

THE BROWNFIELD NEWS

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10 PAGES - PLUS SUPPLEMENTS VOLUME 109, NO 19 WEDNESDAY, MARCH 6, 2013

In Today's News



Adoptive Family Shows Love

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News in Brief

Meadow Council seat draws six

Six Meadow citizens are currently vying for three spots on their city council. Incumbent Councilman James Smith filed for re-election Feb. 19, as did Councilwoman M'Lisa Nieman on Friday. Candidates C.J. Campos, Everett McArthur and Marty Quintanilla all filed Friday. Alan Bayer filed Feb. 25.

In accordance with a random drawing Monday morning, their names on the ballot placement will be in the order of Smith, Bayer, Nieman, Campos, McArthur and Quintanilla.

Meadow's five council seats are all considered at-large, rather than representative of districts.

Councilmen Jerry Liles and Johnny Gregg will retain their seats and not be up for re-election until next year. In addition to the two incumbent spots, a third spot has been vacant the past several months since the resignation of Cat Perez.



Average retail gasoline prices in Texas have fallen 4.9 cents per gallon in the past week, averaging \$3.58/g yesterday, according to GasBuddy's daily survey of 13,114 gas outlets in Texas.

This compares with the national average that has fallen 2.8 cents per gallon in the last week to \$3.70/g, according to gasoline price website GasBuddy.com.

Including the change in gas prices in Texas during the past week, prices yesterday were 0.9 cents per gallon lower than the same day one year ago and are 22.7 cents per gallon higher than a month ago.

The national average has increased 21.6 cents per gallon during the last month and stands 0.7 cents per gallon lower than this day one year ago.

Local Weather

Wed 3/6 61/36

Mix of sun and clouds. Highs in the low 60s and lows in the mid 30s.

Thu 3/7 73/41

Partly cloudy. Highs in the low 70s and lows in the low 40s.

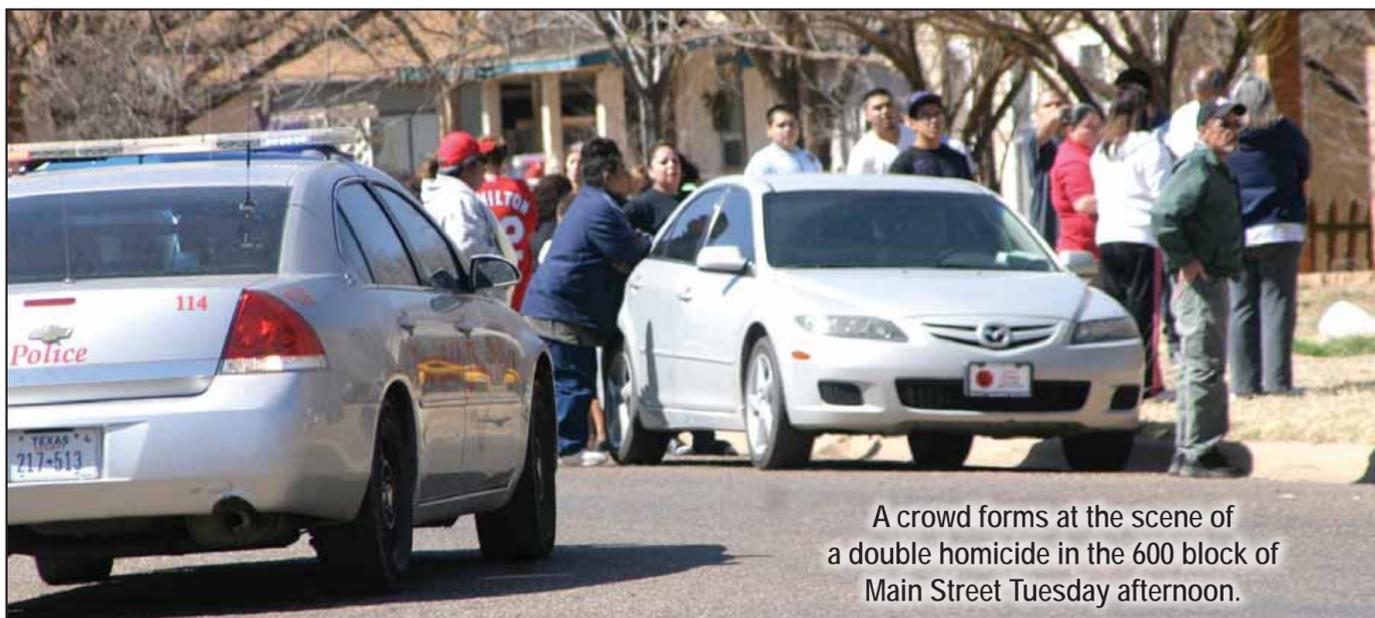
Fri 3/8 71/47

Considerable cloudiness. Highs in the low 70s and lows in the upper 40s.

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Double Homicide



A crowd forms at the scene of a double homicide in the 600 block of Main Street Tuesday afternoon.

Suspect killed in car crash near Plains

Brownfield Police are investigating a shooting that killed two people in the 600 block of Main Street during the noon hour Tuesday, according to Brownfield Chief of Police Tony Serbantez.

The chief confirmed that two individuals, Jesus Antonio Contreras, 70, and Rosa Mermella Contreras, 63, were killed in their residence located at 619 E. Main Street.

The lone suspect, Jose Roel DeLuna, 42, is deceased following a two-vehicle collision on U.S. Hwy 380 two miles west of Plains. DeLuna's vehicle struck a tractor-trailer on the highway and he was killed in the impact.

The truck driver did not suffer injuries.

The chief said the investigation is in its early stages and declined to comment on a motive for the killings.

He said dispatchers were notified of shots fired shortly after noon.

According to Brownfield ISD Jerry Jones, the district was notified of the incident just blocks west of Brownfield Middle School at 12:15 p.m.

Jones said the school was placed on high alert, as were all Brownfield campuses and all students outside were brought inside. The schools were never placed under lockdown, Jones said. School Resource Officer Alan Nelson was at the middle school and was in constant contact with the police department investigation.

During the high alert, police officials were searching for a suspect in the area. Jones told the News that law enforcement officials assured him there are no suspects at large.

More information will be reported as we obtain it.



Set your clocks ahead Saturday

It's time once again to change your clocks to coincide with Daylight Saving Time, which begins at 2 a.m. Sunday.

Most of the United States begins Daylight Saving Time on the second Sunday in March and reverts to standard time on the first Sunday in November. In the U.S., each time zone switches at a different time.

During DST, clocks are turned forward an hour, effectively moving an hour of daylight from the morning to the evening.

In spring, clocks spring forward from 1:59 a.m. to 3 a.m.

Daylight Saving Time commences at 2 a.m. to minimize disruption.

It is early enough that the entire continental U.S. switches by daybreak, and the changeover occurs before most early shift workers and early churchgoers are affected.

Many fire departments encourage people to change the batteries in their smoke detectors when they change their clocks because Daylight Saving Time provides a convenient reminder.

More than 90 percent of homes in the United States have smoke detectors, but one-third are estimated to have dead or missing batteries.

The idea of daylight saving was first conceived by Benjamin Franklin in 1784.

Daylight Saving Time has been used in the U.S. and in many European countries since World War I.

The plan was not formally adopted in the U.S. until 1918. 'An Act to pre-SEE TIME CHANGE...Page 4

The business of marketing

How can business owners better promote the products they're selling?

What is the difference between public relations and advertising?

"Marketing: The 3Ms: Marketing, Message and Media," the first in a monthly Marketing Q&A Workshop Series hosted by the Texas A&M AgriLife Extension Service, Workforce Solutions and the Brownfield Industrial Development Corporation, answered those questions and others for a group of local business representatives Friday afternoon.

Presenter Judy Besler explained that just as mapping a trip is necessary to arriving in time at a given destination, making a detailed business plan is vital for that company's success.

"If we do not have a road map it's going to take us a long time and it's going to be a very expensive trip," she told about 15 people in the City Hall board room. "It's the same thing as marketing your business - you need a plan."

Besler addressed some of the differences among public relations, advertising and marketing. Public relations, for example, could be described as "earned media" such as a newspaper taking a photograph of a business making a charitable donation, as opposed to paid advertising. And while sales pitches are considered personally directed to a potential purchaser, marketing tends to be broader.

"You're not going to reach everyone with the same message," Besler said. "You want to identify what your product



Presenter Judy Besler lists some tips for business promotion. The marketing workshop was held Friday afternoon at City Hall.

is and who you are trying to reach with that product."

Besler described a six-step marketing plan to better reach customers:

1. Define your product.
2. Define your target market.
3. Define the benefits of your product.

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MIKAELA OLIVER South PLains Regional Spelling Bee Champion

P-E-C-C-A-D-I-L-L-O Mikaela Oliver spells her way to National Bee

Brownfield Middle School student, Mikaela Oliver, correctly spelled "peccadillo" to win the 62nd annual Avalanche-Journal Regional Spelling Bee on Saturday after 40 rounds at the microphone.

Mikaela finally triumphed over Gabriella Armenta, a 14-year-old

student at St. Joseph's Catholic School in Slaton after a 30-round back-and-forth marathon between the two spellers.

Mikaela will represent the South Plains region at the Scripps National Spelling Bee in May, the contest that is broadcast

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brownfieldonline.com OPINION POLL RESULTS

Are the cyber attacks on foreign governments an act of war?

YES (73% / 27 votes)

NO (27% / 10 votes)

TOTAL VOTERS: 37

Survey 3-1-13 thru 3-15-13

