

Jefferson Jimplecute

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Thursday, October 11, 2018



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JHS students Madison Davidson, Carson Thomas, Drina Najera, and ITasia Rainge review last week's "Jimplecute" after putting the October 11 edition of the "Bulldog Beacon" to bed.

Jimplecute Celebrates 170 Years of Serving Jefferson, Marion County

By **BOB PALMER**, *Jimplecute Editor* Two events, today, recognize the 170th birthday of the *Jefferson Jimplecute*.

First, breakfast and donuts will be available at the Jimplecute office, 120 North Vale Street, from 9 a.m. to 11 a.m. this morning.

"We hope readers will drop by, enjoy a cup of coffee, and tell us what they would like to see in the paper going forward," Mica Wilhite, Jimplecute General Manager said.

Second, a Marion County Chamber of Commerce mixer is set for 4 p.m. - 6:30 p.m.

"We will have drinks and light hors d'oeuvres available for a truly happy hour to celebrate the Jimplecute's anniversary and the end of our turnaround plan," Wilhite explained.

The *Jimplecute* has recently undergone changes during an intense restructuring period that started a few months ago.

"We are celebrating the results of some hard work and the steadfast support of our readers through this period." The newspaper has implemented new sports pages, food pages, arts pages and the popular addition of the *Bulldog Beacon* to highlight Jefferson ISD academics and activities.

"We have recruited a first class freelance staff that has made our progress possible," Wilhite said. "Professional photographer Wayne Grubbs, optometrist Dr. Shelia Langbartels, and Lone Star Conference Sportscaster of the Year Charlie Chitwood contribute all of the exciting sports coverage readers now enjoy each week.

Leah Cooper coordinates the compelling book reviews from the Jefferson Carnegie Library that are encouraging all of us to read more, and most recently, Seth Buchner, pastor of Heritage Baptist Church here in Jefferson, contributes our weekly devotionals. Penny Swift, Patrice Morales and Ena Radenkovic are freelance copy editors. And most importantly, Joe Caprano, a graduate of Texas State University with a degree in visual communication really makes the words and pictures on all of our pages come alive.

Without this much talent funneled into the paper each week, we would not have the "Jimp" we are enjoying today."

"We also began printing on a new press with wider paper last week," Wilhite noted. "We feel the print quality has greatly improved and the wider paper gives the *Jimplecute* the classic look and feel that reflects Jefferson."

Since the *Jimplecute* continues to serve as the newspaper of record for Jefferson and Marion County, the paper continues to staff meetings of the city council, commissioner's court and school board. Readers, however, will find more of these stories on Page 9 which has a local government focus.

"We welcome story ideas and suggestions," Wilhite said. "We want to focus the front page on people and significant events in Marion County."

"We picked today (Thursday) for our open house celebration because it falls during National Newspaper Week," Wilhite said.

This is the 78th annual National Newspaper Week is a recognition of the service of newspapers and their employees across North America and is sponsored by Newspaper Association Managers.

The *Jimplecute* has one of the most unique names for a newspaper in the world. The origin of the paper's unusual name is almost certainly an acronym Ward Taylor created from the motto "Join Industry, Manufacturing, Planting, Labor, Energy, Capital (in) Unity Together Everlastingly."

Founded in 1848 by Taylor, "the Jimp" as it is called locally, is the fifth-oldest newspaper in the state. It is currently owned and published by Strube-Palmer Media LLC.

Local Economy Appears Steady

By **BOB PALMER**, *Jimplecute Editor*

Despite Jefferson sales tax receipts dipping in the last quarter, Mayor Bubba Haggard took a positive view of the numbers.

"The sales tax appears to be holding steady," Haggard said. "We may even show a small increase."

The local economy does appear to have fallen off the growth track from earlier in the year with September receipts down 12 percent.

For the last quarter of the fiscal year, sales tax receipts fell \$10,969 for a loss of 5 percent compared to 2017.

The entire fiscal year, October through September, posts a 5.7 percent gain, however, after an adjustment to remove a half-million dollar bonus payment from the state.

Marion County also saw its sales tax receipts fall by

4 percent. The county received \$28,000, down from 2017's \$29,000.

Jefferson received \$56,700 in the September tax rebate, down from 2017's \$64,600, a 12% decline and significantly lower than the average \$3,619 gain per month during the past year.

Local business people had varying views.

"I think it's okay," Wayne Rich with NAPA Auto Parts said of the local economy. "No complaints. It's kind of up and down. Overall, I've had a pretty good year."

"Our economy is based on tourism," Tommy Engel with Kennedy Manor said. "For a bed and breakfast, the weather has been pretty hot. We'll be picking up pretty quick. It does seem like after the Fourth of July until after September business does drop off a little bit."

More on **ECONOMY**, see page 12

Caren Easterling Among 6 Outstanding Alumni Honorees at Texas A&M College of Architecture

Caren Cooner Easterling, one of six former students from the Texas A&M College of Architecture who have distinguished themselves as leaders and humanitarians in their respective fields, will be honored as an outstanding alumna of the college at a Thursday, Nov. 15, 2018 banquet at The George, 180 Century Court, in College Station, Texas.

Easterling is the daughter of Bennie Carroll Cooner who was born, raised, went to Jefferson High School and has been a long time resident of Jefferson. Her grandfather and grandmother are Welborn and Alma Cooner, long time residents as well.

Easterling's mother is Carol Kay Bartlett Sanders, daughter to Robert and Marie Bartlett, who grew up in Marshall, TX, attended Marshall HS and still has a home at Caddo Lake.

Easterling earned a Bachelor of Environmental Design degree at Texas A&M in 1989 and is a director of design and construction at H-E-B, a San Antonio-based grocery store chain.

She has led teams of more



Caren Coons Easterling, A&M Class of '89

than 100 in-house architects, engineers, graphic designers, interior designers, construction project leaders, schedulers and estimators to create inviting, unique, innovative and award-winning new stores, supporting infrastructure facilities, retail formats, businesses and reinvestment projects.

Easterling also seeks to help community members have a sense of ownership in H-E-B stores.

More on **EASTERLING**, see page 10



Pulpwood Queens Weekend Comes Home

The 2019 Pulpwood Queens Girlfriend Weekend Author Extravaganza book club convention will return to Jefferson, January 17-19.

"We are proud to announce that this up-and-coming book club convention will now be held at the Jefferson Tourism & Transportation Convention Center in historic Jefferson," Kathy L. Murphy said in a recent press release. "We have gone back to our roots where everything began with my former Beauty and the Book and the founding of my Pulpwood Queens of East Texas Book Club in 2000."

Murphy is founder of the Pulpwood Queens and Timber Guys Reading Nation.

"This is very exciting for us. She [Murphy] will sellout Jefferson. All the B&Bs will be full," said a local business woman this week to the Jimp.

An interview with Murphy, whose first stop after confirming that the next Girlfriend Weekend would be in Jefferson was the *Jimplecute* office, is scheduled for next week. See the Oct 18th edition of the Jimp for a full report on Murphy's plans for Jefferson in January.

Schools, County Plan Joint Response to Potential Crisis

By **BOB PALMER**, *Jimplecute Editor*

Marion County commissioners renewed an interlocal agreement Monday with Jefferson ISD for a joint effort to combat a mass health catastrophe here.

The Texas Health Services Department organized the plan to confront a natural or man-made public health emergency.

"During such an emergency, it may be necessary to immunize or treat all or large amount of the population served by the District," the resolution stated.

Utilizing facilities and personnel already available at JISD a mass prophylaxis or

immunization of the entire or a large portion of the county is possible. Plans include drive-through immunizations.

As the local health authority, the county would declare the disaster exists to trigger the appropriate response.

"I don't think this will cost the county anything," Auditor Shanna Solomon said.

Commissioners also authorized County Judge Leward LaFleur to negotiate with DRG

More on **COUNTY PLAN**, see page 12

NEWSbriefs

THE BLUE GARDEN CLUB will be sponsoring a trip to the Paragon Casino Resort on Saturday, October 13, 2018. Meeting time is 7:30am. The group will leave Citizens National Bank at 109 East Broadway in Jefferson at 8am. The cost of the trip is \$22 with a \$15 cash perk for use at the resort. Please contact Mary Taylor at Citizens National Bank for more details.

THE JESSIE ALLEN GARDEN CLUB will host a spaghetti supper fundraiser Monday, October 15, 5-7pm at the Excelsior House Hotel. Adults \$10, Children \$5. Call (903) 601-1712 for take out orders.

THE IMMACULATE CONCEPTION CHURCH would like you to know that you may donate to their food pantry, St. Vincent de Paul, by using Kroger Community Rewards (use code KF523) or Amazon Smile, Immaculate Heart of Mary.

CHUCK WAGON COWBOY MINISTRIES, 80 Hillcrest Drive in Hughes Springs, welcomes The Paul Family Bluegrass Band. They will be in concert on Oct 20. For more information, call (903) 717-4464.

THE "BORDER LOWS," a local chapter of "Loners on Wheels" will be having their yearly rally Oct 9-14 at Antique Capital RV Park in Gladewater. For more information, please call (903) 678-3714 or (870) 648-7118.

FUMC IN JEFFERSON will begin their Fall Children's Program on Wed, Oct 10 at 6:00pm. For more information, call the church office at (903) 665-3268 or Sue Sullivan at (903) 826-4970.

STARLIGHT CHURCH OF GOD IN CHRIST at 307 Black Cypress Street will be having revival October 18 and 19 at 7p.m. Guest speaker will be Minister Chaz Curtis.



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5th Oldest Newspaper in Texas