weekend's semi-state tournament in Ft. Worth.

Against both Highland and Ft. Davis, the Lady

Coyotes used their patented full-court press along with some fundamental skills to put both teams away early.

Against Highland, BHS would score the first 13 points before their

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Having Asthma means more than not being able to catch your breath

"Hey Daddy, I'm going down the slide!" Alex is an active 4-year old, and today he's able to play hard outside without coughing or wheezing.

But Alex's health hasn't always been this good. At times, asthma has caused the lining of his air passages to swell, making it hard for him to breathe and worrying his parents. Alex's mother Kim Nugent-Anderson, said, "When your child is not able to breathe, he gets little panicked. And that's a very scary feeling for a parent."

Alex is among thousands of Americans who have asthma - the most common chronic illness for children in Texas. Asthma is a serious, chronic lung disease characterized by wheezing, shortness of breath, chest tightness and coughing. Infections, allergies and environmental factors, including indoor and outdoor pollutants, can trigger the disease, according to the Texas Department of Health (TDH).

Asthma is diagnosed through a combination of

studying the patient's medical history, a physical exam and measuring lung function. It is treated according to the severity of the disease and the persistence of symptoms. Long-term medications are used to maintain control of persistent asthma and to limit the underlying airway inflammation that contributes to asthma attacks. Quick-relief medications are used to treat acute symptoms and to prevent exercise-induced asthma.

There is no cure for asthma. The goal of asthma therapy is to successfully manage the disease; and with proper management and care, a person with asthma can live a long, healthy life with few symptoms.

"Proper management is really important," said Dennis Perrotta, state epidemiologist for Texas. "That means seeing a doctor, learning about our disease, asking your medicines on time and at the proper

Cont. to pg. 6

From the Counselor:

By Mary Airhart


Poka-Lambro Scholarship

Poka-Lambro Scholarship applications are in. The completed application is due March 2, 2002. This award is based on academic achievement, involvement in extra-curricular activities, and financial need.

FAFSA Forms

FAFSA's (Free Application for Federal Student Air,

including Pell Grant), printed forms have been given to seniors. 2001 income tax information **must be** used on this application. Senior parents should prepare their information should be filed electronically as soon as income tax information is compiled. If parents or students do not file a return, income tax returns as soon as possible. The early bird gets most of the worm, so the the FAFSA may be submitted now.



Let Me Get My Hat!

By Dennis Poole,
Borden County CEA-Ag.

Extension programs serve people of all ages regardless of socioeconomic level, race, color, sex, religion, disability, or national origin. The Texas A&M University System, U.S. Department of Agriculture, and the County Commissioners Court of Texas Cooperating.

San Antonio Results

Several Borden County 4-H and FFA exhibitors attended the 2002 San Antonio Livestock Exposition this past week. Results are as follows:

Lambs:

LaShae Johnson:
Breed Champion Medium Wool and Grand Champion Lame

Miller Valentine:

12th Place Medium Wool

Also exhibiting lambs was Miles Valentine and Kate Wallace.

Steers:

John Cowart:
4th place LW Brangus

Kate Wallace:
7th place MW Simmental

Tanner Poole
8th place LW Charlois

Tyler Wallace
10th place HW Simbrah

School Menu Week Of:

February 25th -
March 1st, 2002

MONDAY:

NO SCHOOL

TUESDAY: Steak Fingers, potatoes, green beans, hot rolls, fruit & Milk. **Breakfast:** Pancakes, fruit juice & milk.

WEDNESDAY: Spaghetti, spinach, corn, garlic toast, fruit & milk. **Breakfast:** Eggs, biscuit, fruit juice & milk.

THURSDAY: Chicken strips, potatoes, mix veggies, hot rolls, fruit & milk. **Breakfast:** Cereal, toast, fruit, & milk.

FRIDAY: BBQ on a bun, French fries, beans, cake & milk. **Breakfast:** Oatmeal, toast, fruit juice & milk.

Also exhibiting steers were Kalli Poole and Kyla Culp

Swine:

Kalli Poole

1st place LW York

Dalene Kemp

2nd place Class 2 Durock

Chelsea Stephens

8th place Class 2 Cross

Ben Griffin

made it through sift but non-placing

Also exhibiting swine were Rowdy Clary, Megan Brooks, Heather Brooks, Miller Valentine, Miles Valentine, John Hensley, Garrett Thomas, Tyler Wallace, Kate Wallace and Krystasha Benavidez.

Congratulations to all exhibitors! Thanks to everyone who helped prepare the animals for showing and transporting them to the stock show. Thanks to all the parents and exhibitors for helping in the many efforts that go along with a major stock show. Good luck to those that are preparing for the Houston trip.

Have you seen VOICES on a billboard near you?

Volunteers Offering Involvement in Communities to Expand Services, or **VOICES**, is a local community anti-drug coalition that focuses on the prevention of drug and alcohol use in the youth of the community. The coalition serves a fifteen county area, including Bailey, Cochran, Crosby, Dickens, Floyd, Motley, Terry, Garza, Hale, Hockley, King, Lamb, Lubbock, Lynn and Yoakum counties. The VOICES coalition is a program of the Managed Care Center for Addictive and Other Disorders, Inc., a non-profit organization that has offices in Lubbock, Levelland and Crosbyton.

VOICES encourages community involvement to promote a "no use" message, develop activities for youth, and encourage local authorities to strengthen ordinances to discourage drug and alcohol use. This is accomplished through the help of volunteers in the community who commit to making a difference in their communities.

VOICES is seeking representatives from youth groups, parents, churches, businesses, media and community organizations to help find ways to keep our kids safe and away from drugs and alcohol.

For more information about having a VOICES coalition meeting in your town or to volunteer for your community, call toll free 1-888-242-6067, in Crosbyton at 806/675-0047, or e-mail to voices@mccaod.com.



Lady Coyotes Face Utopia for Chance at Semi-State Tourney

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opponent could answer, and in the area contest, Ft. Davis found themselves down 45-5 at halftime.

Defense proved the key as the girls *averaged 28 steals per contest* thanks to a press that worked to perfection.

Even after Coach Bobby Avery pulled off the full-court defense, Ft. Davis still managed only one point in the second half of the area game, and Highland was held to only seven points per quarter in their second half of play.

The Ft. Davis win did not come without a cost, however, as junior starter Kyla Culp went down early with what has since been diagnosed as a torn ACL.

She will miss the remainder of the season and have surgery in March to repair the injured knee.

After two playoff games, BHS is averaging 67% from the free throw line and 40% from the field.

For information on Friday and Saturday's

possible tournament games in Ft. Worth, call the school office at (806) 756-4313 for information Thursday.

GAME STATISTICS VS. HIGHLAND

Copeland (13 pts., 11 rebounds, 6 steals, 1 blocked shot, 1 assist); **B. Kempf** (15 pts., 7 rebounds, 3 steals, 1 blocked shot); **D. Kempf** (10 pts., 2 rebounds, 2 steals, 1 assist); **Culp** (10 pts., 1 rebound, 2 steals, 2 assists); **Hensley** (10 pts., 4 rebounds, 4 steals, 3 assists); **Rodriguez** (2 pts., 6 steals, 1 assist); **Arellanos** (2 pts., 3 rebounds); **Gass** (5 pts., 2 rebounds, 2 steals); **Rinehart** (2 pts., 1 steal); **Mayes** (2 rebounds); **J. Ellison** (1 steal); **Stamper** (3 pts., 1 rebound); also playing, **Ashley Ellison**

VS. FORT DAVIS

Copeland (12 pts., 10 rebounds, 3 steals, 2 blocked shots, 1 assist); **B. Kempf** (11 pts., 8 rebounds, 9 steals, 1 blocked shot, 2 assists); **D. Kempf** (2 pts., 3 rebounds, 3 steals); **Hensley** (20 pts.,

Texas Rural Development Guaranteed Rural Housing Loan

USDA Rural Development Guaranteed Rural Housing loans for Single Family Dwellings offers hope for those who want to own a home, but have to managed to save for a down payment. The program is the best option for eligible low and moderate-income applicants to move into a home without a down payment. In many cases, most of the closing costs associated with purchasing the house can be financed into the loan up to the appraised value of the property. Loans can be made to purchase new or existing homes that meet Agency requirements.

In addition to allowing a Maximum Loan to Value ratio of 100%, another very attractive feature of this loan program is that the borrower is not required to pay mortgage insurance. Other zero down programs charge an up-front mortgage insurance premium that is due at closing, with monthly mortgage insurance for the remaining term of the loan. In comparison, the Guaranteed Rural Housing Program offers significant savings to borrowers by only charging a two percent (2%) guarantee

2 rebounds, 4 steals, 3 assists); **Rodriguez** (15 pts., 3 rebounds, 8 steals); **Arellanos** (2 pts.); **Mayes** (3 rebounds, 1 steal); **Rinehart** (4 rebounds, 1 steal); **Stamper** (2 rebounds); **J. Ellison** (1 rebound, 1 steal); (1 rebound)

fee that is due at closing, and no monthly mortgage insurance. Typical savings for a family can range between \$30.00 and \$60.00 per month.

USDA Rural Development housing programs target communities with populations of 10,000 or less and locations not closely associated with urban areas. Under certain circumstances loans can be made in towns and cities between 10,000 or less and locations not closely associated with urban areas. Under certain circumstances loans can be made in towns and cities between 10,000 and 25,000 in populations. Many areas are eligible — never assume your area is not eligible. Eligible areas are illustrated on maps available on the Texas USDA Rural Development website at: www.rurdev.usda.gov/tx/eligible.htm.

The program is designed to provide credit for people in rural areas who are unable to afford a conventional loan. In order to obtain a loan, applicants must be without ownership of safe and sanitary housing and meet the following criteria:

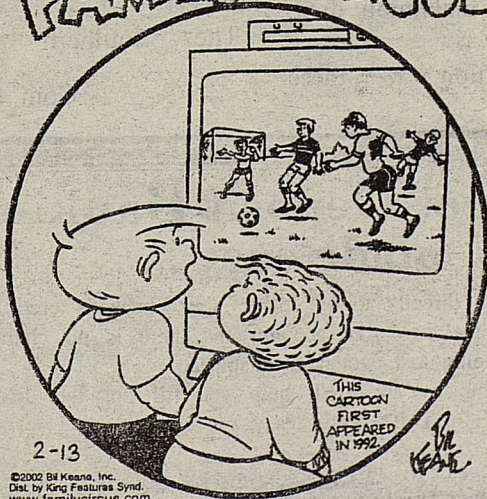
- Have an adjusted annual household income that does not exceed the applicable moderate income for the family size and the county where the property being financed is located. A family of four with a household income of 60,400 meets the income guidelines in most areas of the state. The income limits are

higher in some areas.

- Have adequate and dependably available income that is sufficient to pay for the cost of home ownership and existing long term debt obligations. The maximum housing expense (PITI) ratio and total debt (TD) ratio typically cannot exceed 20% and 41% respectively. In some cases, PITI ratios in the mid to high 30s and TD ratios in the mid to high 40s may be acceptable if legitimate compensating factors exist. Generally, the stronger the compensating factors, the more flexibility there will be on the debt ratio exceptions.
- Have an acceptable credit history that demonstrates an applicant's willingness and ability to repay the mortgage loan being requested. The buyers' credit history does not have to be perfect. Lenders may consider extenuating circumstances and grant exceptions when evaluating an applicant's credit history.

Private lenders, such as mortgage companies and commercial banks make USDA rural Development Guaranteed Loans. The loans have a 30-year term and a fixed interest rate. Unlike other zero down loan programs, the Guaranteed Rural Housing Program does not have loan limits. The maximum loan is determined by the applicant's income and repayment ability. The unique features of these loans may allow the buyer to qualify for more home than they may think. For more information visit our website at www.rurdev.usda.gov/tx/sfh.htm under "Texas Regulations". You may contact us via E-mail at Scooter.Brockette@tx.usda.gov or Daniel.Torres@tx.usda.gov.

THE FAMILY CIRCUS®



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Theater in a chicken house

Virginia Weaver Russell of Eastland is one spirited woman and moves with a regal bearing. She has aged without growing old.

She lives on the estate built in 1918 by her father, an oilman during the Ranger boom. Her place, called Beallhurst (a combination of family names), covers several acres and has some buildings used in a farming operation. Both she and her lawyer husband graduated from Eastland High School.

Virginia attended Principia College in St. Louis, the University of Wisconsin and got a master's degree in drama from the University of Texas. In 1938, she went to Yale to study playwriting and directing. She later earned a teaching certificate from SMU.

During her summers at Yale she did theater work in Rhode Island and Pennsylvania. "At the Green hills Playhouse in Reading, Pennsylvania, the box office was in a silo and the theater was a beautiful stone barn. It was a regular stock company, the actors lived there. I was the director of all the productions. What was really fun was hiring the actors in New York. We just ran a few ads in the paper and I interviewed people in the Roosevelt Hotel."

After a teaching stint in Mississippi she returned to Eastland in 1954 and dedicated herself to being a wife and mother. She occasionally directed plays, including the ones her sons were in during their high school years.

She directed some plays in the majestic Theater in downtown Eastland. "We did

The Night of January 16th and *Room Service*. I guess *Room Service* is my favorite comedy. It's the best American farce."

One play she wrote and directed was called *Drama for Boredom* and was the story of her family. She has written seven plays. "The best one was about Abe Lincoln when he was growing up"

In 1966, she and some friends started the Eastland Community Theater. "We turned a chicken house here on the place into a theater. One of the actors called it the best little chicken house in Texas. We called it Beallhurst Playhouse and did some wonderful shows here for about eighteen years.

The theater had 191 seats, a green room, costume and prop room, a stage and a lobby. The first play in the theater was *Junior Miss*.

"We had wonderful reception. Everybody who was in a play wanted to be in the next one. We did Broadway successes and the classics. We introduced children to Shakespeare. It was really a dream come true to have the theater right in my own back yard."

She feels strongly about theater. "When I was at Yale, I'd go buy some shoes and

Foundation seeks to protect public, environment

The Texas Boll Weevil Eradication Foundation is eradicating the boll weevil from cotton while protecting the safety of the public, foundation employees and the environment, said a top foundation official.

Although some South Plains and High Plains residents have recently expressed concerns about the effects of malathion used by the Texas Boll Weevil Eradication foundation, the Texas program is a safe operation that will reduce the application of pesticides on cotton and entirely eliminate spraying to control the boll weevil, the most economically significant cotton pest, said Charles Allen, program director.

"We take the safety of our employees and the general public very seriously," Allen said. "And we share a concern for our environment."

Allen, who holds a doctorate in entomology, said the eradication program only sprays cotton fields and has a variety of procedures in place to ensure that malathion is

think that this man selling me shoes could be in theater. Anybody can be in theater and be richer for it. Everybody who worked at Beallhurst realized that."

After interviewing Virginia Russell, I went out to the building that once house the theater and walked among the old costumes, props, posters, playbills and memories. The energy of hundreds of productions still linger.

applied only to cotton.

First among these controls is that aerial applicators must adhere to stringent requirements on the equipment used for spraying, and when spraying, they are required to fly no higher than 5 feet above the crop canopy, he said. The spray nozzles used and the low altitude while spraying ensure the malathion is only deposited on the plants.

The foundation also uses ground observers who monitor the planes while treatments are taking place and who maintain contact with the pilots to let them know if adverse weather conditions, such as approaching rain or winds that rise above 10 mph, appear that would cause the spray to drift. Allen said that when those conditions occur, spraying is canceled immediately.

In addition, environmental monitoring specialists are on hand to identify sensitive areas, such as schools, hospitals and farm residences, he said. These specialists work with the pilots to make sure their flight patterns avoid these areas.

The environmental monitors also routinely perform quality-control checks, placing dye cards in fields to make sure the proper spray pattern is being used and that there is no malathion drift, Allen said.

"In addition to these

controls, we chose malathion because it is the safest most effective product available to control boll weevils," he said. "Almost 50 years of use in agriculture, mosquito abatement programs and home insect control have shown that malathion is very safe when used according to the label directions."

In addition, Allen said the foundation uses the lowest possible rate shown to be effective against boll weevils, 12 ounces per acre.



"That's not a whole lot, when you think about it — only the amount of liquid in a soft drink can spread out over the area about the size of a football field," he said. "And the best thing is that when it's all said and done, we won't be spraying any malathion at all."

After the first year of an eradication program, he said, the only cotton fields that are sprayed are those that show evidence of boll weevil infestation, as determined through the use of pheromone traps placed in fields. Spraying decreases each year as the populations of boll weevils decrease.

"This has been shown to be true right herein Texas," Allen said. "We eradicated the boll weevil in the Southern Rolling Plains around San Angelo, and didn't spray an ounce of malathion in the whole zone last year."

The Southern Rolling

Cont. to pg. 5

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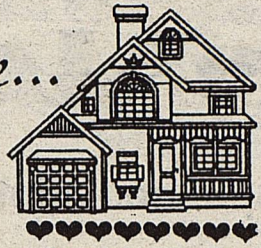


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Heart and home...

By Julie D. Mumme
Borden County Extension Agent -
Family and Consumer Sciences



Extension programs serve people of all ages regardless of socioeconomic level, race, color, sex, religion, disability, or national origin. The Texas A&M University System, U.S. Department of Agriculture, and the County Commissioners Courts of Texas Cooperating.

Tips for working with pesticides

With spring on its way, that means that everyone is getting the ground ready to plant, and that generally means the use of pesticides, herbicides, and other chemicals. It is vital that you follow the proper methods when using pesticides, and especially when laundering clothes worn when using the chemicals. Here are a few tips to remember when working with these chemicals.

Wear Protective Clothing!

- Long Sleeves and pants, or coveralls, made of:
 - ^cotton plain weave
 - ^poly-cotton blend, plain weave
 - ^cotton or poly-cotton twill
 - ^non-wrinkle cotton twill weave
- Shoes or boots with socks; head covering.
- Add extra protection as required by chemical label:

- ^goggles
- ^respirator
- ^Chemical-resistant gloves

Don't Spread Pesticide Residues!

- Change clothes at work; place in a sealable disposable bag.
- Transport in trunk or truck bed, not inside vehicle.
- Store and wash work clothes separately from other laundry.
- Wear chemical-resistant gloves to handle work clothes.

Follow These Cleaning Steps!

- Hang work clothes in the sun to help break down chemicals.
- Launder small loads only.
- Use washing machine set on longest wash cycle and highest water level.
- Wash with hot water and extra, heavy-duty detergent.

Boll Weevil Foundation

Cont. from pg. 4

- detergent.
- Line dry. In bad weather, use dryer on high heat.
- Clean washer by running an empty cycle with hot water and detergent.

For more information on working with pesticides and pesticide contaminated clothing safely, contact the Extension office at (806)756-4336.

Plains Eradication Zone encompasses, Coke, Runnels, Coleman, Irion, Tom Green, Schleicher, Concho, McCullough and Mason counties. The area was declared functionally eradicated in September 2000. "South Plains and High Plains growers will see a remarkable reduction in

spraying next year," Allen said. "The growers in those areas have already reported increased yields and a reduction in their own use of pesticides to control cotton pests, and it will only get better in the years to come."

The Texas Boll Weevil Eradication Foundation is a nonprofit, grower-initiated and funded organization dedicated to eliminating the cotton boll weevil from the state in the most cost effective and environmentally responsible manner possible.

National Weather Service holds Class

The National Weather Service will hold a spotter training class in Gail on February 26th, at the Community Building. The meeting is scheduled from 7-9 PM.

The majority of severe thunderstorms across West Texas occur during spring, and SKYWarn trained spotters are critical in helping

the National Weather Service provide accurate and timely warnings. SKYWarn training classes are offered free to anyone wishing to become more knowledgeable in severe thunderstorm identification.

For more information contact the Borden County Sheriff's Office at 806/756-4311.

PRIMARY ELECTION 2002 CALENDAR

Applications for an early ballot by mail for the General Primary Election or for both the General Primary and the Runoff Primary are now being accepted in the CLERK'S OFFICE

- January 26th First day to mail ballots to qualified voters who have requested ballots by mail.
- February 8th First day for voter to submit an application for an early ballot by mail for the runoff Primary Election. A person may request ballots for both the General Primary and the Primary Runoff Elections on the same application.
- February 10th Last day a voter who has moved to a different election precinct within the county may submit a change of address to be eligible to vote (in the General Primary) in the precinct of his or her new residence.
- February 11th Last day a person may submit an application to register to vote in the March 12th, 2002 Primary Election.
- February 25th Early voting by personal appearance begins at the Clerk's Office in the Courthouse
- March 5th Last day to receive applications for ballots by mail.
- March 8th Last day to vote early by personal appearance.
- March 11th Last day on which a person may submit an application to register to vote in April 9, 2002 Runoff Primary Election.
- March 12th PRIMARY ELECTION DAY

Renewals of Registered Brands



Every ten years Texas livestock producers are required by law to renew their brands and earmarks if they intend to continue using them. All brands must be renewed by February 28, 2002. Brands that have not been renewed will become "VOID" on March 1, 2002 and available for the general public.

Fee will be \$11.00 per brand per location. The Borden County Clerks Office have began the processing and will continue through February 28, 2002.

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POLITICAL CALENDAR

County Judge:

Van L. York, (D)

County & District Clerk

Joyce Herridge, (D)

County Treasurer

Kenneth P. Bennett, (D)

Justice of the Peace

Jane Jones, (D)

County Commissioner

Precinct #2

Randy Adcock, (D)

Precinct #4

Joe T. Belew, (D)
Chuck Kimmel, (D)
Cody Newton, (D)
Joel S. Dennis, (D)

17th Dist. US Congress

Charles Stenholm (D)

March Democratic Primaries

REGISTER and Vote

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Gail Baptist Church
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Mobile No: 759-9472



Asthma means more than not being able to catch your breath

Cont. from pg. 2

dosages, knowing about your environment, and avoiding those things that trigger your asthma."

TDH experts say that if your child is short of breath, wheezes or coughs, and especially coughs uncontrollably at night, he or she could have asthma. These are the hallmark signs of asthma and should be checked by a doctor.

If you don't have asthma, you probably know someone who does. Asthma is a leading chronic disease in children and the number one reason that children are hospitalized. Youngsters with asthma miss twice as many school days as do their friends without asthma. And deaths due to asthma in the older populations more than doubled during the 1990's.

The number of people with asthma increased by 75 percent from 1980 to 1994 among all race, sex and age groups and in every part of the nation. The most rapid increase was for children from birth to age 4 - a 160 percent jump. It's for these reasons that TDH officials have called together asthma experts to find new ways to combat asthma.

"One of the problems," Perrotta explained, "is that we don't know how many asthmatics are in Texas. So we're looking for ways to find out, collect that

information and try to paint a picture about asthma in the state of Texas."

That's good news for patients such as Alex. With new grant money, Texas health experts from across the state will develop a plan for studying asthma, analyze the impact of the disease and recommend legislation and funding for combating the disease.

TDH and the American Lung Association of Texas have brought together health experts to form the Asthma coalition of Texas (ACT). ACT is working with TDH and the Texas Education Agency to develop uniform permission for asthma medications in schools and developing a Web site for asthma information. ACT is finalizing a state asthma action plan that would include developing and supporting:

- ◆ Education for patients and doctors about asthma, and
- ◆ Legislative bills during the next state session related to the use of asthma inhalers in schools, Medicaid asthma disease management and indoor air quality.



America's Leaders

Olympic Corporate Sponsors Motivated By Meaning

(NAPS)—Two years before the Olympic torch began its journey across America to Salt Lake City on Dec. 6, employees from dozens of companies began testing hardware, developing software, laying cables, mixing paint and sewing uniforms.

These employees are part of an elite group, brought together to provide the infrastructure for the 2002 Olympic Winter Games by the team behind the teams—the corporate sponsors.

Corporate sponsorship is very important to the success of the Olympic Games. Ticket delivery, media badging, results reporting, timing gates, and electronic scoreboards must run flawlessly in order to capture the tie-breaking photo finish or record a racer's split-second timing for the new world record.

Supporting the Olympic Games has long been a valuable relationship for many companies, but this year the value reaches beyond the advertising dollars and the bottom line. This year Olympic sponsorship is about pride: pride in country, pride in people, pride in communities and businesses. It's about working together as a team to support an event that unites the world.

"The Olympic Games are an extraordinary event because they join competition with camaraderie worldwide," said Dean Boysen, a Xerox employee from Oakland, Calif., who will be on-site in Salt Lake City to help service the more than 3,000 pieces of imaging equipment that Xerox Corporation will provide to the 2002 Olympic



Thanks to help from corporate sponsors, Olympic athlete Jimmy Shea will compete in the newest Winter Olympic sport of skeleton, a form of lugging, at the 2002 Games in Salt Lake City.

Winter Games. "Knowing my company supports such an event is a testament to the fact that Xerox is willing to invest in its people and its technology."

In honor of its employees and its participation in the Games, Xerox hung a seven-story banner on the side of the Salt Lake City Hilton to celebrate unity and teamwork.

The banner was printed using Xerox technology and is composed of 17,000 photos of employees from 59 countries.

Sponsorship of the Olympics is also about making a difference for those who represent the hopes and dreams of the world: the athletes. Only with the help of corporate sponsors do so many young people fulfill their athletic dreams

at the Olympic Games. Not only does the consortium of Olympic technology providers ensure that results are recorded, tabulated, printed and reported quickly and accurately, but many sponsors support the athletes by providing employment opportunities or assisting in training.

Home Depot provides employment opportunities for athletes in North and South America, allowing time off for training. Companies such as John Hancock, Xerox and Budweiser support athletes by paying them for public appearances. General Motors provides vehicles to aid in transporting athletes to training facilities, and Visa has donated more than \$9 million for training and development since becoming a sponsor in 1988.

"For an Olympic athlete, competing in the Games begins as a dream," said Jimmy Shea, a competitor in the 2002 Olympic Winter Games. "Without funding from sponsors, many of us could not afford to train. With the help of corporate sponsors, sometimes those dreams become reality."

As the world comes together to celebrate the courage of the human spirit at the 2002 Olympic Winter Games, the motivation for corporate sponsorship is more than marketing products and building a brand. It's the intangible elements of Olympic corporate sponsorship—generating national pride, fulfilling dreams and inspiring unity—that encourage companies like Coca-Cola, Kodak, McDonald's and Xerox to continue their support year after year.

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Rainfall Management is critical for dryland cotton

Dryland cotton farmers who manage their crop to make the most of rainfall and soil moisture stand a better chance of producing profitable yields than those who simply bank on adequate rainfall, according to a South Plains agronomist.

"Saving and managing soil moisture is the name of the game in dryland cotton," said Dr. Dan Krieg, professor of agronomy at Texas Tech University. "As a result, we must use cotton production systems/techniques designed to reduce water stress during the plant's critical development stages."

Krieg was one of eight featured speakers at the Jan. 22nd Caprock Cotton Conference in Floydada; one of six regional South Plains crop conferences sponsored each year by Texas Cooperative Extension in January and February.

"Our long-term annual rainfall averages somewhere around 20.4 inches. Most years, we receive about 70 percent of that total – or 13.5 inches – between April and October," Krieg said. "Inside that April-October window we see a strong relationship between dryland yields and the amount of rain that falls from mid-June to mid-July."

"If our fields are set up to bank that moisture, we can provide dryland cotton with a much-needed drink of critical, yield-producing moisture."

Many dryland producers rely on a skip-row system where two 40-inch rows of cotton are separated by a fallow, bare row. In theory, the fallow, or skip, rows in this system act as a moisture bank for adjacent cotton rows, but some are now questioning the wisdom of this system, Krieg said.

"If we leave a barren row of ground out there, we have created a zone with high evaporation potential. In the

past few years, we have seen better, more consistent yields from cotton planted on 30 or 32 inch rows interspersed with grain sorghum," he added. "In this system, we plant several rows of cotton and grain sorghum in adjacent strips to produce a field that is two-thirds cotton and one-third grain sorghum."

"We can rotate crops easily in this system and manage soil moisture at the same time. The grain sorghum residue helps reduce wind erosion and boosts rainfall infiltration. It also reduces evaporation of soil moisture by reflecting heat and sunlight, and reduces the incidence of soil sealing after a pounding rain by softening the impact of raindrops."

Krieg said this system of combining crop rotation with soil moisture management could boost yield potential by as much as 100 pounds per acre.

He also advised producers to think beyond "Maximizing yield" by focusing on plant health and fiber quality.

- When planting, think in terms of "plants per foot of row" rather than pounds per acre.

"Planting to achieve between three and four plants per foot of row is ideal. Higher plant densities encourage barren cotton plants (weeds) that rob productive plants of moisture and soil nutrients."

- Time fertilizer applications to supply nutrients when rainfall occurs.

"Pre-plant fertilizer with about 40-50 pounds of nitrogen per acre is a good bet. Spring rains will activate the nitrogen and carry it down to the plant roots. Base fertility on yield goal and soil tests, and remember the rule of thumb that it takes 30 to 50 pounds of actual nitrogen per acre to produce one bale of cotton."

- Look at other factors besides yield potential when evaluating varieties. "Look at lint quality ratings, too. Compare staple length, fiber strength, and micronaire (fiber fineness and maturity). There is an economic advantage in producing lint that rates 34-plus in staple length, with 28-30 grams per text (staple strength) and 4.0 average micronaire."

"Krieg challenged dryland producers at the Caprock Cotton Conference to "choose varieties for fiber quality and then manage it" to optimize both soil moisture and yield potential.

"Dryland cotton yields on the South Plains have been essentially flat over the last 30-years. But we can realize a yield advantage and an economic advantage by

adopting production systems that preserve soil moisture and rainfall for crops with real fiber quality potential."

The 2002 series of South Plains Extension crop conferences will wrap up with the Hale County Cotton Conference-Soil Fertility Day on Feb. 18th and the Sandyland Agriculture Conference in Gaines County on Feb. 19th.

Cobbler's Not Just for Dinner Anymore

Think of a biscuit fruit cobbler simply as an all-in-one variation of hot biscuits and jam, and suddenly it becomes suitable for all kinds of breakfast and brunch occasions advises Linda Carman, the Martha White baking expert and editor of *Southern Traditions, 100 Years of Recipes from the Martha White Kitchens* (CPI, 1999). The Martha White cookbook is available in bookstores everywhere, by special offer on Martha White products and through the Martha White web page at www.marthawhite.com.

Brunch Biscuit Cobbler

1 (16-oz.) pkg. Unsweetened frozen mixed berries (about 4 cups)
 3/4 cup sugar
 1 cup Martha White Self-Rising Flour

2 tablespoon sugar
 1/4 c. butter, melted
 1/2 c. sour cream.

1. Heat oven to 400 F. Place frozen berries in 8-inch square (2 quart) baking dish. Sprinkle 3/4 c sugar over berries. Place in oven to heat for 15 minutes.
2. Meanwhile, in medium bowl, combine flour and 2 tablespoons sugar; mix well. Add butter and sour cream; stir just until soft dough forms.
3. Remove baking dish from oven; stir to blend fruit and sugar. Drop dough by tablespoonfuls over hot fruit.
4. Bake at 400 F. for 25-30 minutes or until golden brown. Cool 15 minutes before serving. Store in refrigerator. 6 servings.



Much more than a delicious dessert, Brunch Biscuit Cobbler from Martha White complements a breakfast or brunch menu.

PET TALK

So you think your horse is healthy from head to toe? You may want to think again, especially about those "toe" areas.

Even if your horse receives annual veterinary checkups and sees the farrier every six weeks, you may still have trouble when it comes to ensuring healthy hooves.

One of the most common problems with horse hooves is thrush. Fortunately, thrush is easily prevented and treatment is easy and relatively inexpensive if you catch the symptoms early, says Dr. Christina Russillo, a veterinarian at Texas A&M University's College of Veterinary Medicine.

"Thrush is a degenerative condition of the hoof that develops when excess moisture and bacteria invade the sole of the hoof," says Russillo.

"It typically affects the frog (the triangular shaped structure on the bottom of the hoof) and the sulci (the grooves on either side of the frog) of the hoof. A moist environment, un-

hygienic stable conditions and poor hoof care all contribute to thrush," she adds.

Russillo says the symptoms of thrush are easy to detect. It is characterized by a foul smelling, black discharge in the sulci of the frog. Typically, the bottom of the hoof becomes soft and crumbly. In advanced stages, thrush can cause lameness if the infection extends into sensitive hoof tissues. Affected horses, in this case, may flinch when the hooves are picked (cleaning the hooves by loosening debris with a pointed implement).

The good news is that thrush is completely preventable.

"By providing a clean, dry environment and daily hoof care, the incidence of thrush can be significantly reduced," says Russillo.



Flu A Concern For Athletes Competing In Salt Lake City

(NAPS)—Everyone dreads the thought of catching the flu, being laid up for days, out of work and battling debilitating symptoms. Now imagine that you spent most of your life training for the Olympic Games and you wake up before your big competition with a fever, cough and muscle aches that not only make you feel horrible, but also may destroy your chances of fulfilling a lifelong dream.

"Our athletes certainly are in a position to get the flu, because it's flu season in the U.S. and people will be coming to Salt Lake City from all over the world, which could mean exposure to multiple

strains of the virus," said Dr. Dan Carr, head physician for the 2002 U.S. Olympic Team.

Sports teams are as close as families, so it's not surprising that athletes are at high risk of contracting and spreading the flu. This year, Roche, makers of the leading prescription antiviral flu medication, will donate enough Tamiflu for the entire U.S. Olympic delegation.

"We've seen athletes miss competitions in the past because of the flu," continued Carr. "This year we'll take every precaution to keep our athletes healthy, including stocking medications like Tamiflu that, when taken within two days of developing symptoms, will shorten the duration and severity of the flu."

Defending Olympic gold medal aerial skier Eric Bergoust knows how detrimental the illness can be for athletes, so last year when he got the flu, he got better faster by seeking early treatment.

"I've had the flu and you can't even get out of bed," said Bergoust. "It's a huge relief to



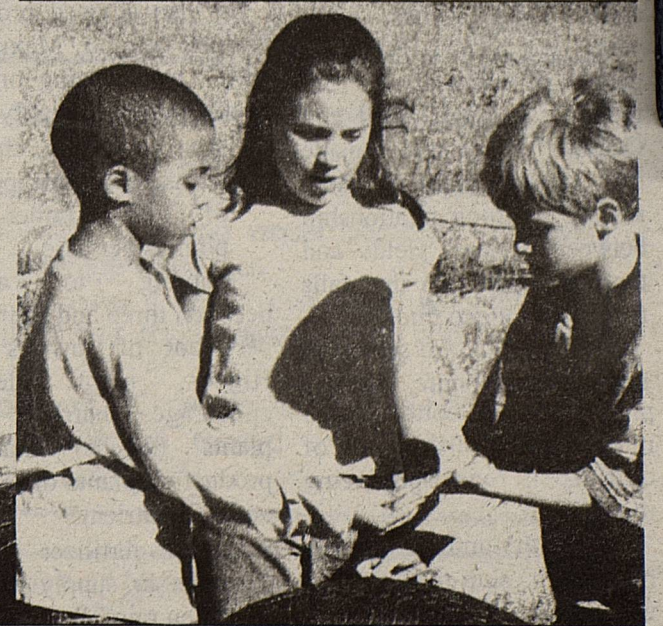
Bergoust hopes to be soaring to a gold medal, not sidelined with the flu.

know that there is an approved medicine available for athletes which I know first-hand really works. I'll be able to concentrate on winning a medal for the U.S. and not on getting sick." To find out if flu is in the area log on to www.flustar.com.

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