

FRIIdays

FERGUSON ROAD INITIATIVE
SERVING FAR EAST DALLAS

FALL 2019



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The mission of FRI is to engage and empower a community of advocates to advance a safe, beautiful, prosperous and proud community in Far East Dallas.



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ON THE COVER

Daniel Clayton, Board Member, Ferguson Road Initiative took photos of the participants at the recent FRI sponsored Advocacy Workshop. Group photo, from left to right: Carmen Parra, Elise Phillips, Martha Quigley, Buke Dube. Bottom row, from left to right: Kyle Talkington, Margaret Smith, Mary Giroux, Stephanie Timko, Mary Bixler.

FRI Executive Director Updates

Multitasking to Keep Progress Moving Forward



by Vikki J. Martin, Executive Director,
Ferguson Road Initiative

City receives 10-Minute Walk to a Park grant

– The City of Dallas received in January a \$20,000 grant awarded from the Urban Land Institute (ULI) in partnership with The Land for Public Trust (LPT) and the National Recreation and Park Association (NRPA).

The goal of the ULI 10-minute Walk to a Park grant is to help ensure that lower Ferguson Road corridor residents have access to parks, trails and green spaces within a 10-minute walk from their homes. The grant's scope of study also includes how the Ash Creek Greenbelt, the White Rock Hills Park (under construction), the future trail connections and the White Rock Hills Park and Community Recreation CENTER can serve as a catalyst for quality economic development in the FRI community.

To accelerate the process for achieving this goal, a Technical Assistance Panel (TAP) will be assembled. This team of professional experts will volunteer their time and knowledge in a two-day intensive workshop to come up with creative and pragmatic approaches to address local planning, urban design and financing challenges.

Currently, thousands of underserved children, families and seniors do not have access to recreation opportunities in the lower Ferguson Road corridor. The City of Dallas Park and Recreation Department has asked FRI to help facilitate stakeholder engagement in the TAP process. Together, FRI is creating a briefing book for the TAP to use as a resource to better understand the community. FRI is also connecting with various stakeholder groups (both residential and commercial) in the community to solicit ideas, challenges, and concerns as it develops a 10-Minute Walk to a Park Campaign in Far East Dallas.

The TAP Workshop takes place this Fall 2019 – This summer, the TAP panelists will be interviewing stakeholder groups and individuals to incorporate their ideas into the workshop. After the workshop, the TAP panel will present their final report to the community at the FRI Community Connection Town Hall meeting in February 2020.

It will then be FRI's responsibility to implement the concepts and recommendations presented by the TAP panel.

Owenwood Farm & Neighbor Space Partnership – FRI continues to work closely with its partner, Owenwood Farm & Neighbor

Space (OFNS), a 30,000 sq. ft. facility located on 7 acres of land at 1451 John West Road.

OFNS is a former United Methodist church. It is now White Rock United Methodist Church's second campus. The building is undergoing renovation to house a variety of community-based nonprofit service providers: Grow North Texas is creating an urban farm, the Linden Grove Theatre is a children's theater, Dallas United Crew stores their rowing sculls and holds meetings and training sessions, White Rock Community Church holds worship services, and Hope Supply Co. along with Diapers Etc., a diaper bank, meets the needs of homeless children. The Aberg Center for Literacy offers educational programs, including building fluency, preparation for high school equivalency in English and Spanish, early childhood education, and family literacy. A community garden at OFNS is planned this fall.

FRI is dedicated to providing ongoing support by guiding vision and strategy, raising funds, convening meetings, supporting aligned activities, establishing shared measurements, building public goodwill, communicating opportunities and results to constituents, advancing policy, and mobilizing resources. These services are helping to accelerate OFNS's ability to make a positive collective impact in the community. FRI works behind the scenes to ensure partners like OFNS are successful in fulfilling their mission.

Municipal Election Forums – FRI, in partnership with the Buckner Terrace Neighborhood Association, provided three Candidate Forums to educate Far East Dallas voters about who was running for office and what they stood for.

This was a very important election year with new leadership seated in Dallas City Council Districts 7 and 9, along with a new mayor. Districts 7 and District 9 each have significant portions within the FRI target area. FRI was fortunate that these candidates recognized and supported the good work of FRI. More than 300 residents attended the forums where they were provided important information that will affect their quality of life in Dallas for years to come.

Volunteer Income Tax Assistance (VITA) & Financial Literacy Programs – This tax season marked FRI's 14th year of VITA services in Far East Dallas. This year's VITA program was at First Community Church on Ferguson Road. In partnership with Foundation Communities FRI continues to help recruit volunteers, provide efficient communication, aid onsite set-up, and facilitate donated volunteer meals.

City of Dallas
District 9 and 7 Council
candidates show off their
juggling skills at the FRI
May 21 Municipal
Election Forum.



The program submitted 1,398 income tax returns totaling \$2,728,375 for low-income families at no-cost. This keeps the hard-earned income of the most vulnerable families in the community in their own pockets.

FRI also partnered with Eastfield College's TRIO Program. The TRIO Program is a pre-college program designed to prepare students for college. FRI staffer Maria Valenzuela, a Financial Coach, conducted a seminar called "Tax Talk," with 65 students in the 11th grade at Samuel High School to help students understand what documents they need to fill out when being hired and how to fill them out correctly. They were also instructed about which documents to expect to receive at the end of the year, how to optimize their own and their parent's tax return to be able to apply for FAFSA financial aid for college, how to get free tax return preparation help, and how to avoid being taken advantage of by unscrupulous tax preparers and predatory lenders. FRI anticipates this program will continue through Fall 2019.

As a chief liaison between businesses and organizations, FRI continues to provide Financial Literacy Education opportunities to low-income families. We recently connected Lone Star Credit Union (LSCU) with the Owenwood Farm & Neighbor Space (OFNS). Plans are underway to create opportunities for LSCU to provide their financial education programs monthly during the OFNS diaper and food distribution service. LSCU will not only provide volunteers to help with the distribution process, but will also talk with the majority Hispanic population about programs geared to help individuals learn to create a budget and repair their credit. LSCU is dedicated to providing banking, savings and retirement services to residents in Far East Dallas. Banking institutions report that the vulnerable populations are often the most difficult to reach regarding the importance of keeping their money in a bank account. The LSCU volunteers will work to first develop trust while educating residents about the importance of banking services and how they can avoid being victimized by payday loan vendors and other financial predators.

White Rock Hills Park Construction Begins – Dirt is flying at the new White Rock Hills Park at 2229 Highland Road. On December 1, 2018, more than 100 residents and city officials participated in a groundbreaking ceremony for the new White Rock Hills Park. This park represents the first phase of the future White Rock Hills Community Recreation CENTER. Situated in Dallas City Council District 9 and located half a block from District 7, the



Breaking ground at White Rock Hills Park

park will serve constituents in both districts, providing much needed green space and recreation programs. Local media coverage accurately described the park as going from "blight to delight." Indeed, this community has waged a battle during the last 20 years to "Weed" out crime and "Seed" the area with amenities like libraries, community centers and parks.

The park will feature a quarter-mile walking trail loop, pavilion, sculptures, two playgrounds, and flexible athletic practice fields. A trailhead near the BNSF railroad crossing will intersect the planned bike path on Highland Road and connect the park and future CENTER with the city-wide trail system. The trail will eventually end at St Frances Park. Simultaneously, a \$3 million road reconstruction along Highland from

Ferguson to the Primrose Senior Apartments will begin December 2019 or as soon as the replacement bridges at Lakeland Drive and Ferguson Roads are finished. It will create a safe road with sidewalks, curbs, gutters, storm sewers, and a bike path connecting to the future Trinity Forrest Spine Trail.

Other Developments – David Weekley Homes is building 35 single family townhomes at 2015-2011 Highland Road, next to the future CENTER. The homes in this gated community will be 1,600-plus sq. ft. and will sell for \$350,000-\$400,000.

The **Ferguson Townhomes** development broke ground this summer. Ten townhomes are being built at 7839 Ferguson Road. Each townhome will average 1,650 sq. ft. and will be marketed to the middle-income community with a focus on educators, fire fighters, and police officers. Anticipated cost for these town homes is \$250,000-\$300,000.

Le Rêve Rehabilitation & Memory Care – More than 100 community leaders and members joined the Greater East Dallas Chamber of Commerce on June 13th to celebrate the ribbon-cutting for Le Rêve Rehabilitation & Memory Care facility in the heart of the FRI service area at 3309 Dilido Road. This \$10 million facility is Dallas' newest luxury nursing center. FRI representatives were honored to attend the Grand Opening.



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Remembering Carolyn R. Davis



by Vikki J. Martin, Executive Director,
Ferguson Road Initiative

The Ferguson Road Initiative (FRI) respectfully mourns the death of former Councilmember Carolyn R. Davis on July 15. She and her daughter were recently killed in a wrong-way car crash in Oak Cliff. The driver was charged with two counts of intoxication manslaughter.

Carolyn was a big believer in the power of collaboration and was committed to empowering communities of Dallas City Council District 7 to steer their own destinies.

FRI worked successfully with Carolyn from 2007-2015 during her time on the City Council. She was a strong FRI supporter and champion of the White Rock Hills Community Recreation CENTER. She worked closely with the White Rock East community as they completed their Area Land Study, approved in 2012.

She was on hand at the grand opening of the White Rock Hills Library in 2012, helping to cut the ribbon on this much needed amenity for the citizens of Far East Dallas.

Most recently, she was thrilled to attend the ground breaking last year on the White Rock Hills Park. Please keep her family in your prayers.



Carolyn R. Davis, former City of Dallas Council Member District 7, and Vikki J. Martin cut the ribbon at the White Rock Hills Library' grand opening celebration in 2012.



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Call-To-Action Challenge by McDonald's and FRI Supporters



by Robert D. Brown

Challenge 1 – Give for Good: Get up and give to FRI on North Texas Giving Day. On September 19, 2019, from 6 a.m. to midnight, the Ferguson Road Initiative (FRI) is participating in North Texas Giving Day (NTGD). This is an annual on-line fundraising event intended to ignite the spirit of giving to nonprofits. We need you to help us fulfill FRI's campaign slogan, "Give for Good: Your Time, Talent & Treasure."

This year, FRI has more than \$17,000 on the line. Over the summer we secured commitments from several generous donors to match up to \$17,000 of individual donations. This means that your donation on September 19 will be matched dollar for dollar, up to \$17,000. In other words, if you help us reach our goal of \$17,000 in individual contributions on North Texas Giving Day, this amount will be doubled through our matching grants and we will receive \$34,000. We are confident that our community can rise to this challenge. Last year, with your help, FRI secured more than \$33,000 in donations from 139 generous contributors. Our goal is to surpass this number of donors. Your gift is tax deductible.

Donors can make their online gifts to FRI in advance. Donate anytime, between September 9-18. Your credit card payment will be processed on September 19. On September 19, just log onto your computer at www.NorthTexasGivingDay.org, find Ferguson Road Initiative, and give anytime from 6 a.m. to midnight. If you would rather give in person, you can, just

FRI is indebted to McDonald's and their leadership of the FRI NTGD campaign.



Challenge 2 – Give Some More: – After you give to FRI on North Texas Giving Day select two (or more) additional FRI nonprofit partners to donate to, shown below are their logos. We encourage you to support those who make a difference every day in Far East Dallas.

FRI is also indebted to our philanthropic partners who support this campaign. Once an initial lead matching grant of \$5,000 was committed to by our friends Larry and Sue Ingram (owners of McDonald's), we were off and running. Additional contributors included loyal supporters like Doug Hunt, owner of Access Self-Storage, John Griggs, CEO of Presidium Group, Gary and Tina Millican, community philanthropists, Mac and Kay Lawson, Residential Reservices, Dr. William G. and Jean Jones, former FRI board member, Lynn Vogt civic volunteer, John and Dee Bert, area residents, and others.

To learn more about FRI's good work, view the FRI NTGD Video at www.fergusonroad.org/give2019

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Partnership Applies Analytical Data to Improve Education



by Michael Stone, Co-owner, Stone's ACE Hardware

The problem is not new. For as long as civilizations have existed, education has been of primary concern for every generation. For centuries, we have wrung our hands at the failings of, systems, educators, and students, and we have tried time and again to address the ever-evolving issues that each generation has manifested. No, the problem

is not new. The solution might be, however. Eight years ago, Todd Williams founded Commit Partnership, an organization birthed from a city-wide conversation with city of Dallas mayor, Mike Rawlings and other community leaders concerning the lack of equitable education for Dallas County students. Built on a foundation of analytics, Commit aims, according to their website, “to analyze data and engage expertise to inform action, activate the community, achieve shared goals, and grow capacities of education system and shareholders.”

Like all great endeavors, academic or otherwise, the Commit Partnership is truly a collaborative effort. They have created a coalition of

more than 200 partners, a list ranging from local DISDs and private schools, to charitable foundations and trusts, to local and national businesses, to a long list of non-profit and faith-based entities that all work together to impact every aspect of the academic journey of North Texas students. As Rob Shearer, Commit's Director of Communications, indicated to me, the goal of the partnership is to “create systematic change in our public schools so that every child in North Texas can receive an excellent and equitable education that prepares them to flourish in life.” Through harnessing the collective power of their coalition, Commit seeks to impact every aspect of the educational journey, from early childhood all the way through college and beyond.

In a field saturated with individuals and organizations trying to address the myriad issues with education, Commit Partnership stands out as unique. First, they truly take a holistic approach to the problem. Rather than focus solely on educators, students, or the classroom setting, they seemingly approach the challenges of education from a whole-community standpoint. Recognizing that one's educational journey extends beyond the walls of the school, they seek to “activate the community” to achieve desired results. Secondly, they differentiate themselves by their commitment to data collection and analysis. Shearer explains that the problem for most schools has been an inability to see beyond their own walls in a clear and precise way: “They obviously have access to their own student data, but they were frequently completely blind to what is happening in districts around them.” This is where Commit's macro-level view plays a vital role. They are able to collect and aggregate vast amounts of data to share with their partners in a way not possible before. It allows them, in Shearer's words, “to function like a consulting firm, except [their] services are 100% free to the public schools and school districts [they] work with.”

As mentioned above, the problem of education is not new, but the Commit Partnership's approach is, and they seem driven to impact North Texas for generations to come.



Todd Williams, CEO of the Commit Partnership, speaks at the annual Scorecard event. The annual Scorecard tracks Dallas County student progress from cradle to career.

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Dallas ISD Update



by Dan Micciche, District 3 DISD representative

Increasing Access to High-Quality Free Pre-K

A new policy adopted by the Dallas ISD Board of Trustees will further increase access to high-quality free pre-K. It addresses structural racial inequities and will bring the long-lasting benefits of Dallas

ISD pre-K to more Dallas-area families. The State of Texas has six eligibility requirements for families to qualify for free pre-K. The new policy opens up three additional ways families can qualify for free pre-K in Dallas ISD under the scholarship policy:

1. A member of the lowest-performing student group on the third-grade STAAR exam, which currently are African-American students;
2. A student with limited English proficiency, regardless of their native language;
3. A student whose family income is above the pre-K eligible eligibility limit and less than or equal to 300 percent of the poverty limit. For example, the current pre-K eligibility limit for a family of four increases from \$47,638 to \$77,251.

The district anticipates at least 200 students benefiting from the scholarship program in the upcoming school year. District leadership will annually review data to gauge the success of the pre-K scholarship policy and make adjustments as needed. Data shows that children who attend Dallas ISD pre-K are twice as likely to be ready for kindergarten and three times as likely to be reading on grade level in third grade.



Champions, from left to right. Eddy Lopez, Alexander Rodriguez, Erick Ponce, Allan Villegas

East Dallas Schools Earn Top Awards at National Robotics Competition

Dallas ISD Competitive Robotics, supported by the STEM Computer Science Department, continues to excel at the highest levels with two East Dallas schools recently winning national awards. Congratulations are in order for the nationally recognized robotics teams from Casa View Elementary and Sanger Preparatory on their first place victories at the US Open National VEX Robotics Championship. The competition was held in Iowa in April.

Casa View Elementary School won the Teamwork Champion Award, competing against 170 teams from all over the United States, Canada, and China. In the same event, Sanger Preparatory won the STEM Research Project Award. Dallas ISD is committed to ensuring that every student is involved in at least one extracurricular activity. Competitive robotics helps to foster interest and awareness in Science, Technology, Engineering, and Mathematics (STEM).

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DANIEL DAVIS**CLAYTON****For House District 100***Experience. Leadership. Trust.*

Small businessman and community leader Daniel Davis Clayton is a lifelong Democrat and union member, a 15-year resident of District 100 and has 10 years of state government experience in both the Texas Senate and Texas House of Representatives.

Outside of his state experience, Daniel led a team that signed up over 300,000 North Texans for affordable healthcare, manages a social emotional learning program for middle school boys, has improved food security by building community gardens, and works to address crime and improve neighborhoods in District 100 as a board member of the Ferguson Road Initiative.

If elected, Daniel will propose legislation to expand Medicaid, improve education outcomes, provide better access to mental health services, and ease the burden on small business owners.

Daniel has served on the Texas Higher Education Coordinating Board Black Male Taskforce, is a member of the Southeast Dallas Hispanic Chamber, and a current board member of both the Southeast Dallas Chamber and the Ferguson Road Initiative.

Daniel is a founding member and state office holder for the Texas Democratic Veterans, owns a communications and public relations firm that employs District 100 residents, attends Trinity Baptist Church, and is the proud father of 13-year-old Joseph. He humbly asks for your vote.

You can vote for Daniel beginning October 21, and Election Day is November 5, 2019.

Political ad paid for by the Daniel Davis Clayton Campaign.



Despite Roadblocks, New Businesses Continue to Open Their Doors in Casa View



by Dee Anna Hanchey

As road construction on Gus Thomasson at Ferguson Roads stretches well past the one-year mark, savvy locals have made it a habit to avoid the cratered, backed-up intersection. But that's one habit that the owners of the Casa View Shopping Center would like the community to break.

"We're anxious for the city to get moving," said Buck

Wheeler, vice president of the SHOP Companies, which purchased the shopping center in December 2017 and has been renovating and redeveloping the mid-century strip center to keep up with growth and trends in the area. *"I've talked to multiple tenants who are local to Far East Dallas, and the Gus Thomasson roadway has really been a struggle."* In addition to the city-managed road construction project, the SHOP Companies is looking forward to completing major renovations of its own, including renovations to the courtyard and other common areas of the northwest quadrant.

Despite the continuing construction on both the roadway and the shopping center, new tenants are signing leases and moving in, joining longtime businesses like the Arcade Barber Shop, Casa View Cleaners and Shipley Do-Nuts. Stone's Ace Hardware, Casa View Villa Nail Salon and Workout Anytime opened earlier in 2019 – and by year's end, if all goes according to plan, they'll be joined by Pet Supplies Plus and Zero Degrees smoothies and snacks on the northwest quadrant. The former Payless building has had interest from Starbucks, Dunkin and Walgreen's, but no leases have been negotiated.

On the southwest corner, a new freestanding 7-Eleven store is under construction. Also on the horizon for the southwest quadrant is Papa John's Pizza and WSS Shoes, which carries a full line of athletic shoes, from Nike and Adidas to Converse and Vans. Melrose will be moving out, to be replaced by Texas Family Fitness.

The SHOP Companies will also be painting over the goldenrod and maroon color scheme of the southwest quadrant with an off-white palette, similar to the small strip of businesses next to Walmart, to lend a more cohesive look to the many buildings throughout the intersection that are a part of the Casa View Shopping Center.

Renovation of the atrium courtyard and Casa View Center takes shape.



And while the SHOP Companies has always planned to do a grand reopening of the center to celebrate the renovations and officially welcome new businesses, those plans will have to wait a bit longer. *"We're going to try to dovetail that with the road being paved; we've always been waiting for that,"* Wheeler said. At press time, the estimated time of completion is October 2019.

But the physical redevelopment efforts at the intersection are just part of the story. Wheeler said the SHOP Companies is also making investments to address crime and quality-of-life issues. The shopping center has a third-party security that patrols 80 hours a week, a professional management company to attend to day-to-day needs, and a Dallas Police Department officer who stops by at regular intervals. Wheeler is also confident that when construction is complete on Gus Thomasson and the shopping center itself, the presence of more people coming to Casa View to handle their everyday shopping and service needs will naturally create a more vibrant and inviting environment for shoppers – while serving as deterrent to crime.

"I think we've got an incredible start to achieving a tenant mix where someone doesn't come to Casa View for just one thing. They come here to get their nails done while they drop off their dry cleaning, and they pick up pet food," Wheeler said. *"We see a lot of opportunity in catering to and keeping up with what the neighborhood needs. It's transitioning, and it's eclectic by nature. And that's what we love about it."*

Dee Anna Hanchey is a board member of the Greater Casa View Alliance and a tenant of the Casa View Shopping Center.

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Effective Advocacy with Effective RESULTS



by Daniel Clayron, Board Member, Ferguson Road Initiative

With 750 million people world-wide living on less than \$1.90 a day, RESULTS Dallas specializes in training citizens to become more effective in engaging office holders who impact policy decisions regarding poverty. Their nation-wide network, which focuses on education, healthcare, and economic opportunity, has entered into an exciting partnership with Ferguson Road Initiative to sponsor hands-on trainings for Far East Dallas community leaders.

The training room, reserved at the White Rock Library, bustled with anticipation as home owner associations, crime watch leaders, non-profit representatives, as well as community advocates filled the space and made introductions.

RESULTS Dallas meets twice a month to plan locally, develop relationships, and take action, relying on providing good information and building strong relationships. I was delighted to see that my son's kindergarten teacher as well as another great friend were both volunteer trainers for RESULTS, a testament to the organization's deepening footprint in our vibrant community.

The training began with our RESULTS lead trainer who offered a history of the organization and segued into a current issue impacting poverty. Our discussion centered around the most effective ways to interact with an elected official and seamlessly transitioned into a training demonstrating how to write an impactful letter to a member of congress.

"Ok, find the blank page included in your packet," our trainer directed... and moments later we were penning a letter to Congressman Lance Gooden,

asking him to take action on an upcoming vote impacting poverty. I was blown away by the speed in which RESULTS molded our group into an instrument of direct action. "You can do this for any issue affecting your neighborhoods," she encouraged.

"So how are we feeling," one of our trainers prompted our break-out group. Smiles abound. "Ok, great! Now I want you to develop a laser talk."

A "laser talk" is a form of elevator speech crafted specifically for educating elected officials on an issue by 1) Engaging them, 2) Describing the Problem, 3) Informing them on the Issue and 4) using a Call to Action to prompt them to take a specific legislative course. Armed with our blueprint, we put our "laser talk" to work by calling Congressman Gooden's Washington DC office and leaving a voice mail, that our position on the issue may be logged for consideration.

Our "laser talk" blueprint served us in a second way as we began to roll-play a face-to-face meeting with an elected official. We were each assigned a meeting function, either to introduce the organization we represented, introduce the issue we care about, or provide facts and issue a call to action. By working through the flow of a face-to-face meeting, we felt fully prepared to engage our elected officials on any issue of importance to our neighborhood, state, or country. No butterflies.

Even my 13-year-old, after asking me a few additional questions, borrowed my phone and placed his call to the congressman. Afterward, he volunteered to share his advocacy letter with our group before they were gathered to be mailed. As he read his letter aloud, his kindergarten teacher and I stole a glance, both beaming with pride.

Below, 16 members of the community and two instructors from RESULTS spent the day learning best-practice for communicating with elected officials to become advocates for the issues important to them.



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Neighborhood Hardware Stores Revive a Mid-Century Tradition



by Mari L. Madison, Editor FRIdays

Far East Dallas experienced its major development from 1945 through the 1950s. During this time its two major shopping centers broke ground, Casa Linda Plaza (CLP) in 1945 and Casa View Center (CVC) in 1956.

For many kids at this time, the highlight of Saturday morning was going with dad to the local hardware store. It was a magical place and often included a free lollipop. In CVC, it was C&S Hardware in the 50's, where kids bought their Whamo slingshots. Later, Hammers Hardware replaced C&S.

When Big Box hardware stores came on the scene in the 1970's, the small hardware retailers could not compete. The Big Box's started out offering variety and more choices, and slowly became mass quantities of one choice. For example a dad in 1980 chose from multiple colors of plastic mini blinds – now there is nothing but mass quantities of white.

The current influx of young Millennial families bring their generational preference for shopping local, opening the door for the return of locally owned Stone's ACE Hardware in CVC and Dallas' legendary Elliott's in CLP.

Small hardware stores' competitive advantage is that they are not restricted by big nationwide purchasing contracts with major manufacturers. They have the freedom to stock specifically for the replacement products needed for the mid-century homes in the area. These two retailers have interesting stories.

Stones ACE Hardware – celebrated its grand opening on April 20, 2019, with an awesome community event on the parking lot of CVC. The all day party included an old school motorcycle show, on site chainsaw carving, grilling demos with samples, along with food, drinks and live music.

Co-owners Michael and Jennifer Stone, after over a decade in academics as professors at El Centro College and other institutions in the area, needed a change. They decided to explore other interest and passions, and find a way to serve the community in other ways.

Michael grew up around his family's hardware business in the Permian Basin. And as an adult he realized that hardware stores “become the lifeblood of their communities in ways big and small.” The desire to serve the community is what drives he and Jennifer. Drawing on Michael's early

experience they decided to open Stone's ACE Hardware in CVC.

The Casa View neighborhood, with its vocal advocates in the Greater Casa View Alliance, impressed the Stones. “We were blown away with the passion and spirit of camaraderie, and after that there was never a doubt that this was exactly the place for us,” they say.

Stone's ACE Hardware brings a revival of the days when children tagged along with their parents on Saturday morning at the neighborhood hardware store. With an eclectic selection of merchandise, they are the first store to carry the complete line of STIHL battery-powered cordless lawn equipment. And if you need something special, just ask, and they will do their best to get it for you.

It was difficult for them to start this new journey but they know this was where they want to be. Like they say, “Now that it is a reality, we are thrilled beyond words at our good fortune to be a part of your community.”

Elliott's Hardware – This 70-year-old Dallas retailer opened the CLP store in 2014. According to former Far East Dallas resident Andrea Spencer, granddaughter to the original founder, and current Operations Manager of Elliott's Hardware at Central Network Retail Group LLC, “I was so excited when we found the space in CLP” She said. “I love the special vibe, the lake and the people of Far East Dallas, It was great for me personally to have a store in Casa Linda.”



From chrome-plated and stainless steel to mega bolts, Elliott's has the most comprehensive selection of nuts, bolts and screws in the city.

The original Elliott's opened in 1947 on Maple Street in Dallas. Jerre B. Elliott, the original founder was known as a born salesman. The store has a reputation for always having just the right thingamajig. “My Grandfather's commitment was always to put the customers needs first, if he didn't have something the customer needed on the shelf he ask them to come back at 5:00,” said Ms. Spencer. “He would go out and do whatever he needed to do to find that item and have it ready for them when they came back. He would always buy two and put the second one on the shelf for the next customer,” she added.

Elliott's is still known for having everything a shopper could possible need. It is a part of the retailer's culture to serve each customer's specific needs. “We are in a problem solving industry; That is what we do,” Ms. Spencer added. Elliott's serves the niche in the community located on the lower half of the Ferguson Road.

The Ferguson Road Initiative thanks Elliott's for their support of the annual Operation Beautification event, and appreciates Stone's Ace Hardware for supporting FRIdays magazine with their advertising.



Chainsaw artist demonstrates STIHL battery-powered cordless chainsaws.

Doing Business Locally – Using the GEDCC’s Magic to Transform Your Business



by Paul E. Maynard

In his book, *“The Magicians of Main Street,”* Chris Mead describes chambers of commerce as “groups of doers,” who, when they put their collective minds on something, surprisingly get that something done. So it is with the Greater East Dallas Chamber of Commerce (GEDCC).

As one of over 150 chambers and similar associations in the North Texas area, the GEDCC is a collection of business owners and leaders with one common mission.

Improving the quality of life in East Dallas – *“Our local chamber has close to 300 members and is an effective contributor to the creation of a positive business environment in East Dallas,”* Mike Nurre said. Mr. Nurre is the current chairman of the board of the GEDCC and the co-chair and founder of the Greater Casa View Alliance, a non-profit concerned with the health and well-being of the neighborhoods of Far East Dallas. *“The chamber is also here to promote the community and provide consistent attention to improving the quality of life in East Dallas,”* Mr. Nurre said. *“This is a very dynamic, collaborative and supportive group.”*

Chambers of commerce, in some form or another, have been around since the 1700s. Along the way they have become associations of business and government to help improve the quality of life in a community by building business and improving infrastructure. One of the most famous acts of a chamber of commerce created the Miss America pageant to draw visitors to Atlantic City, New Jersey. The Los Angeles chamber once shipped 375,000 oranges to Chicago for an exhibit to promote the city.

Locally, DART, the Dallas North Tollway and the Arboretum are all the result of actions taken by chambers of commerce over the years. In Far East Dallas, the GEDCC has advocated or supported the improvement of the “Three C” intersection and the future of Fair Park. *“As the first board chairman from Far East Dallas and the first from a non-profit organization,”* Mr. Nurre continued, *“I am proud to be a part of an organization that helps the whole community.”* Specifically, the GEDCC, an all-volunteer chamber, advocates for the businesses in the immediate community. Promoting local businesses and products by engaging those business owners at networking events helps businesses work together. A significant online presence in social media, through the organization’s website, and through a smart-phone app ensures that members are connected and known to each other through association. *“The chamber’s role is primarily as a connector,”* Darlene Ellison said. Ms. Ellison is immediate past chair of the chamber and a senior vice president of Veritex Bank. *“Since the majority of our members live where they do business,”* Ms. Ellison continued, *“it only makes sense for them to build a network that serves both parts of their lives.”*

The chamber hosts an economic summit each year. The summit brings together local government officials, business leaders and other professionals to discuss with and educate the membership about trends and growth opportunities in the East Dallas community. Throughout the year the chamber hosts a number of events and activities including monthly happy hours, workshops and committee meetings. There is no shortage of opportunities to network.

The Ferguson Road Initiative supports the GEDCC as a member and partner to accomplish their common goals.

For more information on the chamber, please check out their website at www.eastdallaschamber.com or give them a call at 214-328-4100.



GEDCC - 2018 and 2019 Marketing and Communications Committee meeting.



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Healthy Families Strengthen the Community



by Carol Ann Ravert

Parent education, including school readiness activities for parents with children from pre-natal to age four, is one of the programs offered by Family Outreach of East Dallas (FOED). Believing every child has the fundamental right to a healthy family and safe environment, FOED provides opportunities to succeed in school, and to experience an enriched life, through programs including:

- In-home visiting – Parents as Teachers Affiliate (no cost)
- We Help Ourselves (WHO) school child safety program (no cost)
- Triple P Positive Parenting Program (\$35 fee – scholarships available when funded)

To maximize every child’s potential, FOED partners with trained volunteers who are supervised by a professional social worker, collaborating with schools, agencies and churches. *“When families thrive, communities succeed,”* said Jane Collins, LMSW, Center Director, Family Outreach of East Dallas. In 2018, FOED was recognized as a Blue Ribbon Affiliate, meeting or exceeding the 16 essential requirements demonstrating model fidelity and program effectiveness. With added confidence and reduced stress, parents report increased fulfillment in family relationships and activities.

Maria was a pregnant student when the school nurse at Skyline High School referred her to FOED in 2013. Recently Maria stated, *“Ms. Collins is an angel to me. When I am devastated, she cheers me up and gives me encouragement.”*

She comes to my house and brings activities and tells me about resources. I have learned child development milestones. As a struggling single mom, I love the program.”

Instrumental in opening the Center thirty years ago, Carol Gardner current Board Chair of Community Outreach and Development, is dedicated to *“developing healthy, nurtured children in stable homes and a caring community.”* FOED became certified in 2011 as a ten-hour evidence-based Positive Parenting Program provided by trained facilitators

and staff, meeting at Lake Highlands Presbyterian Church. Since 1989, 3,000 parents have completed the parenting series provided by FOED trained volunteers and 1,600 school children have received a presentation of the child safety program WHO – We Help Ourselves.

“We have a thirty year legacy of strengthening families in the community and now would like to expand our reach with new partnerships, donor base and board members.” Cecilia Grussendorf, FOED Board secretary.

Family Outreach East Dallas is a 501 (c) non-profit organization.

For more information about: programs and services, ways to donate and how you can volunteer, please call: 214-321-6292 or email: info@familyoutreachdallas.org



A mother reads to her child during an in-home visitation from the Family Outreach of East Dallas.

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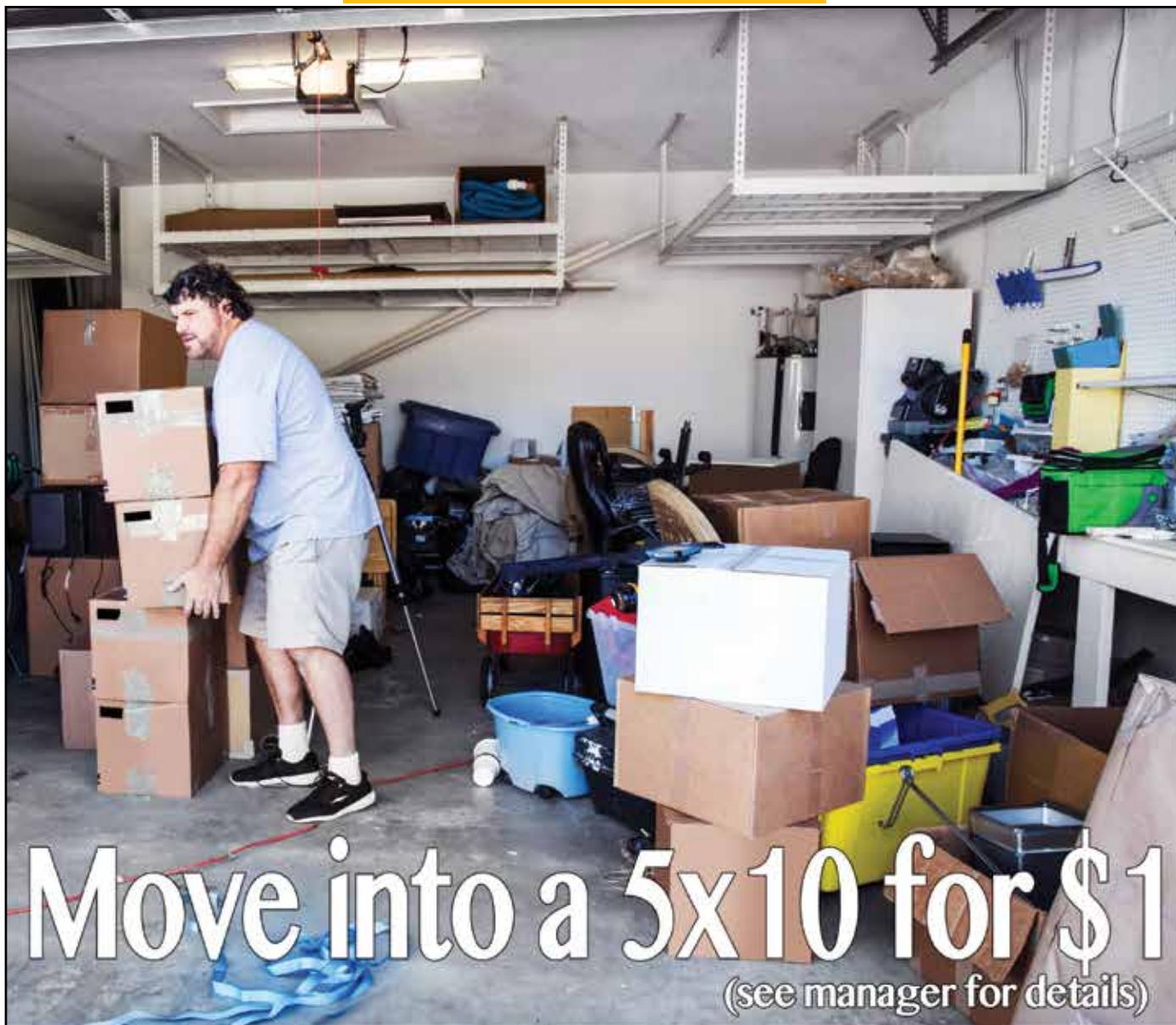
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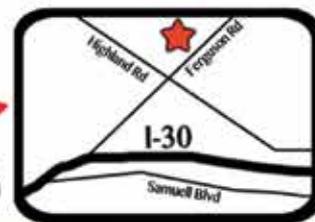
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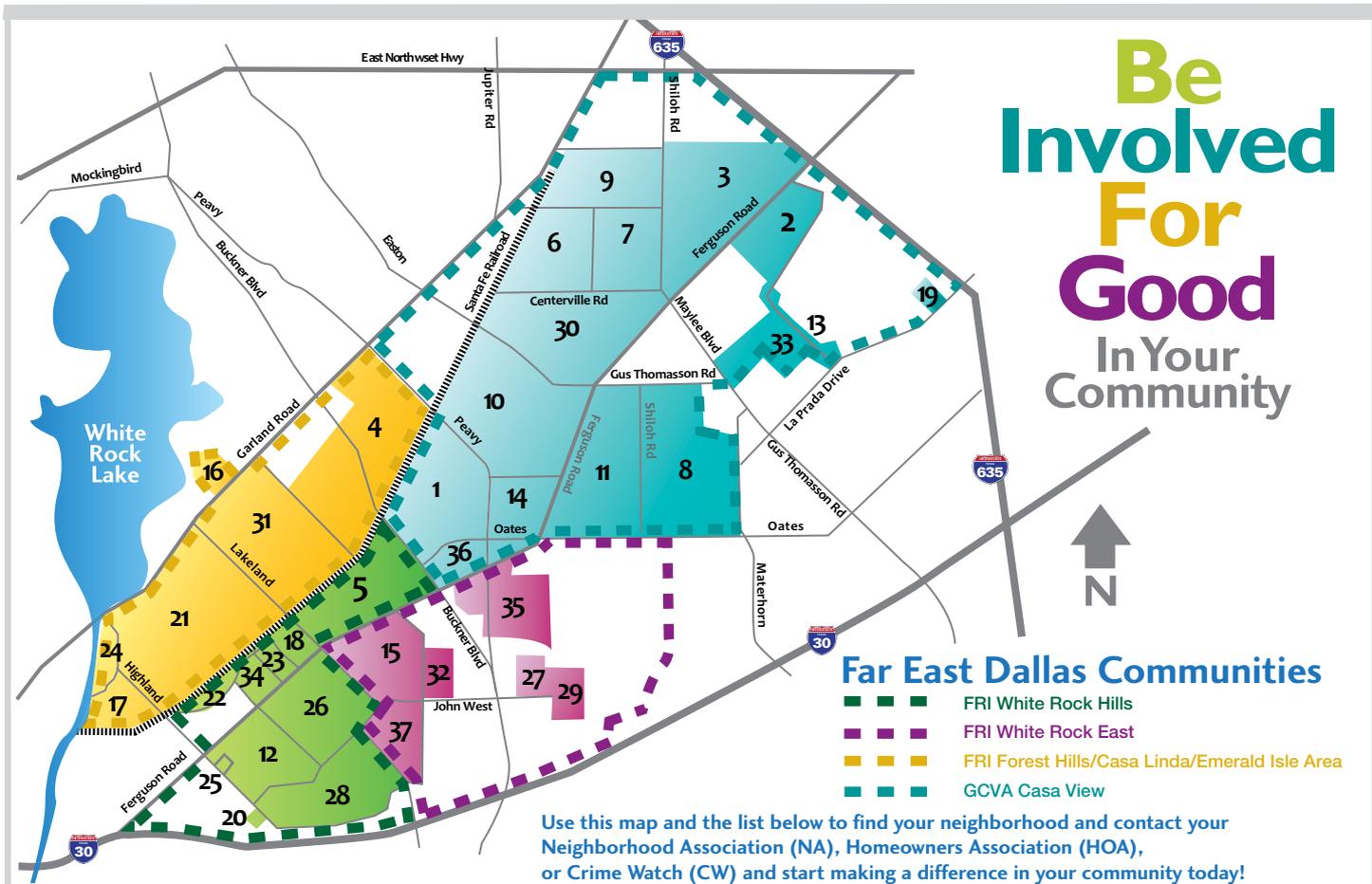
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