



PISD still funded less than nearby districts

Officials say finance system unfair to Pflugerville

By Rebecca LaFlure

Although Pflugerville ISD will not lose as much funding as expected this school year, the growing district will continue to receive less money per student than most districts across the state.

For months, school districts braced for massive cuts to public education funding as Texas lawmakers grappled with an estimated \$27 billion budget shortfall over the next two years.

PISD Superintendent Charles Dupre said the district will be underfunded by about \$8 million this school year under the school finance bill passed in the special legislative session.

Though the cuts are not as

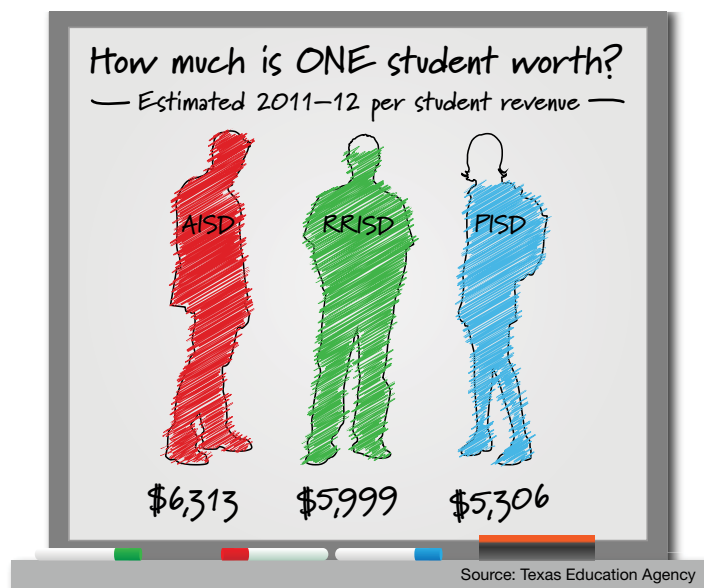
deep as anticipated, Dupre said the district remains at a disadvantage due to an inequitable education system that for years has given PISD less state funding than its peers.

"I know part of the mindset at the Capitol has been the idea that, 'Well, at least it's not as bad as it could have been,'" Dupre said. "That's not OK. Because they still should be fixing the problem."

An 'unfair' system

The problem, Dupre said, is the way the state's school finance system is structured.

State lawmakers passed a law in 2006 that forced school districts to lower their property taxes but promised that the



Due to a state formula, different school districts receive different amounts of funding per student. In 2011-12, PISD will receive about \$700 less per student than Round Rock ISD and about \$1,000 less than Austin ISD.

state would fund any amount districts were no longer able to collect locally.

This created a term known as target revenue—how much each school district is guaranteed to receive per weighted student every year. A district's

target revenue is based on a complicated formula that includes local tax rates and property value growth in 2005-06.

The idea was to calculate how much each school district

See **PISD** | 13

The Emerson Effect

A look at the \$1.75M deal

By Blake Rasmussen

The announcement in June that Emerson Process Management and its worldwide headquarters were coming to Round Rock was met with fanfare and applause from elected officials and economic development officers with Round Rock and Williamson County.

The company had promised to bring significant economic swag to the city, not to mention the swagger that accompanies being the worldwide headquarters for a major corporation.

"This is the biggest deal we've done since Ikea," said Joe Vining, senior vice president of economic development for the Round Rock Chamber of Commerce. "This is more attractive because of the things I mentioned: international headquarters, payroll, high-tech jobs, that sort of thing."

As part of a \$1.75 million incentive package—\$1 million from the City of Round Rock, \$500,000 from Williamson County and \$250,000 from the Chamber of Commerce—Emerson pledged to generate at least 10,000 hotel/motel nights per year in the city, to spend at least \$25 million on improvements to the Frontera Vista buildings, and to transfer 750 jobs to the city by the spring of 2012 and add another 125 over three years.

Emerson declined to provide sales tax figures or total sales from any previous years, blunting any look at potential sales tax income for the city.

While the numbers may look impressive to some, the full effect of their economic impact remains somewhat unknown to the general public.

10,000 nights

10,000 hotel nights, for example, actually represents a small percentage of Round Rock's hotel market.

In 2010, Round Rock had 2,274 available rooms and a 61.1 percent occupancy

See **Emerson** | 15



Bobby Longoria

Fans of Formula 1 drivers and their cars, like the one shown above at an April 12 media presentation, are expected to drive business in Williamson County. The thousands of spectators could eat, sleep and travel in Round Rock and Pflugerville as Austin overflows.

F1 expected to be regional catalyst

Economic effects will be felt throughout Round Rock and Pflugerville, officials say

By Victor O'Brien

The heavily anticipated arrival of Formula 1 racing and the Circuit of the Americas track in Austin has regional officials expecting to see fresh fuel added to area economies, including Round Rock and Pflugerville, when the track opens in 2012.

While many area officials have said the specific and direct effects of F1 and COTA will only be clear after some time, there is optimism that the economic gains will

See **F1** | 11



Inside this issue

The 2011-12 Annual Healthcare Directory

Features health care news and listings for area hospitals, clinics and physicians

Two websites. Twice the Impact.

impactnews.com

Daily, online-exclusive community news and information

impactdeals.com

Hundreds of local and regional coupons, updated daily



IT'S A GUY THING.



StDavid's HEALTHCARE



SEPTEMBER IS NATIONAL PROSTATE CANCER AWARENESS MONTH.

For Men Over the Age of 40 two free tests could be a life saving experience.

Join us for a **FREE** Prostate Cancer Screening (PSA blood test and rectal exam).

Appointments are appreciated, but walk-ins are welcome.

FREE SCREENINGS



St. David's Round Rock Medical Center and Urology Austin invite all Men 40+ attending the RR Express game **Sunday, August 21** to get the free screening (PSA blood test) from 5:30 through the 7th inning, at the batting cages (behind 3rd base).

September 10, 2011

St. David's North Austin Medical Center
12221 N. Mopac Expressway

September 17, 2011

St. David's Round Rock Medical Center
2400 Round Rock Ave.

St. David's South Austin Medical Center
901 W. Ben White Blvd.

September 24, 2011

St. David's Medical Center
919 E. 32nd Street

St. David's Georgetown Hospital
2000 Scenic Dr.

All screenings will be held from 9:00 a.m. to 12:00 p.m.
Call 888-868-2104 or 512-478-3627 to make an appointment.



community
Impact
NEWSPAPER
LOCAL. USEFUL. EVERYONE GETS IT.®

821 Grand Avenue Parkway, Ste. 411
Pflugerville, TX 78660 • 512-989-6808
www.impactnews.com

Publisher / Chief Executive Officer
John P. Garrett, jgarrett@impactnews.com

Associate Publisher
Claire Love, clove@impactnews.com

Round Rock / Pflugerville

General Manager | Stephanie DeHondt
Market Editor | Blake Rasmussen
Reporter | Rebecca LaFlure
Senior Account Executive | Carrie Newton
Account Executive | Tyana Abree
Sales Associate | Alyssa Elwood
Lead Designer | Jenny Tenbush
Staff Writer | Bobby Longoria, Victor O'Brien, Beth Wade
Contributing Writers | Wes Eichenwald, Michelle Chan Santos
Editorial Intern | Huma Munir
Multimedia Intern | Ryan Criswell, Emily Noyed

Editorial management

Executive Editor | Cathy Kincaid
Managing Editor | Shannon Colletti
Copy Editor | Andy Comer
Creative Director | Derek Sullivan
Ad Production Manager | Tiffany Knight

Administrative management

Chief Operating Officer | Jennifer Garrett
Chief Financial Officer | Darren Lesmeister
Business Director | Misty Pratt
Circulation & Operations Manager | David Ludwick

About us

Community Impact Newspaper, owned by John and Jennifer Garrett, is Texas' fastest-growing news organization. We now distribute to more than 700,000 homes and businesses in 11 markets in the Austin, Houston and DFW metro areas.

Subscriptions

Subscriptions to our other editions are available for \$3 per issue. Visit impactnews.com/subscribe.

Contact us

Press releases | rpfnews@impactnews.com
Advertising | rpfads@impactnews.com
Comments | rpffeedback@impactnews.com



©2011 JGMedia, Inc., All Rights Reserved. No reproduction of any portion of this issue is allowed without written permission from the publisher.

General Manager's Note



The last couple of years have undoubtedly been tough on our local economy. I continue to visit with business owners in our area almost daily and am encouraged that I am starting to hear more positive feedback as these summer months come to an end. Although there is still skepticism from some local business owners, the overall feeling is that the economy is finally starting to shift for the better.

We were recently encouraged to learn that the Frontera Vista buildings will finally be occupied by about 750 Emerson employees. After breaking the story of the move to Round Rock last month, *Community Impact Newspaper* continues this month in examining the impact the company will have on the local economy.

As other businesses continue to grow, *Community Impact Newspaper* is no

different. We are getting ready to launch our third Houston market paper in The Woodlands area, to add to our Dallas paper and eight Central Texas papers. *Community Impact Newspaper* continues to launch newspapers throughout Texas, but we are also continually launching new, innovative ideas that benefit you, our readers.

Among our initiatives is finding new ways to get the local news that matters to you on a daily basis. You can already "like" us on Facebook—just search for Community Impact Round Rock/Pflugerville—or follow us on Twitter @impactnews_rpf. There you'll find more frequent updates on the news that matters to you.

As always, feel free to contact me personally with any questions or comments.

Stephanie DeHondt
Stephanie DeHondt
sdehondt@impactnews.com

Reader Feedback

Roadway faces major obstacles

more.impactnews.com/13471

Would you support the use of eminent domain in Pflugerville to acquire the right of way to complete Colorado Sands Boulevard?

No, eminent domain is too heavy-handed

46%

Yes, but every other avenue should be explored first

24%

Yes, no matter what, the roadway is that necessary

17%

No, the road isn't that important

13%

Other

0%

Results from an unscientific web survey, collected 7/1/11–7/21/11

"The roads being considered would provide additional access to 685 through the Mellenbruch's property, and additional access to Pflugerville Parkway through the Newland Communities. These access points on their own would do a lot to improve the traffic situation, so I'm really hoping that not building on Bohls' property won't kill the project."

—Anonymous

Correction – Volume 6, Issue 11

On Page 5, the website for Texas Teachers was incorrect. It is www.texasteachers.org.

Contents

News



- ▲ 4 **Impacts**
- 6 **Calendar**
- 9 **Transportation**
Kenney Fort Boulevard construction to begin this fall
- 10 **City and County**

Features



- 17 **Guide**
Higher Education
- 22 **Business**
The Old Prague Market
- ▲ Second Nature Hair
- 24 **Dining**
La Catrina
- 25 **People**
Melody Ryan
- 27 **Nonprofit**
Faith in Action Senior Access
- 29 **Education**
Game On!
- 30 **Coffee with Impact**
WilCo economic development
- 31 **Inside Information**
Emergency services training
- 33 **Corridor**
La Frontera
- 35 **Regional**
- 41 **Real Estate**
- 43 **Neighborhood**

Connect Online

Find online-exclusive content at impactnews.com/round-rock-pflugerville

Subscribe to our e-newsletter at impactnews.com/signup

Follow us on Twitter @[impactnews_rpf](https://twitter.com/impactnews_rpf)

Find us on Facebook at impactnews.com/facebook-rpf



June employment trends

Central Texas unemployment—7.6%
Up from 6.8% in May

State unemployment—8.2%*
Up from 8.0%* in May

National unemployment—9.2%*
Up from 9.1%* in May

In Austin-Round Rock-San Marcos, the leisure and hospitality sector added 1,100 jobs; mining, logging and construction, 1,400 jobs; professional and business services lost 1,600 jobs; government lost 1,100 jobs.

Source: U.S. Bureau of Labor Statistics, Texas Workforce Commission
*Seasonally adjusted numbers

CertifiedPreowned.com

(512) 706-7065



2011 Subaru Legacy 2.5i Sedan CVT
\$219/mo.



2011 Volvo C30 T5 FWD
\$275/mo.



2010 SAAB 9-3 Convertibles
\$12,000 off MSRP.

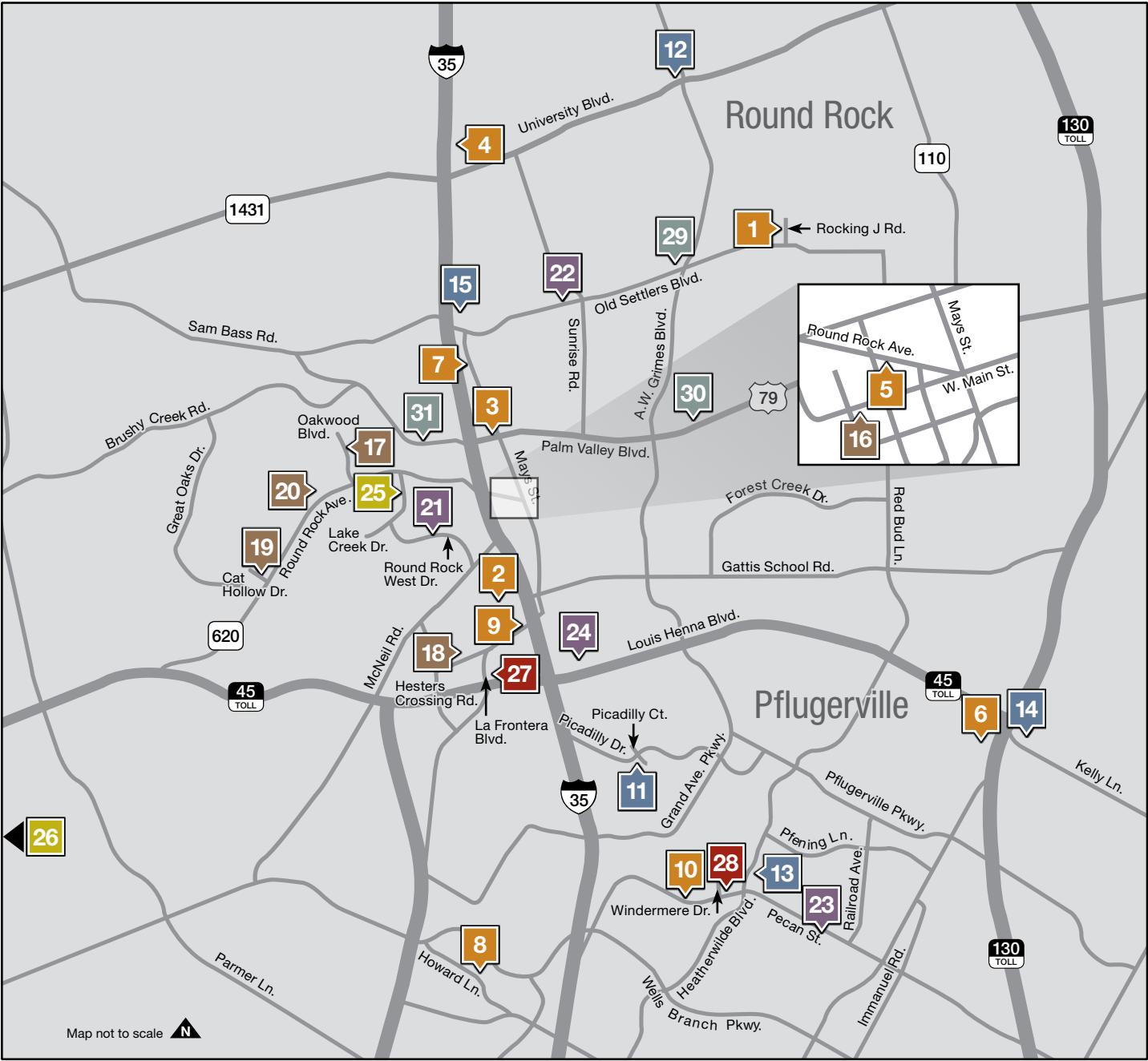


2012 Audi A6 3.0T Premium
Plus quattro **\$695/mo.**
1st payment paid by Audi



1-Subaru - Model BAB. With approved credit. Dealer contribution may affect final negotiated price. 42 mo. lease, \$1,999 total due at inception, no sec. dep. required, 42 monthly payments of \$219.00, final pymt / residual = \$12,205. Based on 10k mi. / yr with \$5.15 per mi. excess charge. MSRP \$21,795. Stk# Z5728. Expires 7-31-11. 2-Volvo - With approved credit through US Bank. 36 mo. lease, \$2,969 + TT&L due at inception (no sec. dep. required), 36 monthly payments of \$275. Final payment / residual = \$14,029.50. Based on 10,000 mi./yr with \$5.18/mi excess charge. MSRP \$25,975. Stock# V3324. 0.9% for 48 mo. = \$21.22 per \$1,000 borrowed. 3-Saab - Example: Stk# Y8166, 2010 9-3 Convertible Demo, Auto, All power, OnStar*, Touring package. MSRP \$45,405 - \$12,000 dealer discount = \$33,405 + TT&L. Valid in lieu of other offers including special financing. Expires 7-31-11. Vehicle must come from dealer inventory. 4-Audi - Closed-end leases offered to qualified customers by Audi Financial Services through participating dealers. A6 based on MSRP \$55,495. \$2,499 down + \$695 acquisition fee + \$0 security deposit = \$3,194 due at inception + TT&L. Purchase option at lease end for \$29,967.30. 36 monthly payments of \$695. Advertised offers require dealer contribution; final negotiated price may vary by dealer. Lessee responsible for insurance, maintenance and repairs and may have some financial liability at lease end. Lessee responsible for \$0.25/mile over 10,000 miles per year and a disposition fee of \$375 due at lease end. See dealer for details. Higher MSRP will affect lease price. Offers expire 7-31-11. Vehicles shown are for display purposes and may not be the actual vehicles.

IMPACTS



Now Open

1 1257 Customs, a hot rod shop, opened in July at 3566 Rocking J Road, Round Rock. The business specializes in restoring and customizing street rods. Owners Marty Feher and Fredo Esquivel have 25 years combined professional experience, decades of making over cars as a hobby. 373-0101, 619-3705, www.1257customs.com

2 Turquoise Grill opened in early June at 2000 S. I-35, Ste. G-1, Round Rock. The restaurant serves Turkish and Mediterranean food. 248-8070

3 Goodwill Job Help Center opened June 27 next to the Goodwill store at 150 W. Palm Valley Blvd., Round Rock. At the center, residents can find out whether they qualify for one of Goodwill's three programs that help people find jobs free of charge. If a person qualifies, he or she will work with a case manager to find employment and receive training on interviewing and building a resume. 388-1507, www.austingoodwill.org

4 Things Remembered opened July 15 at Round Rock Premium Outlets, 4401 N. I-35, Ste. 279, Round Rock. Things Remembered sells engravable gifts and engraves items purchased in the store or brought in. There are more than 600 store locations in 49 states. www.thingsremembered.com

5 D. Scott Heselmeyer left Heselmeyer, Zinda & Davis, PLLC to launch his own law practice July 1 at 211 Round Rock Ave., Round Rock. Heselmeyer said he focuses on general business representation, including formation, contracts and litigation. 310-1199

6 Great Nails opened June 30 in Stone Hill Town Center, 1512 Town Center Drive, Ste. 650, Pflugerville. The nail salon offers manicures, pedicures, waxing and facials. Owner Nick Truong said this is the business' sixth location in the Austin-area. 251-4447

7 Antiques and Zebras, a resale store where everything is for sale, held its grand opening July 23 at 1906 N. Mays St., Round Rock. Owner Alec Nicholls said,

"Everything is for sale. We'll probably be wearing stuff that will be for sale, if someone wants to buy the clothes off our back." Even the furniture on which products are displayed will have a price tag. 800-8229

8 Austin Bazaar opened June 24 at 2306 Howard Lane, Ste. C, Austin. From orchestral and wind instruments to guitars and amplifiers, the company has an extensive selection of music instruments. Austin Bazaar launched in 2005 as a strictly web-based company. This is its first retail store. 300-0487, www.austinbazaar.com

9 Flix Brewhouse, modeled after movie theaters like Alamo Drafthouse, opened June 29 at 2200 S. I-35, Ste. B1, Round Rock. Flix has six theaters that can seat more than 800 moviegoers total. Customers summon servers with call buttons and can choose from a variety of menu items. Flix opened with 40 beers on tap and will eventually expand to 48, including two of its own brews that will be made on-site starting in August. 244-3549, www.flixbrewhouse.com

10 Lone Star Kolaches, 2606 W. Pecan St., Ste. 101, Pflugerville, reopened in July after temporarily closing its doors following a Jan. 31 fire. 251-2867, www.lonestarkolaches.com

Coming Soon

11 The Pflugerville City Council voted July 5 to give \$100,000 in economic incentives to an electric vehicle manufacturer that is expected to create 30 local jobs in five years. **Community Cars Inc.** plans to move into the Texas Center on Picadilly Court in Pflugerville and begin manufacturing and distributing a line of small, bright-yellow electric vehicles for people in wheelchairs. Floyd Akers, interim executive director of the PCDC, said the company already has 400 orders for cars, which will all be assembled in Pflugerville. www.kengurucars.com

12 J. Jacobs Construction began construction on **Taco Market** in July at 1151 University Blvd., Round Rock. Construction on the Mexican restaurant is scheduled for completion around November.

13 North Forest Office Space, a Williamsville, N.Y.-based developer making its first inroads into Texas, announced the purchase of 2.5 acres near Pecan Street that it will develop into professional, medical and dental office space. The company plans to start construction later this year with the first office space ready in late spring 2012, said Brendan Jordan, who represents North Forest Office Space in Central Texas. www.nforest.com

14 Pflugerville will get its first public dog park when **Falcon Pointe Gardens** opens at Murchison Ridge Trail and Tranquility Lane this fall. The fenced dog park will include separate areas for small and large dogs and will be surrounded by large boulders with built-in seating. The park will add about one-quarter mile of trails to Pflugerville's existing trail network.

15 Round Rock will soon be home to a new charter school, giving Williamson County students an alternative to traditional public and private school settings. **Meridian World School** will operate at 2555 N. I-35, Round Rock, and serve an estimated 700 students when it opens this fall. The 55,000-square-foot building will accommodate the school's immediate needs and is expected to expand to almost twice that size over the next eight years. www.meridianworldschool.org

Relocations

16 The Rock House of Prayer relocated in February to the Harrell Henna House at 309 W. Main St., Ste. 121, Round Rock.

The prayer and meditation room was previously housed at True Life Church, 1600 E. Old Settlers Blvd., Round Rock. It serves as a continuous place of worship and is open Mon.–Thu. 8 a.m.–5 p.m. and Fridays 8 a.m.–midnight. 814-0264, www.jwmrockhop.org

17 Brian Berger, M.D., a retina-only, academic ophthalmology practice in Central Texas, recently opened a second location, 511 Oakwood Blvd., Ste. 203, Round Rock. Founded in 1984, the practice treats patients with diseases of the retina, vitreous and macula. 454-5851

18 Seton Heart Institute announced June 28 that it opened a new location in the Austin Regional Clinic at 940 Hesters Crossing, Round Rock. SHI offers a range of cardiology services, including general cardiology, interventional cardiology, electrophysiology, cardiac transplants and ventricular assist device implants. www.setonheart.com

19 Mockingbird OB/GYN relocated in May to 7700 Cat Hollow Drive, Ste. 202, Round Rock. It was previously located at 7200 Wyoming Springs Drive, Round Rock. The office also has a new doctor, Blanca Azucena Duncan. 238-6688, www.mockingbirdobgyn.com

20 Construction has started on a new office at 1950 Round Rock Ave., Round Rock, for **Robert Naples, D.D.S.** Naples performs maxillofacial and oral surgery and will move his practice from 2410 Round Rock Ave., Ste. 220, Round Rock, likely in early 2012. The new office will have five operating rooms, state-of-the-art 3-D imaging on-site and four consultation rooms. 388-4412, www.roundrockoralsurgery.com

Expansions

21 Amerishield Security Solutions, a veteran-owned business that provides security guard services to cities throughout Texas, launched Amerishield Training Academy in April. The academy, 555 Round Rock West Drive, Round Rock, provides training in the following areas: armed guard, concealed handgun, Taser, handcuff, pepper spray and personal protection. Many people who graduate from the academy get hired at Amerishield. 388-7060, www.goamerishield.com

22 The Dance Gallery, 1400 E. Old Settlers Blvd., Round Rock, is expanding its facility to include a third studio, allowing it to offer more dance classes. The expansion is expected to be completed in time for fall classes in September. The Dance Gallery provides lessons in classical ballet, jazz, tap, lyrical and hip-hop. 218-0084, www.dancegalleryonline.com

23 Formerly the Chateau Chic, **Ruffles & Rust** opened a physical location in downtown Pflugerville at 101 W. Pecan St., Pflugerville. Diane Anderson, Jill Marsh and Terri Gebbia chose to open the store when they outgrew their twice-yearly shows. The store sells T-shirts, bags, scarves, home interiors, antiques, gift items, candles and jewelry. Their store is open Tue.–Sat. 10 a.m.–6 p.m. 252-9300

24 Walmart, 2701 S. I-35, Round Rock, is undergoing an extensive renovation that is scheduled for completion in August. Every department of the store will be updated, including new shelves, signs, floors and product assortment. The Round Rock Walmart has hired about 40 additional associates to help with the remodel. 800-331-0085

School Notes

25 Natalie Nichols was selected as the new principal for **Round Rock High School**, 300 N. Lake Creek Drive, district officials announced July 12. Nichols served as associate principal for RRHS for two years and has been an administrator at the campus since 2007. Nichols also has teaching experience at the high school and university level. www.roundrockisd.org

26 Westwood High School, 12400 Mellow Meadow Drive, Austin, in Round Rock ISD, was once again named one of America's Best High Schools by *Newsweek* magazine. The school jumped 43 spots, coming in at 47. Harmony Science Academy-North Austin, 1421 Wells Branch Parkway, Pflugerville, also made the list at 144.

Round Rock ISD and Pflugerville ISD lost their recognized status under the state accountability system this year, according to information released July 29 by the Texas Education Agency. The districts both received an overall academically acceptable rating from the state. School officials noted that ratings standards have increased this year in several areas, which could have contributed to the rating drop. www.tea.state.tx.us

Closed

27 Quiznos at 2711 La Frontera Blvd., Ste. 320, Round Rock, is closed. According to a June 1 notice on the door, the landlord has taken possession of the space in accordance with the lease.

28 The Book Box, 15803 Windermere Drive, Ste. 204, Pflugerville, closed July 30. The bookstore opened in August 2009.

In the News

29 Williamson County Emergency Medical Services employees paid tribute to fallen coworkers July 4 when they



Marty Feher (left) and Fredo Esquivel (right) pose with "Miss Red" outside their new hot rod shop, **1257 Customs**.

unveiled a Wall of Honor and Memorial Garden at EMS Station 11, 1781 E. Old Settlers Blvd., Round Rock. The Wall of Honor lists the names of Williamson County EMS paramedics who lost their lives while employed or recently employed with Williamson County. A Memorial Garden was planted in front of the station in memory of Tracy Chambers, a former Williamson County paramedic who died in a helicopter crash while on duty July 4, 2010.

30 Faith in Action Caregivers Pflugerville and Faith in Action Caregivers Round Rock, two nonprofits that offer transportation for the elderly, merged in July to form Faith in Action Senior Access. The nonprofits combined their staffs, boards of directors and resources, and launched the combined service Aug. 1 at the Round Rock offices at 2498 E. Palm Valley Blvd. The merger allowed the nonprofits to increase their services. www.faithinactioncaregivers.org

31 The City of Round Rock began construction in July on a \$6 million **Sam Bass Road project** west of I-35, aimed at easing traffic congestion and improving safety. The project will reconstruct Sam Bass Road to a four-lane divided roadway from Meadows Drive to the I-35 southbound frontage road and reconstruct a small portion of Chisholm Trail north of Sam Bass Road. Although city officials anticipate delays for motorists, two lanes are open daily for the traveling public. Construction is expected to take about 12 months. www.roundrocktexas.gov

Kathy Freiheit, Pflugerville's library director, accepted a position as director of library services for the City of Rowlett, Texas. Freiheit, who began working in Pflugerville in October 2007, served her final day July 22. Pflugerville officials have not chosen a replacement.



Dan Truong manages **Great Nails**, a new salon that opened June 30 in Stone Hill Town Center.



Suman Singh opened **Austin Bazaar** on June 24. The store sells musical instruments such as guitars. This is the online company's first brick-and-mortar store.



Heath Chambers (left) receives a shadow box from **Williamson County EMS** Lt. Wes Morrison on July 4 in memory of Chambers' wife, Tracy, who died in a helicopter crash while on duty last year. Tracy Chambers served 20 years as a Williamson County paramedic.

CALENDAR

August

5–6 Fairytale Threads Fall Consignment Event

The event sells new and gently used children's clothes and toys for reduced prices. • Aug. 5, 9 a.m.–7 p.m.; Aug. 6, 9 a.m.–4 p.m. • Free Old Settlers Association, 3300 E. Palm Valley Blvd., Round Rock • 850-3280 <http://fairytaletreads.com>

5–13 'MacBeth the Musical' and 'Shakespeare Unshackled'

The Sam Bass Community Theatre Youth Guild presents "MacBeth the Musical" and "Shakespeare Unshackled." • 8 p.m. Thu.–Sat. shows; 2 p.m. Sun. shows • \$15 general admission; \$13 students and seniors; \$10 Thu. night shows • 600 Lee St., Round Rock www.sambasstheatre.org

6, 13, 20, 27 Round Rock Farmers Market

More than 60 vendors sell produce, free-range eggs, pasture-raised beef, cheese, nuts, breads and plants. • Saturdays, 8 a.m.–noon Free • Scott & White Hospital, 300 University Blvd., Round Rock • 215-4193

9, 16, 23, 30 Pfarmers Market

The Pflugerville market sells vegetables, fruits, eggs, meats, flowers and jams. • Tuesdays, 3–7 p.m. • Free • Green Red Barn at Heritage Park, 901 Old Austin Hutto Road, Pflugerville 990-6350

10 Round Rock Chamber of Commerce awards nomination deadline

To nominate a person or business, visit <http://roundrockchamber.org/about-the-chamber/awards> • Free • 255-5805 www.roundrockchamber.org



10, 17, 24, 31 Round Rock Farm 2 Market

The mid-week farmers market provides local and seasonal food and live music. Wednesdays, 4–8 p.m. • Free • Old Settlers Park, 3300 E. Palm Valley Blvd., Round Rock 363-5700

13 5K for Clay Run/Walk

The event honors Clay Madsen and the Clay Madsen Recreation Center, which strives to be a place where children and adults can learn the leadership and sportsmanship qualities Madsen upheld in his life before he died of cancer. The first 350 entrants will receive a 5K for Clay dry-fit runner's shirt. • 8 a.m. • 17 and younger: \$18 if registered by Aug. 10, \$23 on-site; 18 and older: \$23 if registered by Aug. 10, \$28 on-site • Clay Madsen Recreation Center, 1600 Gattis School Road, Round Rock 218-3220 • www.roundrockrecreation.com

Police department open house

Residents can meet with officers and volunteers who work to keep Pflugerville safe and check out the Motorcycle and Canine Division and the McGruff the Crime Dog

fingerprinting station. • 10 a.m.–2 p.m. • Free Pflugerville Justice Center, 1611 Pfennig Lane, Pflugerville • 251-4004

Team Jaylie 5K

The 5K raises money for 5-year-old Jaylie Nielson, a Round Rock girl battling cancer. All proceeds will help her family with medical costs. • 6:30–10 a.m. • \$15–\$30 registration Williamson County Regional Park, 3005 County Road 175, Leander • 775-6175 www.teamjaylie.org

Rummage sale

St. Elizabeth's Ladies' Club is having its annual rummage sale that sells clothing, shoes, household items, small appliances, baby items, collectibles, toys, stuffed animals and linens. • 7 a.m.–noon • Free • St. Elizabeth's, 1520 N. Railroad Ave., Pflugerville 251-0187

Senior Celebration garage sale

The garage sale, which includes craft and vendor booths, raises money for Hendrickson High School's Class of 2012 Senior Celebration. • 8 a.m.–2 p.m. • Free Hendrickson High School, 2905 FM 685, Pflugerville • 632-0579 hhs.garagesale@gmail.com

19 Play for All Community Night

The event gives families with children of all abilities an opportunity to enjoy games and socialize. Professionals and community groups sponsor activities for each of the monthly event nights. August's event is titled "Aloha Luau." • 6–7:30 p.m. • Free • Alan R. Baca Center, 301 Bagdad Ave., Bldg. 2, Round Rock • 341-3361

22 Emancipet spay/neuter clinic

To schedule an appointment, call 587-7729. Female dogs, \$59; male dogs, \$49; female cats, \$39, male cats \$29 • Dog's Boy Dog Ranch, 2615 Crystal Bend Drive, Pflugerville 587-7729

23 Classic Film Night at the Library

Join the Round Rock Public Library once a month for popcorn and a screening of a classic film. This month's movie is about a surfing adventure. • 6:30–9 p.m. • Free Round Rock Library, Meeting Room A, 216 E. Main St., Round Rock • 218-7000 www.roundrocktexas.gov/library

27 Quilting University

The Main Street Quilt and Thread Guild presents an event that teaches residents basics about quilting. Attendees can talk to experienced guild members about how to choose their pattern and fabric, cut the pieces, sew the pieces together, finish the quilt top and choose the batting and the backing. • 10 a.m.–2 p.m. • Free • Round Rock Public Library, 216 E. Main St., Round Rock 310-0504 • www.roundrocktexas.gov/library

Worth the trip

28 Hot Sauce Festival

Launched in 1990, the *Austin Chronicle* Hot Sauce Festival draws up to 15,000 spectators and more than 350 sauce contest entries every year. Musicians perform as Austin-area restaurants serve spicy foods at booths, vendors sell peppers and chili-pepper memorabilia and spectators try a variety of salsas. The festival also raises money for the Capital Area Food Bank of Texas. • 11 a.m.–5:30 p.m. • Free with the donation of three non-perishable food items • Waterloo Park, 403 E. 15th St., Austin www.austinchronicle.com/market/hotsauce

“Servant of Two Masters”



From left: Joseph Garlock, Ryan Crowder and Katie Blacksmith star in the comedy “Servant of Two Masters.”

Aug. 5–21

By Rebecca LaFlure

Penfold Theatre Company presents “Servant of Two Masters” this August, bringing free summer theater to Round Rock.

The comedy chronicles the chaos that ensues when a man thought to be dead shows up at his former fiancée's house.

These free outdoor performances, which include nightly pre-shows by other Austin performing arts groups, make up the second annual “Penfold in the Park” production, created in partnership with the City of Round Rock parks and recreation department. It is also the first production in Penfold's 2011–12 season.

Thursdays, Fridays and Saturdays at 8 p.m.; Special encore performance Aug. 21 at 8 p.m. Free, donations accepted • Round Rock Amphitheater, 301 W. Bagdad Ave., Round Rock 850-4849 • www.penfoldtheatre.org

September

1 Dog and cat vaccination clinic

A portion of the proceeds benefit the Hendrickson High School Class of 2012 Senior Celebration. • 5–7 p.m. Complete yearly vaccinations, \$20; dogs rabies, \$5; DHLPP/PC, \$15; Bordetella (kennel cough), \$10; cats rabies, \$5; PRCC/FeLuk, \$15; deworming, \$5 • 2905 FM 685, Pflugerville • 594-1100, 632-0579

4 Pflugerville Heritage House Museum Partners 9/11 event

In memory of the 9/11 terrorist attacks, Heritage House Museum will dedicate a new flagpole made by Mosiah Olivera as a part of his Eagle Scout project, and Pflugerville Mayor Jeff Coleman will read a proclamation. At 2 p.m., citizens can share memories of past events that impacted their freedoms and stories of Pflugerville residents who responded to serve. Throughout the afternoon, there will be a book signing with local author Donna Lylerly and illustrator Sheerna Milen for their new children's book “A Soldier Comes Home,” based on Donna Mokri's account of her son Yari's time in the U.S. Army. Yari, a Pflugerville High School graduate, died while deployed in Iraq. • 1–4 p.m. • Free • Heritage House Museum, 901 Old Austin-Hutto Road, Pflugerville • 990-6350

5 Water 2 Thrive 5K and Kids K

Participants can run, walk or jog in the 5K or Kids' K and then celebrate by visiting the Health and Fitness Expo and attending the Round Rock Express game. Funds raised from the event will help Austin-based nonprofit Water to Thrive build clean water wells in rural Africa. • 8 a.m. registration opens; 9 a.m. Kids'

K; 9:30 a.m. 5K • The Dell Diamond, 3400 E. Palm Valley Blvd., Round Rock • 524-2953, www.w2t5k.org

ROUND ROCK EXPRESS

GAME TONIGHT AUG 5-6 vs. Salt Lake Bees 7:05PM (SAT. 6:05PM)

AUG 7-10 vs. Tacoma Rainiers 7:05PM (SUN. 6:05PM)

AUG 20-23 vs. New Orleans Zephyrs 7:05PM (SUN. 6:05PM)

SEPT 2-5 vs. Albuquerque Isotopes 7:05PM (SUN. 6:05PM, MON. 12:05PM)

(512) 255-BALL ★ RoundRockExpress.com

UPCOMING GAMES

We Love It Loud!

Online Calendar

Find more or submit Round Rock and Pflugerville events at www.impactnews.com/rpf/calendar.

For a full list of Central Texas events visit www.impactnews.com/austin-metro/calendar.

To have Round Rock and Pflugerville events included in the print edition, they must be submitted online by the second Friday of the month.

Sponsored by

Roger Beasley

Recent highlights



The Round Rock Ballet Folklorico, a folk-dancing group, performs at the Round Rock July Fourth Frontier Days Celebration.



Benjamin Hefner plays on a John Deere truck July 13 during the Big Truck Show at Green Red Barn in Pflugerville.



Pfluger family reunion July 4, from left: Bryce Bailey, Larry Bailey, Harriet Hocker, Raya Biley, Jeanie Bailey, Allison Bailey and Kevin Bailey

Live music in August

BigShotz Neighborhood Bar

399 W. Louis Henna Blvd., Round Rock
388-5050 • www.bigshotzbar.com

Wednesday and Saturday Karaoke

First Friday Steven Franks

Second Friday Mike Jones

Third Friday Pete Benz

Fourth Friday Earl Hinton

European Bistro

111 E. Main St., Pflugerville

835-1919 • www.european-bistro.com

Fridays Donald Hill, pianist

Saturdays and Sundays Shirley Johnson, accordionist and vocalist

Gumbo's of Round Rock

901 Round Rock Ave., Round Rock

671-7925 • www.gumbosroundrock.com

Live music every **Friday and Saturday** night from 7-10 p.m. on the patio.

Hanover's Draught Haus

108 E. Main St., Pflugerville

670-9617 • www.hanoversaustin.com

Aug. 5 Go 4 Broke

6 Vallejo with Paul Renna and Lisa Tingle

12 Suede Austin

13 Radiostar

Junior's Grill and Ice House

119 E. Main St., Round Rock

310-7777 • www.juniorsgrillroundrock.com

www.myspace.com/juniorsroundrock

Aug. 5 Johnny Austin

6 Nate Vancil

11 Dewayne Davis Band

12 Michael Ingalls Band

13 Rockhouse

18 Russell Sutton

19 The Moonhowlers

20 Robyn N' Steelin, Don't Tell Debbie

25 The Castaneda Project

26 Phonic Misfortune

27 Unleashed, Nate Vancil, Dead Rock Stars

Pflugerville Music in the Park

Pfluger Park, 515 City Park Road, Pflugerville • 7-9 p.m.

990-6355 • www.cityofpflugerville.com/musicinthepark

Aug. 5 The Emerson Biggins Band

The Red Rooster

109 E. Pecan St. Pflugerville • 251-4129, live music 9:30 p.m.-1:30 a.m.

Aug. 5 Brewer Nation

6 Mike the Piano Guy

12 K.B. and the Headliners

13 Big Red's Karaoke Peep Show

19 The Haymakers

20 Mike the Piano Guy

26 The Josh Rekieta Band

27 Big Red's Karaoke Peep Show

Roadhouse Bar & Grill

1103 Wonder Drive, Round Rock
218-0813

Wednesdays and Saturdays Karaoke

Thursdays Open mic with MoJo

Aug. 5 Shuffle Up and Deal

12 Chrome Wheels

19 Rhythm Dogs

26 Stooch

Star Co.

114 E. Main St., Round Rock

401-3811 • www.starcocoffee.com

Wednesday, Thursdays and Fridays Live jazz music from 7-9 p.m.

Aug. 5 Blacktop Bend

12 Tatanka the Band

18 Second Line Jazz Band

25 Mary Baker with Jim Ivy

Vino 100 Round Rock

3021 S. I-35, Ste. 120, Round Rock

255-0526 • www.vino100roundrock.com

Aug. 5 Folk and Rock with Anna Mae Mitchell and Pat Harris

12 Rockabilly with Eddie Peery and the Rattlesnakin Daddy's

18 Shawn Madden

19 Backwoods Bluegrass w/Atomic Duo

25 Playin the Bongos with Mark Chander



BRIGHT SMILES DENTAL

Medicaid • CHIP • Insurance



Brand new family owned and operated dental office

- Medicaid, CHIP and most insurances accepted
- Accepting new patients, adults and children beginning at 6 months of age welcome
- Fun Family Dentistry for all Ages.
- Playroom for children and TVs in every room

Drs. Robert and Kristen Hendricks
of Bright Smiles Dental

Call Today!

512-989-3200

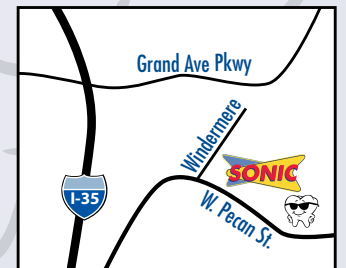
1912 West Pecan Street

Ste A-103

Pflugerville, Tx 78660

www.brightsmilestexas.com

se habla espanol



Come. And get it.
domainia

Join us for a Back to School Celebration August 13th! Visit www.TheDomainInAustin.com for details.

Come to the Domain and throw caution to the wind. From Aéropostale to The Limited to Zumiez and more you'll discover the fashion of your wildest dreams.

THE DOMAIN

Dick's Sporting Goods, Dillard's, Macy's, Neiman Marcus and iPic Theater plus more than 20 stores now open in Domain II, including A'GACI, Aéropostale, American Eagle Outfitters, Bath & Body Works, Buckle, Charming Charlie, Coffee Bean & Tea Leaf, Express, Finish Line, The Limited, Maggiano's Little Italy, Metrodog, Papaya, Payless ShoeSource, Southern Thread, Stride Rite, Subway, Sushi Zushi, Vans, World Interiors, Yogurt Planet, Zumiez and more.

Follow The Domain on Facebook and Twitter at www.facebook.com/TheDomainAustin and www.twitter.com/TheDomainAustin
Just north of downtown Austin off N. Mopac, Exit Braker Ln. or Burnet Rd. Shopping Line® 512.795.4230. TheDomainInAustin.com

Ask about our new Lifeguard Pool and learn how to keep your kids safer, use less chemicals and save energy all at once!

Go online to www.oasispools.net to find out more!

No-wait construction, together with affordable beauty and the highest quality materials and leading-edge building technology, makes Oasis Pools the company of choice in Central Texas for creating your permanent backyard vacation spot.

Call us today to schedule an appointment with one of our designers!



WE BUILD POOLS IN 30 DAYS!

Locally owned and operated

www.oasispools.net • 512.246.POOL (7665) • 2251 Double Creek Dr. Ste 501 • Round Rock, TX 78664



University Village
A Memory Care Community

4701 Campus Village Drive
Round Rock, TX 78665
P. 512.248.2222
F. 512.248.2234
www.universityvillagememorycare.com
License Pending

Personalized, attentive care and state-of-the-art community for residents with Alzheimer's disease and other dementias. **Now Accepting Reservations.**

OPENING THIS SUMMER *Round Rock's Premier Memory Care Community*






ROUND ROCK

Our experts know **FIT Matters.**

201 University Oaks Blvd. #790 (near Ikea in the University Oaks Shopping Center)
Round Rock, TX 78665 512-610-3990


SPECIAL BACK TO SCHOOL EVENT!



Buy a pair of kids shoes in August and receive a FREE water bottle.
(while supplies last)


Pediatric Dentistry of Round Rock

Kelsey Bookmyer, D.D.S.
Board Certified Pediatric Dentist




- infants - teens
- parents welcome in treatment rooms
- most PPO insurances filed & processed
- sedation dentistry available
- nitrous oxide
- sealants

Caring for children in Round Rock since 2002



(512) 733-5311
www.kelseybookmyerdds.com
2100 Round Rock Ave. (RM620) Round Rock, TX 78681



TRANSPORTATION

Kenney Fort construction to begin this fall

By Blake Rasmussen

Construction is slated to begin this fall on the first phase of a six-lane, divided roadway that will eventually connect the northernmost and southernmost reaches of Round Rock.

The first phase of Kenney Fort Boulevard, also known as Arterial A, will run from Joe DiMaggio Boulevard at Hwy. 79 to Forest Creek Drive.

The \$17 million project, joint-funded by Williamson County and the City of Round Rock, will likely begin construction sometime in late August or early September, Project Manager Bill Stablein said.

The second and third phases—which will go from Forest Creek Drive to Gattis School Road and from Gattis School Road to Toll 45 respectively—have no timeline for the start of construction, but Stablein said they were unlikely to begin prior to the completion of Phase 1.

Stablein said Kenney Fort Boulevard is a “major component” of the city’s master transportation plan and will help relieve some of the north-south congestion along I-35.

Currently, north-south drivers within or near Round Rock must choose from I-35, Toll 130, Red Bud Lane or A.W. Grimes Boulevard.

A portion of the road’s funding will

come from a road impact fee, which charges affected properties for additions to their property supported by the new road access.

The fee is based on the amount of traffic any development would generate on the new road and only applies to six tracts



Arterial A

Round Rock and Williamson County will construct a roadway that will eventually run from University Boulevard to Toll 45. Phase 1 is a six-lane road that runs from Joe DiMaggio Boulevard under Hwy. 79 and the Union Pacific railroad track to Forest Creek Drive.

Funding sources: City of Round Rock and Williamson County

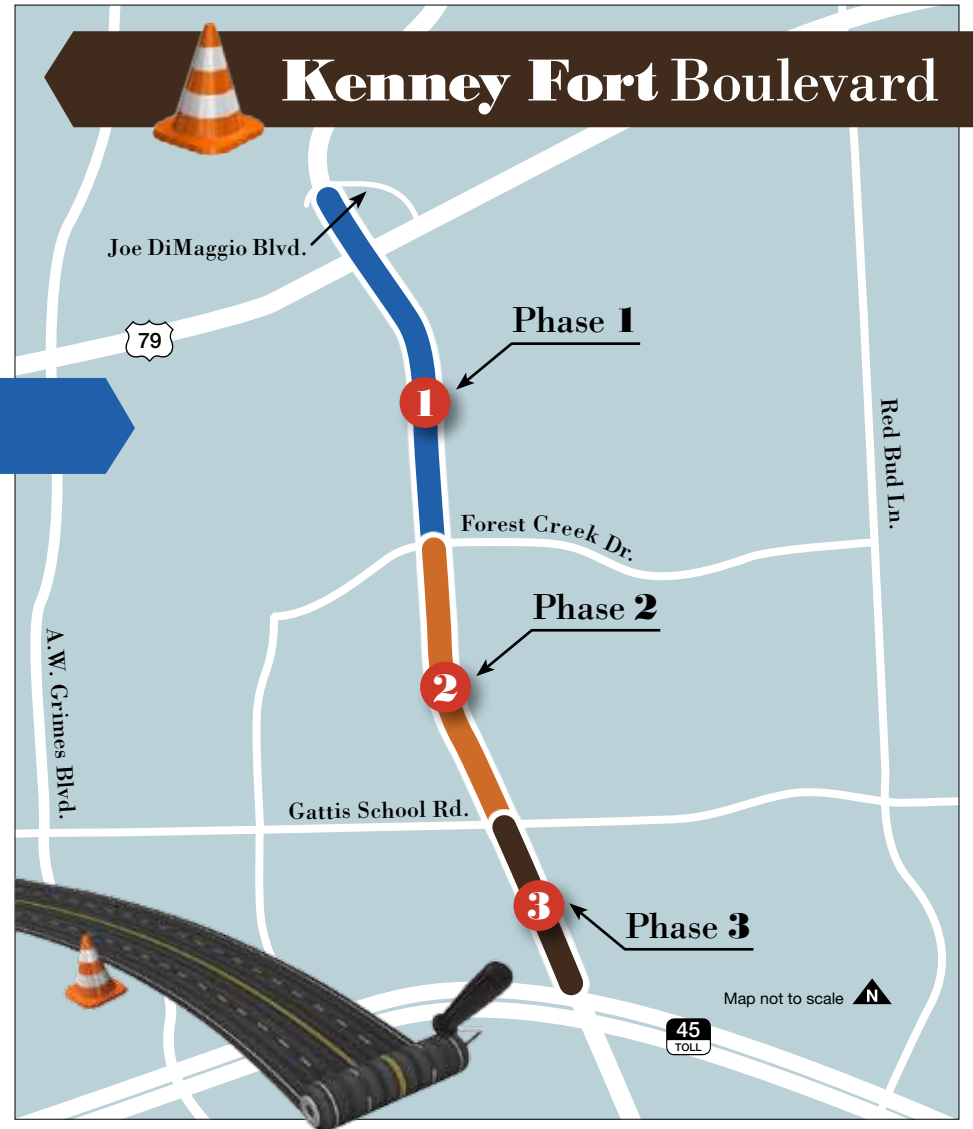
Timeline: Phase 1 is slated to begin in the fall and is expected to be complete in two years. The schedule for other phases has yet to be determined.

Cost: About \$17 million for Phase 1; remainder to be determined

Source: City of Round Rock

of land, all located south of Hwy. 79 and north of Brushy Creek.

No fee would be assessed on the properties if they are not improved or their purpose is not changed. Stablein said he expects at least one tract of land will begin developing soon.



The Austin Diagnostic Clinic Round Rock

Celebrating 5 years of Primary and Specialty Care Close to Home



Sujat a Jere, MD
Family Practice



Norma Magee, MD
Dermatology



Dorota Malinowski, MD
Endocrinology



Connie Pham, MD
Internal Medicine

The Austin Diagnostic Clinic has been caring for Central Texas families since 1952. With more than 115 doctors, 21 medical specialties, and 6 locations, we can provide the primary and specialty care you and your family need.

At ADC Round Rock:

- On-site lab draw station
- Most major insurance accepted including Medicare
- Over 10 Years experience using EMR
- Same day and next day appointments available for most specialties.



Elia Saadeh, MD
Nephrology



Tom Smith, MD
Allergy



Monty Tew, MD
Rheumatology



Joe Volpe, MD
Physical Medicine & Rehabilitation



John Villacis, MD
Allergy



The Austin Diagnostic Clinic
1499B Old Settlers Blvd (FM 3406)
Appointments: 512.901.4033
adclinic.com/roundrock

Round Rock

City Council proposes three November ballot measures

Round Rock City Council members said July 12 they would support placing three items on the November ballot this year, including a proposal for a 2 cent hotel tax to pay for a sports complex and a second try at last year’s Proposition 1.

Council members did not take an official vote at the workshop meeting, but they indicated that is the direction they would like to take.

“I think this is pressing,” Councilman Joe Clifford said. “[Waiting until] 2012 is out of the question.”

City officials are largely pushing for a November vote because of a new state law that could end local May elections in Round Rock.

“Legislation calls into question whether we have a May election,” Mayor Alan McGraw said. “This [November] is the only window we even have.”

On the November ballot, city officials are likely to propose a 2 cent increase to the city’s hotel occupancy tax, which would be added to guests’ bills each time they stay at a hotel or motel in Round

Vining leaves chamber for private sector

Joe Vining, senior vice president of economic development for the Round Rock Chamber of Commerce, is resigning from the chamber effective Aug. 12.

Vining—who was involved in the deals that brought Dell Inc. and, most recently, Emerson Process Management to Round Rock—will be moving to the private sector. He said he is examining his options on two projects with companies he could not name but that they would require travel out of the state.

He previously served as the Round Rock city planner before joining the Chamber of Commerce in 2006. He also briefly stepped in as interim president and CEO of the chamber last year prior



Courtesy Round Rock Chamber of Commerce

to the hiring of Doug Kurkul.

“I have greatly enjoyed my time with the chamber and the city,” Vining said. “I was recently presented with some opportunities in the private sector that are too promising not to pursue.”

that would allow city officials to use a portion of sales tax income to attract new businesses, then known as Proposition 1. The proposition failed by only 35 votes.

City officials also proposed placing five charter amendments on the ballot on various topics.

Rock. Revenue generated from the tax would help pay for construction of an indoor sports complex to be built near the intersection of Old Settlers Boulevard and Chisholm Trail.

City officials also hope to bring back a proposition voted down last November

Williamson County

Burn ban continues through Oct. 17

The Williamson County Commissioners Court once again approved extending the county-wide burn ban, this time for 90 days beginning July 19.

Due to extreme drought conditions, the county has been under a burn ban for most of the summer, including the Fourth of July, when most fireworks shows in the county were canceled.



THE BURN BAN PROHIBITS:



Burning any combustible material outside of an enclosure that serves to contain all flames and/or sparks or ordering such burning by others



Burning of household yard waste, such as leaves, grass, brush and other yard trimmings



Burning to clear land of trees, stumps, shrubbery or other natural vegetation

Source: Williamson County

Pflugerville

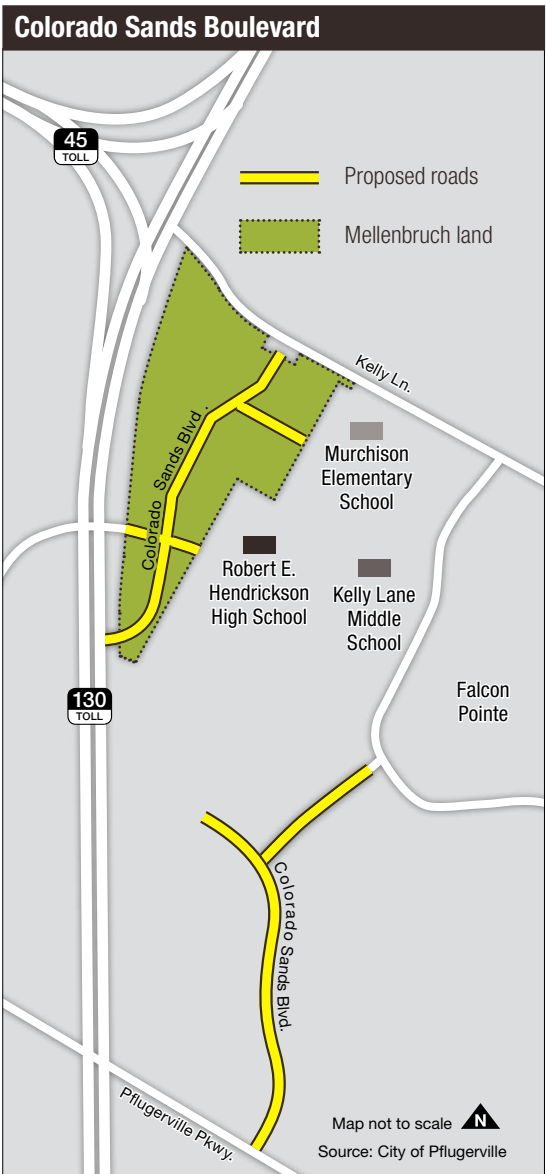
Council approves plan for relieving Kelly Lane traffic

The Pflugerville City Council approved a capital improvement plan July 12 that will serve as the blueprint for construction of roads meant to relieve congestion on Kelly Lane.

The council approved the staff recommendation that the city construct improvements along Kelly Lane from the Mellenbruch land to Falcon Pointe as well as the northern portion of a proposed Colorado Sands Boulevard, deferring the center portion until a later date.

The recommendation assumed construction of East Pflugerville Parkway by the city as well as construction of the southern portion of Colorado Sands Boulevard by Newland Communities, the developers of Falcon Pointe.

The council’s approval opens the door for construction on East Pflugerville Parkway and Kelly Lane to begin in the near future. When asked if the projects would still be pending three years from now, Trey Fletcher, Pflugerville managing director of operations, said, “I sure hope not.”



Council examines City Hall options

In light of a failed bond election for a new City Hall in 2008, Pflugerville officials are analyzing ways to better accommodate city employees and residents.

Trey Fletcher, Pflugerville’s managing director of operations, presented the results of a study on city facilities at the June 28 City Council meeting.

The new City Hall would have relocated the city’s main operations from downtown to a new site on the northwest corner of FM 685 and Pflugerville Parkway—a move many downtown business owners argued would kill the downtown area. City manager Brandon Wade said due to economic conditions, it is highly unlikely that the city will build a new City Hall within the next 10 years.

“The [existing] City Hall has a great deal of space constraints,” Wade said. “Folks in the City Hall area feel they’re crammed in and don’t have space to do their job appropriately. We need an interim solution.”

The city proposed several City Hall renovations totaling \$275,000. Fletcher also recommended that the city rent space on the first floor of the Travis County Emergency Services District complex for \$123,000 a year and move several departments there. That space would require another \$270,000 in improvements.

City Council members did not vote on the item, but will consider the recommendations when they approve the fiscal year 2012 budget.



- Meetings**
- ▶ **Pflugerville City Council**
 100 E. Main St., Pflugerville
 990-6101
 Replays at www.cityofpflugerville.com
Aug. 9 and 23, 7 p.m.
 - ▶ **Round Rock City Council**
 221 E. Main St., Round Rock
 218-5401, replays at www.roundrocktexas.gov/replay
Aug. 11 and 25, 7 p.m.
 - ▶ **Williamson County Commissioners Court**
 710 S. Main St., Georgetown
 943-1550, www.wilco.org
Meetings are Tuesdays at 9:30 a.m.
 - ▶ **Travis County Commissioners Court**
 314 W. 11th St., Austin
 854-9555, www.traviscounty.org
Meetings are Tuesdays at 9 a.m.

F1

Continued from I 1

travel outside Austin and spread the wealth throughout Central Texas.

Rooms for rent

Don Hoyte, the principal at Texas Trust Funds, conducted an economic impact study of F1 and said he expects the event's draw will require hotel accommodations well beyond what Austin can handle, requiring fans to rent rooms as far as San Antonio with areas in between seeing more reservations.

"It's going to be significant for them [surrounding cities] when the race happens, because the hotel situation around here will be pretty darn tight the week of that race," Hoyte said.

The track has already spurred interest in people looking to book hotel rooms in Round Rock, said Joe Vining, senior vice president of economic development for the Round Rock Chamber of Commerce.

Floyd Akers, interim director of the Pflugerville Community Development Corp., said he has received more inquiries for hotels looking to open in the city since the F1 announcement.

Pflugerville's position along Toll 130 and F1's proximity to the road makes it more attractive for hotel builders, Akers said. The city has three sites geared for hotels, including two along the tollway.

"We currently don't have any hotels. That would be a welcome addition to the city," Akers said. "I think the city would be willing to incentivize [a hotel] as well since this would be our first."

The tourism uptick is also expected to add traffic to the Austin Executive Airport and could spur commercial and industrial development close to the airport in Pflugerville, said Andrew Perry, the airport's vice president of development. The airport's proximity to Toll 130 gives passengers and pilots quick access to the track and Austin.

The airport is in Austin's extraterritorial jurisdiction, but borders Pflugerville, which has more underground infrastructure nearby, making it more attractive for developers, Akers said.

"We're set to go and have shovel-ready

sites, whereas Austin needs to build infrastructure to get there," Akers said.

Widespread economic gains

The first F1 race will be June 17, 2012, at the \$400 million racetrack at the Circuit of the Americas near Toll 130, southeast of Austin-Bergstrom International Airport. The race is estimated to bring in more than 100,000 patrons from across the world to Austin.

"I went to the Dallas Grand Prix in 1984 at the fairground," Vining said. "It makes the crowd for a [University of Texas] football game, which is 100,000 folks, look pretty tame."

Austin will join a long list of locations—including Australia, Malaysia, China, Korea, Spain, Monaco, Germany, India and Brazil—that will host an F1 race in 2012. Malaysia and Bahrain reported respective gains of \$221 million and \$394 million during their 2008 F1 events.

Texas Comptroller Susan Combs has said the events could bring in \$300 million annually, larger than both South by Southwest and UT football home games combined, rivaling the Super Bowl and the FIFA World Cup.

Vining said he is optimistic the track's attraction will extend beyond F1 race events to an assortment of other races, driving additional tourism to the area throughout the year.

The track will also host the annual MotoGP motorcycle world championship events in addition to dozens of major events each year, according to COTA reports.

Furthermore, the development is expected to increase revenue and traffic for Toll 130, but just how much remains to be seen, said Karen Amacker, Texas Department of Transportation spokeswoman.

Visitors from north Texas driving to the area will have the option of taking I-35 or Toll 130 as main pathways.

"If they're smart, they'll want to avoid I-35 and take the tollway, and that puts them in the heart of Pflugerville," Akers said.

Staff writer Bobby Longoria contributed to this article.

Comment at more.impactnews.com/13942



A history of F1 race attendance

On average, more than 116,000 fans visit professional races around the world.

2006 Australian Grand Prix
Melbourne, Australia

118,200 people

2007 Canadian Grand Prix
Montreal, Canada

120,000 people

2008 Spanish Grand Prix
Barcelona, Spain

132,600 people

2009 Australian Grand Prix
Melbourne, Australia

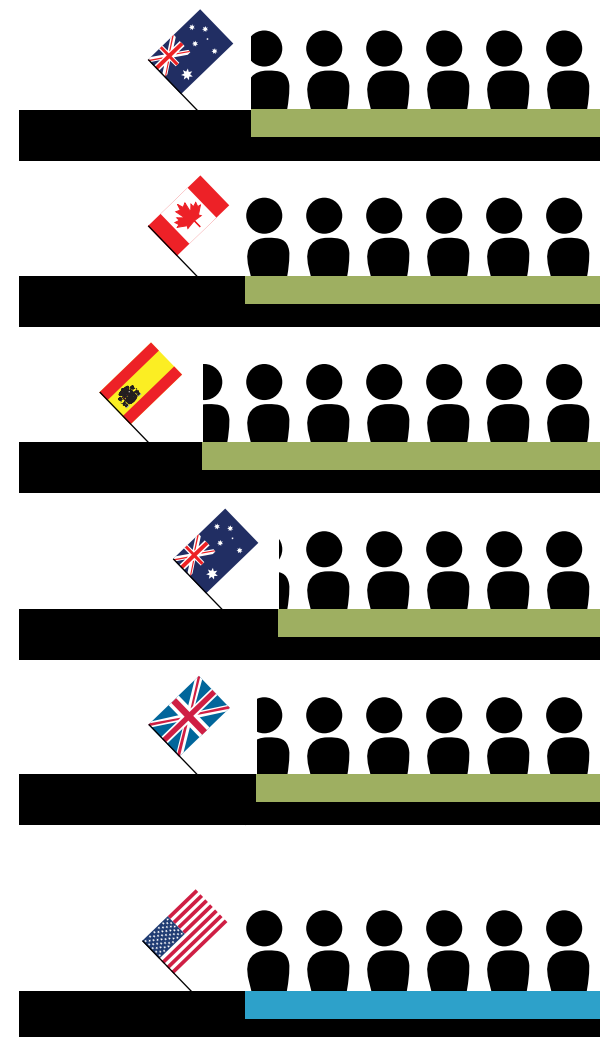
105,000 people

2010 British Grand Prix
Silverstone, England

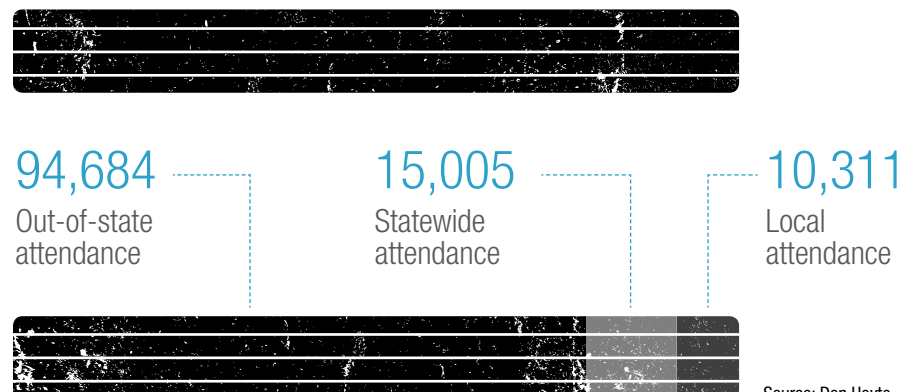
115,000 people

Don Hoyte's estimate for
2012 U.S. Grand Prix
Austin, Texas

120,000 people



Of the 120,000 fans expected to attend Austin's races, the majority of them are expected to travel to Austin from outside of Texas.



Source: Don Hoyte

Play on!

CHECK IN FOR A CHECK UP

- ✓ Growth & nutrition monitoring
- ✓ Development assessments
- ✓ Family history screening
- ✓ Immunization updates

ARC INFO (512-272-4636)

Schedule your check up today.
ARCcheckup.com

AUSTIN REGIONAL CLINIC

Better Vision With Advanced Technology



- Adult & Pediatric Eye Exams with High Definition Wavefront Vision Scans
- Truly Customized Blade-Free iLASIK™
- Dry Eye & Allergy Treatment
- Diagnosis & Treatment of Eye Disease
- High Definition Wavefront Correction with Glasses, Contact Lenses & LASIK
- Extensive Eyewear & Sunwear Selection



Optometry • Ophthalmology • Optical

Most Vision & Medical Insurance Accepted
Schedule Appointments Online

www.EyeCare-Surgery.com

248-2424

Now Scheduling Back to School Eye Exams!

501 E. Palm Valley Blvd.

½ mi. east of IH-35 on Hwy 79 in Round Rock

CELEBRATING
25
YEARS

FIGHT CANCER

Texas Oncology brings world-class cancer care to your community. We offer the combined wisdom of more than 1,600 oncologists in the nation's largest network of cancer specialists and researchers — all available at a location near you. So you can fight cancer and stay close to home.

Austin: 5 Locations • Cedar Park • Georgetown • Killeen • Kyle
Marble Falls • Round Rock • San Marcos • Seton Williamson • Smithville

1-888-864-I CAN (4226)
www.TexasOncology.com/Austin

TEXAS ONCOLOGY
More breakthroughs. More victories.™

HOW TEXANS FIGHT CANCER.



The pool of your dreams is just a click away

A swimming pool can make your home design complete and it's waiting for you at Anthony & Sylvan Pools. We've been building superior swimming pools for more than 60 years nationwide, and have built our reputation in the Austin area on quality and design innovation. We have always been at the forefront of the industry. So whether your dream pool is a tropical oasis with a stone finish and vanishing edge or a simpler design with a tanning shelf and detached spa, Anthony & Sylvan has just the pool for you and your family.

For a limited time Anthony & Sylvan Pools
has a 30 day* construction guarantee!
Visit www.anthonysylvan.com/30day



**ANTHONY
& SYLVAN
POOLS**
It's Where America Swims™

877.424.5192

www.anthonysylvan.com/30day

*See design consultant for complete details. Offer expires Sept. 15, 2011

PISD

Continued from I 1

would have received if the tax rate had not been reduced.

State Rep. Mark Strama, D-Austin, a member of the House public education committee, said PISD received a lower target revenue largely because Pflugerville property values did not increase as much as many other areas during that time.

PISD was also going through a transition in size and demographics but was not operating at the level it needed to serve its growing number of economically disadvantaged students, PISD board member Carol Fletcher said.

“Whatever school districts were spending per kid at the time was frozen. A high-spending school was still allowed to spend a lot,” Fletcher said. “Because we were frugal, we basically got the shaft.”

These factors caused PISD to get less state funding per student compared with most districts across the state. During the

2010–11 school year, PISD was granted \$5,243 per student based on a weighted average, while Round Rock ISD received \$5,983 per student and Austin ISD got \$6,102 per student.

“Target revenue was controversial. It was inequitable. It was particularly unfair to Pflugerville,” Strama said. “But it did represent a commitment by the state to make up for the money we took away from school districts with property tax cuts.”

School funding cuts

Strama said this legislative session presented an opportunity to reduce the inequities that he says have been unfair to Pflugerville.

“There was a chance to try to make those districts that were getting the short end of the stick for a long period of time to not have to absorb as much of the cuts as other districts,” Strama said.

The Legislature passed a bill in the regular session that established how much the state would allocate in school funding over

the next two years. This bill, House Bill 1, reduced general education appropriations by \$4 billion over the next two years and cut \$1.5 billion in grant-funded programs.

During special session, lawmakers passed a separate bill, Senate Bill 1, that decided how to distribute the new funding levels. Under SB 1, school districts will receive an across-the-board cut of about 6 percent next school year. The following year, wealthier school districts will see a larger cut than lower-funded districts like PISD.

However, Lisa Dawn Fisher, the state’s deputy associate commissioner for school finance, said the inequities continue to exist because all districts are facing cuts.

“I wouldn’t characterize anything that happened there as an effort to reduce inequities. Weak attempt, I guess, is the best way to characterize it,” Fisher said. “The difference between what’s happening to a school district like Pflugerville and a district that’s higher-funded is pretty marginal.”

For example, Fisher said PISD will receive a 5.3 percent cut in funding per student for the 2012–13 school year, while RRISD will get an 8.8 percent cut. But RRISD is still slated to get nearly \$500 more per student than PISD.

Reducing inequities

SB 1 also calls for a study over the next two years for a new formula that is hoped to put PISD—and other districts in a similar situation—on a level playing field. Then in the 2013 legislative session, lawmakers plan to rewrite the formulas based on the study’s results.

Strama said he hopes to get on the interim committee that studies those formulas.

“If so, I think I’ll be able to help Pflugerville a lot,” Strama said.

One of the biggest challenges in eliminating inequities, he said, is the effect it could have on wealthier districts, which might have to receive less money in order to increase funding for the poorer districts.

RRISD Superintendent Jesús Chávez, who oversees a district with higher target revenue than PISD, agrees that the school finance system should be more equitable, but the solution is not giving higher-funded districts less. Lawmakers need to assess

Proposed PISD tax increase

The Pflugerville ISD board of trustees voted July 28 to set its proposed 2011–12 tax rate at \$1.54 per \$100 of assessed property value—an 8 cent increase over last year.

If the tax rate is approved, Pflugerville homeowners would spend an additional \$160 annually on a \$200,000 house, assuming their property values stayed the same.

PISD officials said the increase is necessary due to declining property values and mounting debt. The district’s total taxable value for 2011–12 is down \$460 million, or about 6.4 percent, from what it was two years ago, PISD Chief Financial Officer Kenneth Adix said.

Adix said the 8 cent tax increase would help PISD pay off its 2001 and 2003 bonds early and save the district \$3.6 million in interest. It would also help prepare the district for a \$150 million bond proposal in November 2012 that, if approved by voters, would fund land purchases, a new high school, two new elementary schools and several campus renovations and technology updates.



The board is slated to adopt the tax rate at its Aug. 18 meeting, directly following a public hearing. In the following months, board members will decide whether to pursue a bond election in November 2012 or delay it another year.

Number of teachers PISD could hire if funded at other districts’ levels

2010–11 School year	Target revenue	Elementary	Middle school	High school
Pflugerville	\$5,243	0	0	0
Hutto	\$5,518	4	7	14
Manor	\$5,682	7	11	23
Leander	\$5,945	11	17	36
Round Rock	\$5,983	11	18	38
Dripping Springs	\$6,009	11	18	40
Marble Falls	\$6,025	12	19	41
Austin	\$6,102	13	21	45
Eanes	\$6,266	15	25	53
Jarrell	\$6,588	20	32	70

Source: Pflugerville ISD

Pflugerville ISD receives less funding per student every year than many area schools. At the funding levels for the 2010–11 school year, PISD officials estimate they could hire more teachers at every level—elementary, middle and high school—if they received the same amount per student as some of their counterparts. At Jarrell ISD’s levels, PISD could hire 70 more high school teachers.

ways to generate more revenue so the state can adequately fund all schools, he said.

“It’s not a matter of just bringing those at the top down, even though some of that may be necessary. It’s really about bringing the bottom up,” Chávez said. “Giving a lower amount to everybody really impacts the quality and high expectations we have for children in schools.”

Until the Legislature meets again, Fletcher and Dupre said they will continue to lobby for a school funding system that would bring PISD up to the same level as its neighboring districts.

“I’m disappointed they just cannot seem to get the political will to fix those problems,” Dupre said. “It all comes down to politics. It all comes down to the Capitol and our elected officials.”

Comment at more.impactnews.com/13943



ADVANCED MEDICAL TREATMENT FOR YOUR BACK, NECK, AND HEAD.

SERIOUS PAIN NEEDS SERIOUS TREATMENT.



MARK MALONE, MD | HANS BENGTON, MD
512-244-4APC (4272) WWW.AUSTINPAINDOCTOR.COM
AUSTIN | ROUND ROCK | CEDAR PARK





512.260.5860

www.lonestardermatology.com

1401 Medical Parkway | Bldg. B, Suite 300 | Cedar Park, TX 78613

SPECIALIZED CARE FOR THE SKIN, HAIR AND NAILS
Skin Cancer Prevention & Treatment • Skin Rejuvenation

COSMETIC SERVICES INCLUDE

Laser Hair Removal
Photofacial/Intense Pulsed Light
Botox • Fillers • Chemical Peels
Microdermabrasion

Specialized Skin Care.

Trust the care of your skin to the providers at Lone Star Dermatology. Combining specialized training with advanced treatments to care for you.



Aubrey Chad Hartmann, MD
Board Certified Dermatologist

Melody Vander Straten, MD
Board Certified Dermatologist

Kelly Webb, PA-C
Physician Assistant

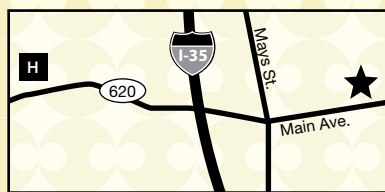
Tricia Winters, PA-C
Physician Assistant

Anne Marie Slater, LA
Aesthetician

SHORT TERM REHABILITATION SKILLED NURSING • LONG TERM CARE *Since 1929*

TRINITY CARE CENTER

Less than 3 miles east of Round Rock Hospital



1000 E. Main Ave.
Round Rock, TX 78664
512-634-3003



Round Rock Branch 101 University Oaks Blvd. | North Austin Branch 14001 Owen Tech Blvd.

RBFCU Mobile

Deposit checks

Transfer funds

Find nearest
branch/ATM

and more!



Join online – rbfcu.org
512-833-3300 | 1-800-580-3300



The iPhone® app is free for members and available for download in the App Store. RBFCU Mobile works with all iPhone® and iPod® touch models (Electronic Deposits feature not available on some iPod® touch models). Operating Systems 3.1 or higher required. Our Android™ app is free for members and available for Android™ devices using version 1.6 operating system or above. Visit rbfcu.org for more details. Apple and the Apple logo are trademarks of Apple, Inc., registered in the U.S. and other countries. iPhone® is a trademark of Apple, Inc. App Store is a service mark of Apple, Inc. Android™ is a trademark of Google, Inc. Portions of this page are reproduced from work created and shared by Google and used according to terms described in the Creative Commons 3.0 Attribution License. Federally insured by the NCUA.



We now sell Nutrena Feed

512-458-6637

Tues. - Fri. 9:30am-5:30pm • Saturday 10am-4pm
2000A Picadilly Dr. Round Rock, TX 78664
www.theleadingrein.com • theleadingrein@gmail.com

10% OFF

purchases up to \$100
Bring ad in to receive discount
Excludes Saddles • Expires 9/9/11

15% OFF

purchases of \$100 - \$200
Bring ad in to receive discount
Excludes Saddles • Expires 9/9/11

20% OFF

purchases over \$200
Bring ad in to receive discount
Excludes Saddles • Expires 9/9/11



SUNDANCE
FAMILY HEALTH CENTER
www.sundancedoctors.com



Family Medicine

(512) 218-4900



Dr. Norma Anderson and
Dr. Atsushi Matubara
are board-certified
family physicians



**7700 Cat Hollow Drive
Suite 205
Round Rock, TX 78681**



Emerson

Continued from I 1

rate, according to statistics provided by the Office of the Governor, Economic Development & Tourism and Source Strategies Inc. That means over 365 days, there were 507,136 purchased room nights in Round Rock. An additional 10,000 nights would be about a 2 percent increase.

Still, those room nights all cost something. In 2010, hotel room revenues reached \$39,582,000 in Round Rock according to the Office of the Governor. The city collects 7 percent of that in hotel taxes. If collection were 100 percent—Round Rock Finance Director Cheryl Delaney said the collection rate was 98.5 percent last year—the revenue for the city would have been \$2.77 million.

Marriott Austin North is the closest hotel to Emerson's Frontera Vista location. The 295-room hotel is on the high end of Round Rock's price range at more than \$200 a night. If every single one of the 10,000 promised room nights were spent at the Marriott Austin North, the hotel would take in an additional \$2 million a year and Round Rock would benefit to the tune of \$140,000 in hotel taxes a year.

However, since the average price of a hotel room in Round Rock in 2010 was closer to \$78, hotel revenue would more realistically fall closer to \$780,000, resulting in about \$54,600 in additional revenue for the city every year, assuming 100 percent collection.

Bill Morrison, spokesman for Emerson Process Management, said the company could exceed 10,000 nights a year and has in the past. By the same math as above, every additional 100 room nights a year would mean about \$546 for the city.

If all of those numbers remain constant over the seven years Round Rock has to pay Emerson \$750,000 of the incentives, hotel night stays alone will cover over \$380,000 of the deal. Inflation, company growth and contraction and changes in the tax rate would all affect that amount. In fact, this November Round Rock could vote on an

increase to the hotel occupancy tax.

Those dollars also do not take into account the effect on nearby businesses.

"Ten thousand room nights a year will be a huge boost not only to the hotels but to the local retailers, restaurants," Mayor Alan McGraw said. "Everyone who gets touched by those room nights will benefit."

\$25 million in improvements

Emerson's planned improvements to the buildings of at least \$25 million could potentially raise the value of the property, and thus the property taxes paid to the city.

At 2010-11 property tax levels—41.728 cents per \$100 valuation for Round Rock and 45.9999 cents per \$100 valuation for Williamson County—taxes on the \$23,072,312 assessed value of Frontera Vista would bring in \$96,276.14 a year for Round Rock and \$106,132.40 a year for Williamson County.

However, there is no way to tell by exactly how much the improvements would raise the property's value yet, as improvement dollars do not necessarily equate one-to-one with property value.

"What we're going to look at is the market value of those improvements, but that doesn't mean they're going to sell on the open market for \$25 million," said Alvin Lankford, chief appraiser for the Williamson Central Appraisal District.

For example, a pool may cost \$50,000 to install, but might only raise the price of the house by \$25,000. It is the second number that the appraisal district would consider.

Lankford said several factors can contribute to a valuation of the property, including the uniqueness of the improvements.

If an improvement is too specialized, it may not add much value if it limits the market for that improvement's resale value.

Assuming the improvements increase the value of the property—which seems likely, given that the interiors of the buildings were largely unfinished prior to the sale—the city could expect to receive an additional \$4,172.80 yearly for every \$1 million the property value rises at current tax levels. The county would be in line for \$4,599.99 for every \$1 million increase in value.

875 jobs

One of the deal's biggest draws is the 750 jobs the company will transfer to Round Rock and the 125 additional jobs promised by 2015. This will make the company one of the top employers in the city, according to the Round Rock Chamber of Commerce.

Not counting the city or school district, the top five current employers in the city are, in order: Dell Inc. (12,000 employees), Sears Customer Care (1,500), Scott & White Healthcare (750), Texas Guaranteed Student Loan (703) and St. David's Round Rock Medical Center (689).

The precise impact of the 875 jobs can be difficult to quantify, but those employees will eat, drive, shop and possibly even live in Round Rock every day.

Most telling is that the jobs are generally high-paying, which means more money circulating through the local economy. About 60 percent of Emerson's employees are engineers, and 90 percent have higher education degrees. Vining said Emerson has a payroll of more than \$50 million.

Opportunities to bring in such a company, even if it is from a neighboring city, do not happen often.

"There's very few opportunities of someone of that size," McGraw said. "To me it would have been breaching my fiduciary duties to say 'Well, they're in Austin, so I can't do anything about it.'"

The intangibles

How important was filling the Frontera Vista buildings?

"Critically important," McGraw said. "I'd be hard-pressed to say it was not the No. 1 economic development goal that we had."

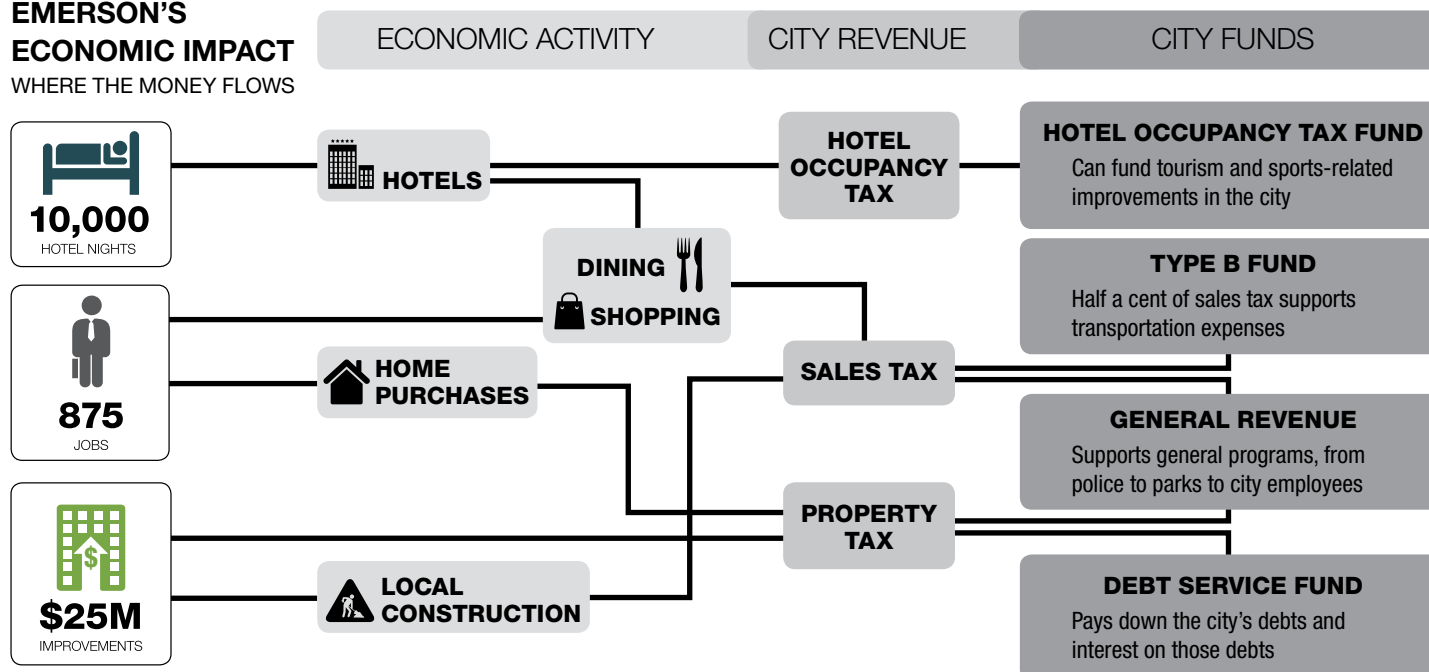
Not only did the buildings represent about half of the vacant office space in the city, but they served as something of a monument to the recession's reach in Round Rock.

"Having them sit empty was a negative," McGraw said. "Thousands of people were driving by every day and seeing two big empty office buildings. And you think, 'OK, what's wrong with Round Rock?' It was important to take away that perception."

➔ Comment at more.impactnews.com/13941

EMERSON'S ECONOMIC IMPACT

WHERE THE MONEY FLOWS



Locally owned and operated!



1019 W. University Ave. Suite 315
Georgetown, TX 78628
(512) 863-4573
www.golfranchshop.com



5,000 Sq. Ft. Store

Men, Ladies and Juniors

- Custom fitting
- Repairs/Restoration by Nick West
- Lessons just \$45!
- Expert staff
- Low price guarantee
- Golf course simulator
- All Major Vendors

Store Specials!

- House Brand Moisture Wicking Shirts 2 for \$45.00
- Soaker Hats \$19.99
- Leather gloves \$9.99
- Specializing in Clothing and Shoe Closeouts 30 - 70% off
- 14-divider cart bags \$69.99
- Top Flite Gamer Balls 2/\$30

For every \$50 you spend in the month of August, enter your name in our drawing to win 12 Free Rounds of golf at Star Ranch Golf Club

I-35 and Hwy. 29 - Exit 261
Located in The Wolf Ranch Shopping Center next to Kohls

Join us the last Thursday of the month from 6-8 for our Customer Appreciation Party
Dinner Buffet - Drinks
Door prizes given away every 15 minutes

A Business Built on honesty and fairness.

THE ONLY SCHOOL ACCREDITED BY ASSOCIATION MONTESSORI INTERNATIONAL (AMI)
IN ROUND ROCK/PFLUGERVILLE AREA



Pflugerville Montessori



- Individual & group lessons for children to learn at their own pace & strengthen social skills
- Specialized environments which build sensory-motor skills, social skills, high self-esteem and instill habits of concentration & inner security through carefully planned activities
- Decades of family & staff experience in education, with highly accredited teachers
- Wide variety of after-school and extracurricular programs
- Accepting applications for ages 18 months - 6 years
- Toddler, Pre-K & Private Kindergarten, established 1987
- Open year-round: Monday - Friday 7:00 am - 6:00 pm

*"THE TRADITION OF
QUALITY FIRST ESTABLISHED
BY DR. MONTESSORI,
A TRADITION THAT
INCORPORATES STANDARDS
BASED DIRECTLY ON DR.
MONTESSORI'S WORK."*

**Special Offer now thru
August 31, 2011**

\$0 Application and registration fees

when you present this ad.

Offer expires August 31, 2010.

**Call to schedule
a school tour!
512.251.0428**



2500 WEST PECAN ST. (FM 1825) PFLUGERVILLE, TX 78660

WWW.PFLUGERVILLEMONTESORI.COM



TEXAS A&M
HEALTH
SCIENCE
CENTER
COLLEGE OF
NURSING

Interested in a Bachelor
of Science in Nursing?

Whether you are an RN,
college graduate,
or beginning college,
we have the program
to fit your needs.

Locations in Round Rock
and Bryan-College Station.



Scan this QR code with your smart phone, or go to:
nursing.tamhsc.edu
979.436.0110



Excellence in Leadership
G A L A



Honoring
Rebecca Powers
Founder, Impact Austin

Friday, August 26, 2011 - 6:30 p.m.

Four Seasons Hotel | Austin, Texas

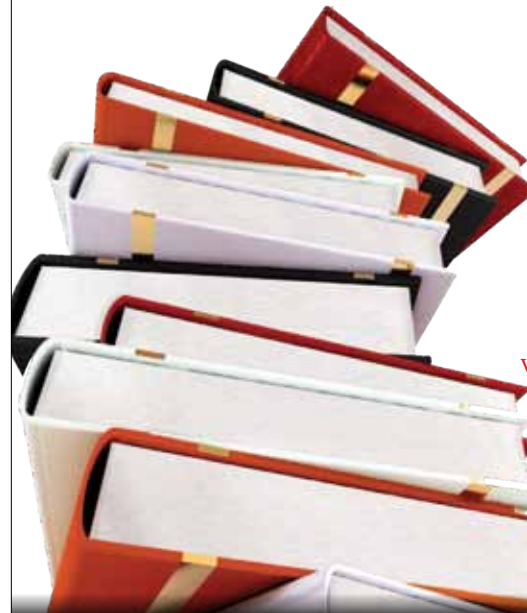


For additional information on the Gala,
to purchase tickets or learn about sponsorship opportunities
please call Heidi Doering at 512-313-4110
or visit www.concordia.edu/EIL



PARTNERS IN EDUCATION
FOUNDATION
ROUND ROCK ISD

Join the 2011 School Supplies Drive



**Support-a-Student
-\$10.00 per student**

**Adopt-a-Campus
-from \$50 to \$3800**

For more information
please visit our website at
www.rrisdeducationfoundation.org
or contact Marianne Reap at
(512) 464-5602 or
Marianne_Reap@roundrockisd.org

All donations are tax-deductable



Regional **HIGHER EDUCATION** Focus 2011

Pflugerville leaders consider ACC annexation

By Rebecca LaFlure

Several community leaders have revived discussions in recent months about Pflugerville ISD joining the Austin Community College taxing district, a move that would raise taxes but allow residents to pay lower tuition at ACC.

Pflugerville Mayor Pro Tem Victor Gonzales said voters would ultimately decide whether PISD becomes a part of the taxing district, but he thinks it is a conversation the community should have.

“My goal is to bring some information and education to the community to give them the opportunity to decide whether they want to do it,” Gonzales said. “I think ACC not only could bring a strong education foundation to Pflugerville but a strong economic foundation as well.”

Gonzales began meeting with ACC and PISD officials earlier this year to talk about the possibility of PISD becoming a part

of the ACC taxing district.

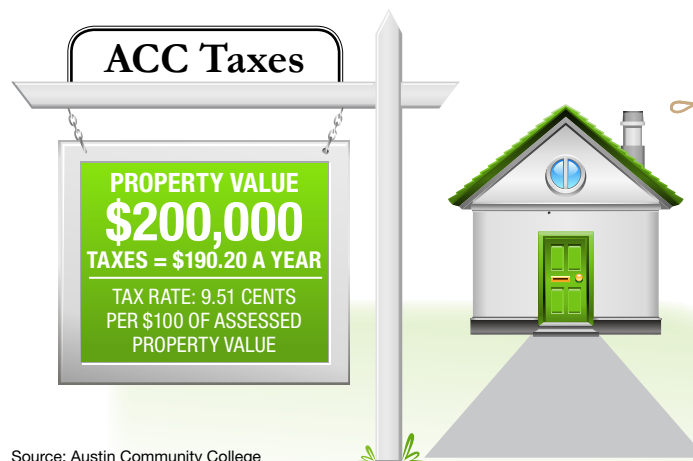
PISD is one of the only school districts in the area that ACC has not annexed, even as increasingly more Pflugerville residents enroll in the college every year. According to ACC, 1,265 Pflugerville residents attended ACC in spring 2011, an increase from 681 students four years before.

Students who live outside the ACC district must pay more expensive tuition prices.

In-district tuition for the fall 2011 semester costs \$52 per credit hour, compared to \$194 for out-of-district students.

But becoming a part of the taxing district would require Pflugerville residents to pay an ACC tax every year. ACC’s tax rate is 9.51 cents per \$100 assessed property value. This means residents with \$200,000 in property value would pay an additional \$190.20 annually.

Mary Hensley, executive vice president of college operations at ACC, said in order for a new



Source: Austin Community College

area to join the district, state law requires at least 5 percent of registered voters to sign a petition supporting annexation. Then the ACC board of directors would call for a local election.

Communities can be exempt from the petition process if more than 15 percent of their high school graduates have enrolled in ACC in the past five years. Hensley said ACC has not received the most recent enrollment numbers that would decide whether this would apply to Pflugerville.

Gonzales said he is in the

preliminary stages of organizing a steering committee that would work to educate residents and get the item on the ballot by November 2012. He has also proposed that PISD partner with ACC to build some kind of facility.

The district already has an ACC center at Hendrickson High School that offers college classes. But Gonzales envisions a separate facility, what he called a technology center, that would be geared toward high school students taking college courses and open to the public as well.

ACC TUITION

FALL 2011

In district: **\$52 per credit hour**

Out of district: **\$194 per credit hour**

SPRING 2012

In district: **\$57 per credit hour**

Out of district: **\$199 per credit hour**

PISD Superintendent Charles Dupre said school board members have not discussed the issue publicly, but at some point will reach a decision about whether they support the initiative.

“Absolutely, as superintendent and as a private citizen, I support the idea that I think it’s good for our kids to be a part of the ACC taxing district. But it’s going to have to come down to: What does the community desire?” Dupre said. “This affects people’s tax, the money they pay. So it’s got to come from them.”

State higher education aid funding cut 15 percent

By Blake Rasmussen

Higher education, like nearly every other state-funded program, was hit with budget cuts in the latest Legislative session. Among those cuts was a 15 percent drop in major student financial aid programs, affecting student access to higher education funding.

“Unfortunately, we’re just in a tough budget spot,” said State Rep. Larry Gonzales, R-Round Rock. “Everything was on the table; we knew that.”

Major student financial aid programs—which include TEXAS (Towards Excellence, Access and Success) Grants, Tuition Equalization Grants and others—dropped from \$1 billion in 2010–11 to \$879 million in 2012–13, according to the Texas Higher Education Coordinating Board.

Still, the cuts could have been worse. The original budget proposal cut higher education funding to an even greater extent. For example, TEXAS Grants were originally funded at \$365 million, which would not have covered any new students, said Linda Battles, THECB associate commissioner.

“We are very pleased that the cuts weren’t deeper than what they were,” Battles said.

The final budget allowed for \$559.5 million for Texas Grants, covering all renewals and about 33,000 new students.

“If you look at where we started, we

definitely ended up with a better budget than what was originally proposed by the House,” said State Rep. Donna Howard, D-Austin, who is on the Higher Education Committee.

However, Howard called the cuts “short-sighted” and, she said, some programs aimed at filling professional areas of need in Texas were cut significantly or, in some cases, completely.

For example, professional and vocational nursing aid and was cut completely. The Professional Nursing Shortage Reduction Program was reduced by \$17.1 million to \$30 million and the Teach for Texas Loan Repayment Program was cut by \$10.5 million down to \$1 million, according to THECB.

“Unfortunately, the cuts that we made are going to significantly impact all,” Howard said. “The bottom line is: You’re still talking about fewer students getting the funds they need.”

The greatest impact is likely to fall on middle-income students, said Dan Weaver, THECB assistant commissioner for business and support services.

“The middle-income students are probably going to get impacted more than they would have because there’s just less funds available when you get to that income level,” Weaver said of households that make between about \$45,000 and \$60,000 a year.

TEXAS Grants and Tuition Equalization Grants were created for students who demonstrate financial need.

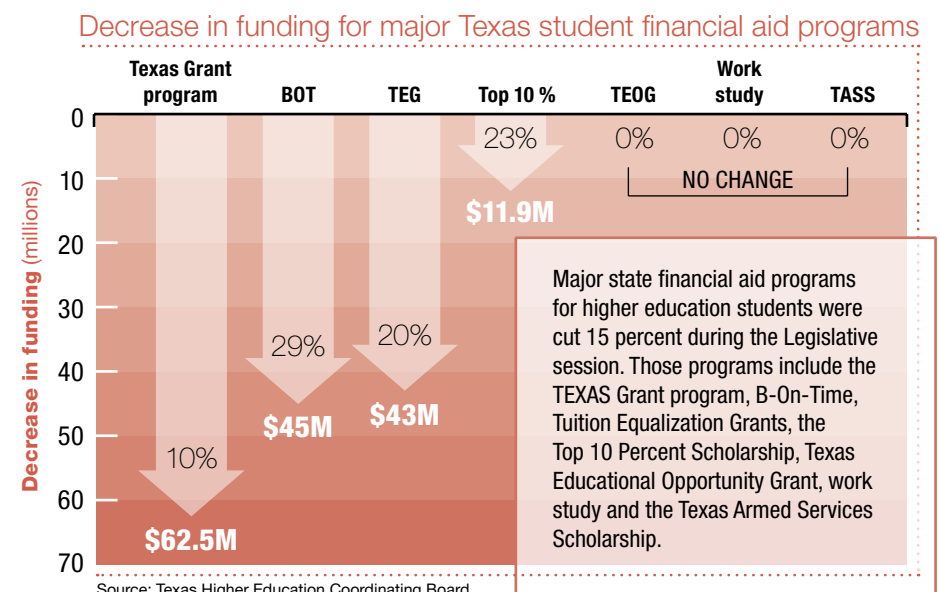
“We only have enough resources. We need to focus on the neediest families, and we have a growing population of very needy kids, which is where the state ought to be focusing its resources,” Weaver said.

Not only will the number of state grants being awarded be fewer, but grant amounts are likely to be lower as well. Maximum funds are determined by calculations built into law—\$7,100 for TEXAS Grants at four-year public institutions

in 2011–12—but THECB sent a letter to universities this year encouraging them to spread out TEXAS Grant money by setting target awards of \$5,000 in order to give some money to more students.

Individual institutions determine the precise award amount per student as part of a financial aid package but cannot go above the maximum amount.

If universities ignore the recommendation, TEXAS Grants will cover about 30 percent of new college entrants. If they abide by it, that number can rise to about 50 percent, Battles said.



Regional HIGHER EDUCATION Focus 2011

Central Texas college and university news

1 The Art Institute of Austin

The Art Institute of Austin launched a new degree program for student gaming enthusiasts last spring.

The institute introduced its Bachelor of Fine Arts in game art and design. Academic Director Bill Byrne credited the area's growing gaming industry as the main catalyst for the launch of the program.

"Austin is the Hollywood of games," Byrne said. "We have dozens of game studios in the area. We want to do everything possible to ensure our students are ready to compete for entry-level positions in the game industry."

Students will have the opportunity to learn from faculty who are professionals working at studios such as Sony and EA Bioware.

101 W. Louis Henna Blvd., Austin
691-1707 • www.artinstitutes.edu/austin

2 Concordia University Texas

After Concordia University Texas relocated to the 389-acre Austin Hill Country Reserve in 2007, the school's leaders created a plan that expressed their desired growth in the new space.

Concordia's 30-year master plan seeks to address what to do with student housing, parking, office and classroom space. It will also focus on the expansion of athletics and other amenities that give students reasons to hang around the campus.

This year, the administration will revise the plan and consider linking buildings together, building vertically and enclosing the walkway that bisects the campus.

11400 Concordia University Drive, Austin
313-3000 • www.concordia.edu

3 EWCHEC-Hutto

Temple College and Texas State Technical College Waco opened the East Williamson County Higher Education Center-Hutto in July in its temporary location at 555 Limmer Loop. Classes begin Aug. 29.

TSTC will provide technical instruction, and Temple College will have a limited offering of traditional academic courses. Certificate programs offered by TSTC include air conditioning and refrigeration technician, electrical construction, food service operations, industrial systems mechanic and radio communication electronics. The campus will be located on the east side of Toll 130 after construction is finished in 2013.

555 Limmer Loop, Hutto
846-1446 • www.ewchec.com

4 Huston-Tillotson University

Huston-Tillotson University will bring back its Bachelor of Arts in communications degree this fall. The updated major integrates contemporary applications across multiple platforms for the next wave of media professionals seeking education. The school will also simultaneously open its new communication center that will be housed in the Agard-Lovinggood Building.

"Students interested in studying communication at Huston-Tillotson University will be offered every opportunity to develop their skills to meet the challenges of contemporary media and remain competitive in a highly

competitive field," said Dr. Carol Adams Means, Huston-Tillotson associate professor of communication arts.
900 Chicon St., Austin
505-3000 • www.htu.edu

South University

A new Round Rock campus of South University, which appeared to be a done deal as recently as last November, is in limbo as parent company Education Management Corp. examines its options. Originally scheduled to begin classes last spring, the campus location at Frontera Vista fell through. Transwestern, the company that managed the buildings—now owned by Emerson Process Management—declined comment.

"We're continuing to evaluate options, but I'm not in a position to provide any details at this time," said Heather Askew, communications director for South University.

5 Southwestern University

Southwestern University received a \$3 million gift toward the construction of a new science center from the Cullen Foundation of Houston in June. The university is raising \$24 million to redesign the Fondren-Jones Science Building, which was originally constructed in 1954. A new wing was added in 1999.

Ben Pierce, a biology professor, said the new facility would allow for more dynamic classrooms by providing more space for research and more new and modern equipment.

Fundraising could last two years, with construction taking an additional 18 to 24 months, he said. New construction will add 37,000 square feet of space, making the space total more than 100,000 square feet.
1001 E. University Ave., Georgetown
863-6511 • www.southwestern.edu

6 St. Edward's University

St. Edward's University helps students prepare to be a part of the digital media world through two new programs. The Bachelor of Business Administration in Digital Media Management, which launched in fall 2010, and the Bachelor of Arts in Interactive Game Studies that begins this fall both give students an opportunity to study the technologically savvy world of video games.

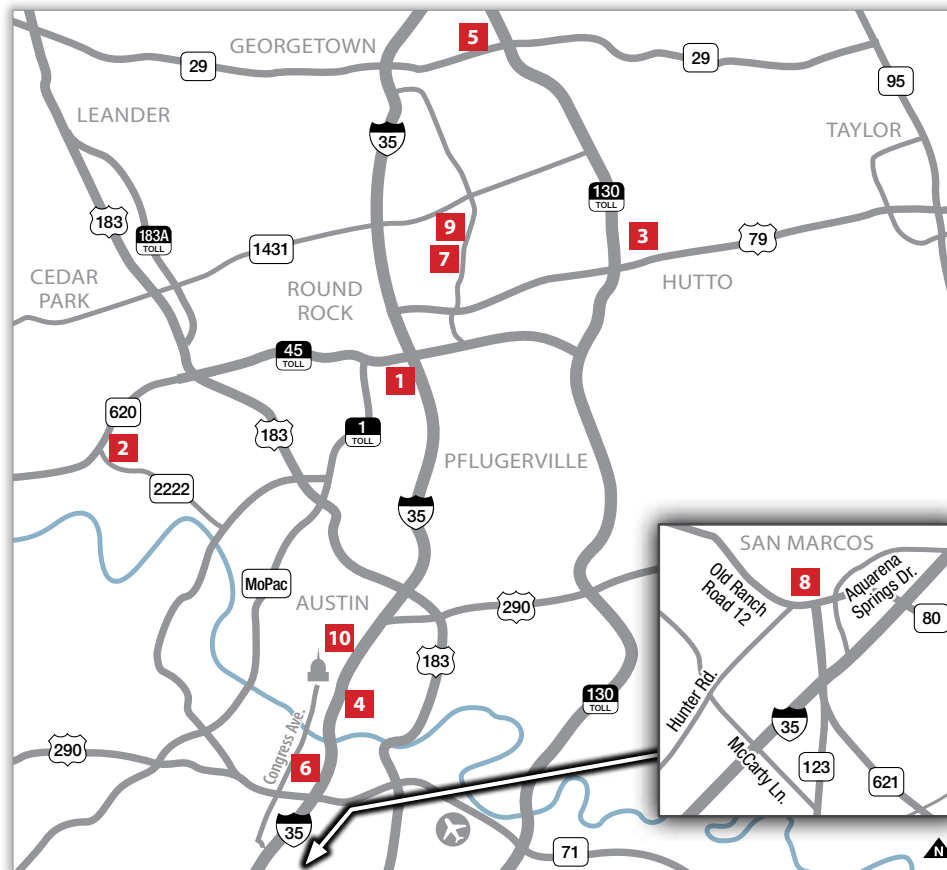
The programs are in response to a growing need in the industry for professionals who have a creative as well as a business and management background, said Gregg Perry, an assistant professor of digital media management at St. Edward's.

3001 S. Congress Ave., Austin
448-8400 • www.stedwards.edu

7 Texas A&M Health Science Center

The Texas A&M Health Science Center Round Rock campus, which trains third- and fourth-year medical students, is on its way to offering graduate medical education. The College of Medicine has submitted an application to offer an accredited residency/graduate program in preventative medicine.

The Round Rock campus also launched a nursing program in summer 2010 in which registered nurses



with an associate degree can earn their bachelor's degree in nursing.

3950 N. A.W. Grimes Blvd., Round Rock
341-4200 • <http://medicine.tamhsc.edu/campuses/rr/index.html>

8 Texas State University-San Marcos

Texas State University-San Marcos named Eugene J. Bourgeois II as the new provost and vice president of academic affairs in May. Bourgeois assumed his new position in July when former Provost Perry Moore began his new role as the Texas State University System's vice chancellor of academic affairs.

In May, the TSUS Board of Regents approved designs for the Center for Research Commercialization that will be located on a 40-acre site owned by the university at Hunter Road and McCarty Lane in San Marcos. The new facility will serve as a technology accelerator for startup and early-stage businesses and will provide tenants access to labs, clean rooms and office space.

601 University Drive, San Marcos
245-2111 • www.txstate.edu

9 Texas State University's St. David's School of Nursing

Texas State University's St. David's School of Nursing will begin its second year this fall, welcoming about 100 more students to the campus in Round Rock.

The school offers bachelor's degrees in nursing,

and school officials say they hope to offer graduate programs once the school receives national accreditation in spring 2012.

The three-story, 79,000-square-foot building includes modern simulation labs equipped with the latest health care and computer technology.

Marla Erbin-Roesemann, director of the nursing school, said the university plans to construct two additional buildings to house the remainder of the College of Health professions and establish Round Rock as the Health Professions campus for Texas State.

1555 University Blvd., Round Rock
716-4000 • www.rrhcc.txstate.edu

10 The University of Texas

The state budget passed by the 82nd Legislature reduced The University of Texas at Austin's budget by \$92 million for the biennium. The state currently supports 14 percent of UT's budget. By the 2011-12 fiscal year, that support will drop to 13.3 percent.

President Bill Powers said in a statement that UT anticipated the cuts and acted proactively by reducing spending by more than 10 percent.

"While we have done our best to protect UT's academic programs, our students will encounter reduced student services, course offerings and financial aid," Powers said.

2400 Inner Campus Drive, Austin
475-7348 • www.utexas.edu



Pflugerville Girl Scouts of Central Texas

A recruitment rally is coming to the Pflugerville and Wells Branch areas!

Visit us at one of our rallies to learn more about Girl Scouts and to join:

Stone Hill Towne Center Corner of Tollways 45 & 130; Hwy 685 Sat. August 27 9:00 am - 1:00 pm	Wells Branch Annex 14611 Wells Port Dr, Austin 78728 Sat. September 17 9:00 am - Noon	Pflugerville Library 102 Tenth St., Pflugerville, 78660 Sun. September 25 2:00 pm - 4:00 pm
--	---	---

OR: Visit us at www.pawserviceunit.org, OR: Call us at: 512-490-2346

New Aqua-Tots Indoor Facility - Northwest Corner of IH-35 and Hwy 79



AQUA-TOTS SWIM SCHOOLS

- Swim Lessons for 6 months to 12 Years Old
- Family Classes Offered
- Small Class Sizes
- Convenient Heated Indoor Pool Location Open Year-Round
- Summer Outdoor Location Open May 31 - August 27
- Flexible Daily Swim Schedules- 9am - 8pm and Weekend Classes
- Sibling Discounts Available
- Teaching Water Safety Since 1991

REGISTRATION is NOW OPEN!
(512)336-8687
or register on-line at www.aqua-tots.com

5 convenient locations Across Austin!

Highland Mall site is key to ACC growth

By Joe Olivieri

Austin Community College students may take classes in the Highland Mall property in a few years.

The district plans to use the former Dillard's and Macy's buildings, located off of Airport Boulevard near the junction of I-35 and Koenig Lane, as a temporary home for classes displaced by future campus renovations. The district will renovate the sites using bonds from a 2013 or 2014 election and use the spaces for about 12 years, according to a February overview of the facility master plan.

Bill Mullane, ACC's executive director of facilities and construction, said campus expansions usually result in temporarily decreasing the student population due to a lack of classroom space.

By having so-called "swing" space, "we can put the students in [there] for the duration of construction and then move them back to the campus," he said.

Moves to and from swing spaces would occur during summers, when enrollment is lower, according to the facility master plan.

Neil Vickers, associate vice president of finance and budget, said swing space is a key part of implementing the district's long-term plans.

"We are analyzing the [mall] property we have and will close on," he said. "We are moving ahead with programming, identifying what type of spaces we can provide and consolidating administrative offices."

"That's going to take into early next year, beginning with a design process and renovation next steps."

Plans for upgrades

According to the facility master plan overview, "The Austin Community College District relies on master planning to manage growth and change through comprehensive strategic planning processes which are closely aligned with the institution's purpose and mission."

In July, ACC's board of trustees adopted

its full 2012-14 master plan, the district's guiding document to meet its goals and mission. Those goals include expanding capacity, enhancing student success and expanding fiscal capacity through bond programs and annexations.

Another main goal is to increase space to meet future enrollment projections. In 2010, the district enrolled 44,100 students. ACC is projected to have 52,750 students by 2015 and 65,952 a decade after that.

Consistent with census data, much of that growth is predicted to come from suburban areas, Mullane said.

To address that growth, the district plans to expand the Round Rock campus and build new campuses in Leander, Elgin and Kyle, called the Hays Campus.

The Elgin Campus is expected to open in August 2013, and the Hays Campus may open in 2014, according to the master plan.

Mullane and Vickers said many of the master plan's recommendations do not necessarily increase capacity but do improve facilities.

The facility master plan recommends increasing the amount of gross square feet of space per student.

"We want to get additional space for the students ... They need more of it."

—Bill Mullane
ACC's executive director
of facilities and construction

It states that ACC campuses average less than 35 gross square feet per student. When all construction and renovation is complete, the district expects to provide 50 gross square feet per student.

The plan calls for adding 26,200 to 352,600 gross square feet to older campuses. Those figures include classroom spaces as well as study spaces, computer labs, libraries and recreational spaces.

"We want to get additional space for the students. We are adding more learning labs

Austin Community College District Service Area

TAXING DISTRICT COMMUNITY ANNEXATIONS

• Austin ISD	November 1985
• Leander ISD	November 1985
• Manor	November 1998
• Del Valle ISD	May 2004
• City of Austin*	May 2005
• Round Rock ISD	May 2008
• Elgin ISD	November 2010
• Hays CISD	November 2010

*Includes portions of Pflugerville ISD and Eanes ISD



Source: ACC

and places where students study and spend time. They need more of it," Mullane said.

Parking improvements

The college plans to improve parking wherever possible as well.

"At the new campuses, we rely on surface parking," Vickers said. "We are trying to acquire significantly large spaces at Elgin and Hays. If we wind up growing past 10,000 to 12,000 [students], the optimum size for a campus, we may have to build a parking structure."

The master plan suggests building or expanding structured parking to free up ground space on campuses where neighboring land is impractical or impossible to

acquire. It recommends more structured parking at the Cypress Creek, Eastview, Northridge, Pinnacle, Rio Grande and South Austin campuses.

Existing spaces

Mullane said the most intriguing part of the plan is renovating existing spaces.

"Using the mall and temporary campuses, we can move instructions and all functions at a part of a campus there ... while we can upgrade facilities," he said. "If we are able to do that sequentially over the next 10 to 14 years, we can get all of our existing campuses where they need to be."

Round Rock Montessori School

NOW ENROLLING

Ages 6 weeks - 6 years
Preschool - 1st Grade

- Montessori & Texas Certified and specialized teachers with degrees (BS, Masters).
- Educators experienced in language, math, science, art, & music.
- Extracurricular activities (gymnastics, Spanish, Hindi, yoga, dance & piano.)

1818 Sam Bass Rd. • 512-733-1818 • www.rrmstx.com



Established
1996

Earn CASH For Your Opinions

Think Group Austin has several upcoming paid focus group studies in the month of August. We are looking to speak with people who own cell phones, tablets, and/or play video games. If you would like to be notified about upcoming studies that pay people anywhere from **\$50** cash to **\$100** cash just for sharing your opinions, then please visit our website at www.thinkgrouppaustin.com and Join Our Database.

Think Group Austin

6633 E Hwy 290 Ste. 201
Austin, TX 78723

Or you can email us at the address below and put "Community" as the subject.

Email: info@thinkgrouppaustin.com
Phone: 512.637.6690
Toll Free: 866.5THINK9



Regional

HIGHER EDUCATION

Focus 2011

Technology, teaching
among fastest-growing
careers in Central Texas

By Tiffany Young

Of the projected 25 fastest-growing, highest-paid occupations in Central Texas between 2009 and 2019, 16 of them require a bachelor's degree or a doctorate, according to a 2009 study by employment and economic analysis firm Economic Modelling Specialists Inc. developed for E3 Alliance. E3 Alliance, Education Equals Economics, is an organization focused on the entire regional educational system.

Nursing and teaching are among the fastest-growing fields. Recent budget cuts for government-related careers are not expected to affect the growing need for teachers in the region by much because people are still moving to the area, said Drew Scheberle, senior vice president of education and talent development for the Greater Austin Chamber of Commerce.

Scheberle and E3 Alliance Director of Analysis and Alignment Hannah Gourgey both agree that many of the high-paying, fast-growing careers will require some post-secondary training.

"We have determined by 2018, this region alone is going to need 15,000 more STEM-related [Science, Technology, Engineering and Mathematics-related] positions," Gourgey said.









She said high school students should get the broadest outlook on careers they can when making post-high school plans.

"Understanding the emerging fields, such as green technology, I think, is really important. But [you should] also recognize where your aptitudes are and try to figure out how they connect to the career opportunities in Central Texas," Gourgey said.

For students who do not pursue higher education, the retail and food service industries are also projected to grow.

"[These industries] don't require a high threshold of education, but the wages are low and there's no career growth in it,"

Projected 25 fastest-growing, highest-paid occupations in Central Texas from 2009–19

 Occupation	 Additional jobs 2009–15	 Average annual salary	 Some college	 Associate degree	 Bachelor's degree	 Doctorate or 1st professional degree	 Additional training or certificate
Post-secondary teachers	5,184	\$65,000				•	
Computer software engineers, applications	3,619	\$89,190			•		
Accountants and auditors	3,207	\$52,790			•		
Registered nurses	3,170	\$59,925		•			Licensing exam
Elementary school teachers, except special education	3,090	\$54,205			•		Licensing exam
Computer systems analysts	2,539	\$70,512			•		
Sales representatives, services, all other	2,356	\$50,606	•				
Sales representatives, wholesale and manufacturing, except technical and scientific products	2,236	\$53,664	•				
Personal financial advisers	1,972	\$43,992			•		
Computer software engineers, systems software	1,852	\$87,922			•		
Business operation specialists, all other	1,784	\$64,064			•		
Network systems and data communications analysts	1,444	\$56,368			•		
Lawyers	1,326	\$82,659				•	Licensing exam
Middle school teachers, except special and vocational education	1,320	\$55,827			•		Licensing exam
Police and sheriff's patrol officers	1,251	\$40,206	•				On-the-job training
Construction managers	1,225	\$50,482	•				
Securities, commodities and financial services	1,175	\$49,712			•		
Industrial engineers	1,173	\$79,706			•		
Secondary school teachers, except special and vocational education	1,157	\$58,094			•		Licensing exam
Physicians and surgeons	1,071	\$135,970				•	Licensing exam
Financial analysts	1,019	\$65,686			•		
Network and computer systems administrators	964	\$57,387			•		
Firefighters	944	\$42,141	•				On-the-job training
Computer support specialists	937	\$42,266		•			
Sales representatives, wholesale and manufacturing, technical and scientific products	779	\$79,747	•				

Source: E3 Alliance and Economic Modelling Specialists Inc.

Gourgey said.

She said increasingly employers are expecting their employees to have some form of higher education to compete and that responsibility for learning, work ethics, problem-solving, critical thinking, persistence and task completion are highly valued workforce readiness skills.

"A growing consensus of employers,

teachers, faculty and community practitioners argue that these qualities are essential ingredients to success," Gourgey said.

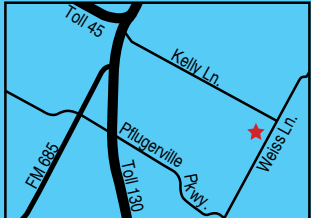
Scheberle added knowing multiple languages, basic programming and technical writing to the list of skills needed.

He said graduating high school students should think before enrolling in liberal arts, unless there is a clear plan in its use.


"My recommendation is to have a clear exit plan for a graduate education," Scheberle said.

The Chamber is conducting a study by interviewing 80 companies about their talent needs and how to meet those needs.

"We want to make sure we are solving problems that exist and not ones we think exist," Scheberle said.



18700 Weiss Lane
Pflugerville
512-251-4321
kinderhausinc@aol.com
HOURS:
MONDAY-FRIDAY
6:30AM - 6PM
www.kinderhausinc.com




Kinder Haus Childcare

Family-owned since 1981


First Licensed Daycare in Pflugerville

- Christian Based Educational Program
- Loving & Safe Environment
- Music Program
- Over 100 cumulative years experience
- 5 large Play Areas
- Snacks/HOT Lunches
- Country Setting (4 Acres)
- Before & After School Care
- Transportation to and from area schools




**FULL TIME
CHILD CARE**

Newborn to 13 Years



Mother's Day Out
3 & 4 year olds only



Are you a working student trying to balance college, work and family life?

Finish your bachelor's degree or earn your master's degree in Round Rock. Our evening, Saturday and online classes at the Round Rock Higher Education Center are geared for you and your lifestyle.

TEXAS  STATE®

ROUND ROCK HIGHER
EDUCATION CENTER

The rising STAR of Texas



For application deadlines go to www.rrhec.txstate.edu.

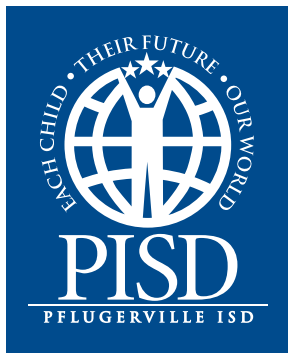
DON'T LET
SCHOOL BE THE
ONLY THING YOU
GO BACK TO

AT HILL COUNTRY BIBLE CHURCH, OUR
ATTIRE AND ATMOSPHERE ARE LAID
BACK. COME AS YOU ARE AND MAKE
YOURSELF AT HOME HERE.



HILL COUNTRY BIBLE CHURCH PFLUGERVILLE
990.7777 • WWW.HCBCPF.COM
303 E. PFLUGERVILLE PKWY.

REGULAR SERVICES 9:15 & 11 AM



PISD Proposes Budget for 2011-12

District braces for \$9 million cut in state funding despite continued growth in student enrollment

The Pflugerville Board of Trustees recently heard the District's recommendation for its 2011-12 operating budget. District leaders presented the Board with information detailing expected revenues and expenditures, with a proposed budget of nearly \$154 million.

The Board set the proposed Maintenance and Operations (M&O) tax rate at \$1.04, which is unchanged from last year. The proposed Interest and Sinking (I&S) tax rate was set at 50 cents, an 8 cent increase from last year. Both proposed rates will be voted on at the August 18 Regular Board Meeting, which begins at 7 p.m.

Read the complete story at: <http://www.pfisd.net>

PISD will hold a budget workshop to further discuss the proposed budget August 11, beginning at 6:30 p.m. The Board invites public comment at the public budget meeting on August 18, beginning at 6 p.m.

"I believe we have developed a budget that is student-focused and reflects the values of the PISD community," Superintendent of Schools Charles Dupre said. "PISD continues to grow, and we will add about 500 new students in 2011-12. The cut in state funding basically means we won't receive additional money for those new students."

Pflugerville Announces Accountability Ratings

Twenty-four of 26 campuses met or exceeded state accountability standards

Pflugerville ISD announced district and campus ratings based on student performance on the Texas Assessment of Knowledge and Skills (TAKS). The Texas Education Agency (TEA) rated PISD Academically Acceptable as a district.

Twenty-four of the District's 26 campuses met or exceeded accountability standards, with 14 campuses earning ratings of Exemplary or Recognized, the two highest ratings awarded by TEA.

"TAKS results are evidence of the hard work by PISD students and staff," Superintendent Charles Dupre said. "But we still have many challenges ahead of us as accountability standards continue to rise. We all understand the need for improvement in our instructional programs to ensure we are meeting the needs of each child."

Pflugerville ISD Sets Meal Prices for 2011-12

Meal prices for the 2011-2012 school year were recently announced.

Elementary breakfast - \$1.75

Elementary lunch - \$2.50

Middle school and high school breakfast - \$1.75

Middle school and high school lunch - \$2.75.

For those who qualify, reduced price breakfast is \$0.30 and reduced price lunch is \$0.40. Breakfast is free for all students at River Oaks ES, Parmer Lane ES, Northwest ES, Wieland ES, Dessau ES, Copperfield ES, Delco Primary, Highland Park ES, Dessau Middle, and Westview Middle.

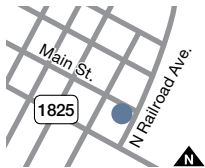
Campuses that qualify for free breakfast are based on the percentage of students that qualified for free and reduced meals, and may change based on this year's percentages.

Read more about these stories and other PISD news on www.pfisd.net



Owners Barbara and W.C. Kolinek have helped customers for 19 years.

The Old Prague Market
117 E. Main St., Pflugerville
800-436-0931, 251-7330
Mon.–Fri. 10 a.m.–5 p.m. and
Sat. 10 a.m.–4 p.m.
www.praguemarket.com



BUSINESS

The Old Prague Market

The smell of success

By Michele Chan Santos

The first thing visitors might notice when walking into The Old Prague Market, a gift shop in downtown Pflugerville, is the smell—an aromatic perfume issuing from the many shelves of scented candles.

The Old Prague Market, nestled on the corner of Main Street and Railroad Avenue, was established in 1992, long before many of the businesses that surround it existed. It has survived and flourished—despite both the changing downtown landscape and the recent recession—due in large part to the candles and other scented products made by the Tyler Candle Company, the store’s owners said.

The owners, W.C. and Barbara Kolinek, are a husband-and-wife duo who have been married for 45 years and have two grown sons and three grandchildren. The couple used to own and operate an insurance company in Pflugerville before opening the gift shop.

The Kolineks originally founded the market as a place to sell handmade

dolls, crystal and other gift items imported from the Czech Republic, where W.C. Kolinek used to lead tours.

About nine years ago, the Kolineks attended a show in Dallas where they said they discovered the Tyler Candle Company and its wide array of candles and other sweet-smelling products that helped define Old Prague Market’s business and scent.

Though the majority of the market’s customers—most of whom shop online—purchase Tyler Candle products, the Kolineks said, the store also carries crystal, home decor and collectible items.

W.C. and Barbara Kolinek have no other employees and, even at 73 and 70 years respectively, they have no plans to retire any time soon.

“We’re looking to retire, but not for a while,” Barbara Kolinek said. “I love doing business and I love my customers. It’s because of our customers that our business has been such a success.”



Old Prague Market sells crystal as well as home decor and collectibles.



Tyler Candles are the store’s best sellers.

The Tyler Candle Company

The Old Prague Market’s most popular items are its Tyler Candle Company products. There are dozens of different scents to choose from in candles, lotions, laundry detergent and other forms. Here are a few of the scents:

Kathina: Lily of the valley, intertwined with citrus and rose

High Maintenance: The most popular scent; a floral, woody blend combined with patchouli and vanilla

French Market: Floral with notes of gardenia and tuberose

Diva: Aromatic chocolate, fruit and floral scents

Chateau: Lavender



Restoring Function, Returning Independence.



The Seton Institute of Reconstructive Plastic Surgery is the region’s only resource for five highly specialized centers of expertise in one place: The Hand, Breast, Wound Care, Advanced Facial Surgery and Plastic Surgery Centers.



An intricate mechanism like the hand requires highly specialized care. The specialists of our **HAND CENTER** are fellowship-trained to diagnose and treat problems and diseases of the hands and wrists. We cover the Seton Healthcare Family and offer services to treat everything from sports injuries to trauma reconstruction to congenital hand conditions. If your hands or wrists hurt, call us. We’re lending a helping hand to restore function and improve quality of life for all in Central Texas.

To schedule a consultation, please call toll-free (877) 977-3866.

PUTTING LIVES BACK TOGETHER

Austin
Clinical Education Center
at Brackenridge
1400 N IH-35,
Suite 320
Austin, TX 78701

 **Seton Institute of
Reconstructive Plastic Surgery**
A member of the Seton Healthcare Family
SetonPlasticSurgery.com

Round Rock
Seton Williamson
Medical Plaza I
301 Seton Parkway,
Suite 402
Round Rock, TX 78665



Second Nature Hair owner Kim Karacz shows off the wigs she sells, which she herself uses.

BUSINESS

Second Nature Hair

Entrepreneur explains the key to new locks

By Wes Eichenwald

Kim Karacz knows hair loss. She has experienced it first-hand and now works to bring hope to others with similar hair issues. Hope, that is, and wigs.

Karacz has alopecia, an autoimmune disease in which white blood cells attack hair follicles, causing hair to fall out in patches or entirely, sometimes including eyebrows and eyelashes. Although not contagious, painful, or life-threatening, it is, as she points out, life-altering and psychologically distressing. There is no known cure.

After her “roller coaster” teenage years, by the time Karacz was a senior in college, all the hair on her head was gone, and she was searching for a better, less obvious wig-like hairpiece.

The first time Karacz wore one of the Freedom Wigs she now sells was on her wedding day in 2000. But it was not until 2009 that she asked the New Zealand-based manufacturers about the possibility of doing business with them.

After years in the corporate world, working in human resources, marketing and advertising in Boston and Austin, she now runs Second Nature Hair out of her Round Rock home.

Karacz is one of four U.S.-based independent dealers of Freedom Wigs, vacuum-seal hairpieces made of unprocessed human hair sewn onto a cap that attaches to the scalp via suction. Because the wearer must shave his or her head completely for an optimal fit, the wigs are marketed primarily to people with significant, long-term hair loss.

Fully custom-made, each wig starts with a flexible silicone cap formed from a plaster mold of the wearer’s head. The hair can be

colored, styled and permed like any natural hair, and wearers can swim, shower and play sports without anxiety, Karacz said. Even the skin color of the scalp base is matched to the client’s own.

The process is extremely labor-intensive; once a client decides to order, it takes at least four months to receive the finished product.

Freedom Wigs are not cheap—prices range from a bit under \$3,000 to more than \$5,000, depending on length—but Karacz says they can be an investment.

“They do last for three to five years, so a lot of times it’s just a change in thinking, where they might be paying a couple hundred dollars for a synthetic wig every couple of months,” she said.

Sometimes it can be more than just an investment.

Karacz tells a story about meeting an 11-year-old girl with alopecia, along with the girl’s parents. The father, she said, was guarded and protective of his daughter until Karacz mentioned that she herself had alopecia.

“And I took my hair off, and all his walls came down,” she said. “And he looked at me and realized that it’s going to be OK.”

“To help a child, a family, a woman struggling with her self-esteem, it’s powerful. I love it, and it does not feel like work to me at all—and that’s what’s just amazing,” she said. “To do something that I’m so passionate about and to help people just like me get to a better place in their lives, I don’t think it could be any more perfect.”

Second Nature Hair

417-0385
800-978-1852
<http://2ndnaturehair.com/>
Twitter: @2ndNatureHair

WHITESTONE PEDIATRICS

- Providing care to children birth to 21 yrs
- Wellchild exams, sick, sport physicals, vaccinations and consultations
- Same day appointments available



Tiffani Scott, MSN, CPNP
Serving the community since 2004

www.whitestonepediatrics.com

1464 E. Whitestone Blvd. Ste. 201 • Cedar Park • 512-260-8100
(across 1431 from 1890 Ranch)

No season has to be **allergy** season.

Greater Austin Allergy Asthma & Immunology

Allergy Testing • Immunodeficiency • Asthma Evaluation • Hay Fever • Urticaria

Henry J. Legere III, M.D.
Eric D. Schultz, D.O., M.P.H.
Ronald L. Cox, M.D.
Seth M. Hollander, M.D.

Tel: (512) 732-2774
Fax: (512) 329-6871

www.austinallergist.com

5656 Bee Caves Rd, G201
Austin, TX 78746

11770 Jollyville Road
Austin, TX 78759

425 University, 325
Round Rock, TX 78665

ROUND ROCK AREA SERVING CENTER

1099 E. Main Street • Round Rock, TX 78664

THRIFT STORE

“TREASURES” is a clothing and furniture thrift store that is open to the public. Revenue from sales supports the food pantry and social service programs. Donations of clothing, books, furniture, and appliances are needed! For furniture pick up, call 244-2431

Hours of Operation:
Mon.-Fri.: 10 a.m. to 4 p.m.
Sat.: 9 a.m. to 12 p.m.
12 p.m. - 4 p.m. (donations)
Closed Sunday



Providing Primary Care services in the Round Rock Area since 1972



Robert Peters Jr., D.O.

Hours:
Monday-Friday
8 am-12 pm and 1 pm-5 pm

Round Rock Medical Clinic

405 Old West Drive • Round Rock, TX 78681
512-255-3631 • www.roundrockmedicalclinic.com

DINING

La Catrina

From taco truck to sit-down restaurant

By Beth Wade

Olga Parker learned to cook as a young child and grew up preparing meals for her younger siblings. That love of cooking morphed over the years and eventually led to her desire to open her own restaurant. In 2008, with the help of her family, she opened Casa Del Fuego, a taco truck on the corner of Fourth and Lavaca streets in downtown Austin.

“I think when I started there were like 700 [other trucks and trailers], and thank God we got a perfect spot,” Parker said. “From that point, people would come and eat, and they would be very surprised. Out of 10 people, eight or nine would come back and give us a thumbs up.”

Parker, who immigrated to the United States in 1999 from Mexico City, wanted a place to serve authentic Mexican dishes and the recipes she picked up from her grandparents.

Casa Del Fuego started with four taco selections, but as business increased, so did customer requests for other types of foods, Parker said.

“Everybody would come and say, ‘You guys just sell four different tacos. What about enchiladas? What about different plates?’ And we were like, ‘You know what? We probably should open a restaurant,’” Parker said. “That’s how the idea of La Catrina came.”

In September 2010, Parker and her father, Juan Ortega, opened La Catrina in Pflugerville. The restaurant, while featuring an expanded menu, also serves

as the commercial kitchen for Casa Del Fuego in Austin. Inspired by her Mexican culture, Parker named the restaurant La Catrina in reference to the well-dressed female skeleton featured in Mexican art and the Dia de los Muertos. The restaurant features several La Catrina statues and other Mexican art.

“One of things that motivates us, besides bringing to this culture our culture and our food traditions, is the opportunity to create work for other people,” Ortega said.

Parker said she chose Pflugerville for the restaurant’s home because of its location between her house in Round Rock and the trailer in Austin.

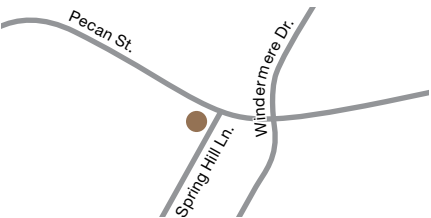
Since opening last year, La Catrina has earned some regular diners, including Pflugerville resident Kristin Jose who said she tries to eat at the restaurant at least once a week.

“I like to support local businesses because these are the people in our community,” Jose said. “They always treat us like family. When we walk in, [Ortega] greets the kids and recommends different combos. He seems to really love the food.”

Parker said it is important to her that her customers and her employees feel like part of her extended family.

“We are a big family,” Parker said. “This is not about making money; this is about creating good opportunities.”

La Catrina
15608 Spring Hill Lane, Ste. 102
Pflugerville
251-2900
www.lacatrinatx.com



Olga Parker and her father, Juan Ortega, opened La Catrina in Pflugerville in September 2010.

Owner recommendations

La Catrina Chilaquiles (\$8.25)—Tortilla chips simmered in a spicy tomatillo green salsa with white breast chicken, Monterrey cheese and sour cream

Pozole (\$5.75/small, \$7.75/large)—Soup served with lettuce, radishes, onions, sour cream and tostados

Adobada tortas (\$5.50)—A kind of sandwich served with pork marinated in adobo salsa with beans, lettuce, tomatoes and mayonnaise

Veggie tacos (\$2.49/corn tortilla, \$2.89/flour tortilla)—Featuring a mix of zucchini, corn, onions, tomatoes, garbanzo beans, cheese and green sauce

Adobada tacos (\$2.49/corn tortilla, \$2.89/flour tortilla)—Pork marinated in adobo salsa and served in a tortilla



La Catrina tacos are one of owner Olga Parker’s top recommendations for diners.

Dia de los Muertos

The name La Catrina comes from a popular Mexican icon commonly seen during Day of the Dead celebrations.

La Catrina means “well-dressed female” in Spanish. The image of an elegantly dressed skeleton is featured in Mexican art around the restaurant.



The restaurant features several statues of La Catrina, which means “well-dressed female.”



THE DESPERADO

HUNGR-BUSTER

SAVOR THE SWEET HEAT OF OUR PERFECTLY GRILLED, 100% BEEF PATTY TOPPED WITH AMERICAN AND PEPPER JACK CHEESE, FRESH LETTUCE, GRILLED ONIONS AND JALAPEÑOS, ALL WITH A DELICIOUS SHOT OF SWEET AND SPICY BBQ SAUCE.

That's What I Like About Texas.

DQ and the ellipse shaped logo are trademarks of Am. D.Q. Corp., Mpls. MN © Reg. U.S. Pat. & TM Off. Tx. D.Q. Op. Coun., © 2011.



NEW

ROUND ROCK PEDIATRICS

• Newborn to 18 • Prenatal Consultations • Physicals and Immunizations

CALL TODAY TO SCHEDULE BACK-TO-SCHOOL CHECKUPS, SPORTS PHYSICALS, AND FLU VACCINES

255-6033

BERNADETTE M. BROWN, M.D.
Board Certified Pediatrician



PEOPLE

Melody Ryan

After apartment debate, Ryan a familiar face at City Hall

By Rebecca LaFlure

Melody Ryan said she was uninvolved with city politics when she moved to Pflugerville. It wasn't until discovering in 2008 that a developer planned to build an apartment complex behind her house that she became the fixture at City Hall she is today.

Residents were not notified of the planning process, Ryan said, and she worried the apartments—part of the Stone Hill Town Center development—would create traffic issues in her neighborhood, overcrowd nearby schools and lower property values.

So she rallied her neighbors, who showed up in full force to several City Council meetings, and circulated a petition against the proposed apartments that got more than 300 signatures.

"Unfortunately we did not prevail with the City Council," Ryan said, noting that plans for the complex are still in the works. "But sometimes you can turn a negative into a positive. Once I realized how everything worked ... I learned I could make a difference."

Keeping up with Pflugerville issues has almost become a full-time job for the

Highland Park North resident, who works part-time as an accountant and spends up to 30 hours a week on various committees and organizations.

Ryan has attended numerous City Council meetings—often with stacks of financial documents in hand—to advocate for increasing funding for city parks.

She was also a staunch opponent of the proposed Pacana mixed-use development that would have required millions of dollars in economic incentives from the city. She used her auditing background to draft financial comparisons between the proposed Pacana deal and other economic development agreements in the area. The city decided against the deal.

"I've said to people, 'Oh, man, I spend a lot of time [on city issues]. Am I making a difference?'" Ryan said. "And they say to me, 'What if you weren't doing it? What would happen if there weren't people speaking out?'"

Originally from Sacramento, Calif., Ryan and her husband moved their family to Pflugerville in 2007, a place she said they liked for its good schools, affordable homes and friendly people.



A fight over apartments interested Melody Ryan in city government, but she has become a regular since then.

Following the apartment debate, Ryan got involved in city government as a member of a committee that drafted standards for multifamily housing in Pflugerville.

Ryan soon turned her attention to Pflugerville's parks after noticing that many were undeveloped and had no facilities. Her neighborhood had no park and was not connected to the city's trail system.

She joined the parks and recreation commission in January 2010 to advocate for developing parks. When she realized the parks' biggest obstacle was funding, she joined the finance and budget committee in January 2011.

Ryan has also made efforts to improve the parks as a member of the Moms Offering Moms Support Club of Pflugerville. The Pflugerville Community Development Corp. awarded the MOMS Club a \$17,500 grant in March to partially fund a variety of improvements to the city's parks.

Ryan said she does not plan to seek a spot on the City Council—though she said some residents have encouraged her to run for office.

"It's very rewarding for me because I'm doing it not just for myself, but for my family and my kids and my neighbors," Ryan said.



Anthony D. Bain, D.D.S.
DENTISTRY FOR CHILDREN

619 S. Heatherwilde Blvd. • Pflugerville, Tx 78660
Phone 512-989-6900 • Fax 512-989-6901
www.dr bainpediatricdentist.com



Hottest, Coolest place in Pflugerville!

Your child will love our state of the art facility, gaming arcade, and movie entertainment while getting their teeth polished to perfection.

Keep your eyes glued to your e-mail box for a chance to win tickets to Round Rock Express games throughout the summer. Check out our cavity free club on our Facebook page, you'll love all the great smiles. Our name on Facebook is Dr. Anthony Bain Dentistry for Children.

Summer appointments fill quickly. Don't be left sweating trying to reserve a spot for your child. Call Dr. Bain's office today!



In May 2011 Dr. Bain was honored by Pflugerville Independent School District for Community Partner of the year for Highland Park Elementary and Business Partner of the year for Timmerman.





pflugerville dermatology
and aesthetic center

There's Nothing Wrong with Showing Off this Summer

EXILIS SWIMSUIT BODY SCULPTING
Buy 3 Zones and Get the 4th Zone **FREE**

WAXING SPECIAL
50% OFF All Areas

ERASE THE SUMMER BROWNS
Learn how with a Complimentary Skin Analysis and **25% OFF** a New Skincare Regimen Of Skin+Metrics Products

SUMMER "FILL THE LINES" SPECIAL
Softening the Wrinkles or Fill the Lips! **20% Off All Juvederm Fillers!**

302 N. Heatherwilde Blvd. Suite 200
Pflugerville, TX 78660 P: 512 252 3700 www.pflugderm.com

CENTRAL TEXAS' **LARGEST FAMILY FRIENDLY FESTIVAL** **SUNDAY. NOVEMBER 13TH**



THIRD DAY



MICHAEL W. SMITH



AMY GRANT



PETER FURLER



TENTH AVENUE NORTH
+ TREVOR MORGAN & MORE BANDS ON SECOND STAGE!



THE DELL DIAMOND // ROUND ROCK. TX // 1PM

TICKETS  [FACEBOOK.COM/LMGCONCERTS](https://facebook.com/lmgconcerts)  [4DTIXX.COM](https://4dtixx.com)  **855-443-8499**
Also available: Austin area: Calvary's Road Christian Books and Gifts, Living Room Christian Bookstore • San Antonio: Lifeway Christian Store

NONPROFIT

Faith in Action Senior Access

Faith in Action Caregivers Round Rock, Pflugerville merge

By Blake Rasmussen

Faith in Action Caregivers Pflugerville and Faith in Action Caregivers Round Rock, two nonprofits that offer transportation for the elderly, merged in July to form Faith in Action Senior Access.

“When people think of the communities [Round Rock and Pflugerville], they think of them together,” said Serita Lacasse, who will take over as executive director of the combined group.

The two nonprofits—which share a name and a purpose and occasionally collaborated on grants but were otherwise unaffiliated—combined their staffs, boards of directors and resources, launching the combined service Aug. 1.

Faith in Action Round Rock had been around for about 17 years and helped open Faith in Action Pflugerville in 2004.

The merger will allow the driving service to provide access for all 13 individuals currently on the waiting list, said Jeannie McCrea, who will serve as the community development director of Faith in Action Senior Access.

Otherwise, current clients are unlikely to notice the difference, Lacasse said, as

basic services are not expected to change during the transition.

However, the merger will allow for a growth in services. Beyond allowing the nonprofit to eliminate its wait list, they also expect to provide more opportunities for volunteers and donors to get involved.

This fall, in part thanks to a grant from the Pflugerville Community Development Corp., the nonprofit will be able to purchase a van, expanding its driving capabilities and services. Donors can also donate to the group by purchasing magnets on the van advertising their business.

Faith in Action will also expand its “friendly visits” program, where volunteers spend time with the elderly, not just to drive them to or from doctors’ visits, but to spend time with them as a friend.

“When you don’t drive anymore, you forget that just going to a fast-food restaurant ... a lot of those things that we take for granted [can be difficult],” McCrea said.

Faith in Action is also going digital with a new assisted rides database. With the online database, volunteers will



Courtesy Faith in Action Senior Access

The new, combined Faith in Action Senior Access staff gathered at the Round Rock office July 8. From left: Sherrie Rose, Serita Lacasse, Jeannie McCrea, Agnes McCoy and Gene Landry.

be able to fulfill ride requests by going online and viewing a map and description of client needs.

“This new assisted rides program will just make things easier,” McCrea said.

Lacasse said they also hope to increase their business connection program, which trains an entire office to volunteer and allows them to cover certain days of the week. She said she counts Pflugerville Mayor Jeff Coleman’s State Farm office among those involved in the program.

Don Hanrahan, co-owner of Flight Director in North Austin near Round

Rock, said his company has been taking part in the program for about 10 years.

“We’ve always felt it’s a good opportunity to support the community,” Hanrahan said. “It’s an opportunity to decompress a bit, give back to the community and become a more productive person.”

The combined nonprofits will also restructure its board of directors, plucking three board members from each group and adding several outsiders. McCrea and Lacasse said new services, more employees and expansion of current services will all be considered in 2012.





PSA Pain Specialists of Austin

RELIEF IS ON THE WAY

Relief from: Back Pain • Head and Neck Pain • Sciatica
Herniated Disc • Sports Injuries • Joint Pain • Cancer Pain
Pelvic Pain • Chest Pain • **All Types of Pain**

BOARD CERTIFIED ANESTHESIOLOGISTS
FELLOWSHIP TRAINED IN PAIN MANAGEMENT

North Austin • South Austin • Georgetown • Bastrop
512-485-7200 • PAINSPECIALISTSOFAUSTIN.COM



PARKWAY
PRIMARY • CARE

**PPC Welcomes
Travis G. Bias, DO
to Stone Hill
Town Center!**



512.252.1505

TRAVIS G. BIAS, DO
Family Medicine

1615 Grand Ave. Pkwy., Suite 112 • Pflugerville, Tx 78660 • www.parkwayprimarycare.com

Have you tried
everything
to lose weight?

Now it's time to try **The One That Works!**[®]

Lose up to **5-10 pounds** the first week
and up to **20 pounds** the first month![†]

[†]On average, Medi-Weightloss Clinics[®] patients lose 7 pounds the first week and 2 to 3 pounds each week thereafter for the first month. Rapid weight loss may be associated with certain medical conditions and should only be considered by those who are medically appropriate. © 2011 Medi IP, LLC. All Rights Reserved.



MEDI
WEIGHTLOSS CLINICS
The one that works!

Mark Moore, MD - Medical Director
Jillian Moser, PA - C
200 University Blvd., Suite 310, Round Rock, TX
512.869.8400
f t YouTube www.mediweightlossclinics.com



WE'RE GETTING YOU READY TO GO BACK TO SCHOOL



RECEIVE TWO FREE MOVIE TICKETS when you schedule your child's back-to-school sports physical in July.

Our experienced team provides comprehensive, personalized care for children, with access to a network of nationally renowned specialists. We provide leading-edge medical and surgical care in comforting, family-oriented settings. Our pediatricians and pediatric specialists work together to achieve the best outcome for each child entrusted to our care.

For more information, visit roundrock.sw.org, or call **512-509-KIDS (5437)**



SCOTT & WHITE
Healthcare

Scott & White accepts all major insurance plans.

Extended Pediatric Hours:

Monday - Thursday: 7:30 a.m. - 7:30 p.m.
Friday: 8 a.m. - 5 p.m.

Scott & White Clinic - Cedar Park West

Pediatric Services
12129 FM 620, Suite 600-E
Austin, TX 78750
512-336-3400

Scott & White Clinic - 425 University Boulevard

Pediatric Services
425 University Boulevard
Round Rock, TX 78665
512-509-KIDS (5437)



EDUCATION

Game On!

20 PISD students design video games for one of the world's largest companies

By Blake Rasmussen

"Who here is over 30?" asked recently graduated Pflugerville student Catie Currie, as several audience members at AMD's Austin Campus tentatively raised their hands.

"The world you know is out-of-date," she said.

Currie, along with 19 other Pflugerville students, was in the middle of a July 30 presentation demonstrating the success the classmates had designing video games as part of the Game On! Velocity Prep program run by Austin-based nonprofit Skillpoint Alliance.

Currie's message, and the running theme of the presentation that showcased five video games designed exclusively by Pflugerville students for AMD, was simple: We've got next.

The 20 students, none of whom had yet entered college, formed five teams in which they were responsible for every aspect of the games, including programming, art-work and design.

Their task, after forming the consulting company Game Snake, was to design five simple online games showing off just how

environmentally friendly AMD's Austin campus really is.

"The end game—pun intended—is we want to show off how the AMD campus conserves water and energy and electricity and so on," said David Conover, the faculty supervisor for the students in the program.

To that end, students designed a variety of games in which the player participates as environmental protagonist, fixing broken pipes, fighting off invasive plants, recycling plastic, protecting the aquifer and planting helpful plants.

The winning group's game—"Pipe Crazy," a pipe-fitting puzzle game—will be featured on AMD's website as part of an initiative by the company to promote its environmentally friendly campus.

Despite the competition, the students spoke about the cooperation the project bred between the groups.

"It really just brought out the teamwork that a real video game production company has," PISD student Dom Cuellar said.

The biggest boon, many of the students and advisers said, might have been the way in which the students learned. A little trial,



Dom Cuellar, a PISD student and Game Snake member, explains the design process at AMD on June 30.

a little error, some collaboration and, most unusually, little formal instruction.

"This program helped me reinforce the idea that being in a traditional classroom ... is not enough," said Cyndy Hernandez, a recent PISD graduate.

The students also challenged other traditional educational tools.

"I realize that I don't need a grade to make something great," Currie said.

The difference, said Ryan Merritt, director of career and technical education for PISD, is the world in which today's students grow up.

"Students today are different from

students 50 years ago," said Merritt. "Many young adults like video games, and we can teach other concepts through video games."

The students worked on the project daily and were paid. The point, said the adults involved, was to provide students with a professional experience.

"There's a lot of learning that takes place," said Ward Tisdale, director of global community affairs for AMD. "There's genuine engagement in the process."

For more information, visit <http://gamesnakeitm.weebly.com/index.html>.

Round Rock Baseball League



FALL REGISTRATION NOW IN PROGRESS!

Register online at leaguelineup.com/RRBL

***6U, 8U \$75 10U, 12U, 14U, 18U \$100**
\$25 discount for first sibling


WALK UP REGISTRATION DATE
August 27th 9am - 12pm
Location: McConico Building
301 W. Bagdad Street
Downtown Round Rock

Registration begins August 1st
Deadline to register is August 27th
***\$5 non-resident fee added where applicable.**





Follow us on Facebook



**FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**


LEARN, GROW & THRIVE

**CHILD CARE
Y Afterschool
YMCA OF GREATER WILLIAMSON COUNTY**

ENROLL TODAY!

- With locations throughout Williamson County, Y Afterschool runs weekdays from school dismissal until 6:30 p.m. for children in Kinder - 5th Grade. **Log on to our website or call (512) 615-5563 for more information and registration details.**

ymcagwc.org



COFFEE WITH IMPACT

WilCo economic development

City economic development directors talk incentives, F1

By Blake Rasmussen and Victor O'Brien

Editor's note: Coffee with Impact is a monthly forum at our headquarters featuring leaders in various sectors who are making a difference in Central Texas and beyond.

As one of the fastest-growing counties in the state, Williamson County's economic development has expanded significantly in recent years. The seven men whose job it is to attract and retain businesses in Round Rock, Pflugerville, Leander, Cedar Park, Hutto, Georgetown and Taylor gathered July 7 to discuss a wide range of topics, from challenges and cooperation to incentives and Formula 1.

Joe Vining (Round Rock), Floyd Akers (Pflugerville), Kirk Clennan (Leander), Phil Brewer (Cedar Park), Scott Martinez (Hutto), Mark Thomas (Georgetown) and Jason Ford (Taylor) spoke strongly about regional cooperation and creating a "funnel" of companies to Central Texas. But, Vining said, paraphrasing a colleague, "after it gets local, we have a pretty darn good scrum."

What issues, challenges and opportunities are there in your city and the region?

Akers: Pflugerville has historically been more of a bedroom community here, of Austin; 95 percent of the people that live here in Pflugerville don't work in Pflugerville. So the scope and the goals of our [economic development] corporation is to expand the job base in Pflugerville proper. We're trying to do that in a smart way. We're trying to expand job opportunities while affecting the environment.

We decided to focus on renewable energy. ... We're trying to get additional incentives to renewable energy companies so then as we grow jobs in Pflugerville, not only do we give people in Pflugerville an opportunity ... to live and work in the same community, but they can work in industries that are friendly to the environment and pay well. That's kind of what we're looking forward to in Pflugerville.

Vining: I think if you ask all these guys, the one thing that we have in common is we get asked the single question all the time by our boards and our council and that is 'What have you done for me lately?' With the Emerson announcement here, we changed from having the highest vacancy rate in the area for office [space] now to having one of the lower ones, so my board was having a little fun with me ... [asking] 'OK what are you doing? We don't have any office space.'

... In all seriousness, that is probably the No. 1 thing that I have on my plate right now. ... I do think we'll start at least one building before the end of this calendar year.

How do you determine what level of incentives companies receive?

Martinez: I have an in-house cost/benefit analysis that we do. It's based on, of course, the tax revenue, and we also consider the public costs. How much is it going to cost to educate this employee's kids? How much is it going to cost to provide the public services for that company and their employees?

Vining: Part of that is a reflection on the last 20 months we've been through. All of us have seen those tire-kickers that are leading with their incentive sheet and the land was secondary. 'I know you got a bunch of dirt; we've already checked that out. We've already been to your website. Show me the money.' They want to start with that, and bells and whistles start flashing when you hear that.

Martinez: If you give an incentive, you need to make sure the company does what they say they're going to do, whether it's through annual audits or whatever. I like to say that, 'In God we trust and others we audit.' You have to make sure they aren't just coming in and saying they are going to do certain things. You write them a check

and then they don't do it.

Akers: Ultimately we're all responsible to our city councils who are responsible to the taxpayers and the voters, and so how we offer incentives or the companies we go after is a direct reflection of those elected officials.

How do you balance working for the region or what's best for Williamson County and competing for those projects that are going to help your specific community?

Vining: I'm working on a real interesting project right now. I am no longer in the consideration for this company because I lost two office buildings. That's a good problem for me to have, but I'm still working with the Austin chamber on trying to get this building in Williamson County. [Austin business-community leader]. Gary Farmer likes to say, 'We really work together as a region, a pretty good team, but after it gets local, we have a pretty darn good scrum.' That's the reality. ... We all are accountable to our boards and commissions and councils and that sort of thing. We have to perform.

Thomas: We've had situations where we've had calls from companies in neighboring communities, and I think, by and large, most of us will call the other community and let them know that that's going on so that they can do a retention visit and find out what may be the issue; and if they

can expand there and retain them there, that's great. If there's some fundamental issue ... at that point, then you have to do everything you can for your community to try to land them in your community.

Do you believe that Formula 1 in Austin will benefit the region?

Vining: Round Rock is already booking rooms.

Clennan: We've already been affected by a company that is not even here yet. I mean that's how dynamic it is ... it's not just F1. ... It's so much more than F1.

Akers: After Austin approved that deal, two hotels called me looking for sites for hotels on the 130 tollway. We're at least talking to them. It's only a 20-minute drive from Pflugerville to the F1 track.

Ford: A lot of people both in that industry as well as fans have a lot of disposable income. You have three airports here that are probably going to see a lot of fly-in traffic.

Clennan: [Georgetown,] good luck with the expansion of your airport. ... Not everybody is going to be able to land and park their DC-10 on ABIA, so they will be parking them everywhere else and helicoptering them in. The disposable income is staggering, the demographics. The fans of F1 are nuttier than NASCAR [fans].

➤ Comment at [more.impactnews.com/13925](https://www.more.impactnews.com/13925)



From left: Joe Vining (Round Rock), Scott Martinez (Hutto), Mark Thomas (Georgetown), Phil Brewer (Cedar Park), Jason Ford (Taylor), Floyd Akers (Pflugerville) and Kirk Clennan (Leander) talk WilCo development.



Summer is around the corner...
Lose weight in a matter of weeks.

- Weight maintenance education included.
- Get rid of internal and external fat.
- Prescription HCG program and non HCG programs available
- Supervised by a board certified physician.

THROW AWAY THE RAZOR AND STILL HAVE SMOOTH SILKY SKIN!

We have the most advanced technology in
Laser Hair Removal to get you great results...at
AFFORDABLE prices!

Our laser can also take care of your unwanted
freckles, sun spots, sun damaged skin, spider
veins, acne, and tighten your skin.

Call for your FREE consultation.



3000 Joe DiMaggio Blvd., Ste. #65, Round Rock, TX 78665 Located by the Dell Diamond.

Join us on Facebook (512) 733-6464

INSIDE INFORMATION

Emergency services training

How they learn to keep you safe

By Blake Rasmussen

Out in the far reaches of Pflugerville, near Cele, there is a fire raging. Cadets, most of them fresh-faced and clean-cut, breach the entryway of a lone building, long since empty and seared with scorch marks.

On this day, the fire is controlled. Trainers with Emergency Management Training and Services (EMTS) are showing the cadets how a fire burns, how to read smoke and, most important of all, how to get everyone out alive.

This group of cadets is all young men like Cameron Castello, a 23-year old whose father was a paramedic in Williamson County. Today is the first day of Castello's training and the first day he and the other cadets have fought real fires.

"[It's] amazing," Castello said as he took a short break, dripping sweat with his gear peeled back. "It's the best learning experience ever."

The students are learning how fires work, watching flames build and seeing how layers of hot gases affect the way they have to attack a fire. They tackle various scenarios, from obstructed doors to rescuing unconscious victims.

All the while they deal with the twin heat of the blaze and the Texas sun. One cadet jokes they could open up their own weight-loss clinic in the "hot house," taking "before" and "after" pictures in the same day.

EMTS training options

This is the first year EMTS has trained fire fighters. EMTS has been training other emergency services, including paramedics, for about 11 years. Instructors are all still active in the field, EMS Program Director Matt Nealand said, and come from nearby fire departments such as Round Rock.

EMTS has several options for the fire academy. Prospective firefighters can take the daytime class, which lasts for about 500

hours, taken 8 a.m.–5:30 p.m. five days a week for three months.

Those with jobs or other daytime commitments can also take a nighttime class two evenings a week and every other Saturday. This path takes nine months.

The only requirements for the program are a high school diploma or GED and passing a physical and a drug screening. Tuition is \$3,500, but fees and gear rental can push the total cost upwards of \$5,000.

The benefit of choosing EMTS, EMS Program Manager Laura Nealand said, is that the time and requirement barriers to entry are less than Austin Community College.

"What you get out of coming here is that you get into a class faster, you get certified faster, and ... you are able to pursue the job hunt faster," she said.

Police

The interior of a Round Rock police training room is eerily still. Police officers, each with a fake gun and a very real Taser at the ready, are poised and staring down plywood cutouts of a man with comically varied facial hair, a life-size variation of Woolly Willy meant to look tough.

"Threat!" shouts officer Greg Brunson, arms folded and eyes focused on the Taser training session he is leading. The police department is introducing Tasers to their arsenal, and Brunson is showing other officers how to use them effectively.

"Get on the ground!"

The command echoes from five policemen, who then fire their Tasers when the wooden cutouts fail to comply. Loud pops, followed by quick clicks let them know that the bad guy is getting the full effect of the Taser X26.

The training is part of a recent implementation of Tasers in Round Rock, a move that was avoided until now due to budget constraints, a lack of national



Cadets with Emergency Management Training and Services enter the fire training building in Pflugerville.

consensus on post-Taser medical procedures, a number of court cases moving through the system and several other factors, said Eric Poteet, Round Rock Police Department public affairs officer.

Officers began carrying the Tasers in June, phasing them in as officers are trained.

Taser use has been controversial at times and the devices have been blamed for a number of deaths, including that of Terrelle Houston, a 22-year-old Hempstead, Texas, man who died after an officer subdued him with a Taser. The officer was acquitted of any wrongdoing, however, when an autopsy revealed Houston had an enlarged heart and a large concentration of the drug PCP in his system.

Poteet said the amperage simply is not there to cause death without other major risk factors involved.

"There has not been a single fatality that has been directly attributed to a Taser, not one," Poteet said.

Still, Brunson—who Poteet described as

"Chuck Norris and Steven Segal rolled into one"—is taking no chances in instructing his recruits on the proper usage.

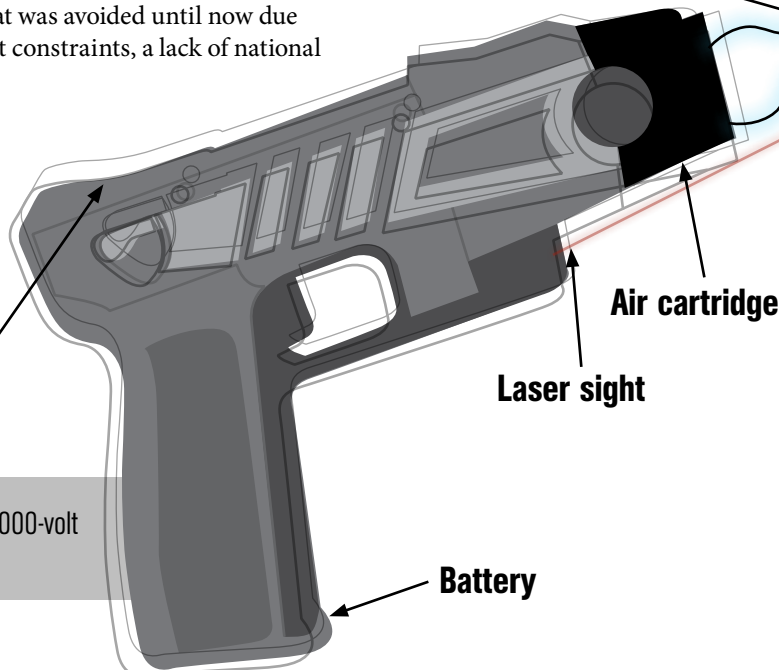
He warns against the ignition of clothing if pepper spray propellant or alcohol is involved and instructs officers to consider the environment so that those hit by a Taser do not fall on something hazardous.

Back on the Taser range, another group repeats the last group's steps, attempting to incapacitate the particularly menacing piece of plywood. Brunson reminds them that the threat of the Taser can be effective on its own at times. Woolly Willy is not compliant, though, and takes the brunt of the testing.

"And, holster," Brunson says as he surveys the range. Training is over, and the Tasers are locked and loaded.

How a TASER works

Digital microprocessor controls electroshock and stores usage data for records



Gun fires two needle-tipped darts that trail electric cable back to the handset

Darts

Air cartridge

Laser sight

Battery

The Taser uses compressed air to fire darts that release a 50,000-volt electric charge that temporarily disables the target.



AT FIRST TEXAS BANK YOU HAVE THE ADVANTAGE



My BUSINESS:

RON MORRISON, GLENRON INC.

I started my business in 1981 on a part time basis while serving as a teacher at Round Rock High School. In 1983, I went full time in the automobile sales business operating as Morrison Auto Inc. During the 1983-1987 time frame many businesses were flourishing but then in 1988, the bust came in Round Rock. I was doing business with several financial institutions at the time who eventually were closed by regulators and the only bank left standing was what we knew at the time as First National Bank, which operated under Jon Sloan and is now know as First Texas Bank.

My BANK:

It must have been around 1990 when I went with hat in hand and talked to Mr. Sloan about doing business, knowing full well what most banks thought of independent auto dealers. We agreed to start with a small credit line and see what happens. We were basically starting over at the time as the economy began it's recovery. We were fortunate and grew the business with the help of the bank. What I appreciate most about First Texas Bank is they took a chance on me during rough times and have stuck with me thru all the ups and downs associated with any business. They take care of business and take care of their customers. I trust them, they trust me and it has been a great 20+ year relationship.



Landy Warren,
Executive Vice President

Round Rock

500 Round Rock Avenue
Round Rock, TX 78680
(512) 255-2501

Cedar Park

1901 Bagdad Road
Cedar Park, TX 78613
(512) 259-2443

Brushy Creek

7509 O'Connor Dr.
Austin, TX 78680
(512) 246-6010

Pflugerville

1600 West Pecan
Pflugerville, TX 78660
(512) 251-7889



www.firsttexasbank-rr.com

Compassion and Excellence. Every Person. Every Time.

If you or your loved one have suffered a life-changing illness or injury, we provide the outcomes you need to return life to normal. Our experienced and compassionate team is dedicated to your comfortable stay and recovery, while helping you reach your maximum levels of productivity, independence and mobility.

Hope.
Encouragement.
Making a
Difference.



Inpatient Services

- Internal Medicine
- Physical and Rehabilitation Medicine
- Pulmonary
- Neurology
- Orthopedic
- Nursing
- Physical Therapy
- Occupational Therapy
- Speech Therapy
- Wound Care
- Case Management
- Radiology
- Hemodialysis
- Nutritional Consults

1400 Hesters Crossing
Round Rock, TX 78681
Phone: 512-244-4400
Fax: 512-244-4772



Save the Date

for the

2nd Annual Chalk Walk Festival

October 7-8

Downtown Round Rock



- Chalk Art on the street
- Locally crafted art
- Music for adults and children



For more information on how you can participate, go to:
www.roundrockarts.org/chalkwalk.php



DR. ISABEL MENDOZA

has been practicing pediatric dentistry for over 11 years. She has opened a new practice conveniently located in Round Rock.

- State-of-the-Art Facility
- Digital X-Rays
- Most Insurance Plans Accepted
- Hablamos Español

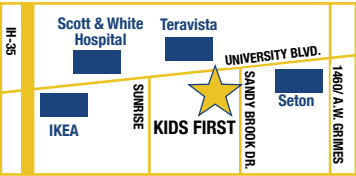
- Movie Theater for Kids
- Video Games
- Play Area
- No Cavity Dental Awards
- WIFI Access

**GET A FREE
MOVIE TICKET
WITH YOUR
FIRST VISIT**

1 per family.
Valid with coupon
until 9/02/11.

**FREE
INITIAL EXAM
FOR PATIENTS
WITHOUT INSURANCE**

*Some restrictions
apply. Cannot be
combined with any
other coupon or offer
Expires 9/02/11.



4010 Sandy Brook Dr., Suite 106
Round Rock, TX 78665

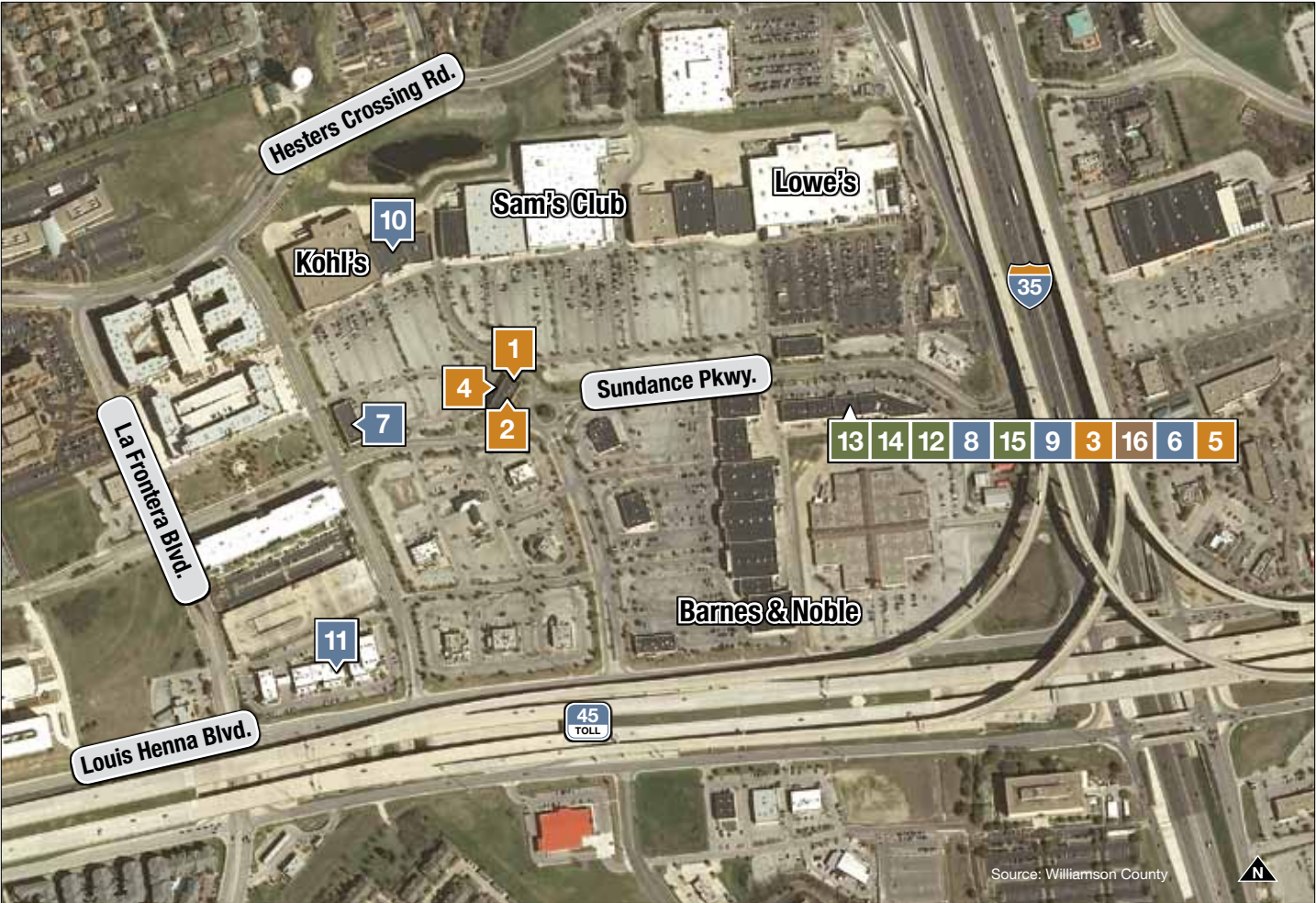
www.mykidsfirstdentist.com

512-219-9827

CORRIDOR

La Frontera

Compiled by Huma Munir



La Frontera shopping center, located at the northwest corner of the intersection of Toll 45 and I-35 in Round Rock along Louis Henna Boulevard, offers many options for customers. From clothing stores, to health care needs and dining, La Frontera is brimming with family-owned and corporate businesses.

Dining

- 1 As customers wait for their orders, **Maggie Moo's Ice Cream and Treater**y employees mix ice cream with different ingredients right on the spot. The store, located at 150 Sundance Parkway, is open seven days a week and also serves milkshakes, ice cream cupcakes and specialty treats. 246-9866, www.maggiemoos.com
- 2 Located at 150 Sundance Parkway, Ste. 300, the **Fire Bowl Cafe** caters to Asian-food lovers. The restaurant offers vegetable, meat, seafood and tofu dishes, which are cooked in 100 percent cholesterol-free cooking oil. 248-2695, www.firebowlcafe.com
- 3 Decorated in 13th century Mongolian style, the **Mongolian Grille** allows customers to choose their own meats, vegetables and special sauces, which are grilled right on the spot for their meal. Located at 115 Sundance Parkway, Ste. 420. 716-1900, www.mongliangrille.com

- 4 **Wingstop**, 150 Sundance Parkway, Ste. 400, serves quintessential American cuisine, such as hamburgers, fries, spicy wings and dips. This restaurant chain also offers family and party packs for less than \$100 and is open seven days a week. 828-4343, www.wingstop.com
- 5 Fast-food chain **Jimmy John's Gourmet Sandwiches** sells Italian subs, gourmet sandwiches and vegetarian options. Located at 115 Sundance Parkway, Ste. 510, the restaurant also delivers. 600-0381, www.jimmyjohns.com

Business

- 6 A family-owned business, **Pipe World** moved from Austin to Round Rock about six years ago and stocks a variety of tobacco, accessories and men's gifts and collectibles. Open seven days a week, the store is located at 115 Sundance Parkway, Ste. 505. 388-4300, www.pipeworld.com
- 7 Customers can sell their trendy clothes to **Plato's Closet** for money, and the store in turn sells the used clothing at discounted prices. The store also buys and sells shoes, jewelry and other accessories. Located at 220 Sundance Parkway, it is open seven days a week. 733-1919, www.platoscloset.com
- 8 **Eco Box**, 115 Sundance Parkway, Ste. 300, carries biodegradable shipping

- and packing supplies. The store offers highly specialized material for moving and is open until 6 p.m. on weekdays and 5 p.m. on weekends. 218-9888, www.ecobox.com
- 9 **Edible Arrangements**, 115 Sundance Parkway, Ste. 410, prepares fruit bouquets and baskets for all occasions, seven days a week. 244-4932, www.ediblearrangements.com
- 10 **World Market**, a nationwide chain, sells home accents, eclectic furniture, jewelry, scarves and more. The store imports wine and beer from all over the world and hosts wine tastings every Saturday. The market is located at 200 Sundance Parkway, Ste. 200. 733-2727, www.worldmarket.com
- 11 **Apollo Games**, co-owned by father and son Michael and Parker Wayne, is a video game store straight out of Parker's childhood. Full of new and used games, Apollo Games, 2711 La Frontera Blvd., Ste. 215, specializes in classic systems and titles from Atari to "Zelda." 502-5151, www.apollgamestexas.com
- Health and Beauty
- 12 **Cadiz Laser Spa**, 115 Sundance Parkway, Ste. 230, offers medical treatments for skin, including hair removal, facial resurfacing and spa treatments. Open Monday through Saturday. 733-2639, www.cadizlaserspa.com



- 13 **Family Dentistry of Round Rock** is open Monday through Saturday and performs adult, cosmetic and pediatric treatments. Many kinds of insurances are accepted. The clinic is located at 115 Sundance Parkway, Ste. 100. 733-6825, www.familydentalrr.com
- 14 **Hamilton Family Eyecare** does routine and medical eye exams. The clinic is closed Sundays and performs special tests for glaucoma patients. The business is located at 115 Sundance Parkway, Ste. 120A. 671-9494, www.hamiltonfamilyeyecare.com
- 15 **Cunningham Chiropractic and Spinal Decompression** performs spinal adjustments and spinal decompression. The clinic is open Monday through Thursday and is located at 115 Sundance Parkway. 248-9592, www.myaustinchiropractor.com

Financial

- 16 Based out of Austin, **Amplify** is a credit union that offers checking, savings, loans and investment options. It is open six days a week—closed Sundays—and is located at 115 Sundance Parkway, Ste. 500. 836-5901, www.goamplify.com

This is a sample of businesses and organizations in the area. The list is not comprehensive.



Goodbye Apartment & Welcome To Your New Home

Low fixed rate, low down payment and no closing costs

Ready to stop writing rent checks and start living in your first home? It's easy with UFCU's First Time Homebuyers Program. It comes with everything you need to "get moving."

- **Low fixed rates - to make your payments affordable**
- **No closing costs* - which can save you thousands of dollars**
- **Down payments as low as 3.5%**
- **Loans up to \$300,000**
- **Friendly mortgage experts who will help you each step of the way**

Home prices are down, mortgage rates are amazingly low and there are a lot of nice homes available. Go to ufcu.org or call (512) 997-HOME for more details today. Then, start planning your house warming party.

* Certain restrictions and requirements apply. UFCU will pay all normal buyer's closing costs including lender fees, third party fees and escrow items. Program subject to change without notice.



(512) 997-HOME

ufcu.org



University
FEDERAL CREDIT UNION
Live Learn Prosper



Quick PHARMACY

A pharmacy where your business will always be appreciated



Compounding Specialist for Williamson County

- Traditional Pharmacy
- Accepts most insurance and Medicare Part D Plans
- Jobst™ Compression Stockings
- Nutritionals
- Medela™ Breastpump rentals, sales, and replacement parts

Hours:
Mon–Fri: 9am–6pm
Sat: 9am–1pm

701 Palm Valley Blvd.
Round Rock, TX 78664
255-2144
www.quickrx.com





RLC RESORT LIFESTYLE COMMUNITIES

Lakeline Oaks & Provident Crossings



the freedom to enjoy life

www.RLCommunities.com

Provident Crossings & Lakeline Oaks

If you're looking to retire in a setting where you can find luxury, excitement, independence, security, and convenience all in a place that you can call home, look no further.

• No entrance fee & no lease!	• Library	• Valet Service
• Weekly Housekeeping	• Theater	• All Utilities
• Live-in Managers	• Scheduled Transportation	• Local phone and internet*
• Fitness Center	• Personal Emergency System	• Delicious Meals & Resort Style Dining
• On-Site Bank/ Gift shop	• Pet Friendly	
• 24-hour Concierge	• Salon & Barber Shop	
	• Non-Smoking	


* Provident Crossings only.



Provident Crossings
(512) 671-7771
1950 South A.W. Grimes Blvd • Round Rock, TX 78664

Lakeline Oaks
(512) 331-4100
1905 South Lakeline Blvd. • Cedar Park, TX 78613







Lotus Ob. Gyn
OBSTETRICS & GYNECOLOGY

Teen Health • Prenatal Counseling
Obstetrical Care • Annual Gynecologic Exams • Treatment of Abnormal Pap Smears
Family Planning • Menopause Urinary Incontinence • Minimally Invasive Surgery
• Treatment of Abnormal Bleeding
Bio-Identical Hormone Therapy
Da Vinci Robotic assisted Surgery

SAIMA JEHANGIR, MD, MPH, FACOG





512.716.0971
www.lotusobgyn.com

301 Seton Parkway, Ste. 407 • Round Rock, TX 78665

Top stories

Camera to surveil at Rundberg and I-35

Northwest Austin The Austin Police Department is getting ready to test-drive a new program to digitally patrol high-crime areas, starting with a North Austin intersection.

In July, police will install four surveillance cameras at Rundberg Lane and I-35; 29 cameras will be installed downtown by the end of the year.

“Statistically, Rundberg [at I-35] has been a problem for years,” said Michael Schultheis,

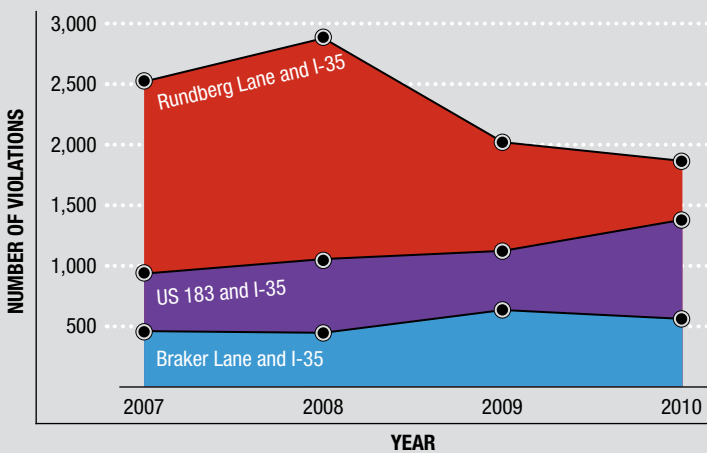
a senior police officer who spent three years on a street-level narcotics and gang-suppression unit in North Austin.

In the one-year period ending June 1, police recorded 1,959 violations in the half-mile radius around the junction, nearly four times the amount recorded at Braker Lane and I-35, located nearly 2 miles north.

Full story by Sarah Behunek at more.impactnews.com/13384

Comparative crime rates

The intersections of I-35 and Rundberg Lane, Braker Lane and US 183 are similar in composition with gas stations and discount hotels dominating the landscape; however, the crime rates in the half-mile radius surrounding the junctions vary dramatically.



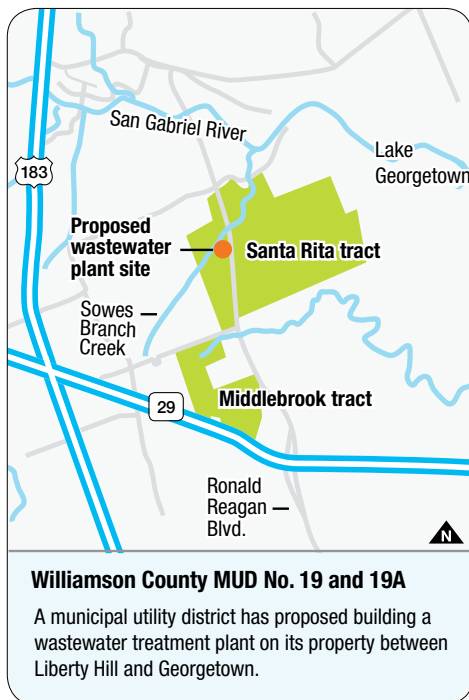
Source: Krimelab

Cities protest sewage facility runoff plan

Georgetown A municipal utility district near Liberty Hill has filed an application for a permit from the Texas Commission on Environmental Quality for a wastewater treatment facility. The runoff from the sewage facility would be released into Soves Branch Creek, which flows into the San Gabriel River and eventually Lake Georgetown.

Georgetown Assistant City Manager Jim Briggs said the city is protesting the location because of the impact it could have on water quality at Lake Georgetown and because he believes the MUD could obtain wastewater service elsewhere.

“We just think that it is an inappropriate management of wastewater when there are other options available to the property,” he said.



Williamson County MUD No. 19 and 19A
A municipal utility district has proposed building a wastewater treatment plant on its property between Liberty Hill and Georgetown.

Source: Williamson Central Appraisal District

After learning of the MUD’s plan in March, the cities of Georgetown and Liberty Hill filed protests with the TCEQ and requested a public hearing.

Full story by Samantha Bryant at more.impactnews.com/13552

Dining

The Grove Wine Bar and Kitchen



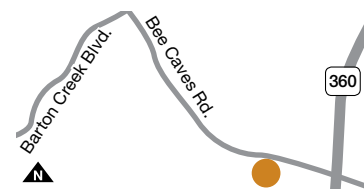
Emily Noyes

Bee Cave Bringing his deep-rooted history in the Austin restaurant business, Reed Clemons—along with partners Matt Berendt and Beth Selba-Lasita—has turned The Grove Wine Bar and Kitchen into a hot spot for area residents, combining gourmet food and wine pairings with a casual, cozy Hill Country atmosphere.

Clemons got into the restaurant business in the late ’80s after attending The University of Texas and deciding to expand on his love for cooking. Along with his wife, Betsy, his culinary career began in the heart of downtown

vision of becoming a wine bar after Selba-Lasita found the location and encouraged Clemons to pursue the idea.

Full story by Kate Hull at more.impactnews.com/13498



The Grove Wine Bar and Kitchen
6317 Bee Caves Road, Austin
327-8822 • www.grovewinebar.com
Sun.–Thu. 11 a.m.–10 p.m.;
Fri.–Sat. 11 a.m.–11 p.m.

Business

Strum Music School

West Lake Dozens of young musicians, some more visibly nervous than others, waited for their first time on stage in the Live Music Capital of the World May 22.

Families filled the seats at Momo’s, where students of Strum Music School held a spring recital—performing songs from Mickey Mouse to Metallica.

“Just remember,” said Strum Music School owner and teacher Steve Glazer before the show, “if you make a mistake, it’s OK.”

Eight years ago, Glazer made the move to Texas with a communications degree and his musical abilities, though he knew no one here and said he did not have much of a plan.

A few months later, Glazer and a friend were struck by a drunk driver in Austin. The two walked away from the accident, but not without some injuries. His pain led him to a massage business in West Lake Hills that would eventually be the home of his music school.

The school took off as children and young adults signed up to learn piano, guitar, bass, drums



Bobby Longoria

and vocals in rooms decorated with rock legends—The Beatles, Jimi Hendrix and Led Zeppelin—to give students a creative environment in which to learn.

Full story by Taylor Short at more.impactnews.com/13500



Strum Music School
3316 Bee Caves Road
West Lake Hills
328-5878
strumaustin@yahoo.com
www.strumaustin.com
Twitter: @StrumAustin

Impacts

Now Open

Cedar Park Mad Coins, 251 N. Bell Blvd., Ste. 114 A, Cedar Park, opened Feb. 8 under Michael and Dawn Egger. The store is a full-service coin shop that sells certified and uncertified coins, as well as other collectibles. Customers can also buy and sell gold and silver scrap metal. Open Tue.–Fri. 10 a.m.–6 p.m., Sat. 10 a.m.–4 p.m. 258-2646

Austin Paint Me Pottery Studio

opened May 7 at 1000 Payton Gin Road, Ste. M, across from Lanier High School. At Paint Me Pottery, customers may paint pottery or a T-shirt. Owners Ata and Sarwat Rahman are offering weeklong, half-day summer camps. They also accept reservations for parties. 614-2447, www.paintme-pottery.com

Austin Food trailer Sweet Caroline’s Snow Shack

opened for business June 7 in the parking lot of the Mesa Drive Shopping Center, 8000 Mesa Drive. The Snow Shack, owned by David Mebane, serves New Orleans–style snow cones known as snowballs. Syrup for each of the 54 flavors, including several cream flavors, is shipped from New Orleans. 535-4883, www.sweetcarolinessnowshack.com

Cedar Park Grocery store MGM Indian Foods

opened its second location, called **MTM Indian Foods**, at the Parmer Crossing shopping center, 9225 W. Parmer Lane, Ste. 102, in July. www.mgmindianfoods.com

Coming Soon

Cedar Park Bellini’s Texas Grill

is a Texas-Tuscan fusion restaurant slated to open in late September at the Shops at Silverado, 12800 Parmer Lane, Ste. 202. The menu will include deep-dish and wood-fired pizza, burgers, salads, sandwiches, pasta, paninis and assorted desserts including gelato. Open Mon.–Fri. 7 a.m.–11 p.m., Sat.–Sun. 8 a.m.–11 p.m. 528-8558, www.bellinistexasgrill.com

Seton Care For Your Entire Family

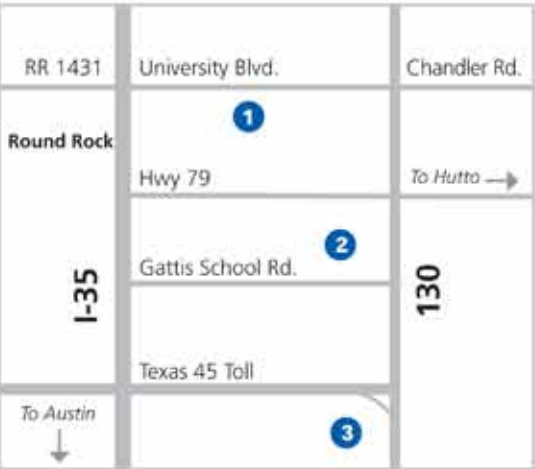
As the leading provider of health care services in Central Texas, the Seton Healthcare Family is proud to offer a full continuum of care for your family. Our primary care clinics provide a wide range of medical services to improve the health and wellness of infants, children and adults:

- Primary family care
 - Physicals and sports exams
 - Well-woman annual exams
 - Diabetes care and prevention
- Blood pressure and cholesterol management
 - Minor emergency care
 - Disease management

For more information, please visit SetonFamilyofDoctors.com.



Three Convenient Locations In Round Rock & Pflugerville



1. Seton Family of Doctors at Williamson
Family Medicine • Phone: (512) 324-4813
Cardiovascular Care • Phone: (512) 324-4812
Seton Medical Plaza I, 301 Seton Parkway, Suite 302
Round Rock, TX 78665

2. Seton Family of Doctors at Forest Creek
Internal Medicine *Adults Only* • Phone: (512) 324-4870
Forest Creek Medical Center, 4112 Links Lane, Suite 200
Round Rock, TX 78664

3. Seton Family of Doctors at Stone Hill
Family Medicine • Phone: (512) 324-4875
Cardiovascular Care • Phone: (512) 324-4812
Stone Hill Shopping Center
1512 Town Center Drive, Suite 100
Pflugerville, TX 78660

 **Seton Family of Doctors**
A member of the Seton Healthcare Family

SetonFamilyofDoctors.com

Join us for sports physicals!
Seton Family of Doctors at Williamson
Saturday, August 13th, 9:30 a.m.-1:00 p.m.
Cost: \$25, All ages welcome.
For more information and directions,
please call (512) 324-4813.

**NOW
OPEN!**

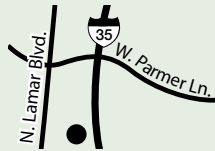


 **TECH RIDGE
DENTAL**

Sean H Ma, DDS and Minhha N Ma, DDS

512-524-9267

- Dental Implants
 - Sedation Options
- Most Insurances Accepted
 - Extended Hours
- Beverage Station
 - WiFi Internet Access
- TVs Above Dental Chairs
 - Video Games for Kids



12400 N. IH-35, Ste 131 • Austin, TX 78753 • TechRidgeDental.com

\$20
Emergency
limited
exam and
x-ray.

Not valid with other promotions.
EXPIRES 8/31/2011.

PFLUGERVILLE RECYCLING NEWS

Thank you for recycling.
Consult your lid for recycling tips!



 **PFLUGERVILLE
TEXAS**

www.cityofpflugerville.com/precycle

512-990-6100

PRESENTED BY The Brushy Creek Women's Association & The Brushy Creek MUD

17th Annual
Hairy Man Festival
September 24

11 AM- 6 PM at Cat Hollow Park

Located on O'Connor, off RR 620 between IH35 & Farmer
Admission: 2 non-perishable food items or \$2 per person
Benefiting area food banks and Project Care Case



the Hairiest Man Contest 5 pm

www.hairymanfestival.org

HMF
Hairy Man Festival

HOMES & COMMUNITIES

Legislative session a win

Texas Realtors champion private-property

By Stacy Armijo

AUSTIN — With the 82nd Texas Legislature coming to a close, the Texas Association of Realtors confirms that the recent regular session was a legislative success for Texas homeowners.

“While the 82nd session had its fair share of challenges, behind the headlines law-makers continued to take important steps toward protecting the interests of both longtime homeowners and Texans seeking to purchase their first home,” said Dwight Hale, chairman of the Texas Association of Realtors.

During the recent session, Texas Realtors championed legislation that eliminated private transfer fees on real estate transactions and implemented disclosure and notification requirements about existing fees, protecting homeowners from hidden fees when buying and selling a home.

Texas Realtors also supported successful legislation related to homeowners associations (HOAs). The new laws ensure HOAs operate in a transparent, consumer-friendly manner. The legislation also removes a

homeowners association’s ability to foreclose on a property without going through court proceedings.

Finally, Texas Realtors endorsed two laws involving the Texas Real Estate Commission (TREC). The first made the TREC a self-directed, semi-independent state agency, enabling the commission to use real estate licensing fees to run itself, insulating it from future state budget cuts and increasing its ability to advocate for consumers. The second law added consumer protections to real estate regulations by amending the commission’s education policy and licensing guidelines.

“As recent years have proven, the sound public policies protecting private-property rights put in place by our leaders in past sessions have largely contributed to Texas’ continued economic stability,” Hale said. “The decisions made during this session further strengthen homeowners’ rights, keeping Texas as one of the nation’s most homeowner-friendly states in the country.”

Article provided by Stacy Armijo
Pierpont Communications on behalf of
Texas Association of Realtors
512-448-4950 | sarmijo@piercom.com



Benefits won



- **No new private transfer fees** – Most new private transfer fees on homes are eliminated and more disclosure is required about existing fees, which can be difficult to discover and offer no benefit to buyers or sellers.
- **Consumer-friendly HOAs** – A series of new requirements ensure that homeowners associations operate in a more transparent, consumer-friendly manner.
- **Court action required for HOA foreclosure** – Homeowners associations can no longer foreclose on a home for unpaid HOA dues without going through court proceedings.
- **More efficient real estate commission** – The Texas Real Estate Commission was made a self-directed, semi-independent agency, insulating it from future state budget cuts and increasing its ability to advocate for consumers.
- **More consumer protections** – Guidelines for education policy and licensing within the Texas Real Estate Commission were amended to ensure stronger consumer protections.

CONTENTS



▲ Taylor Morrison 38



▲ Mercedes Homes 39



▲ Highland Homes 40



▲ Real Estate Listings 41



▲ Neighborhoods 43

A Handyman You Can Trust!

GUARANTEED!

HouseMedic
Handyman Professionals | Home Improvements

www.housemedic.net/austin

We provide the highest level of professional workmanship. Our technicians are trained and fully insured. We will show up on time and complete your projects right.

NARI
NATIONAL ASSOCIATION OF REALTORS
MEMBER

GREEN

(512) 551-2009
Locally Owned and Operated.

HouseMedic
Special Coupon

\$30 off ONE HALF DAY OF HANDYWORK

One half day equals four hours. \$30 will be taken off of regular hourly rate. Must present this card at time of estimate or initial contact. Not valid with any other offers or promotions. HM001

HouseMedic
Special Coupon

\$65 off ONE FULL DAY OF HANDYWORK

One full day equals eight hours. \$65 will be taken off of regular hourly rate. Must present this card at time of estimate or initial contact. Not valid with any other offers or promotions. HM002

America's Trusted Name in Home Repair

Taylor Morrison - We're in a Great Place

By Taylor Morrison

Voted one of the top cities for growth, Austin is definitely a great place. With Taylor Morrison's buyer incentives, when you purchase a new Taylor Morrison home, you'll be in a great place too.

Taylor Morrison offers custom designs to suit a wide range of lifestyles. Homes start in the 160s up to the 600s, and floor plans range from 1,600 sq. ft. to 5,000+ sq. ft.

Location is everything and we've got Austin covered. Taylor Morrison has 13 communities currently available in many of the most desirable locations in and around Austin.

Crystal Falls has four different product lines, offering luxury homes at affordable prices. Our newest development showcases majestic views of canyons, rolling hills and greenbelts, and provides a sense of security within a gated neighborhood.

Steiner Ranch offers six sections of breathtaking Taylor Morrison homes. Our newest section, The Fairways at Steiner Ranch, is a quaint community backing to the prestigious University of Texas Golf

Club. The Fairways offers tremendous value and one of the final opportunities to purchase a new home in Steiner Ranch.

Visit one of our nine Austin area model homes and register for our Great Place Sweepstakes*. This summer, three lucky winners will enjoy a weekend getaway to the Hyatt Lost Pines Resort – including golf and spa services.

Now is the perfect time to purchase a home from Taylor Morrison. If you prefer to build your own home with Taylor Morrison or are seeking the opportunity to purchase a move-in ready home, we would like to help you find the home of your dreams! And now through Aug. 31, fill your home with stylish accents and designer upgrades at half price. Visit TaylorMorrison.com, or call Heather Fox at 845-7350, for prices, locations, floor plans and available homes.

**Design options and savings may vary by community. See a Sales Associate for details. Limited time offer for qualified purchases between July 30 and Aug. 31, 2011. May not be combined with other offers.*



Located just a few tee shots from The University of Texas Golf Club, The Fairways Community features families that have a common passion for refined living, never-ending views of lush fairways and the rolling hill country. The Florian is one story with 4-5 bedrooms with 2 baths from \$290,990.



The Roma is a two story with 4-5 bedrooms and 2.5-3 baths from \$322,990 with a bonus room option.



Unbelievable Amenities in the Bella Mar community located in Steiner Ranch. Fun for all ages!

**taylor
morrison**
Homes Inspired by You

we're in a
**great
place**

With 50% off design center options,
you can be in a *great place* too.

WHEN YOU PURCHASE BEFORE SEPTEMBER 30, 2011

**SPECIAL
OFFER**

Win a Trip to Hyatt® Lost Pines Resort

Register at any of our local
communities for your chance
to WIN an all expenses paid
Golf and Spa getaway.

ENTER BEFORE SEPTEMBER 30, 2011

taylor Morrison.com/greatplace/austin



Design options and savings may vary by community. See a Sales Associate for details. Limited time offer for qualified purchases between July 6, 2011 and September 30, 2011 on accepted-to-be-built purchases. May not be combined with other offers. Offer for qualified customers utilizing Taylor Morrison Home Funding, LLC, TX License: #149227. Services not available in all states. Rates, terms and conditions offered are subject to change without notice. All loans are subject to underwriting and loan qualification of the lender. Additional licensing or other details, including special financing incentives (as applicable), may be found at www.taylorMorrison.com/finance. Maximum seller contribution not to exceed LTV/lender guidelines. Offer void where prohibited or otherwise restricted by law. Visit www.taylorMorrison.com for additional disclaimers. No purchase necessary to enter or win sweepstakes. Sweepstakes offered to legal residents of the United States and D.C., age 18 or over at time of entry. Prize valued at approximately \$1,000. For complete sweepstakes rules, visit any Austin area Taylor Morrison community. © July, 2011, Taylor Morrison of Texas, Inc. Hyatt® is a registered trademark and is not affiliated with a co-sponsor of or responsible for either the promotion or the sweepstakes. All rights reserved.

Cedar Park's Hidden Gem at Mercedes Homes

By Mercedes Homes

Mercedes Homes offers upscale living in a family environment at the beautiful Ranch at Brushy Creek. With an array of amenities and competitive tax rates, Mercedes is the natural choice for a new home.

The Ranch at Brushy Creek is located off of Parmer Lane with convenient access to Brushy Creek Lake Park, fine dining, shopping and more. Two new sections are now available offering both 50' and 60' home sites. Prices start at \$239,990 and range in size from 2,043 sq. ft. to 3,792 sq. ft.

Homes at The Ranch at Brushy Creek feature spacious and open floor plans which are available with an array of custom options. And, Mercedes Homes will work to build each home to best suit the buyers' needs.

The Ranch at Brushy Creek is served by Exemplary-rated Round Rock schools. Its increasing reputation as a family sanctuary is due in part to its fantastic location, great school system, natural beauty and nearby amenities.

This prime location also provides access to a junior Olympic Size Pool, toddlers' interactive pool, a covered pavilion and hike and bike trails.

Mercedes Homes has been building quality homes for 25 years. Their distinctive design, coupled with research and innovation, has resulted in homes that are stronger, safer and more energy efficient.

"Our Green Logic program outlines 17 ENERGY STAR features, including insulated garage doors, high performance low-E windows, low VOC paint, and much more," explains Jeff Apra, Sales Professional for The Ranch at Brushy Creek. "All 17 of these features are standard in every home we built."

In cooperation with their technology partners, Mercedes Homes also has developed features and options designed to increase structural strength and reduce the chance for water intrusion in storm conditions.

"Our mission is to build distinctive homes of outstanding and enduring value while providing an enjoyable experience



Mercedes Homes builds a variety of luxurious plans in the Ranch at Brushy Creek community including this Barrett plan which serves as the model home.

for our customers," adds Apra. "And that is exactly what we do."

Skill, experience, passion and commitment are all part of the craftsmanship that goes into each Mercedes home. Their family of dedicated employees and trade partners works diligently to build homes that will be enjoyed for years to come.

"In 25 years, we've grown from building 35 homes a year to building thousands.

Our company continues to be an industry leader not because of the number of homes we build, but because of how we build them," states Apra.

Mercedes Homes offers one- and two-year limited warranties, as well as a 10-year structural warranty. To learn more about The Ranch at Brushy Creek, visit MercedesHomes.com

Mercedes Homes

Present this ad to receive:

\$1,000 TOWARDS CLOSING COSTS*

◆ **HIGHLANDS AT CRYSTAL FALLS - Leander**
From the \$210's • (512) 528-9911

◆ **THE FAIRWAYS AT CRYSTAL FALLS - Leander**
Now Selling • From the \$290's • (512) 528-9911

◆ **GRAND MESA AT CRYSTAL FALLS - Leander**
From the \$420's • (512) 528-9911

◆ **RANCH AT BRUSHY CREEK - Cedar Park**
From the \$240's • (512) 248-8125

◆ **THE VISTAS AT LAKE TRAVIS - Spicewood**
From the \$370's • (512) 699-1244

◆ **GARLIC CREEK - Buda**
From the \$210's • (512) 312-2150

◆ **RIM ROCK - Driftwood**
From the low \$300's • (512) 858-4700

◆ **LA VENTANA - Driftwood**
From the \$370's • (512) 858-4700

◆ **BRIDGES OF BEAR CREEK - Southwest/Central Austin**
From the \$270's • (512) 292-6008

◆ **BRIDGES OF BEAR CREEK ESTATES - Southwest/Central Austin**
From the \$420's • (512) 292-6008



CALL TODAY: 877-899-7999

*Offer expires 7/31/2011. Offer, prices, plans, specifications and availability are subject to change and/or cancellation at any time without prior notice. May not be combined with any other offers or promotions. Additional details and restrictions are listed in Buyer's contract. Please contact community salesperson for additional details and restrictions.



Mercedes HOMES
www.MercedesHomes.com



Visit the Kendal model home at The Commons at Rowe Lane with 2,208 sqft. and 3 beds and 2 baths.

Highland Homes Brings Life Uncommon to the Commons

By Highland Homes

The Commons at Rowe Lane is an uncommon find in the bustling suburbs of Austin. This peaceful community located east of the State Highway 130 is a quiet alternative to the larger neighborhoods in Pflugerville.

Highland Homes is the perfect fit for first-time and move-up buyers. Homes start at \$159,900, and the smart and stylish floor plans range in size from 1,569 to 3,300 sq. ft. Highland Homes offers oversized and corner lots, too.

The community features a multi-million dollar clubhouse, pool, playscape, sport and sand volleyball courts and a hike and bike trail that circles the neighborhood.

The Commons at Rowe Lane

is situated inside the recognized Pflugerville ISD and feeds into Rowe Lane Elementary, Kelly Lane Middle School and Hendrickson High School.

The community's proximity to SH 130 and 45 allows for easy access to the Stone Hill Town Center, which features a Super Target, Home Depot, Best Buy, 24-Hour Fitness and a Cinemark movie theater. Other shopping destinations, such as La Frontera, are only minutes away.

Highland Homes has the new home you've been dreaming of. Glorious windows, airy ceilings and unique architectural elements all fuse to create something truly remarkable. Visit us today at highlandhomes.com or call 251-8900.



Inner Space... Outer Beauty *Bring in this ad to receive \$2,500 in additional options or upgrades*

There has never been a better opportunity to own a quality home in Austin's most sought after neighborhoods.

From large homesites in the Hill Country with views, to homes for first-time buyers in communities with amenities galore, Highland Homes offers home buyers more options, a higher standard of quality and design features like no other in the area.

Visit www.HighlandHomes.com for more information.
Ask about the Highland Homes upgrade offer.

Homes All Over Austin from the \$240's-\$600's

- | | |
|---|---|
| 1) THE VIEWS AT BELTERRA • From the \$240's
512-432-0200
BELTERRA • From the \$300's • 512-301-9110 | 5) CRYSTAL FALLS • From the low \$200's
512-260-8333 |
| 2) ROCKY CREEK • From the \$330's • 512-303-0112 | 6) THE RANCH AT BRUSHY CREEK • From the \$250's
512-255-4454 |
| 3) STEINER RANCH • From the \$590's • 512-266-7117 | 7) ARBOR PLACE • From the \$330's • 512-310-7911 |
| 4) WHITESTONE OAKS • From the \$210's
512-260-2222 | 8) COMMONS AT ROWE LANE • From the \$150's
512-251-8900 |



www.HighlandHomes.com

Must bring in ad to receive \$2,500 allowance. Valid on new contracts only. Cannot be exchanged for cash. Valid in Austin area communities through 6/30/2011. Prices and information are subject to change at anytime without notice. See Sales Counselor for details.

REAL ESTATE

Market Data

On the market (June 1–30)

Price Range	Number of homes for sale		Average days on the market	
	Round Rock	Pflugerville	Round Rock	Pflugerville
Less than \$100,000	59	31	79	63
\$100,000–\$149,900	224	258	65	69
\$150,000–\$199,900	274	260	73	83
\$200,000–\$299,900	399	116	80	80
\$300,000–\$399,900	191	6	74	175
\$400,000–\$499,900	48	2	85	40
\$500,000–\$749,900	22	2	95	39
\$750,000–\$999,900	1	1	2	263
\$1 million +	2	-	81	-

Monthly home sales

Month	Number of homes sold		Average price	
	Round Rock	Pflugerville	Round Rock	Pflugerville
June 2011	203	81	\$215,917	\$161,833
June 2010	205	93	\$227,406	\$161,472
May 2011	180	80	\$203,153	\$159,968
April 2011	177	89	\$216,825	\$155,899
March 2011	135	63	\$205,039	\$149,261
Feb. 2011	94	43	\$211,156	\$150,444
Jan. 2011	108	45	\$229,208	\$161,181
Dec. 2010	163	87	\$221,812	\$158,136
Nov. 2010	128	86	\$216,972	\$149,874

Data compiled by
Nason Hengst
Keller Williams
775-7900
nason@nasoncompany.com



Property Listings

ZIP code	City	Subdivision	Address	Bed/Bath	Price	Sq. ft.	Agent	Phone	Agency
78660	Pflugerville	Avalon	3613 Glastonbury Trail	4br/2ba	\$235,000	2,601	Russell Martinez	691-9383	e-Executive Realty
78660	Pflugerville	Avalon	20208 Wearyall Hill Lane	3br/2ba	\$172,990	2,119	Kevin Elliott	347-7740	Keller Williams Realty
78660	Pflugerville	Avalon	20216 Wearyall Hill Lane	3br/2ba	\$181,900	1,950	Kevin Elliott	347-7740	Keller Williams Realty
78660	Pflugerville	Avalon	20212 Wearyall Hill Lane	3br/2ba	\$190,990	2,197	Kevin Elliott	347-7740	Keller Williams Realty
78660	Pflugerville	Bohls Place	1507 Dahlia Court	3br/2ba	\$176,500	2,101	Matthew Menard	947-8787	Keller Williams Realty
78660	Pflugerville	Brookfield Estates	405 Sweet Leaf Lane	4br/3ba	\$181,355	1,909	Gail Huebel	848-3477	Keller Williams Realty
78660	Pflugerville	Creekside	203 Custers Creek Bend	3br/2ba	\$149,000	1,799	Michele Scott	464-1211	J.B. Goodwin, Realtors
78660	Pflugerville	Fairways of Blackhawk	19316 Sea Island Drive	4br/3ba	\$241,900	2,757	Joetta Houghton	736-2471	Keller Williams Realty
78660	Pflugerville	Falcon Pointe	2513 Barley Field Pass	3br/2ba	\$205,000	2,170	Joetta Houghton	736-2471	Keller Williams Realty
78660	Pflugerville	Gaston-Sheldon	14305 Alderminster Lane	2br/2ba	\$112,000	1,124	Robert Fischer	791-0229	Keller Williams Realty
78660	Pflugerville	Gaston-Sheldon	1033 Tudor House Road	3br/2ba	\$130,000	1,860	Knolly Williams	206-0060	Keller Williams Realty
78660	Pflugerville	Gaston-Sheldon	15225 Mandarin Crossing	3br/2ba	\$129,000	1,422	Cristina Murphey	809-1107	Keller Williams Realty
78660	Pflugerville	Highland Park North	712 Kingston Lacy Blvd.	4br/3ba	\$175,900	2,869	Steve Deitrick	970-3359	Private Label Realty
78660	Pflugerville	Highland Park North	904 Kensington Castle Trail	4br/2ba	\$176,500	3,156	Paulette Bostur	751-4567	Prudential Texas Realty
78660	Pflugerville	Kuemple Trail	1217 Golden Eagle St.	4br/2ba	\$169,800	3,022	Greg Young	587-1337	Keller Williams Realty
78660	Pflugerville	Meadows Blackhawk	20313 Wayzata Court	4br/2ba	\$187,500	2,091	Tara Knight	751-4834	Keller Williams Realty
78660	Pflugerville	Northtown Park	13702 Merseyside Drive	3br/1ba	\$105,000	1,146	Susan Gilchrist	796-7591	Amelia Bullock, Realtors
78660	Pflugerville	Park at Blackhawk	3304 Hawks Swoop Trail	3br/2ba	\$160,000	2,259	Shannon Huffer	417-0412	Keller Williams Realty
78660	Pflugerville	Park at Blackhawk	3336 Winding Shore Lane	3br/2ba	\$179,900	2,032	Debbie Fontenette	656-5757	Keller Williams Realty
78660	Pflugerville	Park at Blackhawk	3204 Winding Shore Lane	3br/2ba	\$156,000	1,808	Kenn Renner	423-5626	Keller Williams - Lake Travis
78660	Pflugerville	Picadilly Ridge	17608 Strontian Pass	3br/2ba	\$129,900	1,455	Julio Vargas	762-0219	Prudential Texas Realty
78660	Pflugerville	Picadilly Ridge	1341 Lockaline Loop	4br/2ba	\$164,900	2,046	Sandy Rios	565-1503	Gaston & Sheehan Realty
78660	Pflugerville	Picadilly Ridge	1416 Lockaline Loop	4br/2ba	\$164,900	2,046	Sandy Rios	565-1503	Gaston & Sheehan Realty
78660	Pflugerville	Ridge at Steeds Crossing	21300 Byerly Turk Drive	3br/2ba	\$134,900	1,474	Lauren Powell	695-0679	Capital City Sotheby's Realty
78660	Pflugerville	Ridge at Steeds Crossing	21012 Secretariat Ridge Lane	3br/2ba	\$124,900	1,704	Karen McGrath	940-4057	J.B. Goodwin, Realtors
78660	Pflugerville	Saxony	605 Maplewood Circle	4br/2ba	\$139,000	2,179	Laurie Flood	576-1504	Keller Williams Realty
78660	Pflugerville	Saxony	610 Maplewood Circle	4br/3ba	\$259,000	3,221	Sue Ellett	422-7182	Coldwell Banker United Realtor
78660	Pflugerville	Settlers Ridge	609 Brown Drive	3br/2ba	\$169,000	1,795	Barbara Bittner	431-6027	Coldwell Banker United Realtor
78660	Pflugerville	Settlers Ridge	700 Cornell Drive	4br/2ba	\$170,000	2,132	Martha Browning	947-8119	Prudential Texas Realty
78660	Pflugerville	Springbrook	17716 Regis Drive	5br/2ba	\$160,000	3,302	Knolly Williams	206-0060	Keller Williams Realty
78660	Pflugerville	Springbrook	1004 Liffey Drive	4br/2ba	\$159,912	2,180	Veronica Lee	965-2905	Keller Williams Realty
78660	Pflugerville	Springbrook	905 Springbrook Drive	4br/2ba	\$168,000	3,168	Leisa Ormsbee	590-1833	J.B. Goodwin, Realtors
78660	Pflugerville	Swenson Farm	1113 Laurel Oak Trail	4br/3ba	\$229,000	3,036	Susan Truair	691-6957	Coldwell Banker United Realtor
78660	Pflugerville	Windermere	16412 Edgemere Drive	3br/2ba	\$118,500	1,347	Michele Scott	464-1211	J.B. Goodwin, Realtors
78660	Pflugerville	Windermere	16421 Knottingham Drive	3br/2ba	\$139,500	1,429	Carlos Gonzales	825-0065	e-Executive Realty
78660	Pflugerville	Windermere	16309 Edgemere Drive	2br/1ba	\$78,000	850	Victor Nino	587-8652	Keller Williams Realty
78660	Pflugerville	Windermere	17113 Bishopsgate Drive	4br/2ba	\$159,000	2,226	Patrick Smith	496-2793	Spencer Properties
78660	Pflugerville	Windermere	904 Thackeray Lane	3br/2ba	\$98,900	1,272	Laurie McGary	637-8354	Keller Williams Realty
78660	Pflugerville	Windermere	1203 Disraeli Circle	3br/2ba	\$149,900	2,182	Matthew Menard	947-8787	Keller Williams Realty

ZIP code guide

78664 Dell/Gattis School area
78665 University/Dell Diamond area
78681 Round Rock west of I-35
78660 Pflugerville
78717 Brushy Creek area



203 Custers Creek Bend \$149,000



13702 Merseyside Drive \$105,000



1341 Lockaline Loop \$164,900



609 Brown Drive \$169,000



16421 Knottingham Drive \$139,500

REAL ESTATE

Property Listings

ZIP code	City	Subdivision	Address	Bed/Bath	Price	Sq. ft.	Agent	Phone	Agency
78664	Round Rock	Chandler Creek	1605 Water Spaniel Way	3br/2ba	\$155,000	2,351	Karen Miller	635-5077	Miller & Associates Realty LLC
78664	Round Rock	Forest Creek	3816 Royal Troon Drive	4br/3ba	\$230,000	2,579	Karen Halsema	514-1312	Keller Williams Realty
78664	Round Rock	Forest Creek	3833 Royal Troon Drive	4br/2ba	\$294,900	3,025	Randy Ziehe	914-1354	Spicewood Development, Inc.
78664	Round Rock	Forest Creek	3804 Trevino Drive	4br/3ba	\$529,900	4,377	J. Rene Ward	694-2558	Best Agents in Texas
78664	Round Rock	Forest Creek	4007 Lord Byron Circle	4br/3ba	\$240,000	2,897	Karen Halsema	514-1312	Keller Williams Realty
78664	Round Rock	Forest Creek	3739 Norman Loop	4br/2ba	\$185,000	2,142	Holley Cugnet	983-1598	Keller Williams Realty
78664	Round Rock	Forest Creek	3706 Norman Loop	4br/2ba	\$219,785	2,647	Karen Halsema	514-1312	Keller Williams Realty
78664	Round Rock	Forest Creek	3403 Stadler Cove	5br/4ba	\$425,000	4,502	Coco Vargas	801-9788	Keller Williams Realty
78664	Round Rock	Forest Creek	303 Payne Stewart Drive	4br/2ba	\$171,900	2,873	Bill Morris	785-3345	RE/MAX Capital City
78664	Round Rock	Greenridge	521 Boone Valley Drive	3br/2ba	\$175,000	2,340	Kellie Foster	924-5388	Marketplace Real Estate Group
78664	Round Rock	Greenslopes at Lakecreek	1109 Parkside Circle	4br/2ba	\$137,000	1,387	Gilbert Gracia	825-1591	RE/MAX Round Rock
78664	Round Rock	Greenslopes at Lakecreek	401 Meadowcreek Circle	3br/2ba	\$112,500	1,168	Dena Hinds	963-1770	RE/MAX Capital City III
78664	Round Rock	Greenslopes at Lakecreek	702 Clearview Cove	3br/2ba	\$104,900	1,440	Monica Nelson	563-3589	J.B. Goodwin, Realtors
78664	Round Rock	Meadows at Cambridge Heights	17200 Zola Lane	4br/2ba	\$170,000	2,334	John Miller	626-4556	EXIT-Options Realty
78664	Round Rock	Meadows at Chandler Creek	1810 Buckeye Lane	3br/2ba	\$119,500	1,270	Nason Hengst	775-7900	Keller Williams Realty
78664	Round Rock	Oak Bluff Estates	16 Forest Mesa	4br/3ba	\$359,900	3,283	Victoria Costello	917-4562	Coldwell Banker United Realtor
78664	Round Rock	South Creek	2150 Redwing Way	2br/2ba	\$89,000	921	Karla Jordan	657-4292	Keller Williams Realty
78664	Round Rock	Spring Ridge	2011 Monica Lane	3br/2ba	\$152,000	2,446	Gilbert Gracia	825-1591	RE/MAX Round Rock
78664	Round Rock	Windy Park	1761 Windy Park Circle	4br/2ba	\$146,500	1,950	Lenny Schwartz	502-8855	e-Executive Realty
78665	Round Rock	Eagle Ridge	3723 Eagles Nest St.	3br/2ba	\$162,500	2,175	Alisha Austin	255-8850	EXIT-Options Realty
78665	Round Rock	Eagle Ridge	3721 Cheyenne St.	3br/2ba	\$165,000	2,273	Knolly Williams	206-0060	Keller Williams Realty
78665	Round Rock	Forest Ridge	3101 Scarlet Oak Cove	3br/2ba	\$279,000	2,653	Lauren Powell	695-0679	Capital City Sotheby's Realty
78665	Round Rock	Indian Ridge	1407 Quicksilver Circle	4br/2ba	\$169,900	2,093	Leslie Taylor	818-6366	RE/MAX Centx Assoc.
78665	Round Rock	Lake Forest	2128 Clear Lake Place	5br/3ba	\$325,000	4,204	Catherine McGinley	771-9242	Keller Williams Realty
78665	Round Rock	Lake Forest	1508 Lake Forest Cove	4br/3ba	\$369,900	3,437	Jeff Dillard	426-1294	Coldwell Banker United Realtor
78665	Round Rock	Lakeside	1514 Gulf Way	3br/2ba	\$155,500	1,914	Lori Schultz	217-0096	Prudential Texas Realty
78665	Round Rock	Paloma Lake	2483 Santa Barbara Loop	3br/2ba	\$176,726	1,721	Jimmy Rado	821-8872	David Weekley Homes
78665	Round Rock	Paloma Lake	2948 Saint Federico Way	5br/4ba	\$330,497	3,456	Scott Robarts	775-9600	Keller Williams Realty
78665	Round Rock	Paloma Lake	2400 San Fernando Court	3br/2ba	\$225,931	2,100	Scott Robarts	775-9600	Keller Williams Realty
78665	Round Rock	Pioneer Crossing	1036 Kenneys Way	3br/2ba	\$154,900	1,947	Brian Martin	638-5885	Keller Williams Realty
78665	Round Rock	Preserve at Dyer Creek	1117 Preserve Place	4br/2ba	\$232,007	2,731	April Maki	470-7979	Sisu Realty & Associates
78665	Round Rock	Preserve at Dyer Creek	1011 Dyer Creek Place	4br/2ba	\$220,307	2,454	April Maki	470-7979	Sisu Realty & Associates
78665	Round Rock	Round Rock Ranch	1831 Chino Valley Trail	5br/3ba	\$183,000	2,850	Camille Abbott	529-1299	Amelia Bullock, Realtors
78665	Round Rock	Round Rock Ranch	1500 Placeume Grass Place	4br/2ba	\$159,999	2,338	Lisa Marie Contaldi	784-5111	Intero Real Estate Services
78665	Round Rock	Ryans Crossing	617 Reggie Jackson Trail	3br/2ba	\$129,500	1,612	Cathy Wallace	921-4150	Keller Williams Realty
78665	Round Rock	Ryans Crossing	3882 Willie Mays Lane	3br/2ba	\$169,900	2,032	Amy Whitston	663-6759	Sellstate Classic Realty
78665	Round Rock	Ryans Crossing	1500 Mickey Mantle Place	3br/2ba	\$150,000	2,194	Cathy Wallace	921-4150	Keller Williams Realty
78665	Round Rock	Settlement	3012 Settlement Drive	3br/2ba	\$135,900	1,664	Knolly Williams	206-0060	Keller Williams Realty
78665	Round Rock	Settlement	1506 Sundance Drive	4br/2ba	\$132,900	1,890	Chris Riemer	791-5837	Keller Williams Realty
78665	Round Rock	Settlers Overlook	2315 Bluffstone Drive	3br/2ba	\$137,999	1,410	Sally Decelis	255-9300	RE/MAX Round Rock
78665	Round Rock	Sonoma	836 Rusk Road	4br/2ba	\$164,900	2,454	Jay Jay Tolentino	669-9000	Keller Williams Realty
78665	Round Rock	Sonoma	2801 Paradise Ridge Cove	4br/3ba	\$244,000	2,788	Carlos Hernandez-Ojeda	496-5234	Private Label Realty
78665	Round Rock	Sonoma West	3320 Alexander Valley Cove	3br/2ba	\$159,500	1,478	Pat Coleman	691-6904	Coldwell Banker United Realtor
78665	Round Rock	Teravista	4218 Woodhaven Trail	3br/2ba	\$223,823	1,982	Pamela Buske	704-4672	RE/MAX Capital City II
78665	Round Rock	Teravista	4214 Fairmeadow Drive	4br/2ba	\$271,535	2,959	Pamela Buske	704-4672	RE/MAX Capital City II
78665	Round Rock	Teravista	4112 Placid Creek Way	4br/3ba	\$235,900	3,519	Jeffrey Walker	947-8836	Prudential Texas Realty
78665	Round Rock	Teravista	4218 Bent Wood Court	3br/2ba	\$174,000	1,839	Kenn Renner	423-5626	Keller Williams - Lake Travis
78665	Round Rock	Teravista	4523 Monterosa Lane	3br/2ba	\$256,105	2,313	Pamela Buske	704-4672	RE/MAX Capital City II
78665	Round Rock	Teravista	4503 Cervinia Drive	6br/3ba	\$309,000	3,098	Robert Fischer	791-0229	Keller Williams Realty
78665	Round Rock	Teravista	4619 Monterosa Lane	4br/3ba	\$330,579	2,834	Daniel Wilson	801-7718	Keller Williams Realty
78665	Round Rock	Teravista	4621 Monterosa Lane	4br/3ba	\$350,164	3,400	Daniel Wilson	801-7718	Keller Williams Realty
78665	Round Rock	Teravista	4623 Monterosa Lane	5br/4ba	\$387,447	3,788	Daniel Wilson	801-7718	Keller Williams Realty
78665	Round Rock	Teravista	1508 Greenside Drive	4br/3ba	\$213,000	2,209	Coco Vargas	801-9788	Keller Williams Realty
78681	Round Rock	Arbor Place	3001 Wood Springs Lane	4br/5ba	\$562,310	4,085	Jimmy Rado	821-8872	David Weekley Homes
78681	Round Rock	Behrens Ranch	3101 GoldenOak Circle	4br/3ba	\$329,900	3,837	Janet Mays	653-3626	Coldwell Banker United Realtor
78681	Round Rock	Behrens Ranch	2905 Portulaca Drive	4br/2ba	\$385,000	3,460	Judith Copple	864-2500	Keller Williams Realty



3816 Royal Troon Drive \$230,000



1109 Parkside Circle \$137,000



3721 Cheyenne St. \$165,000



1036 Kenneys Way \$154,900



836 Rusk Road \$164,900



4621 Monterosa Lane \$350,164

REAL ESTATE

Property Listings

ZIP code	City	Subdivision	Address	Bed/Bath	Price	Sq. ft.	Agent	Phone	Agency
78681	Round Rock	Behrens Ranch	2617 Salorn Way	4br/2ba	\$284,700	2,919	Adam Sadovsky	740-3825	Keller Williams Realty
78681	Round Rock	Bent Tree	3011 Cedar Elm Lane	3br/2ba	\$227,500	2,316	David Pavliska	422-5457	RE/MAX Round Rock
78681	Round Rock	Brushy Creek South	3906 Rolling Hill	3br/2ba	\$128,900	1,319	Jayne Decker	848-6884	Prudential Texas Realty
78681	Round Rock	Brushy Creek	414 Arrow Head	3br/2ba	\$139,500	1,320	Kathy Stafford	626-9559	Keller Williams Realty
78681	Round Rock	Hidden Glen	1739 West End Place	5br/4ba	\$400,000	4,162	Patricia Fitzpatrick	925-0161	Amelia Bullock, Realtors
78681	Round Rock	Hidden Glen	3040 Las Colinas Way	4br/3ba	\$400,000	3,492	Linda DeMarco	423-7333	Coldwell Banker United Realtor
78681	Round Rock	Hidden Glen	1108 Castle Path	4br/3ba	\$369,500	3,718	Lynn Miller	255-4867	Amelia Bullock, Realtors
78681	Round Rock	Mayfield Ranch	3821 Sky Lane	3br/2ba	\$235,000	2,420	Norma M. Mantz	431-6226	J.B. Goodwin, Realtors
78681	Round Rock	Mayfield Ranch	3825 Bram Cove	4br/3ba	\$310,000	3,655	Elizabeth Sullivan	569-7272	Keller Williams Realty
78681	Round Rock	Oaklands	1910 Spring Hollow Path	4br/2ba	\$189,900	2,660	Nell Hanson Hurtado	426-5080	J.B. Goodwin, Realtors
78681	Round Rock	Plantation	1918 Plantation Drive	4br/3ba	\$400,000	4,117	Cyndy Stewart	731-0802	Keller Williams Realty
78681	Round Rock	Preserve at Stone Oak	3590 Rock Shelf Lane	4br/3ba	\$179,900	2,300	Dave Bair	423-0456	Prudential Texas Realty
78681	Round Rock	Preserve at Stone Oak	3722 Castle Rock Drive	4br/2ba	\$154,900	1,609	Suzie Gole	791-4223	Keller Williams Realty
78681	Round Rock	Round Rock West	705 Lime Rock Drive	4br/2ba	\$199,000	2,298	Jimmy Goff	784-5175	Goff Properties
78681	Round Rock	Shadowbrook	1913 West Creek Loop	3br/2ba	\$209,950	1,904	Mike Luscier	413-4965	Private Label Realty
78681	Round Rock	Stone Canyon	16813 Willow Oak Lane	3br/2ba	\$189,900	1,839	Daniel Wilson	801-7718	Keller Williams Realty
78681	Round Rock	Stone Canyon	8713 Sea Ash Circle	4br/3ba	\$305,000	3,263	Aaron Lancaster	751-7533	Keller Williams Realty
78681	Round Rock	Tonkawa Springs	3503 Arrowhead Circle	4br/2ba	\$415,000	2,589	Cynthia Maguire	657-4400	RE/MAX Capital City III
78681	Round Rock	Vista Oaks	4210 Summercrest Loop	4br/2ba	\$219,900	2,497	Kathleen Gabriel	413-5119	Keller Williams Realty
78681	Round Rock	Wood Glen	2520 Plantation Drive	4br/3ba	\$289,900	3,151	Steve Heagerty	744-4575	RE/MAX Capital City III
78681	Round Rock	Wood Glen	2316 Berwick Drive	5br/3ba	\$368,000	4,005	Linda DeMarco	423-7333	Coldwell Banker United Realtor
78681	Round Rock	Wood Glen	2030 Kimbrook Drive	3br/2ba	\$214,900	2,267	Melissa Berndt	350-1107	RE/MAX Capital City



3906 Rolling Hill \$128,900



1918 Plantation Drive \$400,000



2316 Barwick Drive \$368,000

➤ For more residential real estate listings, visit more.impactnews.com/13920

Residential real estate listings added to the market between 07/01/11 and 07/21/11 for Pflugerville and 06/27/11 and 07/21/11 for Round Rock were included and provided by the Austin Board of Realtors, www.abor.com. Although every effort has been made to ensure the timeliness and accuracy of this listing, *Community Impact Newspaper* assumes no liability for errors or omissions. Contact the property’s agent or seller for the most current information.

Sonoma
Round Rock—78665

Data compiled by
Nason Hengst
Keller Williams
775-7900
nason@nasoncompany.com



Overview



Build-out year: Still building
Builders: Morrison, Pulte, Wilshire
Number of homes: 926
Square footage: 1,420–6,211
Home values: \$148,900–\$569,600
HOA dues (estimated): \$475/year, mandatory
Amenities: Clubhouse, community pool, playground, jogging/biking path
Nearby attractions: Old Settlers Park, The Dell Diamond
Property taxes:
Williamson County 0.459999
Austin Community College 0.095100
City of Round Rock 0.417280
Williamson Co. FM/RD 0.030000
Upper Brushy Creek 0.020000
Round Rock ISD 1.380000
Total (per \$100 value) **2.402379**

- Schools:**
- Blackland Prairie Elementary School
 - Ridgeview Middle School
 - Stony Point High School
 - Cedar Ridge High School



On the market (As of July 19, 2011)

No. of homes for sale	No. of homes under contract	Avg. days on the market
34	7	57

Home sales (July 19, 2010–July 19, 2011)

No. of homes sold in the last year	Square footage Low/High	Selling price Low/High
46	1,426/4,117	\$135,000/\$310,000

Featured homes



2218 Buena Vista Lane \$289,900
5 Bedroom / 4 Bath
Agent: Marianne Iamele
789-5775



2222 Buena Vista Lane \$279,000
4 Bedroom / 3.5 Bath
Agent: Kay Kernek
970-7444



1561 Homewood Court \$275,000
4 Bedroom / 3 Bath
Agent: Mark Minchew
328-8333



2801 Paradise Ridge Cove \$244,000
4 Bedroom / 3 Bath
Agent: Carlos Ojeda
496-5234



SKY RIDGE PLAZA



Since 1987, Kapsner Chiropractic Center has been providing treatment of musculoskeletal conditions and other chiropractic services.

Free 30 minute massage for new patients

redeemable at Kapsner Chiropractic

An individual treatment program can be designed to meet your specific needs

2000 South IH-35, Suite K5 • (512) 733-1700
WWW.KAPSNER.COM



Select Physical Therapy

2000 S. IH 35 Suite L1
Round Rock, TX 78681
512.238.6200
www.selectphysicaltherapy.com



Starbright Pediatric Therapy

2000 S. IH 35 Suite L2
Round Rock, TX 78681
512.218.1432
www.healthsouthaustin.com

Round Rock Family Dental

Dr. Chris Gorham

2000 S. IH 35 Suite K1
Round Rock, TX 78681
512.255.7839
www.roundrockfamilydental.com



2000 South IH-35 • Exit 251 • Round Rock, TX

FOR LEASING INFORMATION CALL (512) 238-0938 OR VISIT WWW.SKYRIDGEPLAZA.COM

GOLD EXCHANGE

WE BUY ALL GOLD JEWELRY EVEN IF BROKEN

- GOLD CLASS RINGS
- GOLD NECKLACE
- GOLD EARRINGS
- GOLD BRACELETS
- DENTAL GOLD
- ANYTHING GOLD EVEN IF BROKEN

WE BUY ALL STERLING SILVER

- SILVER COINS
- SILVER JEWELRY
- SILVER FLATWARE
- SILVER HOLLOWARE
- ANYTHING SILVER
- ANYTHING STERLING



roundrockgoldexchange.com



GET CASH TODAY! WE PAY ON THE SPOT!



512-388-4900

Located behind Lubys and Taco Cabana on
HWY 35 @ Hesters Crossing
Over 25 Years Experience Buying Here in Austin

Trade your GOLD for CASH

\$25 CASH

Receive an extra \$25 if you sell us \$200 or more

One coupon per customer. Not valid with any other offer. Not valid with coin or bullion sales. Expires 9/2/11

\$10 CASH

Receive an extra \$10 if you sell us \$50 or more

One coupon per customer. Not valid with any other offer. Not valid with coin or bullion sales. Expires 9/2/11

Looking for Coupons?

Explore the all-new

IMPACTDEALS.COM



Hundreds of local
and regional coupons

Just click and print

Free the coupon!

community
IMPACT
NEWSPAPER
LOCAL. USEFUL. EVERYONE GETS IT.®

IMPACT
DEALS