

## Cisco, Texas

Chamber of Commerce Banquet

August 30, 2016

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Thank you for inviting me to speak with you. It's a great pleasure to be here among citizens/friends of this great community. It's a special honor to speak with you this evening about the heart and soul of our state – rural America – Cisco Texas. You see, it is rural communities and Cisco, Texas that embody and preserve the foundation of the American spirit. It is the understanding that civic engagement and service to others is instilled in us all by our Creator.

The entrepreneurial spirit and service to community is thriving in Cisco, Texas. An economic development enterprise positioned for growth; an environment that welcomes new business and industry; outstanding public schools; and an outstanding community college that has served the citizens of this great community since 1940. While significant changes have occurred since that time, we continue to stay true to our mission of providing outstanding transfer programs built on successful partnerships with our four-year university partners; career and technical education, and workforce training ...all at a third of the cost in tuition and fees compared to a four-year universities. Unlike our four-year partners, we're able to be nimble and responsive to the needs of our school districts we serve and that of business and industry leaders for a well trained workforce.

### **The Impact of Cisco College on the Community and Regional Economy:**

The Economic Impact of Cisco College on our City, Eastland County, and Service area is worthy of recognition and we must help those serving in our State's Legislature to understand the impact our college has on the local/regional economy and the return on the investment of the tax payers and state appropriations.

A recent report from the American Association of Community Colleges revealed that community colleges alone are a significant benefit to the American economy at large and to the individual student.

In 2015 alone, the net total impact of community colleges on the U.S. economy was \$809 billion in added income, equal to 5.4 percent of GDP.

Over time, the U.S. economy will see even greater economic benefits, including \$285.7 billion dollars in increased tax revenue as students earn higher wages and \$19.2 billion in taxpayer savings as students require fewer safety net services, experience better health, and lower rates of crime.

Students also see a significant economic benefit. For every one dollar a student spends on his or her community college education, he or she sees an ROI of \$3.80. Many have said that Community Colleges are the drivers of the return of a robust economy.

With this being said, Cisco College is not insulated from the fluctuations in our economy. For example, our college enrollment peaked during the 2009-2010 downturn in the economy. The unemployment rate was up and more people were enrolling to retool and prepare themselves for better jobs. While at the same time enrollment peaked, the state budget was slashed creating the perfect storm of serving more students with less in which to operate essential services.

Although we've been able to weather the storm from the recession, our economy's slowest growth rate that some are still questioning whether or not we've actually crawled out of the recession period. In this economy, higher education's workhorse institutions are finally getting the recognition they deserve. These are interesting times that call for strong leadership.

We're blessed to have Cisco College in our community and our future is bright.

## Business Leaders

- Law of Technology - Any technical problem can be overcome given enough time and money.
- Corollary - You are never given enough time or money
- Kauffman's Paradox of the Corporation - The less important you are to the corporation, the more your tardiness or absence is noticed.
- Lampner's Law of Employment - When leaving work late, you will go unnoticed. When you leave work early, you will meet the boss in the parking lot.
- The Salary Axiom - The pay raise is just large enough to increase your taxes and just small enough to have no effect on your take-home pay.
- Miller's Law of Insurance - Insurance covers everything except what happens.
- First Law of Living - As soon as you're doing what you wanted to be doing, you want to be doing something else.
- Weiner's Law of Libraries - There are no answers, only cross-references.
- Law of Auto Repair - The part requiring the most consistent repair or replacement will be housed in the most inaccessible location.
- Second Law of Business Meetings - If there are two possible ways to spell a person's name, you will pick the wrong one. **Corollary** - If there is only one way to spell a name, you will spell it wrong anyway.
- Grocery Bag Law - The candy bar you planned to eat on the way home from the market is hidden at the bottom of the grocery bag.
- Yeager's Law - Washing machines break down only during the wash cycle. **Corollary** - All breakdowns occur on the plumbers' day off.
- Quile's Consultation Law - The job that pays the most will be offered when there is no time to deliver the services.
- Loftus's Law - Some people manage by the book, even though they don't know who wrote the book or even what book.