

# The Borden Star

Borden ★ Dawson ★ Garza ★ Howard ★ Lynn ★ Scurry

Volume XXXVII

February 9, 2011



## Dare to Live Without Limits

By Bryan Golden

### Your Choice-Part 2

The last column discussed happiness, confidence, action and tranquility. Now we'll look at the following:

You don't have to settle for failure; you can choose success.

You don't have to feel isolated; you can choose giving.

You don't have to be defeated; you can be victorious.

You don't have to follow; you can blaze your own path.

#### Failure

There are many definitions of success. Yet, there is only one characterization of failure; giving up. Not everything you attempt will go as planned or as expected. Life is unpredictable and full of surprises. In an ideal world, you would be successful on the first attempt with whatever you try.

Everyone can be successful, but not everyone will. Why? Many people don't have the drive and endurance to stick with something until it works. Invariably, anyone who is successful has weathered many unsuccessful attempts. Success requires persistence, patience, focus, determination, effort and a refusal to quit.

Often people will declare something a failure because the desired results haven't materialized fast enough. There are countless stories of people quitting when they were just

around the corner from success. If something didn't work it can be for one of several reasons: you didn't want it badly enough, you didn't give it enough time, or you needed to adjust your approach.

#### Isolation

A feeling of isolation can result from focusing on yourself and your needs to the exclusion of all else. Although it's imperative that you respect and care about your well being, you won't accomplish this by turning inward. People tend to disassociate themselves from and shun those who are perceived as selfish or conceited.

Genuine caring and concern for others is an antidote for feeling isolated. Once again, the rule that you get by giving applies. For example, on a social level, the way to be thought of as a good conversationalist is to be a good listener.

If you feel isolated, withdrawing and perhaps feeling bitter will only intensify your situation. Action always precedes results. Seek out situations where you can help and give to others, especially if you don't feel like it.

#### Defeat

Everything happens for a reason. With the proper attitude you can discover it. I'm a

(Continued to Page 4)

## Cotton Isn't The Enemy Any More; Under Armour Announces New "Charged Cotton" Line

By Shawn Wade

Marketing campaigns aimed at eating into the market share of cotton, nature's original performance fiber, have been a constant reminder of the important role that Cotton Incorporated plays in the effort to keep cotton a consumer favorite and on the cutting edge of textile technology.

Fortunately, few of the campaigns targeting cotton have had a significant impact on cotton's overall market share, although some have managed to raise the hackles of cotton growers.

One that did both, however, was Under Armour's "Cotton Is The Enemy" campaign, which helped the company grab a 75 percent share of the market for man-made performance athletic apparel, and with it a significant percentage of the market for cotton athletic apparel as well.

It is no secret that high performance textile products like those manufactured and marketed by Under Armour are the direct descendents of man-made fabrics that were initially

created to mimic the characteristics and performance of cotton. Under Armour, admittedly, took it to the next level by incorporating the latest textile technology in an effort to surpass cotton's natural performance capabilities. They succeeded.

Fortunately, that was yesterday. Today cotton is set to make a comeback in the high performance athletic apparel market. Thanks to the ongoing efforts of Cotton Incorporated researchers, who took on the challenge of creating technologies that allow cotton to match the performance of newer man-made fabrics, cotton is poised to claim its share of a growing athletic apparel market.

The fact that Under Armour - the company that, up to now, viewed cotton as its biggest enemy - is on the leading edge of cotton's comeback is an unexpected, but exciting development.

With the announcement that Under Armour is set to roll out its first cotton product line,

christened "Charged Cotton", it appears that cotton growers may have finally seen the last of those pesky "Cotton Is The Enemy" signs and that Under Armour is intent on capitalizing on the strong preference that consumers continue to have for high cotton content products.

In an interview announcing the company's new cotton line on CNBC's "Strategy Session," Under Armour CEO Kevin Plank said, "The cotton consumer has been out there for a long time. The reason we got in this product to begin with is we looked in a kids drawer, we looked in an 18 year-old's drawer and there are 30 t-shirts in the drawer - 26 are cotton and four are technical performance.

"We looked and finally said, 'Hey, wait a second.' We may think cotton is the enemy, but our consumer certainly doesn't."

The new Under Armour apparel line will include t-

(Continued to Page 4)

# Lady Coyotes Claim 2nd District Title in Three Years

By Coach Richey

With one game left in district play, the Lady Coyotes sealed their second district championship in three years with wins over Sands, O'Donnell, and Dawson. The Lady Coyotes defeated Sands 53-37, O'Donnell 77-37, and Dawson 68-44. They are now 19-7 on the season and 11-2 in district.

Against Sands, Taylor Richey led the team with 23 points, 15 rebounds, and 2 steals. Stefanie Cooley had 11 points, 4 rebounds, and 2 steals. Raegan Belongia had 8 points, 6 rebounds, and 3 steals. Aubree Lester had 4 points, 5 rebounds, 3 steals, and 6 assists. Taylor Gass had 3 points, 2 rebounds, and 2 steals. Bailey Anderson had 2 points, 2 rebounds, 3 steals, and 4 assists. Kylie Voss had 2 points and 4 rebounds. Mabelle Barr had 2 rebounds and 2 assists.

Against O'Donnell, Taylor Richey led the team with 38 points, 9 rebounds, 6 steals, and 5 assists. Stefanie Cooley had 12 points, 4 rebounds, and 2 assists. Raegan Belongia had

11 points and 11 rebounds. Kylie Voss had 7 points and 4 rebounds. Taylor Gass had 6 points, 3 rebounds, and 3 steals. Aubree Lester had 2 points, 4 rebounds, 2 steals, and 3 assists. Bailey Anderson had 1 point, 6 rebounds, 2 steals, and 7 assists. Mabelle Barr had 4 rebounds and 2 assists. Kalyn Massingill and Mollie McMeans also contributed to the team effort.

Against Dawson, Taylor Richey led the team with 27 points, 2 rebounds, 5 assists, and 5 steals. Aubree Lester had 10 points, 8 rebounds, 4 assists, and 3 steals. Kylie Voss had 9 points and 6 rebounds. Stefanie Cooley had 7 points, 7 assists and 4 steals. Raegan Belongia had 6 points and 7 rebounds. Mabelle Barr had 3 points. Bailey Anderson had 2 points, 3 rebounds, and 3 assists. Kaylyn Dean had 2 points. Taylor Gass had 1 point, 4 rebounds, and 3 steals. Kalyn Massingill, Mallory McMeans, and Mollie McMeans also contributed to the team effort.



Lady Coyote, Kylie Voss guards a Lady Dragon during Friday nights' game against Dawson. The Lady Coyotes sealed a district title with the win.

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Zach Telchik (right) looks for a way to drive in and score for the Coyotes in their match up against the Sands Mustangs.

# Coyotes Lose Tough Battle to Mustangs

By Coach Baeza

The varsity boys traveled to Ackerly on Jan. 28 and took on the Mustangs for the second time in district.

The Coyotes began the game on fire and they took control of the game playing great defense. The Mustangs are a team that can shoot well from the perimeter but the Coyotes were determined not to let them have any open looks at the basket. Offensively the Coyotes were hitting on all cylinders as all starters scored in the first quarter. In the second quarter the Coyotes hit a lull as they managed only one three pointer by Collin Telchik. They did however continue to play hustle defense and only allowed the Mustangs nine points to tie the game seventeen all at half.

In the third quarter the Coyotes continued to play excellent

defense as they only allowed the Mustangs four points. However the Coyotes were not really able to get anything going offensively either but they did manage to take a 24-21 lead into the fourth. In the fourth quarter the Coyotes ran out of gas defensively as they allowed the Mustangs their biggest quarter of the game with nineteen points while we only managed six to make the final score 40-30 in favor of the Mustangs. I was very pleased with the effort that our boys played with as Ackerly is a very formidable team. Good Job Coyotes! Scoring for the Coyotes: Quinton Shafer 11, Collin Telchik 8, Tanner Richey 5, Austin Tyler 4, and Zach Telchik 2. Also contributing were Riley Smith and T.J. Basquez.

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## School Lunch Menu

February 14 - 18, 2011

Menu subject to change

Monday - No School

Tuesday - Breakfast: Pizza Bagel, Fruit Juice and Milk. Lunch: Crispy Tacos, Lettuce & Tomatoes, Spanish Rice, Pinto Beans, Fancy Gelatin and Milk.

Wednesday - Breakfast: Muffin, Fruit Juice and Milk. Lunch: Grilled Cheese Sandwich, Chicken Noodle Soup, Fresh Broccoli w/ Ranch, Strawberries & Bananas, Sal-tine Crackers and Milk.

Thursday - Breakfast: Egg Patty & Toast, Fruit Juice and Milk. Lunch: Spaghetti w/ Meat Sauce, Seasoned Corn, Tossed Salad, French Bread Stick, Sliced Peaches and Milk.

Friday - Breakfast: Biscuit & Sausage, Fruit Juice and Milk. Lunch: Sloppy Joe, Tater Tots, Western Beans, Oranges Smiles and Milk.

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 YOU  
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# Coyotes Dominate Eagles!

By Coach Baeza

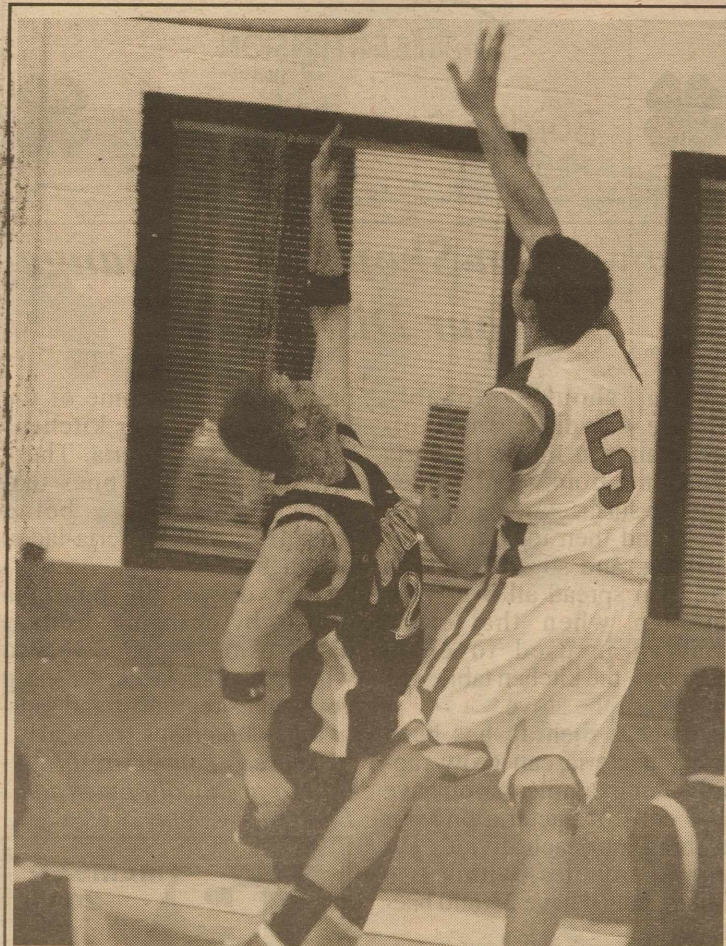
The Coyotes took on the O'Donnell Eagles on Feb. 3 in a pivotal game that would determine if the Coyotes would make it to the post season. The last time the two teams met, the Coyotes were beaten 54-48 in O'Donnell so the Coyotes were ready for some revenge.

The Coyotes wasted no time jumping out to a big first quarter lead of 22-2 as excellent defense led to many fast break opportunities for the Coyotes. Quinton Shafer had the hot hand in the first quarter putting in ten points followed by Tanner Richey and Collin Telchik, who had four, and Austin Tyler and Zach Telchik both finished with two. In the second quarter the continued to apply excellent defensive pressure and

did not allow the Eagles any second chance opportunities offensively. Zach Telchik heated up from three point range as he hit two threes and added four more points to lead the scoring with ten points in the second. T.J. Basquez was the next leading scorer for the Coyotes with three points and the Coyotes took a commanding 41-5 lead into half.

The Coyotes knew that they would need to come out the third quarter and continue the momentum that they had the first half which they did as they outscored the Eagles 15-12 in the third to take a 56-17 lead into the fourth quarter. In the fourth quarter the Coyotes continued playing excellent defense which allowed some J.V.

players an opportunity to get some varsity minutes. In the fourth quarter Jared Smith hit a big three pointer and added two free throws to score five. Matthew Proulx was the other J.V. player to score for the varsity as he added four points in the fourth. This was an excellent team effort as the Coyotes played hard to secure a playoff spot. Coyotes who played but did not score were Chance Taylor, Kurt Shafer, Austin Fields, and Helio Rosales. Good Job Coyotes! Scoring for the Coyotes: Quinton Shafer 21, Zach Telchik 16, T.J. Basquez 9, Tanner Richey 6, Jared Smith 5, Collin Telchik 4, Austin Tyler 4, Matt Proulx 4, and Riley Smith 2.



Up and over..Borden County Coyote, Quint Shafer (#5), manages to stretch up over an Eagle and score 2 points against the O'Donnell. Shafer scored a total of 21 points against the Eagles.

## Borden County Students Celebrate 100 Days of School

The long awaited day arrived, and Kindergarten, First and Second Grades were ready. They brought a collection of 100 things, and the expectation of having a great day. IT WAS THE 100TH DAY OF SCHOOL!

The day began with something out of the ordinary—breakfast in the classroom!

While eating breakfast, the students showed off their 100 collections. There were quite a few different ones such as pennies, candy, rocks and noodles.

There were winners in many categories.

Most Useful—Mason Cole, J. Tom Price—Pennies.

Ryann Phillips, Ethan Stephens, Shane Todd—Paper clips.

Macy Matlock—Band-Aids

Lindy Miller—Straws  
Keigan Benavidez—

Beans  
Tiniest—Allie Murphy—

Dots  
Miles Wilson—BB's

Stickiest—Brooklyn Gray, Johan Janzen, Kaedense Kibler, Michael Morris, Erin Nix, Gunner Shofner, Charli

Snell, Thomas Snell, Brooklyn Webb—Stickers.

Most Unusual—Jaci Slover—Funny Faces

Kennedy Tucker—Peace Signs

Morghan Oaks—Paw Prints

Klancy Kleck—Tabs off a can

Tastiest—Haddie Flannigan, Justin Wilborn, Wesley Wilks—Noodles

Rae'Lynees Clement, Jadeyn Merrill—Cereal

Sweetest—Allysen Kimmel, Camree Miller, Kasen Oaks—Marshmallows

Kell Kleck—Lollipops  
Tatum Harrison, Noah

Parks—Chocolates  
Shelby Milhauser,

Brooklynn Torres, Christian Torres—Hard Candy

Most Fun—Haley Carpenter, Noemi Garcia—Craft Sticks

Saltiest—Cutter McNeely—Pretzels

Most Colorful—Dalton Dowds—Material

Kaci Hudson—Beads  
Jaclyn McNeely—Buttons

Kennedy Tucker—Bracelets

Ishmael Rodriquez—Pipe Cleaners

Sharpest—Emma Teel, Shelton Teel, Rachel Thomas—Toothpicks

Hardest—Daniel Raborn—Rocks

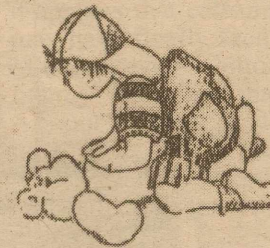
Photogenic—Rebekah Keifer, Trent Lewis, Adriel

Williams—Pictures

Later the afternoon students made 100 day of school posters and flags. They listened to a story about a student's 100<sup>th</sup> day of school. The celebration continued on the football field where the students were strategically placed to form the number 100 and let balloons go announcing the school's 100<sup>th</sup> day. It was a fun day for all. The One Hundredth Day of School was a success.


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### 100 Days of School




  
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 Borden County 4-H News
 

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## How Often Should You Change Your Dishrag?

You should probably change your dishrag more often than you think. Bacteria can come from wiping soiled kitchen surfaces, touching raw meat and then touching your dishrag, and so on. Bacteria are then spread all over your kitchen when that same dishrag is used to clean counters, the kitchen table, and the top of the stove.

Once a dishrag has been used, bacteria can grow rapidly. For example, if you have 100 cells of bacteria on your dishrag and each divides every 15 minutes, within two hours, you'll have 25,600 bacteria.

A few years ago, a TV news program told about scientists finding more bacteria in many peoples' kitchens than in their

bathrooms. And some of the "cleanest" looking kitchens had the most bacteria. These kitchens were the ones that were constantly being "cleaned" with bacteria-laden dishrags.

Cut down on bacteria growth by changing dishrags daily, using paper towels to wipe down surfaces, washing your hands regularly, and sanitizing countertops frequently.

Source: University of Nebraska at Lincoln Extension - Lancaster County



# Under Armour Announces New "Charged Cotton" Line

(Continued from Page 1)

shirts and shorts for men and women and represents a huge step forward for cotton's viability in the synthetic-dominated athletic apparel category.

Speaking about the collaboration with Under Armour, Cotton Incorporated President and CEO J. Berry Worsham said, "Several years ago when we heard the line 'Cotton Is The Enemy,' it didn't make us angry, it made us more determined to make cotton products better (for athletic apparel)."

Worsham added that, "Cotton Incorporated has been thrilled to collaborate with Under Armour to help bring 'Charged Cotton' to consumers."

The introduction of so-called 'technical cottons' into the synthetic-dominated athletic apparel category is beneficial to multiple sectors of the supply chain. With them brands are able to expand their selections with a natural fiber option, and cotton stands to gain market share in the athletic apparel category.

However, the real winners are the consumers. A recent Cotton Incorporated survey revealed that when consumers were asked whether they would purchase cotton sports apparel that offered the same performance features as Un-

der Armour, almost all of them (97%) said they would prefer a cotton alternative or would be willing to try it.

The Under Armour "Charged Cotton" line will be available in stores in March, 2011.

## Dare to Live...

(Continued from Page 1)

der Armour, almost all of them (97%) said they would prefer a cotton alternative or would be willing to try it. The Under Armour "Charged Cotton" line will be available in stores in March, 2011.

firm believer in this and have personally experienced it numerous times. Perception is often the difference between defeat and victory. Defeat is rich in educational value. Defeat can be transformed into victory by using it as a stepping stone to continue moving forward.

Defeat is a seminar that can make you smarter and stronger. Every perceived defeat reveals new opportunities that were previously concealed. If you feel defeated, analyze what happened, why it happened and whether or not you could have done anything different to effect a different outcome. Then determine where you should you go next and do so.

### Following

It may seem easier to follow the lead of others, but by doing so you run the risk of


jeopardizing your own goals and desires. It may appear safer to follow than to take chances making your own decisions. However, as a follower you accept the choices of others.

By following you endanger your own analytical processes. You aren't fully exercising your abilities to appraise options and pick your own way. Your mind works best when it has to constantly evaluate and select the best course of action.

Each day you are free to make whatever choices you want. Start today to recognize and take advantage of the tremendous influence you have over your life.

Bryan is a management consultant, motivational speaker, author, and adjunct professor. E-mail Bryan at [bryan@columnist.com](mailto:bryan@columnist.com) or write him c/o this paper. © 2004 Bryan Golden

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**Drive Safely.**  
*Watch for our playing children.*

**Thought for the Day**  
*God allows everything to happen for a reason. Circumstances will either direct you, correct you, or perfect you.*  
 Unknown

**EMT Class Meeting**  
 The Borden County EMS will hold a EMT Class meeting on Thursday, February 10, 2011 at 6:30 p.m. Anyone interested in joining the class is encouraged to attend or call Carrie Hart at 806/252-4469.

Borden County Community,  
 I would like to say thank you for all the kindness shown to Jean and I during my recent illness and to the Borden County EMS, thank you for your quick response and the care you all gave me. It's so wonderful to live in such a caring community.  
 Thank you,  
 Buster & Jean Taylor