Leave an Impact on the Community: Apply for Leadership Temple

Did you know that the Temple Community Clinic, Central Texas Bark Park and Whistle Stop Playground were all created through Leadership Temple Action Team Projects?

These are only a handful of projects the teams have created over the thirty-plus year history of the program that have left a lasting impact on the community.

Leadership Temple, an initiative of the Temple Chamber of Commerce, is a professional development and education program that seeks to inform participants about Temple's history, government, economy, social issues, needs and opportunities, and the existing processes for dealing with them. It seeks to foster dialogue among participants and current leaders of Temple and encourage participants to actively engage in activities, which contribute to the growth and betterment of the community.

The program requires a time commitment of attendance at orientation, monthly class days, four outside activities and the completion of a class project. The 2019-2020 program will begin with orientation and continue with monthly class days over a nine-month period beginning in August 2019.

Do you employ or know someone who would benefit from a leadership development program? Do you want to work on a project that will leave a lasting impact on the community? Consider Leadership Temple!

Additionally, in 2018, a tuition assistance scholarship was created through an Action Team project. This scholarship was created to offer small businesses and non-profit organizations an opportunity to participate in Leadership Temple. The scholarship also helps ensure that the program achieves a balanced class representative of the entire community.

Both applications are available as an application package on www.templechamber.com. If you have any questions, contact Whitney Theriot at (254) 773-2105.

Strengthening Community Partnerships

On Thursday, February 21, 2019, the Temple Chamber of Commerce and the City of Temple presented a signed and numbered print of the Troop Train in Temple by artist Betty Blevins to the 1st Medical Brigade of Fort Hood on their return from a nine month deployment to the Middle East.

Colonel Pamela Solet accepts the print from Temple Mayor Tim Davis, left, and Temple Chamber of Commerce President Rod Henry, right, at the Temple City Council meeting.

The 1st Medical Brigade is Temple's community partner and this gesture is a symbol of our enduring partnership.
### February New Chamber Members

**Criss-Cross Business Referral Group**  
Blane Walker | (254) 534-2873  
*Business Development*

**Farmers Insurance/Krystal Schoepf Agency**  
Krystal Schoepf | (254) 531-0484  
5293 S. 31st Street #141  
Temple, TX 76502  
www.farmersagent.com/kschoepf  
*Insurance*

**Green Jay Sports Medicine**  
Austin Reynolds | (512) 569-3466  
2004 Penelope Street, Suite C  
Belton, TX 76513  
www.greenjayhealth.com  
*Healthcare*

**Keller Williams Advantage**  
Brooke Cole | (254) 295-0244  
10266 West Adams #101  
Temple, TX 76502  
www.kwwaco.com  
*Real Estate*

**Koetter Fire Protection**  
Kyle Phipps | (512) 251-7888  
16069 Central Commerce Dr.  
Pflugerville, TX 78660  
www.koetterfire.com  
*Fire Protection Service*

**Rockin' R Retreat Center**  
Rena Cotti | (254) 760-4218  
5660 Bottoms Rd.  
Temple, TX 76501  
www.RockinRRRetreats.com  
*Event Facilities*

**State Farm Insurance/Wegener, Shaffin**  
Shaffin Wegener | (254) 228-0369  
112 SW HK Dodgen Loop  
Temple, TX 76504  
www.hearתופיתextassf.com  
*Insurance*

**Taco Cabana**  
Gabriel Cortez | (254) 242-2500  
3550 S. General Bruce Dr., Bldg. H  
Temple, TX 76504  
www.tacocabana.com  
*Restaurants*

**Veterans United Home Loans**  
Becca Salinas | (254) 350-2250  
1302 W. Stan Schlueter Loop #100  
Killeen, TX 76549  
https://killeen.veteransunited.com  
*Mortgage Loans*

**Whataburger**  
Shawn Oliver | (254) 771-1811  
1415 SW HK Dodgen Loop  
Temple, TX 76502  
www.wbhg.com  
*Restaurants*

**Whataburger**  
Paul Bullock | (254) 933-0010  
307 N. Interstate 35  
Belton, TX 76513  
www.wbhg.com  
*Restaurants*

**Whataburger**  
Michelle Thomas | (254) 771-0001  
115 N. General Bruce Drive  
Temple, TX 76504  
www.wbhg.com  
*Restaurants*

### February Renewing Chamber Members

**BBVA Compass**

**BCC General Contractor**

**Beronio Wealth Planning Solutions**

**Body of Christ Community Clinic**

**Bridge Apartments, The**

**BSP Engineers, Inc.**

**Camp Gladiator**

**Carter, Congressman John R. Texas 31**

**Carus Dental Temple/Belton**

**Cedar Crest Hospital & Residential Treatment Center**

**Celebrations Event Rentals & Design Shoppe**

**Central Texas 4C, Inc. (Head Start)**

**Central Texas Council Of Govts.**

**Central Texas Veterans Health Care System**

**David Coufal Agency**

**Crawford Bowers Funeral Home**

**Digital Cowgirl**

**Direct Auto Insurance**

**Drews/Hunt Builders, LLC**

**Extraco Technology**

**Firestone Complete Auto Care I 35**

**First Baptist Church**

**First Convenience Bank inside H E B**

**Folkerson Communications, Ltd.**

**Friends of the Temple Public Library**

**Grande Communications**

**Hampton Inn**

**Healymonster Home Inspections**

**Hill Country Transit District (The HOP)**

**Holiday Inn Express Temple Medical Center**

**Jaynes, Reitmeier, Boyd & Therrell, P.C.**

**Johnson Brothers Ford Lincoln**

**Jupe Feeds, Inc.**

**Kiwanis Club of Temple**

**Mars Petcare US Inc.**

**Materials Transportation Co.**

**McDonald's/Rosado Enterprises**

**McLane Group, L.P.**

**Meridian of Temple**

**Mike's Gold Buyers**

**Monteith Abstract & Title Company, Inc.**

**MooreCo., Inc.**

**Morris & Pursley Financial Plan**

**Mt. Zion Baptist Church**

**NAACP Temple Branch**

**Nazareth House Magnificat Center Books & Gifts**

**PaperGraphics Printing**

**Parsons Commercial Roofing**

**Pazmino Dentistry**

**Performance Chiropractic & Sports Medicine**

**Pivot Performance Arts**

**Precious Memories Florist & Gift Shop**

**RAMS Mechanical Services**

**Re/Max Temple Belton Realtors**

**Residence Inn by Marriott Temple**

**Ronald McDonald House, The**

**Seton Medical Center Harker Heights**

**Shipley Donuts Belton**

**Stylecraft Builders**

**Temple College**

**Temple Daily Telegram**

**Temple Belton Ladies Lions Club**

**Texas A&M AgriLife Research | Blackland Turley Associates, Inc.**

**West Temple Orthodontics**

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**V-Quest Office Machines & Supp**  
art#:17028524  
order#:17028524  
2 X 1.75  
Black
Googling Your Business
Ami Hooper, Spiel PR

This column has looked at various ways to improve your company’s SEO or Search Engine Optimization. One way you can supercharge your reach is through Google My Business. Local consumers search online for places to shop, places to eat, and for service providers. Google My Business continues to evolve and is essential to getting your business to rank in local listings. There are a lot of new features such as services, description, Google Posts, and a Q&A. Here are some actionable tips to help kick-start your listing.

Make sure you use Google Posts. Posts help drive your ranking. Another great thing about posts is that you can offer promos and coupons. Take advantage of this feature.

There is a Q&A section now. Think about the most asked questions about your business and post it here. You are populating your account with great content and providing information to potential customers.

Reviews are even more important now. Reviews continue to increase in importance in local search and now it is imperative that you are competing with your competition on reviews. If customers mention what service they bought, even better. Businesses can ask customers to mention those specifics and that will help get keywords in the reviews. Also, make sure you respond to every review. Google appreciates engaged businesses.

Make sure all the basic profile information is complete. At a minimum you need to fill out your business name, address, link to the website, contact phone number, hours, and the business category. Keep this information updated so that customers can easily find you. There is also a place for a description. Use this space to share your story and promote what you do. If you have multiple locations then you have multiple listings. Be sure to fill out everything for every listing.

It is important to keep your Google My Business page updated and optimized because it is the primary place users will get information about your company. Google My Business gives you complete control over what information people find when they search for your business with the added benefit of improving your SEO rank score.

Feel free to reach out and ask if you need any resources; Ami Hooper, spielcommunication@gmail.com.

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Temple Railroad & Heritage Museum Updates Exhibits
Nancy Glover, Temple Convention & Visitors Bureau

The Temple Railroad & Heritage Museum has been hard at work updating all of its permanent exhibits. The first improvement to be completed is the new and improved communications room. Here, visitors can learn about all the different ways the railroads used communications to keep the trains running safely and on time, including some modern additions like the Advanced Train Control System (ATCS) which allows you to see real time train movements of the local yard and adjacent area. The space which now houses the communications gallery was the historic telegraph office when the Santa Fe Depot was a working train station and office.

“We are very excited about the new Communications Room,” said Curator, Angela McCleaf. “This project has been a focus for several months and far exceeds our expectations. We look forward to seeing visitors react to all of the new displays!”

The exhibit features some new objects that have not been seen in the museum before. One highlight is the 1940s draftsman’s desk for Santa Fe’s DFW office, which was used by Santa Fe draftsman, G.A. Baker. This unique artifact was a recent donation. The exhibit also features an early 1910-1920s Santa Fe timeclock, as well as a stationmaster’s clock donated by the Temple Chamber of Commerce.

The Temple Railroad & Heritage Museum is open Tuesday through Saturday, 10am to 4pm. For more information, visit www.templerh.org.

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Extraco Banks, Temple/Local
Some See a Business.
Leadership Temple Economic Development Day
Zachary McKnight, QuVa Pharma; Heather Mikulas, City of Temple; Jose Ortega, Extraco Banks - LT Class of 2019

On February 12, 2019, the Leadership Temple (LT) class visited with several leaders in our community about Economic Development. The day started with a presentation from Tyler Jermstad from State Farm Insurance. Tyler is a Leadership Temple Alumni and currently the Co-VP of Community Relations with Temple Jaycees. Tyler introduced the Temple Jaycees organization and gave us an overview of their history in Temple. Their Mission is to be a community of young active citizens who develop professionally and personally through creating an impact within our community. Temple Jaycees holds quarterly leadership luncheons, monthly networking socials, and offers volunteer as well as charitable opportunities to its members.

Our second speaker of the day was Adrian Cannady, President of the Temple Economic Development Corporation. Adrian joined the TEDC in September 2018 from Victoria, TX where he was the Marketing VP. Adrian said Temple has positioned itself well for continued growth and development and the relationships between TEDC, the City of Temple, and the Chamber of Commerce are very strong. These organizations are working together to create “Quality of Place” and make Temple a city where people want to live. He was passionate about the downtown redevelopment efforts as he believes “the spirit of any community is its downtown”. Adrian has a positive and energizing outlook for our City.

Our first stop of the day brought us to PPG Architectural Coatings. PPG was founded in 1883 as Pittsburgh Plate Glass and employs over 47,000 people worldwide, with the Temple site employing 61. PPG joined the city in 1985 with manufacturing beginning in 1986. We were warmly greeted by leadership upon arrival. After a brief presentation showcasing what PPG is all about, we were given a tour of the Quality Lab and Production area. The main thing of note is that PPG Temple is the only facility worldwide that makes Liquid Nails Brand Adhesives, which is great to hang our hat on as a community. However, PPG wants to be known for more than that. They have established the Colorful Communities Program which represents a 10-year, $10 million commitment to transforming spaces and lives in the communities in which they operate around the world. One of the projects PPG Temple undertook was to supply materials and manpower to repaint the Temple Community Clinic. With the quality of product they make, accompanied with their commitment to a better Quality of Place, you can say that as a company PPG has nailed it.

John Kiella spoke to the current LT class and Alumni over lunch. He presented an overview of the Redevelopment Zone and projects associated with the “Zone”. The Zone and its Board of Directors play a major role in attracting new businesses to the community. John is a pillar in our community and has a contagious passion for Temple. John is not only a homebuilder, but has served on many boards where he volunteers his time to help make Temple a place people want to be.

Following lunch, we made our way to Wilsonart. Wilsonart was founded in 1956 by Ralph Wilson Sr. and its headquarters are located in Temple. The LT group had the privilege of touring their manufacturing plant. During the tour, we learned about their products and the different steps involved in the manufacturing process. Their laminates are commonly used in furniture and countertops. Today, Wilsonart employs over five thousand people and is a world-leading manufacturer of engineered surfaces. They are also committed to creating an environmentally friendly company by reducing the production of unnecessary materials and ensuring their products are environmentally responsible, reducing the impact to our environment. Wilsonart is also a huge contributor to our local economy as well as our community.

The last site visit was Walmart Distribution Center. Led by Warren Hine, Transportation Operations Manager, and Mike Ulloa, DC Operations Manager, both from our Leadership Temple group, we were able to tour the distribution center and watch orders being prepared for shipment. The Temple Walmart DC houses approximately $40,000,000 in inventory and ships approximately $5,000,000 in inventory each day. Those daily shipments total about 300,000 cases of product and fill anywhere from 150-180 trailers. There are 697 associates employed and they do their part to support our community. Last year, the Temple Walmart DC team raised $7,000 for the Children’s Miracle Network, purchased and assembled about 250 children’s bicycles for Christmas, filled backpacks for students and teachers for the new school year, and participated in the “Happy Bag” project, which fills shopping bags with groceries that are distributed to schools for children that need food for the weekend.

Class of 2019 Leadership Temple Participants at PPG Architectural Coatings

Third House Session is an initiative through the Chamber's Public Policy Council where you can meet your state legislator face-to-face. You can learn first-hand about legislative activities and discuss issues that are important to our business community. The public forum is held monthly at the Temple Chamber of Commerce, 201 Santa Fe Way, Temple, TX 76501, beginning at 7:00 am. Upcoming session is on March 4, 2019.
3 Texans Winery Tasting Room

3 Texans is a female owned, family-run vineyard and winery located in Temple, Texas off of Highway 36 toward Moffat. A mom and her daughters sharing the love of wine started this dream back in 2009 with the original planting of 4,000 grapevines including Malbec, Cabernet Sauvignon and Tempranillo. Since then an additional 1,000 plants have been added along with a lot of learning and growth over the years! They have added a brand new 3,600 sq. ft. limestone tasting room featuring a beautiful side patio with a scenic view of their vineyard! Visit them online at www.3texanswinery.com for more information.

Kim Langston
7536 FM 2409, Temple, TX 76504
(254) 277-0024
www.3texanswinery.com

Animal Medical Care

Dr. Lance Crews has been serving Temple, TX pets for over 50 years at his practice, Animal Medical Care. His veterinary clinic team is committed to educating their clients on how to keep their pets healthy year round, with good nutrition and exercise. They stay on top of the latest advances in veterinarian technology and above all, remember that all animals and pets need to be treated with loving care in every check-up, procedure, or surgery. Visit them online at www.amctemple.com or in person at 1604 W. Avenue H.

Lance Crews, DVM
1604 W. Avenue H, Temple, TX 76504
(254) 778-5246
www.amctemple.com

Orangetheory Fitness

Orangetheory Fitness is heart-rate based interval training in a fun and energizing group environment. Work for 1 hour, burn for 36. That’s the Orange effect! Visit them online at https://temple.orangetheoryfitness.com/ or in person at 3118 S. 31st St, Temple, TX 76502.

Matt Moyer
3118 S. 31st St, Temple, TX 76502
(254) 262-0000
www.facebook.com/OTFTemple
Planet Fitness

Planet Fitness strives to create a workout environment where everyone feels accepted and respected. That’s why at Planet Fitness Temple, TX they take care to make sure their club is clean and welcoming, their staff is friendly, and their certified trainers are ready to help. Whether you’re a first-time gym user or a fitness veteran, you’ll always have a home in their Judgement Free Zone™.

Missy Nelson
3111 S. 31st St., Temple, TX 76502
(254) 477-6777
www.planetfitness.com/gyms/temple-tx

Topsarge Business Solutions

Topsarge Business Solutions is a Texas-based professional services company who provides technical services, professional training, research support and online and web services to our federal, state and commercial clients from our offices in Killeen and Austin. They do that by using their award-winning team to provide high-quality service and support that focuses on managing projects with pride. They are a privately held limited liability corporation that offers a wide variety of technology and management services, their reputation is their strength. Visit them online at www.topsarge.com or in Temple at 7 N. Main Street.

Dan Elder
7 N. Main Street, Temple, TX 76501
(254) 554-0974
www.topsarge.com

TownePlace Suites

Nestled off of 2612 Gillmeister Ln in Temple, TX, the 83 room TownePlace Suites Marriott is the perfect “home away from home”. Stay with them and enjoy hot breakfast, kitchenettes, wi-fi, outdoor pool, laundry service, and grill/patio. General Manager: Tabitha Hara p: 254-727-4277 www.marriott.com/tpltts

Tabitha Hara
2612 Gillmeister Lane, Temple, TX 76502
(254) 727-4277
www.marriott.com/tpltts
Temple Health & Bioscience District: An Economic Development Asset in Our Backyard

As you may know, big things are happening to Texas’ biotechnology industry. Temple is one the fastest-growing cities in Texas due to the increasing presence of medical companies, hospitals and industry influence in the area. The growth of the biotech industry has forged legislation by the Texas legislature to create the Temple Health and Bioscience District (THBD), a nonprofit bioscience office and laboratory facility supported by taxpayers and the city. The legislation was created to support the economic development of the biotech industry in Texas. The goal is to recruit top startups from around Temple, Texas, and the world to grow their companies in our city.

THBD has been open for just under three years and so far we have housed and supported five tenant companies: WashSense, SIMMo3D, Advanced Scanners, Emergent Biotechnologies and Neurofront Technologies. Our 5,000 sq. ft. laboratory and office space provides equipment for prototyping, testing, 3D printing, and cell research. We support tenant companies with mentorship and provide networking opportunities with our local area collaborators. We are just minutes away from our collaborator’s facilities, which include Baylor Scott & White Health, Texas A&M Health Science Center, USDA Research Center and the Department of Veterans Affairs. When our tenants join THBD, they are given opportunities to network with these collaborators. THBD does not require equity from our tenant companies, unlike most incubators. In return for funding and support, THBD’s hope is that the companies will establish themselves in the city of Temple to support the economic development of the biotech industry in Texas.

It is important that we share these resources with our local community so that locals know what is in their backyard! Each month, THBD hosts a monthly Lunch & Learn webinar series, featuring notable industry speakers, as a resource for entrepreneurs, startups, researchers, and health-related professionals. For those who cannot attend in person, THBD webinars are free and easily accessible online or via phone. See the calendar for upcoming webinar topics and dates at templebioscience.org/events.

CyberPatriot Program: Business & Education

Whitney Theriot, Temple Chamber of Commerce

A local business and education partnership between McLane Intelligent Solutions, an Information Technology Managed Services company headquartered in Temple, and Temple High School Career and Technical Education (CTE) aims to inspire students toward careers in cybersecurity or other science, technology, engineering, and mathematics (STEM) disciplines.

“This partnership was created with the ultimate goal of implementing a program to prepare students for the ever-changing workforce," noted Denise Ayres, Director of CTE at Temple High School. "The technology industry is changing rapidly and jobs that will be needed tomorrow don’t yet exist today.”

The United States is dependent on technology for industry, commerce, public safety, and national defense, yet is not attracting enough young people to STEM disciplines. Additionally, the development of new technology imposes cybersecurity risks and has propelled the need for cybersecurity professionals in the workforce. Cybersecurity professionals protect information systems and data that is stored in the same way security guards safeguard physical assets.

CyberPatriot is the National Youth Cyber Education Program created by the Air Force Association to excite, educate and motivate the next generation to enter cybersecurity and STEM disciplines critical to our nation’s future.

If you get into cybersecurity, the competition scenarios mirror real-world cybersecurity situations, so students learn by doing, working alongside McLane Intelligent Solutions industry professionals to prepare for each competition level," continued Denise Ayres. "In addition to learning teamwork and organizational skills, this program teaches students problem-solving and critical thinking skills that will set them apart in the job market and enable them to step into new career fields with ease.”

According to Cybersecurity Ventures, the world’s leading researcher for the global cyber economy, there will be more than three million unfilled jobs in the cybersecurity industry worldwide by the year 2021. The local business and education partnership between McLane Intelligent Solutions and Temple High School CTE is a prime example of efforts being made to introduce and prepare local students for exciting, lucrative and in-demand jobs in cybersecurity and STEM fields.

THBD is also proud to host its annual conference and pitch competition each May as a resource for those seeking startup assistance and networking opportunities. The conference is and always will be free to attend. RSVP at bit.ly/THBD2019. Speaker topics and panels walk through the stages of a startup from concept to commercialization and beyond. The 2019 conference “Growing to Success: Startup and Beyond” will be held on May 3, 2019 at the Hilton Garden Inn in Temple, Texas.

As the biotech community in central Texas continues to grow, we look forward to continuing to give back to our local Temple citizens. Maybe we are a fit for an up and coming startup, or we can provide the specific equipment in our lab for local area medical research, or perhaps one of our startup companies will hire a local Temple citizen. Whatever the circumstance may be, we are proud of the work we are doing at THBD and look forward to meeting our neighbors. Tours are always available within office hours. The THBD office and laboratory facility is located at 1802 South First Street. To coordinate a tour, contact Executive Director Tami Annable at tamia@templebioscience.org.
Beware of Scams During Tax Season

Adam Price, Better Business Bureau

Tax season is well underway, and scammers may be looking to steal your identity and your refund. The Federal Trade Commission declared “Tax Identity Theft Awareness Week” last month to raise awareness and provide opportunities to learn about what a tax scam looks like and how scammers can use your private information for profit.

It’s important to know how identity theft happens. In tax identity theft, someone typically uses your social security number to get a job or a tax refund. In 2017 the IRS reported over 56,000 IRS imposters and over 400 tax related scams in Texas alone in 2018. More than 50 tax scams have already been reported to BBB across the United States in 2019 so far. But how do you know if you have been a target of this scam? You may go online to file your tax return and discover a return has already been filed using your social security number or you may receive a letter from the IRS stating that more than one return was filed under your name.

So how can you keep yourself safe?

BBB recommends these tips:

- Complete your refund as soon as possible. Scammers usually file fast to beat the real taxpayer to the refund. The sooner you file, the less likely a scammer will be successful.
- Pay attention to official communications. Respond promptly to official written notices from the IRS about duplicate returns or other tax related issues.
- Identify fake communications. The IRS always sends written notifications first, so if you receive a call or email before an official letter, it’s probably from a scammer. Always be cautious of anyone who threatens you, the IRS will never do that.
- Understand spam. If you receive an email from the IRS, do not reply to the sender or click on links or attachments included in the email.
- Protect your privacy. Online accessibility to shopping and banking also means increased accessibility to your personal information, take extra precautions against data breaches.
- Employers should also exercise caution. The IRS encourages company payroll officials to double check any unusual or executive-level requests for employee’s personal information.

Getting to know the Chamber’s Spring 2019 Intern: Tessa Morales

I have lived in Central Texas all my life. I was born and raised in Waco, TX with my two older brothers and a sister by my mother. I moved to Belton in 2015 to pursue a bachelor’s degree in Communications with a specification in Public Relations, which I will be finishing up this May! I chose to go to school in this area because it still has a small hometown feel like the areas I grew up in, but also offers a ton of opportunities to invest their time creating a better community. The results from events like the Great American Cleanup, Adopt-A-Trail/Street/Park programs, sustainable housing projects, to name a few, mobilize volunteers to improve their environment. All year long in Temple, an incredible number of people sacrifice their weekday or weekends. Instead of a leisurely cup of coffee in the early morning, they fill a thermos, don work gloves and sturdy boots to set out purposefully for a day of hard, sometimes grueling work. As they begin their day, most probably don’t give a thought to a larger purpose, to the philosophy or deeper meanings of community service. And why should they, after all, there’s a task to accomplish?

There is greater value and deeper meaning than can be relayed by the results alone. When KTB volunteers arrive at a park, schoolyard, church, parking lot or project site, they quickly realize they are not alone. Joining them are dozens or hundreds of others. Some familiar faces, some not. They get their assignments and set off to work, side by side. By the end of the day, they will have accepted a challenge, flexed their muscles and ultimately succeeded together. Especially in today’s times, as many of our communities struggle with budget shortfalls, this work is ever more important. Certainly, volunteerism has dollars and cents value, saving municipalities funds that would otherwise need to be passed on to the community in taxes.

Yes, Volunteering Matters

Tanya Gray, Keep Temple Beautiful

Each year, Keep Temple Beautiful (KTB) brings together local organizations and individuals to invest their time creating a better community. The results from events like the Great American Cleanup, Adopt-A-Trail/Street/Park programs, sustainable housing projects, to name a few, mobilize volunteers to improve their environment. All year long in Temple, an incredible number of people sacrifice their weekday or weekends. Instead of a leisurely cup of coffee in the early morning, they fill a thermos, don work gloves and sturdy boots to set out purposefully for a day of hard, sometimes grueling work. As they begin their day, most probably don’t give a thought to a larger purpose, to the philosophy or deeper meanings of community service. And why should they, after all, there’s a task to accomplish?

At KTB, we believe this spirit is at the heart of our society and it is what makes America truly great. It is definitely patriotism and it is a powerful force. This community, like our environment, is a shared space that we all should take part in, but for that, you will have to get involved.

Here are a list of Great American Cleanup activities you can participate in:

- **Garden District Beautification**
  - Saturday, March 23rd from 9am – 12pm.

- **Ferguson Park Beautification**
  - Saturday, April 13th from 9am-12pm.

- **Lee Crossley Veterans Community**
  - Any Friday and Saturday from 7:30am – 2pm until the end of April.

To volunteer for these projects or learn more about KTB call (254) 493-4000 or email tanya@keeptemplebeautiful.org.