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Bill Henning & Tyler Holifield
photo by Nick Young



community College District (Collin) student Tyler Holifield had the opportunity to tour Centennial Medical Center. Thanks to a Collin scholarship funded by the hospital, in a few short years, he will be able to complete his education and serve the community as a pharmacist.

Area businesses should consider their needs and cost for recruiting a skilled workforce and determine how they will obtain this group in the future.

When Tyler, a Centennial High School baseball player, went to his doctor with shoulder pain, his physician told him that in 22 years of practice he had never seen a benign tumor as large as the one Tyler had on the ball of his rotator cuff. Surgery was necessary and his baseball dreams began to slip away. Within the same year, Tyler's brother also needed surgery. The two surgeries combined cost his parents between \$15,000 and \$20,000.

"It was a hard thing to face. I sat down, turned on the computer and started to research jobs based on what I was good at in school, and my dad and I talked about the future. I came to the conclusion that I wanted to become a pharmacist," Tyler said.

Once Tyler made his career choice, he was left with the decision of where to apply to school and how to pay for his education.

"My plan was to get a baseball

Investing in Future Business Leaders

By Heather Darrow

A STRATEGIC ALLIANCE can be simply defined as a win-win investment. In Frisco, one particular strategic alliance is paving the way for a brighter community, both financially and intellectually. Funding scholarships are one avenue for Frisco businesses and residents to invest in college students because they know that in the long term, these students will be the driving force of business in the city they call "home."

"Centennial Medical Center believes that the development of a strong workforce will help both the business sector and the community in general.

With this in mind, we believe that it is important to contribute to college scholarship funds. In healthcare, these students will be taking care of us in the future. I believe area businesses should also consider their needs and cost for recruiting a skilled workforce and determine how they will obtain this group in the future. What better way to develop this group than to do so locally versus the cost of recruiting people from outside of the area," said Bill Henning, chief executive officer of Frisco's Centennial Medical Center.

Not long ago, Collin County Com-



Sam Roach & André Lewis

photo by Nick Young

scholarship. At first, I thought, ‘Oh my goodness, now how am I going to pay for college?’ The Collin scholarship gave me a sigh of relief. It was this weight off my shoulders. My parents expect good grades, but the people who gave me my scholarship are behind me and that gave me the determination to work even harder and not let those people down,” Tyler said.

Tyler works part time at Dula Orthodontics and uses the Collin library as his sanctuary where he can get everything accomplished.

“Collin is our ‘university’ that just happens to be in Frisco. People who give scholarships to students are changing those students’ lives. The payback is that the students succeed and follow their dreams. They graduate from college with degrees and do something with their lives. If those students come back to Frisco, they may open businesses. It could all come back to the person who gave the scholarship,” Tyler said.

According to Mr. Henning, Collin has demonstrated the ability to produce well-trained and educated graduates,

well worth the scholarship investment.

Native Frisco businessman Sam Roach remembers when there were only 600 people living in Frisco.

“There were 17 students in my high school graduating class. When I grew up, I knew everybody in town and everybody knew me. When I was raised, we did not have a telephone or electricity. When we finally got a telephone; it was an eight-party line. Today, everybody wants instant communication. Even my grandkids cannot comprehend these stories,” Mr. Roach said with a chuckle.

Mr. Roach owns two businesses in the city: Sam Roach Real Estate and Sam Roach Business Center. He has contributed to the community he loves in a variety of ways for many years. He served as president of the Frisco Board of Education, the Frisco Lions Club, the Lebanon Rural Water Corporation and the Frisco Economic Development Corporation. He has been a member of the Frisco Chamber of Commerce for more than 20 years, has served on the Collin Board of Trustees since 1992 and was past director of the Texas Rural

Water Association.

Mr. Roach has also funded several Collin scholarships with the Ann Haggard Roach endowed scholarship and is privy to many success stories. Recently, a young woman wrote him a letter of thanks after earning a Collin degree and a bachelor’s degree.

“She said if it were not for the initial scholarship to Collin, she would not have been able to get her bachelor’s degree,” Mr. Roach said.

According to Mr. Roach, Collin County is perceived as a wealthy county and people have a hard time believing that there is real financial need.

“The fact is that in Collin County, a surprising number of students are on free or reduced lunches and need assistance. That number is higher than it was three years ago. We have to figure out a way to communicate that need to our business leaders. We need to provide scholarships to students because the better educated our youth are, the more opportunities they have to make wiser decisions as adults and provide the county with outstanding leadership,” Mr.

Roach concluded.

Collin student André Lewis is glad that Mr. Roach's endowed scholarship continues to offer funding to students because this money is enabling him to work toward a business management degree. Andre plans to attend the University of North Texas and eventually earn his Masters of Business Administration. To prepare for a college education, Andre worked throughout high school at Paradise Bakery in Stonebriar Centre.

"My savings from my job paid for my summer tuition, and my mom paid for my books. The scholarship provided instant relief; I do not know if I would have been able to attend without it. Now, we have extra money to put toward gas," Andre said.

When Andre learned that more than 2,000 people were not awarded Collin scholarships this year because of a lack of funding, he frowned.

"That's 2,000 people who have to work and can't go to school. That creates a downward cycle where they are stuck working in fast food. If people gave more scholarships, more students like me would want to give back," Andre said.

My savings from my job paid for my summer tuition, and my mom paid for my books. The scholarship provided instant relief...

Andre clearly remembers the day he answered the phone and was told he was a scholarship recipient. He sat at his computer in disbelief for 10 minutes. When reality sank in, he called his mother who in turn called his grandparents.

"When you give scholarships to students, you are giving them education which will help them get better jobs and make more money that they can then invest in local companies. You get a big return later, and you will know you made the world a better place," Andre said.

According to Larry Eagan, chair of the



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Steve Watten of Strasburger & Price, LLP
photo by Nick Young



will enjoy cocktails and hors d'oeuvres in the upscale Mustang Café with a special stop at Neiman Marcus before trying their hands at MONOPOLY™. Delicious desserts and fabulous game and door prizes await winners. Funds raised from the event benefit student scholarships and academic excellence.

According to Dr. Bob Collins, founding board member and chair of the Collin Board of Trustees, it is because of the generosity of individuals and businesses in our community that deserving students are able to attend college.

Today more than ever before students need scholarships. Every business benefits from an educated workforce.

“We are thankful that today’s business leaders and private citizens recognize the importance of higher education and willingly support the college’s mission to make higher education not only available, but accessible. The Board of Trustees, the college president and college community, as well as the students who will become the future professionals in this community, all thank you for your generous support,” Dr. Collins said.

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Heather Darrow is a writer for Collin County Community College District.

Collin College Foundation, the college’s goal is to have enough scholarship money so that no student is turned away.

“Today, more than ever before students need scholarships. Every business and organization in Collin County benefits from an educated workforce. And every student that earns a college education helps sustain the vitality of our local economy and contributes to the growth and success of this remarkable county and state,” Mr. Eagan said.

According to Steve Watten, partner at Strasburger & Price, LLP and scholarship donor, Collin provides quality education and exceptional professors who offer students the opportunity to develop the skills that area businesses need.

“As successful business people, we always have to be looking to the future. Our most important asset is our employees. We cannot afford not to invest in higher education. Also, if we invest, these students will remember our generosity and maybe, just maybe, we

may have a shot at employing a superstar one day,” Mr. Watten said.

In 2006, Collin was forced to deny more than 2,000 scholarship requests due to a lack of funds. The majority of Collin students work while attending classes, and more than 50 percent of Collin students transfer to universities.

According to Cary Israel, Collin president, this year the college’s goal is to raise \$300,000 to provide scholarships for 200 students for two semesters.

“With the rising cost of a college education affecting so many families, we have to work harder to bring in the dollars that can support a student’s dream of attending college. This is a critical target, and we need the community to help us reach that goal. With your help, we can educate and train more students, preparing them for success at a university or in the workforce,” Mr. Israel said.

This year, Collin’s annual scholarship event, MONOPOLY™ Madness, will be held on February 24th at The Shops at Willow Bend in Plano. Gaming enthusiasts