KCSBDC named Small Business Development Center of the Year

The Kilgore College Small Business Development Center has been named the state’s SBDC of the Year by the North Texas SBDC Network.

SBDC of the Year is awarded based on exceeding performance milestones: long-term clients, new business starts and capital infusion.

The KCSBDC exceeded SBA Program business-startup goals by 109 percent, long-term client goals by 107 percent and capital infusion goal by 451 percent.

KCSBDC, under the direction of Brad Bunt, also had record-breaking economic impact in the 2014-15 program year with 523 new jobs created and almost $28 million in capital infusion. This contribution garnered the highest client-validated economic impact in NTSBDC Network’s history.

“Working with our local East Texas businesses is an honor and privilege for me. I have worked with literally thousands of small businesses in our area since 1991 and we have so many successful businesses,” Bunt said. “Our center winning best SBDC in Texas is more a testament to the great men and women who operate these businesses.”

Kilgore College Office of Alumni Relations is accepting nominations for honorees to be announced at its annual homecoming banquet set for Oct. 29.

Nominations requested are for the categories of Ex-Student, Ex-Teacher, Distinguished Alumni and KC Honored Retiree.

“We’re looking for outstanding individuals who have truly made a difference,” said Paula Jamerson, coordinator of alumni relations. “The ex-student honoree needs to be someone who attended KC and continues to support the college. For an ex-teacher nominee we are looking for someone who had an outstanding impact on students. The alumni honoree will be someone who attended KC and has excelled in his or her field. The honored retiree is a former employee who worked at KC in a professional role who helped make KC a better place.”

Deadline to nominate an individual is July 1. To nominate someone, e-mail Jamerson at pjamerson@kilgore.edu.

KC Athletics announces 2016 Hall of Fame inductees

Kilgore College will once again honor former standout athletes, coaches and contributors at its annual Hall of Fame Weekend Oct. 14-15. There is also a new honor this year – The Spirit of Excellence Award – for former KC athletes or coaches who have carried on the Ranger tradition of excellence.

Hall of Fame inductees will be introduced during a luncheon at 11:30 a.m. Saturday, Oct. 15, in the Devall Ballroom.

Also, the college is looking for hole sponsors for the Oct. 14 golf tournament or any business that can donate door prizes. For more information, contact Gail Jackson at 903-988-7537.

Above: Jeff Bock, Virgel Conner, Brad Bunt and Ken Estes. Photo by O. Rufus Lovett

Bunt was also named as the East Texas Council of Governments’ Corporate Citizen of the Year at the 92nd Semi-Annual Board of Directors meeting in March.

KCSBDC’s service area includes Gregg, Harrison, Rusk, Upshur, Marion and Panola counties.

2016 HOF Inductees:

Football Players:
Charles Champine: (posthumously) Played at KC from 1977-78.
Robbie Tobeck: Played for KC from 1989-90.

Men’s Basketball Players:
Gerald Paddio: Played at KC from 1984-85.
Francisco Elson: Played at KC from 1995-97.

Contributors:
Gussie Nell Davis: (posthumously) First Rangerette director.

Spirit of Excellence Awards:
John Underwood: Played basketball at KC from 1964-66

READ COMPLETE HOF BIOS
Branding Kilgore College

A few weeks ago I caught a segment on a National news program that was dealing with “branding” and the “Nike Swoosh.” The “swoosh” is a corporate trademark created in 1971 and is lauded by many marketing directors as a pure stroke of genius.

The logo has undergone minor changes over the years, but has stayed pretty consistent with the original design. Branding is as important to educational institutions as it is to athletic wear…maybe even more so. It is with that idea in mind that I talk to you about our Kilgore College brand identifier and the benefits of standardizing that brand. I have been working closely with the KC Marketing Department in their pursuit to firmly brand Kilgore College in our service area.

I have learned through observation, feedback from marketing staff, and insight from you at our forums that we haven’t been consistent in using the Kilgore College brand. Since consistency is pivotal for brand recognition, it is critical that we all get on the same page. To that end, our Marketing Department will produce and distribute a style guide for everything Kilgore College moving forward. This does not mean that I expect you to discard the letterhead or business cards you are currently using in favor of the elements contained in this style guide—we don’t have the luxury of that level of waste. However, I do expect all of us to use that style guide when we are ordering new materials or publishing new documents.

This is just the first step for the Kilgore College Marketing Department as they assess and seek to improve impact of our marketing dollars as well as gauge return on investment. I applaud them for accepting the challenge to “think outside the box” as the college community seeks to improve its messaging and outreach to prospective students, parents, and the communities that we serve.

I know that the Marketing Department is interested in hearing your ideas and input as they search for new ideas.

(On the right you will see some beginning designs as together we usher in this era of consistency.)

Thank you for your continued outreach to our students. Together we are changing student lives. Here’s to consistent messaging!

Until next time,

Dr. Brenda Kays

President’s Perspective by Dr. Brenda Kays

Good News:

Congratulations to the winners of the $25 Walmart library survey raffle. Winners of the gift cards are Ebony Dennis for KC faculty/staff and Reba Early for students.

Cody Edwards, welding instructor, was presented the Howard E. Adkins Memorial Instructor Section Award in April by the American Welding Society. The award recognized Edwards’ quality instructional performance devoted to the promotion and expansion of students’ welding skills and knowledge.

Jason Hearne, son of Carolyn Fox-Hearne, art instructor, visited KC Visual and Graphic Arts students in April. Jason is the Senior Animator & Designer At GSN (Game Show Network). He talked to the students about strategies for getting into the field of 2-D and 3-D animation and urged them to work hard on their studies and constantly “tweak” their skills.

Carolyn Fox-Hearne, art instructor, is leading an 11-day educational tour with six KC students, Carol Gibson (English instructor), and Carol’s husband, Jack. The trip will include visits to famous art destinations of the classical, Renaissance and modern art periods in Rome, Assisi, Florence and Paris. They will also tour the Louvre with a resident art historian and visit Monet’s gardens. The tour is by Education First (EF) College Study Tours.

News & Reminders:

Energy Symposium May 3 at oil museum

The East Texas Oil Museum will host the seventh annual East Texas Energy Symposium May 3, featuring keynote speaker Todd Staples. Staples, president of the Texas Oil and Gas Association and former Texas Agriculture Commissioner, will speak at 11:45 a.m. in the Devall Student Center on the Kilgore campus. The symposium, “Optimizing Your Production in a Low-Price World,” will begin in the Devall Student Center at 10 a.m. with conference presentations and a panel discussion with several notable speakers from the energy field.

Kilgore College will host several summer camps for children and youth beginning in June. Camps include basketball, football, softball, music, acting, twirling and dance. KC will also offer swimming lessons for all ability levels. For more information on the camps visit: www.kilgore.edu/camps.
Siler’s final KC piano concert
The annual KC Piano Concerto Concert May 1 featured performances by KC piano students and highlighted the career of longtime KC piano instructor Sandra Thompson Siler who will retire in December. A retirement reception followed the concert to honor Siler’s educational and musical career. Siler, of Henderson, is in her 25th year as head of piano instruction at KC. [MORE]

Department of Music and Dance honors ‘Distinguished Musicians’
The Kilgore College Department of Music and Dance honored three music majors at the annual Music Honors Convocation April 29. The three students honored were Myranda Feagin, Chapel Hill (voice); Corey Daniels, Henderson (voice); and Synnamon Ferguson, Kilgore (piano). Honored as “Distinguished Musicians” they were selected by the music faculty as the three best performers of all KC music majors who took part in the required student recitals at the end of the spring semester. Ferguson is the student of Sandra Siler, piano instructor. Daniels and Feagin are students of Jeanne Johnson, voice instructor.

Nominate a student, employee for monthly board spotlights
All employees are encouraged to nominate an outstanding student for the KC Board of Trustees’ Student Spotlight recognition.
The KC Board recognizes an outstanding student at each of its meetings (including summers). To be considered for this recognition, students should exemplify excellence in learning, leadership and co-curricular activities. A selection committee comprised of a representative from divisions of Business, Technology & Public Services; Liberal and Fine Arts; KC-Longview; Math, Sciences and Health Sciences; and the Student Success department evaluate received nominations.
The board typically meets the second Monday of the month at 6:30 p.m. To nominate a student, e-mail Dr. Mike Jenkins. To view past student and employee spotlights, visit www.kilgore.edu/board.

The Flare wins sweepstakes, Lovett adviser of the year
KC photography instructor O. Rufus Lovett was named the Charles T. Choate Adviser of the Year and The Flare newspaper staff won Sweepstakes in its division April 2 at the annual Texas Intercollegiate Press Association (TIPA) convention in Dallas. This is the 26th time in the last 30 years that The Flare, the student newspaper at KC, has scored the most points in its division to bring home Sweepstakes. The newspaper also took home a second place in Best of Show, competing against nearly 50 universities and community colleges from around the state.

Please note: Lovett and Rachel Stallard are co-advisers of the Ranger Yearbook and The Flare Magazine. Stallard is the adviser of The Flare with Lovett as photo adviser.

KC Welding hosts inaugural high school welding contest
The KC Welding Technology Program and the KC Welding Club hosted a welding contest April 29 that drew 69 students from 18 area school districts.
Tony Rojas of Kilgore High School earned first place, winning a $1,000 scholarship for the KC Welding Technology program and various prizes. The top three winners of the contest received KC Welding Technology scholarships ranging from $250 to $1,000 and additional welding-related prizes. Sponsors for the event included Texas Eastman Chemical Co., Gas and Supply, ESAB, KC Welding Club, Miller Electric, Hobart, ITW, Lincoln Electric, Harris, D&D Industrial Welding Supply, Matheson Tri-Gas, Saulsbury Industries and Brookshire’s.
Welding Technology at KC is taught by Cody Edwards and Josh Bernethy.

Photo, left to right: Keith Spencer of Matheson Tri-Gas; Tony Rojas, Kilgore (first place); Allan Armstrong, Westwood (second place); Daniel Sanchez, Longview (third place); Trent Waldo, Westwood (fourth place); and KC welding instructor Cody Edwards. Not pictured: Taylor Corley (fifth place) of Henderson.

Photo by Jon Vashey/KC

Photo, left to right) Myranda Feagin, Corey Daniels and Synnamon Ferguson. Photo by Jon Vashey/KC

Siler’s final KC piano concert
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Orientation Leaders needed
KC is looking for some outstanding students to be Orientation Leaders this summer. If you have any students with the following qualifications, please have them pick up an application in Gail Jackson’s office (Student Support Building, Office 120). For more information, contact Kasey Nisbett at 903-988-7491 or e-mail her.

Qualifications:
- 2.5 GPA or better
- 2nd Semester student preferred
- Friendly and outgoing
- Hardworking and responsible
- Trustworthy

DATA: Did you know?
- 44% of KC students are ages 18-21
- Average age of KC students is 24
- 41% of KC students are full-time and 59% are part-time
- 26% of KC students are still in high school

Data provided by the KC Office of Research and Institutional Effectiveness