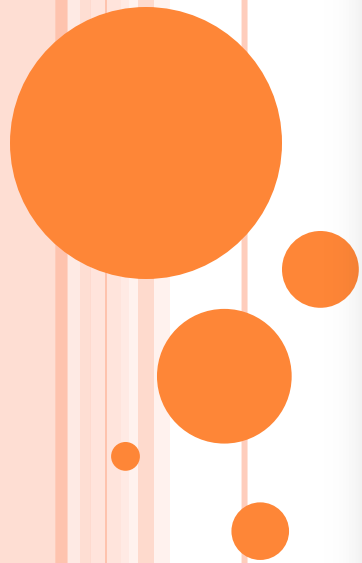


LINDSAY BYRD
TEXAS RURAL INTERNSHIP 2010



06/25/2010



- “As soon as I started reading about the internship in Levelland, I knew I had found something I could get excited about... materials I came across indicated that Levelland is a town that truly values tradition and cherishes its historical significance; yet, in many positive ways, strives to keep a progressive mentality.”

-Excerpt from my first blog



DURING MY INTERNSHIP I PROFILED FIVE LOCAL ENTREPRENEURS:

- Noemi Alexander, Owner of Noemi's Place
- Jeana Kaufman, Owner of Jeana's Feedbag Catering
- Donny Barry, Owner of K-Bar Texas Electric
- Monte Spearman, Owner of Local Radio Station
- Derek Waters and Todd Latham, Owners of ChemTech



NOEMI ALEXANDER – NOEMI'S PLACE



NOEMI'S PLACE – HOME-STYLE COOKING

- Noemi Alexander moved to Levelland from Mexico in 1978. She came to Levelland to work in a restaurant and help support her family.
- Noemi worked at The Bounty, a local restaurant, from 1978 – 2008.
- Two months after the owners of The Bounty decided to close their doors forever, Noemi and her husband decided to open their own restaurant, Noemi's Place.



NOEMI'S PLACE – HOME-STYLE COOKING

- **Ms. Alexander, do you think you would be more or less successful today if you had opened Noemi's Place in a larger city?**
 - *I don't think I would have been as successful starting in a larger city. When I was working at The Bounty and people asked me what I was going to do after we closed, I told them I was going to open a restaurant. Their response was, "Alright, we'll be there!"*

I really made the decision to open my restaurant because I knew my customers would support me. They have. My customers are so good. I have been blessed.



JEANA KAUFFMAN - JEANA'S FEEDBAG



JEANA KAUFFMAN - JEANA'S FEEDBACK

- *When I started, I never would have thought it was going to be a legitimate catering business. I was just doing caterings here and there. It wasn't until about 18 years ago that I decided to become "official". I built a kitchen in what used to be my garage and got my health certificate and food handlers' permit. I work really hard, but the business is just one of those things that developed naturally.*

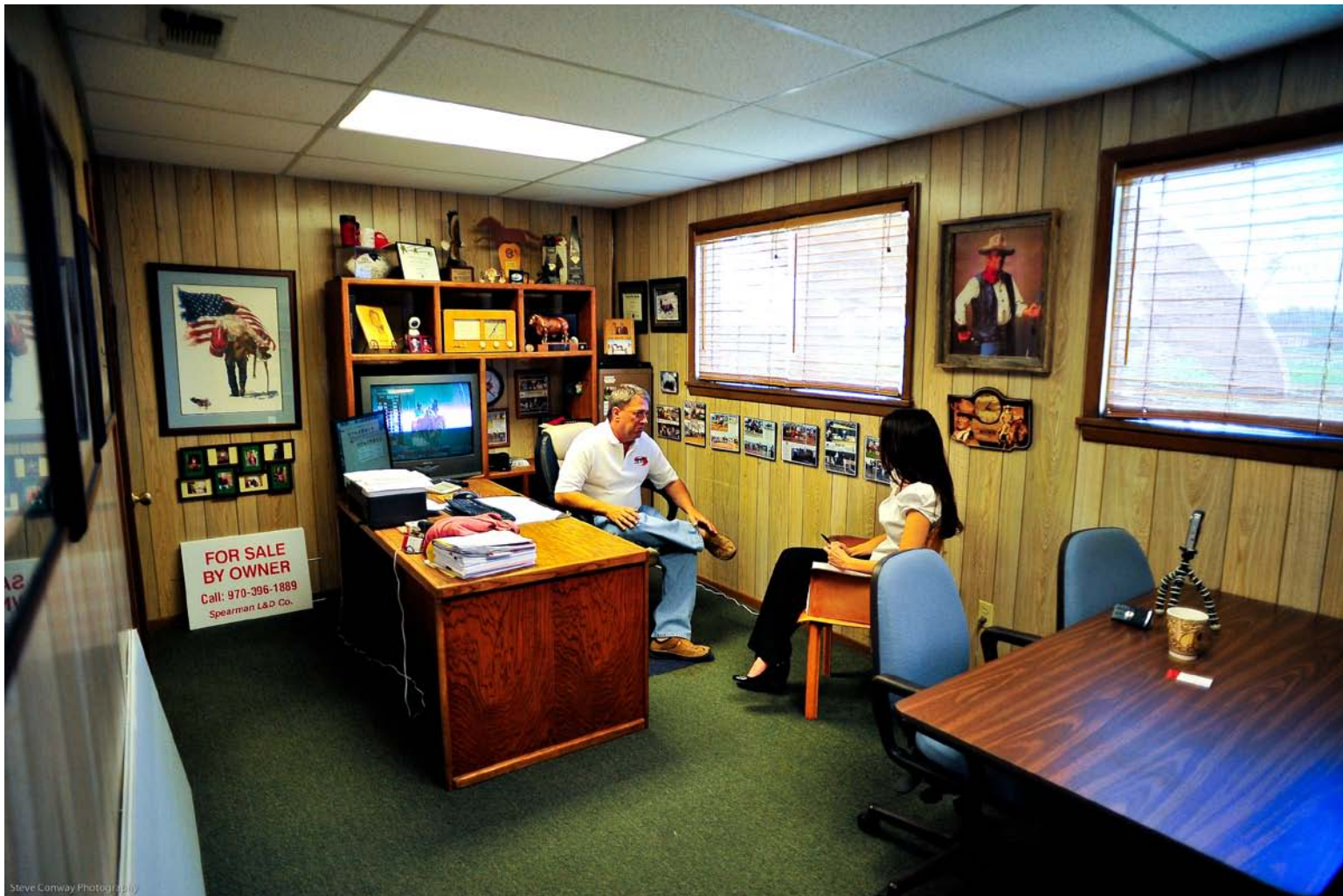


JEANA KAUFFMAN - JEANA'S FEEDBAG

- Mrs. Kauffman, how many employees do you have?
 - *I have two ladies I call to help if I have more than two caterings in one day. I can do two caterings by myself if they're local and I can also serve up to 100 people by myself.*
- What has proven to be your greatest challenge as an entrepreneur in Levelland?
 - *Catering is hard work; especially when it is 100 degrees outside and you're around those hot cookers. Other than that, there really hasn't been that big of a challenge. I mean, it's a job; it's work but it's enjoyable. Having my own catering company has been fun because the people I cater for have become friends. I enjoy what I do.*



MONTE SPEARMAN – HIGH PLAINS RADIO NETWORK



MONTE SPEARMAN – HIGH PLAINS RADIO NETWORK

- *We came to Levelland in the summer of 2006 and took over the radio stations in Littlefield and Levelland. We bought these stations to buy, flip, and sell; we had no intention of staying here...We're still here though. The community of Levelland is tremendous. This radio station is not for sale.*



MONTE SPEARMAN – HIGH PLAINS RADIO NETWORK

- **Mr. Spearman, has your market changed much in the past few years?**
 - *There has been more talk of change in small radio over the past few years but we haven't seen any. That is why I'm here. We appreciate our big brother stations to the east but the fact is, they don't care about the little towns. When we have a city council meeting, a school board meeting, or even bad weather; those are local concerns. That is what we cover at H.P.R.N. and that is why I like small market. We make investments in our communities. Our business hasn't changed that much.*
- **If someone came to you and asked if they should start a business in Levelland, what would you say?**
 - *I will always say yes but I will also tell them to stop and ask themselves if they have a clue what they are getting into....Mistakes and failures in business are expensive. I mean, they are pretty costly and you've got to know what you're getting into.*



SOCIAL MEDIA TOOLS USED TO PROMOTE LEVELLAND ECONOMIC DEVELOPMENT CORP. DURING MY INTERNSHIP THIS SUMMER...

- Levelland Intern Blog
- Facebook
- FourSquare
- Twitter



UNEXPECTED (BUT VERY EXCITING) TOPICS COVERED DURING MY INTERNSHIP INCLUDED...

- Wind Energy



○ Texas Wineries



○ Mules



LIVE FROM LEVELLAND BLOG COMMENTS:

- “I grew up in levelland and lived there until about 10 years ago when I moved to Plano, Tx. But Levelland will always be my true hometown. There is no place else like it, the people are what makes it special.

It was so refreshing to read that someone else is enjoying it also.

Posted @ Wednesday, June 09, 2010 7:54 AM by Sandra Schulle Davis”

- “I grew up coming to Levelland every summer to see my Grandma, aunts, uncles & cousins...it's been close to 15 years now since I was there & hopefully will be making it back in the next month. I'm excited!

Posted @ Thursday, June 10, 2010 4:36 PM by Nancy”

- “Your pictures are great. I look forward to a photo of the sunrise. I grew up in the area and havn't caught on of those in awhile. I enjoy watching rain storms roll in from a distance.

Posted @ Thursday, June 10, 2010 4:25 PM by Catherine”

- “Lindsay, does Larry sell his hot barbeque sauce? Would love to try it! If not, maybe you can smuggle some out of there! Sounds like you are really enjoying your time in Levelland.

Posted @ Friday, June 18, 2010 2:04 PM by Brenda Lessor”

