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OBITUARIES

Bruce Carl Rosecrans



EULESS — Bruce Carl Rosecrans, 56, passed away Sunday, April 11, 2010.

SERVICE: Private. Friends may contact Brenda Sue Rosecrans to pay their respects.

Bruce was a resident of Euless since 1971. He was a 32nd-degree Mason, York Rite, and a Shriner.

His father, William J. Rosecrans Jr., preceded him in death.

SURVIVORS: His loving and devoted wife, Brenda Sue Rosecrans; and his mother, Irene Rosecrans.

Quentin's Funeral Home
Euless, 817-282-1991
View and sign guestbook at
www.star-telegram.com/obituaries

Irene Rosecrans is a former employee of the City.

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April 24 (9 am - 8 pm) & April 25 (2 pm - 6 pm)



Saturday, April 24
9 a.m. - 8 p.m.
Sunday, April 25
2 p.m. - 6 p.m.
City Hall
201 N. Ector Dr.
2 STAGES OF ENTERTAINMENT
FORESTRY VILLAGE
KIDZ ZONE
ARTS & FOOD VENDORS
BOUNCE HOUSES & GAMES
plus MUCH, MUCH MORE!

MAIN STAGE

Saturday, April 24

10 a.m. - 11 a.m.
11 a.m. - noon
1 p.m. - 2 p.m.
2 p.m. - 3 p.m.
3 p.m. - 4 p.m.
4 p.m. - 5 p.m.
5 p.m. - 6 p.m.
6:30 - 8 p.m.

Texas Children's Choir
King & Roberts
HEB Elementary Honor Choir
Bell Manor Elementary School
Dean Strickland
Lifesong Studio
HFS Jump Force
Trout Fishing in America

SPONSORED BY
Star-Telegram

Sunday, April 25

2 p.m. - 3 p.m.
3 p.m. - 4 p.m.
4 p.m. - 5 p.m.
5 p.m. - 6 p.m.

Dancers in Motion
Grace Hula
Elvis
Jax Brothers



FORESTRY VILLAGE



SPONSORED BY
Greene

TREE GIVEAWAY

SPONSORED BY
Greene



KIDZ ZONE

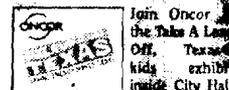
Saturday, April 24

10 a.m. Prof. Brainius
11 a.m. Eules Library
Noon Fire Safety Clowns
1 p.m. Prof. Brainius
2 p.m. Critterman
3 p.m. David Chickew
4 p.m. Prof. Brainius
5 p.m. Critterman
6 p.m. David Chickew

SPONSORED BY
Eules Library

Sunday, April 25

2 p.m. Safarl Scot
3 p.m. Eules Library
4 p.m. Safarl Scot



Join Oncor as the Take A Load Off, Texas kids exhibit inside City Hall at the Arbor Daze family festival. Play our interactive games to learn fun and exciting tips about saving energy. Take A Load Off, Texas travels throughout Oncor's service area with exhibits and information on items such as lighting, solar power, appliances, air-conditioning units and insulation.

BOUNCE HOUSES

SPONSORED BY
Coke



COMMUNITY STAGE

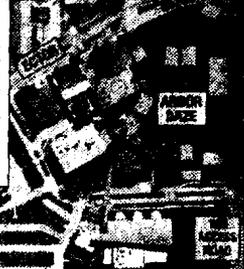
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Greene



Come see acts such as Isis & the Star Dancers Belly Dance, Events in Motion, Ka Pa Hula O Manulani, Indigo Rose Belly Dance, Dixie Grand Cloggers, Legends Martial Arts, ELVIS, King & Roberts Dance Studio, plus many more to be announced... NOTE: Performers and artists subject to change. Performance times will be available on arbor.daze.org.

PARKING

Free parking is available at the Eules City Hall Complex. Additional spillover parking is available at First Baptist Church Eules on the East side of the parking lot. Free shuttle service will run from FBCE to the festival site.



NOT ALLOWED:

Flammable liquids, alcohol, illegal substances, fireworks, illegal games, stoves, grills, charcoal, propane, open flames, and other fire hazards. No pets allowed on festival grounds except for service animals.



Visit the City of Eules public art exhibit and meet the artistic designer Chody Burleson and find out about the FabEules public art located throughout the City.

Simply FabEules. Eules Parks & Community Services

www.ArborDaze.org
817-685-1666

Eules City Hall, 201 North Ector Drive

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NORTHEAST TARRANT

'Angels' take to the court

Pat Summerall reality show, volunteers fix up outdoor basketball site used by kids



NBA Development League coach Nancy Lieberman tries to keep a basketball spinning on Pat Summerall's finger during a break in the work Saturday. SPECIAL TO THE STAR-TELEGRAM/RICHARD W. RODRIGUEZ

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By **SUSAN SCHROCK** and **TERRY EVANS**
 sschrock@star-telegram.com, tevans@star-telegram.com

EULESS — Cheryl Bushman began scrimping and saving last year when a basketball goal broke at the rundown city park where her three sons and their friends play, she said Saturday.

“People were doing this from the heart, you can tell.”

“They were down to one hoop,” Bushman said. “I started putting away every bit of money I could.”

Instead of cash, Bushman and her children ended up giving their time, as they and dozens of other volunteers gathered Saturday to rebuild

Pat Summerall the court, adding two new goals, bleachers and landscaping under the watchful eyes of a camera crew.

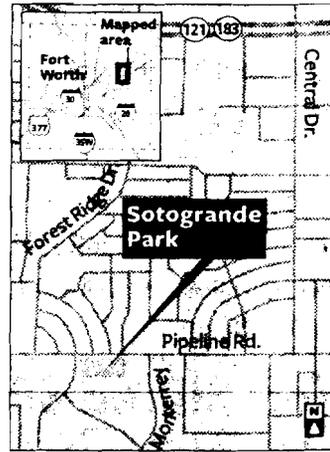
The one-day partial makeover of Sotogrande Park, owned by Bedford but located in Euless, was filmed for the pilot of a proposed reality series called *Pat Summerall's Sports Angels*. It would bring sports celebrities into communities to help volun-



SPECIAL TO THE STAR-TELEGRAM/RICHARD W. RODRIGUEZ

Isaiah Bushman, 9, tests a new basketball goal with the help of former Cowboys receiver Raghib “Rocket” Ismail.

Bedford Park



STAR-TELEGRAM

Online exclusive
 See a slide show of the volunteers and sports figures at work Saturday at star-telegram.com

teers improve facilities for young athletes. The pilot is being pitched to major networks, producer Elizabeth Thomé said.

Sotogrande was recommended to the show's producers by Summer Santa, a Keller-based charity that provides scholarships for low-income children to attend summer camp.

Like her own children, Bushman said, most of the neighborhood kids live in apartments and find the park to be the closest, safest place to play. Sotogrande also has a recreation center and tennis courts.

Summerall, 79, a former football player and TV announcer who lives in Southlake, said he was moved not only by the parents and children who told him Saturday how much they appreciated the park makeover, but also by the companies, sports stars and individuals who volunteered time and materials to make it happen.

“People were doing this from the heart, you can tell,” he said.

Undeterred by the light rain, Bushman and her three sons, ages 6, 9 and 14, spent the day unloading construction materials and helping feed other volun-



SPECIAL TO THE STAR-TELEGRAM/RICHARD W. RODRIGUEZ

Area sports celebrities Raghib Ismail and Nancy Lieberman help renovate the court Saturday.

teers who spruced up the court. She said the sight of so many neighbors and strangers coming together nearly brought her to tears.

“It's amazing to see everyone give up their Saturday to help these kids. It's just wonderful,” Bushman said. “This is a great place for these kids to be safe and do something positive.”

Members of the Bedford Blue

Raiders youth baseball team showed up to help after their game was rained out. Other volunteers included former Dallas Cowboys players Mike Kiselak and Raghib “Rocket” Ismail; Basketball Hall of Famer Nancy Lieberman; and Anthony Dorsett Jr., who played for the Oakland Raiders and the Tennessee Titans.

The new court and two goals

with glass backboards, worth about \$15,000, were donated by NexCourt of Euless. Southern Bleachers of Graham provided picnic tables and bleachers, and local developers Brandon Cranford, owner of Cranford Construction, and Jeff Treibs, owner of Texas Transformations, designed landscaping.

“It just goes to show that people will come together for a good cause and to give back,” said Thomé, the producer. “They can see this park is in great need of help and the kids have nowhere else to play. It's inspiring to be part of this whole process.”

If things work out well for the show, the future looks even brighter for Sotogrande Park, she said.

“We're only renovating the basketball court now because the whole park isn't in our budget,” she said. “When the show gets picked up, the entire park and tennis courts and community center will be our first stop.”

Thomé said one network is taking a serious look.

“CBS is leaning toward us because Pat Summerall used to work for that network,” she said.

SUSAN SCHROCK, 817-390-7639
 TERRY EVANS, 817-390-7638

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Plenty to do outside this weekend in Tarrant County

It's festival season in Tarrant County, and there are big ones this weekend in Southlake, Euless and Fort Worth. And Mayfest, which was canceled last year, is just around the corner.

Art and more in Southlake

Southlake's Art in the Square runs Friday through Sunday at Town Square, between Texas 114 and Southlake Boulevard. Sponsored by the Southlake Women's Club, the free festival features music and other entertainment on two stages, more than 140 national and international artists, food and drink, and an area for kids.

Hours: 4-10:30 p.m. Friday; 10 a.m.-10:30 p.m. Saturday; and 11 a.m.-6 p.m. Sunday

Information: www.artinthesquare.com



STAR-TELEGRAM/DOUGER MALLISON

Gardener Scott Brooks trims shrubs in Japanese Garden preparations.

Japanese Garden party

At the Fort Worth Botanic Garden, the annual Spring Festival in the Japanese Garden is Saturday and Sunday. The festival features traditional Japanese dance, music, martial arts demonstrations and more.

Hours: 10 a.m.-5 p.m. Saturday and noon-5 p.m. Sunday

Admission: \$5 for adults, \$3 for children 4-12,

free for children 3 and younger

Information: www.fwbgb.com

Tree time in Euless

In Euless, the annual Arbor Daze celebration is scheduled for Saturday and Sunday on the grounds of City Hall, 201 N. Ector Drive. The free event, which promotes conservation with tree giveaways, also features entertainment on two stages, a variety of arts and food vendors, and a kids area.

Hours: 9 a.m.-8 p.m. Saturday and 2-6 p.m. Sunday

Information: www.arbordaze.org

— Staff report

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DATE DISTRIBUTED 4/23/10 DATE OF ARTICLE 4/19-25/10 NEWSPAPER E.W. Business Press

Local, national hotels see slow recovery after rough 2009

BY JOHN-LAURENT TRONCHE
 jtronche@bizpress.net

The hotel industry is coming off one of its worst years ever, and although there still are signs of economic uncertainty in the local market, Fort Worth hotels appear to be doing better than the national average.

Mirroring the national economy, the hotel industry soared until 2007, when it hit occupancy of 62.9 percent before experiencing a 4.5 percent drop to 60 percent occupancy in 2008 and ending last year at 54.7 percent – a whopping 8.8 percent decrease year over year.

"Last year was basically the worst year on record for the hotel industry," said Jeff Higley, vice president for digital media and communications at Smith Travel Research Inc., which tracks the hotel industry worldwide. "We had never seen anything like it, so clearly believing that we've reached the bottom, anything above that is amazing."

The Fort Worth-Arlington market experienced steeper drops, according to STR, though not as low. Local hotel occupancy peaked in 2007 at 67.1 percent; what followed was a 4.8 percent drop to 63.9 percent in 2008 and 2009 hotel occupancy of 54 percent, or 15.5 percent less than the year before.

Signs of recovery are apparent, however; local hotel occupancy in February was 58 percent.

Downtown strength

Hotel occupancy in downtown Fort Worth exceeds both the Fort Worth-Arlington and national averages, according to Downtown Fort Worth Inc. data.

"We're doing significantly better than the national average and 2009 so far," said Nasser Haghighat, director of research.

According to the latest data available, February 2010, the average hotel occupancy rate was 74.4 percent, 19.2 percent up from February 2009's 62.4 percent and well above the national average of 53 percent during that month.

Average hotel revenue per available room, or RevPAR, was \$112.85 (a 16.6 percent increase year over year), while the national average was \$96.40 (a 4.5 percent drop year over year).

Although Downtown's average hotel occupancy rate from last year to this year is up, it's difficult to make comparisons to 2008 or before because new hotels have added close to 1,000 rooms, Haghighat said.

"We will be up this year just because we have more rooms in Downtown – more rooms, more revenue," Haghighat said, adding that "74.4 percent by any measure is an excellent occupancy rate in any market."

The president and CEO of the Fort Worth Convention & Visitors Bureau said the organization both is "very proud of these numbers" and "cautiously optimistic we've

turned the corner." While occupancy has increased, average daily rates still are less than hoteliers would like.

"A lot of hoteliers are still trying to get occupancy where they have to give up a little bit of net average rate," David DuBois said. He added that first quarter 2010 will be the best tourism and hospitality business in the history of the city.

Despite the good showing, there are signs the economy has put pressure on the hotel industry.

According to Addison-based Foreclosure Listing Service Inc., which tracks foreclosure filings for more than 20 Texas counties, there weren't any Tarrant County hotel foreclosure filings from January 2009 to April 2009; however, one year later, from January 2010 to April 2010, there were eight foreclosure filings. Fort Worth accounted for three filings, while Arlington and Grapevine each had two filings and one Euless hotel went into foreclosure, according to FLS data.

Latest national numbers, looking ahead

It's doubtful national hotel occupancy will return to the days of "65, 67, 68 percent," Higley said, but anything approaching 60 percent or more is the sign of a "healthy industry."

"Like most industries, the hotel industry is cyclical," he said. "We just hit a bigger bottom than others."

Hotel occupancy nationwide was 54.1 percent for the week ending April 3, a 3.6 percent drop from the same time last year, according to STR. Similarly, the average daily rate fell 4.4 percent to \$94.45.

Among the top 25 markets Smith Travel

Research tracks, New York City and Orlando posted the largest occupancies (87 percent and 77.6 percent, respectively), while only two markets reported more than 20 percent decreases: Houston and Dallas.

Houston hotel occupancy fell 23.1 percent to 49.1 percent. Dallas hotel occupancy dropped 21.1 percent to 46.1 percent. Dallas also reported a 35 percent decrease in revenue per available room to \$36.26, 29 percent less than the national average of \$51.05.

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Transient business and travel are coming back, but big group business - the bread and butter for many hotels - hasn't shown much recovery so far, possibly due to the lingering public anger at the posh investor conference hosted by American International Group Inc., or AIG, at Phoenix's Pointe Hilton Squaw Peak Resort, just two months after its more than \$85 billion federal bailout.

"There's still some apprehension among some of the largest companies, especially those that got bailout money, to stay away from those big meetings," Higley said.

Despite the occupancy decreases from 2009 to 2010, STR expects the U.S. hotel industry to end 2010 with better numbers than it began.

According to an April 7 statement, 2010 occupancy will increase 1.9 percent to 55.8 percent, while average daily rates will increase 2.3 percent to \$95.45. A hotel recovery will come in the second quarter and third quarter of the year, STR President Mark Lomanno said in the statement.

"The takeaway is that 2010 is going to be significantly better than (hoteliers) thought it would be, and they plan their strategies accordingly," he said. "It won't be back to 2007 or 2008 levels, and there will be easy (comparisons to last year). 2011 will be a good year on top of a good year, and that is something we haven't seen in awhile." ■

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Taste of Success

Yogurt franchises on the growth path (again)

BY LESLIE WIMMER

lwimmer@bizpress.net

While frozen yogurt's popularity in the '80s and '90s fizzled, business owners serving cups and cones of the soft treat today say they expect to be more than a trend.

National and regional franchises, as well as independent frozen yogurt stores, are opening across Dallas-Fort Worth, and are catering to health-conscious consumers looking for new food options. Area business owners say the stores complement a healthy lifestyle choice, which is likely to help business longevity. Low start-up costs and broad customer bases also are perks.

Over the last few years, a number of frozen yogurt stores have opened in Fort Worth and Tarrant County, including Menchie's and Yo! The Frozen Yogurt

Lounge on University Drive, Frogberry on Green Avenue, YogoLait on Hulen Street, The Yogurt Patch in North Richland Hills, Berri Blu on Camp Bowie Boulevard, Yum Me! in Keller, Yogurt Story in Roanoke, and Yofé Café on West Seventh Street, which serves other foods as well as frozen yogurt. The national chain Pinkberry has opened locations in Dallas and Arlington.

Kevin Lee, CEO of Dallas-based OrangeCup Yogurt, wants his company to spread nationwide and become a staple for frozen yogurt customers. OrangeCup began in 2005 and currently has nine locations across Texas. Lee said the company has plans to open locations other states and Mexico soon.

At this point, the frozen yogurt business concept is still cresting as a trend, Lee said.

"Whoever is going to take this trend into a lifestyle brand will be long-term winners in the industry," he said. "This is one of the hottest categories in the food industry right now."

Whoever is going to take this trend into a lifestyle brand will be long-term winners in the industry. This is one of the hottest categories in the food industry right now.

— Kevin Lee, CEO of Dallas-based OrangeCup Yogurt

The level of interest in opening yogurt businesses has increased because of the simplicity of the business concept and because the business design easily is duplicable, Lee said. OrangeCup franchises are typically sized from about 900 to 1,400 square feet, and require an initial investment from \$200,000 to \$265,000. Frozen yogurt franchises on average range from just under \$100,000 to \$300,000, but some brands can go upward of \$1 million.

Frozen yogurt stores typically are designed as either self-serve or full-service, and while some stores open in shopping malls, most are often located in lifestyle centers and strip centers. Most stores offer a number of different flavors and toppings — often including fruit, nuts and pieces of candy bars — for customers to mix in. Many also provide customers with nutrition information on their yogurts, a key piece of the healthy aspect of the businesses.

Paul Yun, owner of Yogurt Story, which is expanding from Denton into Tarrant and Dallas counties, said his businesses name came from the concept of customers using self-serve machines and a topping bar to "make their own yogurt story," he said.

One unusual business benefit Yun sees at Yogurt Story locations — currently in Denton and Roanoke — is a non-specific customer base, he said.

"There's no target customer, really, because everyone likes it," he said. "We have customers who are over 70-years-old and 80-years-old, high school students, college students, children. We don't have a specific target customer."

Yun opened Yogurt Story in Denton in March 2009, and within a year has begun expanding the brand and is expecting to open a Fort Worth location this summer.

as well as locations in Euless, Addison, Highland Village and Weatherford soon after.

Amy Goodson, a registered dietitian with Texas Health Harris Methodist Fort Worth, said frozen yogurt with live cultures — yogurt products from national chains in the '80s and '90s often did not have live cultures — can make for a healthy snack in moderation.

"Your body naturally produces bacteria in your large intestine, and live cultures are

good bacteria," she said. "They go in your body, help your immune system and fight off some of the junk your body is having to process. If you think about how many toxins and bad junk we put into our body on a daily basis, your body is a constant filtering system trying to filter that out, so the live cultures are made to help strengthen that system."

Milk-based frozen yogurt or frozen yogurt produced from actual yogurt can be a balanced snack, Goodson said. Milk-based frozen yogurts provide protein and carbohydrates, as well as the vitamins and minerals naturally found in milk.

"It's a good choice" for a snack, she said. "Do you need to eat frozen yogurt for every meal? No. Everything in moderation. Sometimes people get into the mindset of thinking that if a little bit of something is good then a lot must be better, but we need to watch out."

Goodson added that topping choices can be an easy way to quickly increase calories, and said she would encourage customers to choose healthy toppings instead of more caloric and sugary candy bars or chocolate.

"The healthiest topping I would pick would be nuts, which are nutrient-rich," she said. "They do have fat, but it's a healthy fat and that's different from just pouring chocolate on the frozen yogurt. And if [a business] has fresh fruit, that'd be a good choice, too." ■