

**BROWNFIELD NEWS**  
 Established July 29, 1904



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Publication No. 067-880  
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Periodicals Postage  
 Paid At Brownfield, TX 79316

**Obituaries**



**BOBBYE RUTH SLACK**  
 Aug 15, 1935 - Jan 10, 2013  
 Funeral services for Bobbye R. Slack, 77, of Brownfield will be at 10 a.m., Monday, January 14 at Brownfield First Baptist Chapel with Dr. Carl Moman officiating. Burial will be in Terry County Memorial Cemetery under the direction of Brownfield Funeral Home.

There will be a family visitation on Sunday from 4-6pm at Brownfield Funeral Home.

Bobbye passed away Thursday, January 10 at her home in Brownfield. She was born August 15, 1935 in Loop, Texas to W.C. and Aurelia (Morgan) Sanders. Bobbye married Don Lewis Slack on November 19, 1952 in Loop. He preceded her in death in 1984. They moved to Brownfield in 1967. She was a member of Brownfield First Baptist Church. She is also preceded in death by a brother, William Ray Sanders.

Bobbye is survived by a sister, Sue Sharp of Lubbock; several nieces and nephews; sisters-in-law, Billye Sanders of Taylor and Nell Hardy of Canyon Lake.



Airport renovations senior project engineer, Bennie Lybrand, right, reviews bids while airport board chairman Buzz Timmons, left, and County Judge Butch Wagner observe.

**AIRPORT** from Page One

The project, led by engineer Bennie Lybrand, was budgeted at \$1.3 million and will be funded at 90 percent from a Texas Department of Transportation grant. The county has funded the remaining 10 percent, or \$130,000.

Plans include building a new taxiway, repairing the pavement around the old, red T-hangar and resurfacing the crosswind runway, among other updates.

Eventually, supporters anticipate that the improved airport will trigger increased use, bringing more visitors to Brownfield and Terry County and thereby more income at local businesses.

"It will bring revenue to Terry County," said airport board chairman Buzz Timmons. "...Everybody in the county benefits."

The airport will earn direct revenue from a separate project, a new hangar on which Cooper Natural Resources agreed to enter a 10-year lease for \$9,000 per year. The county's investment of \$30,000 could therefore yield a return in slightly more than three years.

Workers will start building that hangar in late spring, after construction is fully underway for the taxiway and ramp.

For updates on construction of the airport projects, keep checking the *Brownfield News*.

**Police Dispatch**

**Jan. 10**  
**Warrants** - A male suspect was arrested about 5:30 p.m. in the 1300 block of East Warren Street for misdemeanor capias pro fine warrants.

**Criminal mischief** - Some property was found damaged in the 1000 block of East Broadway Street.

**Theft/fraud** - A male suspect reportedly stole a money order from a female acquaintance and forged it at a local business.

**Jan. 8**  
**Theft** - Two televisions were reported stolen from a residence in the 600 block of North Bell Street.

**Jan. 7**  
**Warrant** - A female suspect was arrested about 3:23 p.m. in the 1400 block of East Cardwell Street on a capias pro fine warrant for violation of a promise to appear in court.

**Theft** - Some video game systems were reported stolen from a residence in the 800 block of North Avenue A.

**Jan. 6**  
**Assault** - A female assault victim was treated for emergency medical attention.

A female victim was reportedly assaulted by a male acquaintance in the 900 block of East Hester Street.

**Jan. 5**  
**Fire** - Officers assisted the fire department extinguish a blaze of a house about two miles north of Skains Acres on U.S. Hwy. 385.  
**Fight** - Officers investigated a large fight about 9:21 p.m. in the 700 block of East Cactus Lane.

**Burglary** - Some items were reported stolen from storage in the 900 block of Seagraves Road.

**Jan. 4**  
**Fraud** - Some personal checks were reportedly stolen and forged.

**DISASTER AREA** from Page One

"I will also continue to work with Congress to encourage passage of a Food, Farm and Jobs bill that gives rural America the long-term certainty they need, including a strong and defensible safety net."

The 597 counties have shown a drought intensity value of at least D2 (Drought Severe) for eight consecutive weeks based on U.S. Drought Monitor measurements, providing for an automatic designation.

The Drought Monitor is produced in partnership by USDA, the National Drought Mitigation Center at the University of Nebraska-Lincoln, and the National Oceanic and Atmospheric Administration.

It helps USDA determine county disaster designations due to drought. The Drought Monitor measures drought intensity on a scale from D1 to D4, as follows:

- D1: Moderate Drought
- D2: Severe Drought
- D3: Extreme Drought
- D4: Exceptional Drought

In 2012, USDA designated 2,245 counties in 39 states as disaster areas due to drought, or 71 percent of the United States. At the height of the 2012 drought, the Secretary announced a series of aggressive USDA actions which continue to bring relief to producers ahead of the 2013 planting season, including:

- Simplified the Secretarial disaster designation process and reduced the time it takes to designate counties affected by disasters by 40 percent.

- Transferred \$14 million in unobligated program funds into the Emergency Conservation Program (ECP) to help farmers and ranchers rehabilitate farmland damaged by natural disasters and for carrying out emergency water conservation measures.

- Updated the emergency loans application process to allow these loans to be made earlier in the season.

- Filed special provisions with the federal crop insurance program to allow haying or grazing of cover crops without impacting the insurability of planted 2013 spring crops.

- Authorized up to \$5 million in grants to evaluate and demonstrate agricultural practices that help farm-

ers and ranchers adapt to drought.  
 • Authorized \$16 million in existing funds from its Wildlife Habitat Incentive Program (WHIP) and Environmental Quality Incentives Program (EQIP) to target states experiencing exceptional and extreme drought.

- Installed conservation systems that impacted more than 1 million producers, and reduced water withdrawn from the Ogallala Aquifer by at least 860,000 acre feet, equivalent to the domestic water use of approximately 9.6 million individuals

for a year.  
 • Worked with crop insurance companies to provide flexibility on premium payments to farmers, and one-third of all policyholders took advantage of the payment period.

- Partnered with local governments, colleges, state and federal partners to conduct a series of regional drought workshops with hundreds of producers in Nebraska, Colorado, Arkansas, and Ohio.

A natural disaster designation makes all qualified farm operators in

the designated areas eligible for low interest emergency loans.

The interest rate on emergency loans currently stands at 2.15 percent, providing a competitive, much-needed resource for producers hoping to recover from production and physical losses associated with natural disasters.

USDA's crop insurance program currently insures 264 million acres, 1.14 million policies, and \$110 billion worth of liability on about 500,000 farms.

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**SEARCHING FOR THE MISSING LINK**



**Your advertising strategy should form a strong chain....**

1. Have a goal/plan: Yogi Berra once said that if you don't know where you are going, any road will take you there. Knowing what you want to accomplish may be half the battle in creating good advertising.
2. See your advertising from the customer perspective: Sometimes we are too close to our business to understand how customers see our offerings. Are we making the point they want us to make? Do they understand our language?
3. Include benefits, not features in your advertising: What is in it for me? Only \$499.99 is not as meaningful as save \$50.
4. Sweat the details: Hours, locations, credit cards, are little things we too often take for granted. Did we describe things right, include a picture, all the details make an ad effective.
5. Time your ad properly: When do you want action to be taken as a result of your ad? When do people in your market get paid? When do your customers read the paper? When do people most likely want you to be advertising?
6. Balance frequency with your budget: Very few people are in the market for your goods and services at any particular moment in time. The more often and wider you cast your net, balanced against fishing where the fish are and your budget, the better off you are.
7. Be consistent: Remember that you will get tired of your advertising way sooner than your customers will. Try to be consistent with your sizes, your templates, your type style, your format, the day you run and your brand. By doing so, people will see your ads as even more effective.
8. Be strategic with your ads: If readers eyes move from top to bottom and left to right, consider that flow and what you place in every segment of your ad to optimize effectiveness.
9. Consider the use of attention getters: Creative use of white space, illustration/art, color all tend to draw attention to your ad. Remember that readers make the decision to read your ad very quickly. Often in a second or two. What will make them stop and read your ad?
10. Track what works for you: The more you measure results of your ads the more likely you are to repeat successfully what has worked for you in the past. Measure sales, measure coupons, measure image, but try to do more than anecdotal get a gut feel for how your ads are working

**The Brownfield News**

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