



# DAILY TIMES

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DAILYTIMES.com



## Side show

Take your pick of Thanksgiving side dish recipes. 1C

▶ Living



## Hoops madness

High school basketball season was in full swing Tuesday in the Hill Country. 1B

▶ Sports



Rigorous coursework, teamwork mark experience of military academy hopefuls at Schreiner's Greystone

# A class apart

# Going digital

Area organizations, businesses see pitfalls, successes of online media

By **Tim Sampson**  
Times Staff Writer

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If traditional media is a lecture, then new media can be viewed as a conversation.

That's how Janet Ceaser, a San Antonio-based advertising consultant who works primarily with small businesses, describes the growing trend toward small businesses.

"I think more and more businesses are finding what a great resource this can be," she said. "And it can be, if they know how to use it."

A simple keyword search for "Kerrville" on Facebook or Twitter will bring up dozens of entries for local pages. Many of the pages range between about 100 and 1,000 followers, although some, such as The Daily Times page, boasts more than 2,000.

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**At top:** Greystone student Jeffrey Engel wears a Marine Corps pin at the Honor Code and Standards of Conduct presentation Tuesday night at the Union Church Building.

**Left:** Greystone student Stephen Roquemore signs an honor code agreement at the class's Honor Code and Standards of Conduct presentation.

**Below:** Twenty-eight Greystone students signed a document Tuesday night binding them to their class's honor code.

Melissa Boughton/  
Times Photographer,  
photo@dailytimes.com

By **Tim Sampson**, Times Staff Writer, tim.sampson@dailytimes.com

In the pre-dawn hours at Schreiner University — while many students still are hitting the snooze buttons and dreading class — a unique subset of students already is up and moving.

By 5:45 a.m., the 28 students of Greystone Academy are up and training. Then it's off to class, wearing their crisp collared shirts and dress pants. Their full day of studies, exercises and volunteer service won't be complete until lights out at "2300 hours."

It's a rigorous academic life compared to most of their peers at Schreiner University, but students of the preparatory academy choose such a lifestyle with one goal in mind — to gain entry into one of the U.S. military academies.

As Greystone marks its seventh year in operation with its largest class ever, the academy has unveiled a new Honor Code, drafted by the students, to support their overarching goal.

The document, which is only 13 paragraphs long, outlines such time honored ethics as always telling the truth, abiding by the laws of the land and representing the academy with integrity.

"It's a lifestyle choice for sure," said Kevin Sampson, a student from Oregon. "To prepare for the academy, it takes consistent dedication."

Greystone's main purpose is to provide a college-level education for students hoping to apply to one of the military academies.

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# EIC funds back cleanup



Tom Holden/Times Photo Editor, photo@dailytimes.com

The Parkway Apartments at the corner of Texas 27 and Loop 534.

# Pink apartments to make way for new development

By **Mark J. Armstrong**  
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The owners of the pink Parkway Apartments on Memorial Boulevard could receive \$10,000 in taxpayer funds to help with the demolition of the now vacant property.

Commercial property broker Harvey Brinkman, who is one of the owners of the Parkway Apartments, said there are no current plans to redevelop the property at Loop 534 and Memorial Boulevard.

"We're not developers. The property is for sale. We had a contract offer that had been negotiated that has fallen through because of the asbestos," Brinkman said. "The way I look at commercial properties is it takes a

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One of the growing local Facebook fan pages to crop up recently is for The Salvation Army Ray and Joan Kroc Corps Community Center. With 505 fans on Facebook and a Twitter account that provides instantaneous updates and information to followers' cell phones, officials at the center say promoting itself on all media is important.

"I think it's critical that we reach out to all media," said Frank Dunlap, operations director for the Kroc Center. "We want to reach a very broad audience. The older audience is going to read our mes-

**The Kerrville Daily Times**

► Facebook fans: 2,303



sage in the paper or hear it on the radio, but we also hope to have a lot of younger people involved in

**The Salvation Army Ray and Joan Kroc Corps Community Center**

► Facebook fans: 505



the center who turn toward things like Facebook for information." Since launching its page, the

**Hill Country Arts Foundation**

► Facebook fans: 62



Kroc Center has tried to provide daily updates with information related to services it provides. Ceaser said this is a good thing, and that constant contact and new information is critical toward successful marketing online.

"The Internet's greatest gift has been its ability to provide us so much more information than we've ever been able to access before," she said. "Because of that,

people expect websites and Facebook pages to provide a steady stream of new information."

One of the biggest challenges for small businesses is keeping customers engaged and coming back.

The added bonus of sites like Facebook is they are free to businesses — although many opt to hire outside consultants to help manage pages. The low cost of social media marketing may explain a nationwide increase in the number of small businesses utilizing such sites. According to the University of Maryland's Small Business Success Index report, the number of small businesses using social media last year doubled from 2008, from 12 to 24 percent.

Although such sites can help cultivate stronger ties with clients by creating a conversational type relationship with friends and followers, Ceaser said small busi-

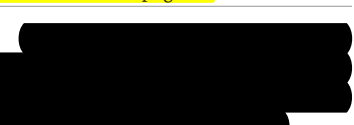
nesses shouldn't be too quick to eschew traditional media.

"In a small town like Kerrville, I imagine an all-Facebook, all-viral advertising campaign would be hard to mount," she said. "I think you still need the traditional media to get the message out to the big audiences."

It's something that The Daily Times has found to be true. With 2,303 Facebook fans as of Tuesday, the newspaper had one of the most liked pages of any business or organization in Kerrville, but a lot of that has to do with the paper's established brand and ability to promote itself to readers of its printed product.

"Social media is another way that we can stay in touch with our audience," Kerrville Daily Times publisher Mike Graxiola said. "Not only do we stay in contact through our print and electronic product, but we can also interact with them through Facebook."

**Greystone** | continued from page 1A



Many of the students have already applied once but failed to gain entry. They hope that by attending Greystone, they can improve their credentials to eventually gain acceptance — something Greystone has a proven record of achieving.

In its first six years, every student earned a nomination from their respective congressional representatives — the first step in admission to one of the academies. Of those students, 98 percent made it into officer training programs, and 90 percent were accepted into an academy.

Although Greystone's rigor can be overwhelming at first, particularly for the majority of students who come from out-of-state, students say having a taste of the academy lifestyle before showing up at West Point or Annapolis is a great advantage.

"My sister is actually in the academy," said Keyawna Danai, a student from Las Vegas. "Based on her experience, I'm glad I got to experience the rigor here. It is better to have to overcome the obstacles here than at the academy."

Danai and the other students said that teamwork is the key to success. With regimented schedules that only allow time-off on Saturday afternoons, there is little time to socialize outside of the Greystone group. It has the effect of building a strong bond between

the students, who push each other to excel.

Recently, during physical training, students were challenged to run a mile in less than eight minutes. For Danai, who has struggled with running speed, it was the encouragement of a fellow classmate that helped her meet the goal.

"Connor (J. Duran) would not let me slow down," she said. "He would literally push me if I began to slow down."

Students say this episode is the perfect illustration of the Greystone way of life.

"It's the perfect metaphor," said Josiah Smith of Massachusetts. "Basically, we are all here because on our own we could not make the academies. As a team, though, we can improve, and we will make it."

**EIC** | continued from page 1A

long process to ever get to the point where you have property that is marketable."

He said cleaning up the property would help make it more marketable, but board members on the Kerrville Economic Improvement Corporation had some concerns that the project did not meet the legal definition of a quality of life project and would not create primary jobs. The board voted 4-3 to recommend approval of the funding request after a lengthy discussion about how a project qualifies.

City Attorney Mike Hayes advised the board that he did not think it qualified as a quality of life project. "Whether it's legal or not is something for this board to decide. It's not something for the staff to decide," said EIC board member Robert Miller. "It isn't staff's position to go to an applicant and tell them that does not qualify and run them away before we have a chance to review the application."

"You're going down a slippery slope if you disregard the legal counsel," said Bill Crumrine, chairman of the EIC board.

Crumrine said he felt any funding agreement should have specific deadlines for completion and for the creation of jobs associated with the work. He was one of the three votes against funding the project, although he told Brinkman that he supported what they were trying to do.

"We are all in favor of something happening out there," Crumrine said.

EIC board member Warren Ferguson suggested that at least there should be a timeline associated with the work. However, Ferguson noted that when projects include asbestos abatement, the work can last longer than what was planned because of problems outside the developer's control.

"If you think about it, you could have someone come to you with a reasonable proposal to takes six months and then it takes eight to nine months," Ferguson said.

EIC board member Gregg Appel also voted against the project, but he said he also supports new development in the area.

"I think we're opening a can of worms, because we're talking about a project that doesn't have a specific development plan with it," Appel said.

The EIC set aside \$100,000 of its \$2 million budget for "commercial improvement projects" such as the Parkway Apartment cleanup and so far has funded two previous projects. The EIC can recommend up to \$10,000 for each of the commercial improvement projects, but Hayes said those projects should be able to show it will create new jobs.

The previous projects that were approved under the commercial improvement projects were the remodeling of an adjacent building at San Saba Cap for expansion of the business and the purchase of an additional building for Hewitt Engineering for additional office space.

Miller also noted that the statute that authorizes EIC funding allows for public funding of roads and other infrastructure improvements

in undeveloped areas in order to encourage development.

"I don't see much difference," Miller said.

"We want to give Mr. Brinkman money, and that side of town needs it, and I'm sure the police would appreciate those buildings coming down," said EIC board member Rex Boyland, who also voted against the funding agreement. "It just doesn't seem to fit in one of those little boxes it has to fit in."

The funding request now goes to

the city council for consideration.

Brinkman said the demolition is estimated to cost between \$40,000 and \$70,000. The three-acre site has a development site plan that would allow for retail shopping or a gas station.

Brinkman said the demolition is expected to be completed by June 30.

"That's going to be the next hot area for Kerrville," Brinkman said. "The east side is where our development will come."

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