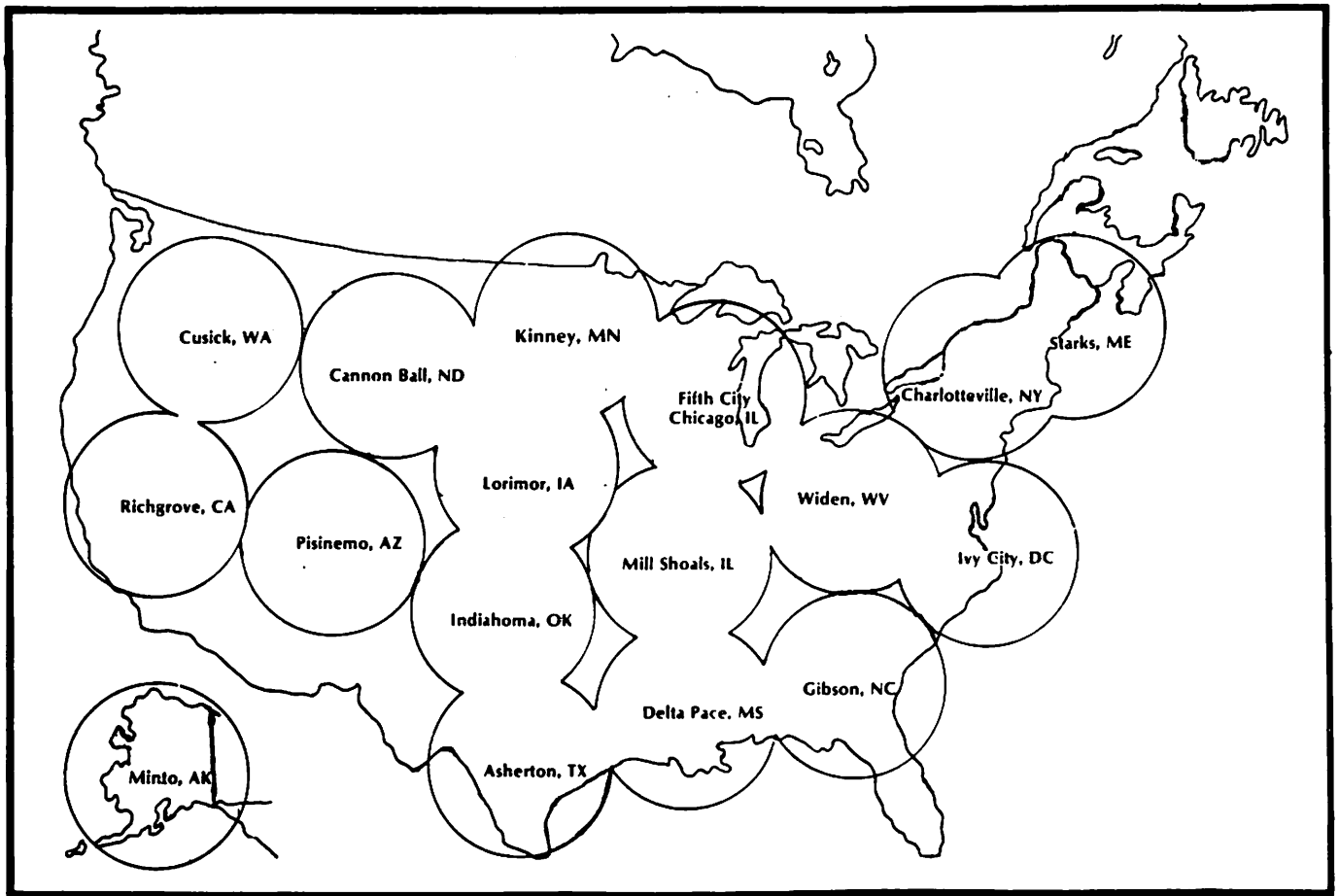


ASHERTON COMMUNITY REPORT

November, 1980





Foreword

Since June, 1978 the people of the community of Asherton about 1700 people, have been participating in a comprehensive socio-economic development program as a demonstration of possibility for all communities. With the Institute of Cultural Affairs, a not-for-profit, intraglobal organization providing a residential consultant staff, Asherton joined a network of seventeen communities across the United States to demonstrate human community development.

After two and one half years of work as a Human Development Project, community residents, friends of Asherton from San Antonio, Carrizo Springs, and Houston, and Institute staff gathered to assess their progress and tell their story.

The following document was written by the above-mentioned people to share with other communities. The first section includes the history of Asherton. The second section describes some of the major indications of change. The third section deals with the methods of development and documentation, and lists a number of the supporters to the community. It is hoped that this document itself will be a sign and tool for other communities interested in rapid, comprehensive human development.

Prologo

En el mes de Junio de 1,978. - La gente de la Comunidad de Asherton con una Poblacion de 1,700 habitantes, ha venido participando en un programa comprensivo socio economico que demuestra la posibilidad que un programa como este se puede hacer en todos los Estados Unidos. El Instituto de Asuntos Culturales, es una organizacion Internacional, sin fines lucrativos, proveyendo un consejo administrativo residencial en Asherton, se reunio con doce Comunidades rurales a traves de los Estados Unidos para demostrar el desarrollo humano. Despues de dos anos y medio de trabajo como un proyecto de desarrollo humano, la gente de la Comunidad, amigos de Asherton, de San Antonio, de Carrizo Springs, de Houston, y miembros del Instituto, se reunieron para ver y evaluar su progreso y contar su historia.

El documento que sigue fue escrito por las personas mencionadas arriba, para compartir a otras Comunidades. La primera parte incluye las historia de Asherton, la segunda parte describe unos cambios que se efectuaron el la Comunidad, la tercera parte se trata de los metodos de desarrollo humano y documentacion lista de personas que han soportado a la Comunidad.

La esperanza es que este documento sea un instrumento para otras comunidades que estan muy interesadas en que les llegue un programa como este de desarrollo humano, comprensivo y rapido.



PARA CAMBIAR EL DESTINO
Tune: De Me de Comer Esa Tuna

Asherton pueblo querido.
Voy a luchar por tu gente.
Asherton pueblo querido.
Voy a luchar por tu gente.
Uniremos nuestras fuerzas. (3 veces)
Quince espinemos las manos.

Si la tierra nos da frutos.
A ella debemos pedir.
Si la tierra nos da frutos.
A ella debemos pedir.
El maiz, el pan, la vida. (3 veces)
Que necesitan mis hijos.

Somos gente de trabajo.
Fuertes y muy decididos.
Somos gente de trabajo.
Fuertes y muy decididos.
Buscaremos el camino. (3 veces)
Para cambiar el destino.

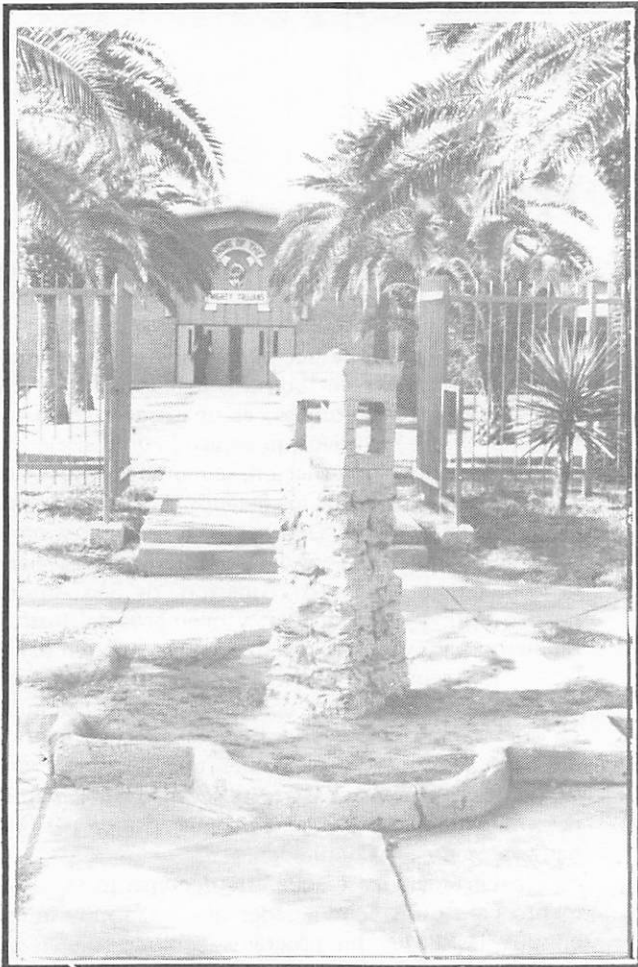


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HISTORY

The following is a brief history of Asherton beginning with the Years of the Open Prairie (prior to 1880), the Era of community growth (1880 to 1940), to the present time of Self-Determination, (since 1940).

1. The Open Prairie

Southwest Texas was originally settled by several Indian tribes. In the 16th century the Spanish began establishing missions in the area. It became part of the Mexican State of Coahuila until 1836 when Texas became an independent nation. In 1845 Texas was annexed by the United States. By 1860, southwest Texas was populated by Mexican vaqueros, a few Anglo-American ranchers and Negro slaves. The cities of Eagle Pass and Laredo were firmly established but the area later to be known as Dimmit County remained sparsely settled. The ranchers were subject to raids by Comanche, Lipon, Kiowa and Apache Indians.

Some of the earliest settlers in this part of the county, about 1865 to 1900, were Demensio Boteo, Simon Garza, Jose Mario Lopez, Juan Reyes, Tiofila Losoya, Octavio Salinas, Reynaldo Guerra, Domingo Martinez, Sanstin and Rosalio Martinez, Rita Torres, Plasedo Trevino, Jose Bosquez, Fermin Cantu, Florencia Garcia, Casimior Cruz, Manuel Lara, Benito Juarez, Gregoria Silvas, Candelaria Ortiz, Diego Sanchez, Pablo and Felipe Sanchez, Jual Galan, Catarina Guzman, Jose Exquivel and Alvino and Wesley Lopez.

Early settlers found the prairies covered with fine grasses, upon which cattle fattened for market without extra feeding. Wild game was plentiful — turkeys, deer, wolves, panthers, javelina hogs and others.

The huts of the Mexican Pastores were called jacales. For the walls, small straight posts of pickets of mesquite or elm from the creeks were set in the ground and lashed together with raw hide or Spanish dagger thongs. Smaller branches or split pickets were fitted between the posts. The inside was then finished by plastering the walls with caliche mixed with gravel. The roof was thatched with sacahuisto, (salt grass), a water repellent grass that grew in abundance along the creeks. Deer skins or cow hides were hung over the door and windows. The floor was hard, swept caliche or earth.

DID YOU KNOW?

The first store in Dimmit County was owned and operated by Santana Rodrigues near the old Lemmon Ranch, near Asherton.

At one time land was so cheap that according to one story a man once traded a Singer sewing machine for the Blas Reyes eleven league grant that lies along the Nueces River near Carrizo Springs.

When Lydia's father, Peralis, went to school at the "Green School" he had to carry with him a box to sit on.

DID YOU KNOW?

Cinco de Mayo, celebrated every year in Asherton, was the occasion of a battle in the war of France and Mexico. It was not a decisive victory militarily, but a great moral victory in that it raised the Republic from a struggle in which its enemies considered it sunk in degradation.

With the news of the defeat of the French troops before Puebla, Paul Gaultot said, "The admiration was considerable in Europe and the emotion was profound in France. They all felt stunned when encountered with such great resistance in a town which they considered without competency, force or military power. Instead they considered them a group of tribes without unity in a poorly organized nation.

For such a victory of the Mexican armies commanded by General Zaragoza, Mexico and South Texas celebrate Cinco de Mayo with joy.

The first attempt to settle the land by someone other than the Mexican cattle owners was by John Townsend, a black man from Nacogdoches, but Indians drove him and the families he brought to the edge of the Rio Grande River. The next attempt was made by some families from Milwaukee.

Moving back in time, this part of the country was known as "No Man's Land." In 1834 the land grants for this area were given under the colonization laws of the State of Coahuila and Texas to Fortunato Soto, colonization commissioner at Dolores. Part of these grants were later transferred to Juan Carlos Beales, an English land Speculator. No attempt was made to settle the land and Mexicans continued to graze herds of cattle from time to time as Indians would drive them back across the Rio Grande River. Other frequent visitors to the area were Mexican and American mustang hunters.

El Camino Real, a famous route, went through the country just north of Catarina near the cemetery. This route extended from Mexico City to San Antonio and travel was mainly by ox carts. The road was conceived and recommended to Spain by Father Manzanet and Captain de Leon in 1687, and established by an Act of the King of Spain in 1691. It was eventually extended to Washington, D.C.

II. Community Growth

When Dimmit County was formed in 1858, the land became state property and was sold for about 3 cents per acre. The price rose to about \$1 in the early 1880's when Anglo-American settlers began buying large tracts of land. Wire fencing was introduced on a large scale by Mr. Asher Richardson. It was rapidly extended and by the middle of the decade completed. This put out of business both Mexicans and Americans who owned herds and flocks but no land. This caused some to return to Mexico. The days of the open range were gone.

There was a disastrous drought in 1886 and '87 which put most of the cattlemen and sheepmen out of business. Some never did get back on their feet. Many would have gone hungry had it not been for the Javelina hog. There were literally thousands of the little hogs which became immortalized while being nearly obliterated in the "Javelina War". Besides their making for a tasty dinner, J. L. McCalev of Carrizo Springs found a buyer for the little critters' hides. At a dollar for a large hide, the javelinas provided enough income to keep the people of Dimmit County from having to go on relief.

DID YOU KNOW?

When Asher Richardson wanted to set up this town, he had to submit three possible names to the Post Office Department. His first choice was "Richardson" but there was already a town in Texas by that name.

In order to set the direction for laying the train track into Asherton, a huge bonfire was built one dark night which sent flames shooting high into the air. It was spotted over 30 miles away from the starting point of the track and subsequently the rails were laid as straight as an arrow.

When Asher Richardson built his house in 1907 it was wired for 110 volts although it was 20 years before power lines came to Asherton.

Ranching boomed in the 1890's. Great cattle drives went north up the Old Chisholm Trail to Dodge City and Abilene, Kansas and up the Western Trail to Colorado and Wyoming. Very little farming was done until the nineties. A little feed was raised in good seasons by some ranchers. Cotton was attempted as early as the eighties and a gin was built but never used. Among the early ranchmen, even gardens were rare. Food supplies, including flour and meal were hauled from San Antonio. Emergency supplies of such things as coffee, tobacco and sugar could be gotten at Presidio across the river.

Aliondro Garcia came with his mother and father from Mexico in 1906. He lived on a farm in a one room house with a lean-to kitchen. For his 75 cents per day, he would rise at 4:00 am to feed his mules while his wife prepared his breakfast and lunch. He hitched his mules to the wagon, drove to El Rancho Nuevo five miles away, loaded his wagon with huge slabs of rock, returned to the farm and barely managed to unload the rocks, unhitch the mules and return to his house before dark.

By 1910 the Asherton and Gulf Railroad was in full operation between Asherton and Bart. The first run was made in 1908 from a depot near where a clinic now stands on the highway to Brundage. Most of the storage buildings were along the tracks north of the depot. Asherton was originally divided into two sections: one for the Anglo-Americans and one for the Mexican-Americans. Each had its own school. The first sewer served only the Anglo-American section.

On August 22, 1925, residents of Asherton gathered at Schumann's Hardware Store to cast their ballots for the first mayor. R. W. Taylor won 32 of the 55 votes counted. The City Commissioners wasted no time making civic improvements. City Ordinance No. 4 prohibited, "stallions, jacks, jennets, bulls or other vicious stock from running at large in the streets." Later, businessmen and vendors were licensed and housing standards established. Laws to levy taxes and regulate vehicle operation were made. There were petroleum, lumber and utility companies, grocery and drug stores, and a bank. In 1927 roadwork began on the "Rainbow Trail," now highway 83. In the same year a 38,000 volt powerline was installed from Dilley.

When ranchers and farmers first found Artesian wells in 1884, they were afraid to plug them, thinking they would not start up again. Consequently, the wells ran all the time, pouring straight into the creeks when not needed for irrigation. This led to their early depletion. When the water table dropped, they used centrifugal pumps. When they had to go deeper than 32 feet, they used air jammers, and finally had to rely on turbine pumps when they had to go even deeper.

DID YOU KNOW?

Land was commonly sold in 40 acre plots of which 20 acres was needed to grow hay to feed the mules which were used to till and cultivate the fields.

In 1882 Dimmit County had 11,747 cattle, 1,260 horses and mules, 131,660 sheep, 12,410 goats and about 800 people,

A famous Artesian well was struck near the depot at a depth of 600 feet which gushed water about 6 feet above its casing. In 1920 water was sold to the Mexican-American community for 5 cents a barrel.

During the height of agriculture, Asherton fields produced such diverse crops as onions, carrots, cabbage, green beans, tomatoes, bell peppers, chili peppers, corn, cantaloupes, watermelons, strawberries and oranges. Onions were the most popular crop, but after many consecutive seasons, a small insect called the "thrip" proliferated. Black tobacco was tried unsuccessfully as a poison. In 1931 the thrip were so bad they devoured the entire onion crop.

During the height of the farming boom, more than 100 brokers would come to Asherton paying cash for carloads of winter vegetables. Three hotels were needed to accommodate all the visitors. After the Great Crash of 1929, prices dropped and buyers stopped coming, preferring to make their deals by phone. A farmer, for example, might send a carload of vegetables to a buyer in New York. Upon arrival, the buyer would call and complain that the shipment was not fresh enough, or lie about the quantity received threatening to refuse the shipment altogether unless the price was knocked down. This practice led to the financial ruin of the farmers. The United States Government Inspection System was set up to protect the farmers from this unscrupulous practice, but it was already too late to save the farmers of Asherton.

The demise of the railroads began in the late 30's when bobtail trucks, which could drive to San Antonio in 3 or 4 hours, began runs into Asherton. They could be loaded at the site of the harvest and served the small farmers, who couldn't fill a whole train car. The railroad was removed shortly after World War II. Between the 30's and 60's, the Anglo-American families began a steady outmigration. About fifty of the families who left lifted their entire houses onto trailers and took them along.

During one year in the mid-30's the U. S. Government paid ranchers around Asherton \$6 a head to slaughter thousands of cattle rather than take them to market.

St. Thomas School once had as many as 200 children. Sesters came from as far away as Boston and St. Paul and Minneapolis.

DID YOU KNOW?

When Continental Trailways wanted to run a route through Dimmit County to Laredo, Sam Ward, who had held a franchise for overland transportation since the days of stagecoaches, successfully required that Trailways let his drivers take over the buses at Del Rio and drive them through Dimmit County to Laredo. His son Hollis Ward continued the business until his death. Their drivers would often do shopping in Laredo for friends and residents of Asherton.

DID YOU KNOW?

In 1912 all of the workers for the onion packers in Asherton went on strike demanding 4 cents per crate rather than 2 cents. After three days they went back to work because they needed their jobs. They were paid 3 cents per crate.

On January 22, 1918, Francisco Erlaz waived all claims against the Asherton and Gulf Railroad for a car rolling over his foot, in exchange for \$1.

Prior to being called the "Trojans", the school athletic teams were called the "Onions."

The Mexicans and Mexican-Americans settled in significant numbers after the early 1900's. Families came to Asherton from Laredo, from the coal-mining towns north of it like Dolores, and from Encinal, Pearsall and Cotulla to the east. Among those who came from Mexico were refugees from the revolution in progress there. Most came to work on farms. Some came to build the railroads. Many were brought by Mexican agents who were paid \$1 a head. A few worked as sharecroppers while most were hired laborers. Though wages were very low, for most, life in Asherton was a great improvement over their previous lot. Some who came from the coal mines had been earning only 25 cents per day.

DID YOU KNOW?

In 1930, 15,000 people attended the annual Strawberry Festival in Carrizo Springs.

Before the Asherton State Bank closed its doors for good in 1931, it had one temporary closing and organized a huge celebration around its reopening. Everyone gathered in front of the bank in anticipation of a street dance later and to hear speeches. The principal speaker, a visiting dignitary, suffered a heart attack in the middle of his speech and fell to the ground dead.

III. Self-Determination

With the decline of agriculture in the region, many families found seasonal employment as farm workers in places as far away as California, Oregon, Washington, Idaho, Montana, Colorado, New Mexico, North Dakota, Minnesota, Wisconsin, Michigan and Florida.

During the last 40 years, the community has been in the position of re-creating its future. Surviving many hardships and struggles, Asherton and its people have grown, prospered and celebrated its life as a community. Streets have been paved. Street lights have been installed. In 1972 the Asherton School District began collecting its own taxes.

Recent development of oil and gas resources has contributed to the growth of Asherton providing increased tax revenue to the City and School District. The nearby refinery, drilling companies and oil service companies have affected the lifestyle of Asherton's young people.

Asherton can be proud of the large number of high school graduates who have gone on to achieve success in various fields. Many have degrees in education, law, medicine, engineering and many other meaningful occupations.

Concerned parents have worked hard to find local employment allowing their children to stay in school until the end of the year.

The story of self-determination during the past 40 years is best told through the lives of the people who have worked for and fought for the betterment of Asherton. Following are the accounts of four such people in the history of this community. There have been many others who have exemplified outstanding leadership. These individuals and groups will go down in Asherton history and be remembered for their service to the community and care for the human family.

FATHER XAVIER FRANCISCO

Father Xavier Francisco began serving the community of Asherton in 1959. During this time there was a Catholic school system. He was the first person to work to provide food during the lunch hour for the students. Asking for donations, Father Francisco received \$5,000 from Mr. Bowman as well as help from the parishioners in the fund-raising drive for the construction of a much needed cafeteria. The \$18,000 building has served the entire community as a gathering place for many worthwhile activities.

Continually active, he started to remodel the interior of the church and to add a room to the school building. He did much to keep the young people of Asherton out of harm and to help them find constructive goals for the betterment of themselves and their community. He was kind, generous and humble throughout his years in Asherton, demonstrating his love for the whole community.

PORFIRIO GARZA

Porfirio Garza served the community of Asherton as mayor during the years 1962-63. He showed great interest in helping the people when they suffered from a flood in 1962. He was able to bring in the assistance of the Red Cross. He always fought for the rights of the Mexican-Americans. He was able to set up the federal food program in Asherton for those who were in need of it.

ZENAIDA P. GARCIA

Mrs. Zenaida P. Garcia was born, reared and educated in Laredo. Upon graduation from Holding Institute, she taught in the Cotulla Public School System. In 1917 she met and married Mr. Jose Garcia. In 1920 the couple moved to Asherton.

As a civic leader she was very active in organizing and celebrating the famous "Cinco de Mayo." For over a quarter of a century she served as secretary of the W.O.W. and attended many local, regional and state conventions. Her virtue of charity was well demonstrated during the early years of the Great Depression of 1929. It was during these critical years that she sympathized with the needy families. Out of her own free will and humble generosity she provided food and clothing to the needy families. Masses of people were relieved as a result of her compassion and generosity.

She was once in the Asherton Post Office waiting in line to receive her mail, when two Mexican nationals asked the postmaster if they had received any mail. The postmaster answered, "No," without even checking. As the Mexicans were leaving, Mrs. Garcia asked them their names and told them to wait. When her turn came she also asked for their mail which the postmaster gave her. Then she asked why they had been denied. The postmaster answered that she did not work for them. Mrs. Garcia told her that the next time she denied them their mail, she would file a complaint. She never denied them again.

Mrs. Garcia was the leader in the movement for equal rights in education for Mexican-Americans. Mrs. Garcia devoted most of her time and energy for two years circulating petitions demanding that Mexican-American students receive full honors and be issued diplomas. These she submitted to the state department which acted. In 1935 during the commencement exercises, Mrs. Garcia wept as she saw the first group of Mexican-American students graduate with full honors.

Upon her death, the schools in Asherton flew the flag at half mast. All the children were given permission to attend her funeral in remembrance of all she had done for their future in education. The Woodmen of the World members sang in her honor. Asherton is indebted to Mrs. Garcia this community's "Joan of Arc", for her example of charity, courage and determination.

JUANITA VILLARREAL MARTINEZ

As a young girl Juanita Martinez lived on the Sullivan farm near Asherton. She frequently visited her good friend Petra Bustamante. At that time she started helping with civic celebrations. When she was 18 she taught children a "Cruz Azul." Blue Cross formation at the Cinco de Mayo and Diez y Seis programs. She was president of the PTA one year and membership chairman for several. Juanita will be remembered for the many years she worked at the church and school functions and fund-raising programs, always urging her people to improve, work hard, stay in school and get the best possible education.

INDICES OF HUMAN DEVELOPMENT

TOWARD ECONOMIC SELF-SUSTENANCE	TOWARD HUMAN SELF-CONFIDENCE	TOWARD SOCIAL SELF-RELIANCE
<p>1. WATER, SEWER AND DRAINAGE SYSTEMS</p> <ul style="list-style-type: none"> -Plans -Funds 	<p>1. PUBLIC SPACE DEVELOPMENT</p> <ul style="list-style-type: none"> -Plaza Renovation -Baseball Diamond -Football Field Renovation -T. J. Powers Park 	<p>1. EXPANDED COMMUNITY SERVICES</p> <ul style="list-style-type: none"> -Volunteer Fire Department -Ambulance -Garbage Service -Safety Light -Rabies Vaccination -Centro Aztlan -Cable TV
<p>2. NEW JOBS</p> <ul style="list-style-type: none"> -School -VISTA -Headstart -Day Care -Health Clinic -City -Sewer 	<p>2. COMMUNITY CELEBRATION</p> <ul style="list-style-type: none"> -Cinco de Mayo -Dies y Seis Septiembre -Festival de la Virgen de Guadalupe -Posadas -Pastorela -El Dia de Los Santos Reyes -Migrants' Fiesta 	<p>2. HEALTH CLINIC – "CLINICA JESUS GONZALES"</p> <ul style="list-style-type: none"> -Services -WIC Program
<p>3. PRIVATE INVESTMENTS</p> <ul style="list-style-type: none"> -Residential -Businesses -Community Improvements 	<p>3. LIVING ENVIRONMENT</p> <ul style="list-style-type: none"> -Community Workdays -Dump Closed -Family Care - yards, painting, fences, etc. 	<p>3. EDUCATIONAL PROGRAMS</p> <ul style="list-style-type: none"> -Public Schools -Head Start -Day Care Center -Scouting Programs
<p>4. PUBLIC INVESTMENTS</p> <ul style="list-style-type: none"> -Sewer/Drains -VISTA -CETA -Health Clinic -School -Ambulance -Rent Subsidy 	<p>4. COMMUNITY IDENTITY</p> <ul style="list-style-type: none"> -Welcome Signs -Program Signs -Street Signs/House Numbers -House Names -La Voz de Cheto 	<p>4. COMMUNITY LIBRARY</p>

INDICES DEL DESARROLLO HUMANO

DESARROLLO ECONOMICO HACIA AUTO-SUFICIENCIA	DESARROLLO HUMANO HACIA AUTO-CONFIANZA	DESARROLLO SOCIAL HACIA INDEPENDENCIA
<p>1. SISTEMA DE SURE Y DRENAJES Y AGUA</p> <ul style="list-style-type: none"> -Planes -Fondos 	<p>1. ESPACIO PUBLICO</p> <ul style="list-style-type: none"> -Renovacion de la Plaza -Diamante de beisbol -Parque de T.J. Powers -Renovacion del terreno de futbol. 	<p>1. ESPANSION DE SERVICIOS COMUNITARIOS</p> <ul style="list-style-type: none"> -Voluntarios para el departamento de bomberos -Vacunacion de perros contra la rabia -Ambulancia -Centro Atzlan -TV de cable
<p>2. NUEVOS TRABAJOS</p> <ul style="list-style-type: none"> -Trabajadoras "VISTAS" -Clinica de salud -Trabajadores "CETA" -Escuela -Servicios de basura -Headstart - Day Care 	<p>2. CELEBRACIONES COMUNITARIAS</p> <ul style="list-style-type: none"> -Fiesta de migrantes -Fiesta el cinco de Mayo -Fiesta de la Virgen de guadalepe -Posadas, Pastorela, "Crismas" y los Santos Reyes 	<p>2. CLINICA DE SALUD "CLINICA JESUS GONZALES"</p> <ul style="list-style-type: none"> -Servicios -Programa de WIC
<p>3. INVERSIONES PRIVADAS</p> <ul style="list-style-type: none"> -Residenciales -Negocios -Mejoramientos de la comunidad 	<p>3. EMBELLESIMIENTO DE ASHERTON</p> <ul style="list-style-type: none"> -Dias de trabajo para la comunidad -Solares limpios -Demolicion de casas en mal estado, jardines, y casas pintadas. 	<p>3. PROGRAMA DE EDUCACION</p> <ul style="list-style-type: none"> -Escuelas Publicas -Headstart -Centro para ninos "day care" -Programas de Scouts
<p>4. INVERSIONES PUBLICAS</p> <ul style="list-style-type: none"> -Sure -Drenaje -Clinica de salud -Ambulancia -Headstart -Subsidio para rentas 	<p>4. IDENTIDAD COMUNITARIA</p> <ul style="list-style-type: none"> -Senales de bien venida y en las areas en la comunidad -"La Voz de Cheto" -Senales en las calles y numeros de las casas -Nombres en casas 	<p>4. BIBLIOTECA COMUNITARIA</p>

A. Toward Economic Self-Sustenance Indíces de Desarrollo Económico Hacia Auto-Suficiencia

INTENT: The intent of the Asherton community as expressed during the Human Development Consultation in June, 1978, was to move toward strengthening its overall economy by enlarging commercial services, increasing local employment, and attracting new industry.

CONTRADICTIONS: During the Asherton Consult, many underlying problems and blocks were identified as preventing the community from meeting its intents. The five which were most directly related to economic development were unprofitable structure of business activities, restricted access to basic utilities, underdeveloped potential of financial base, and reduced size of available markets.

INDICATORS OF CHANGE: Among the many indications that a positive change in Asherton's economic life is taking place, the following are representative:

1. **WATER, DRAINAGE, AND SEWER SYSTEMS.** Since the beginning of 1979 the community of Asherton has been awarded grants totalling \$1,561,000 for sewer and drainage systems. Land acquisition for the drainage system has begun. Construction on the sewer system is scheduled to begin early in 1981.

2. **NEW JOBS.** In the past two and one half years, 55 new jobs have been provided locally, primarily through public funding of community services jobs. During the two year construction of the sewer and drainage system many new jobs will become available.

3. **PRIVATE INVESTMENTS.** The major private investment in Asherton has been in the area of private property development in both homes and businesses.

4. **PUBLIC INVESTMENTS.** Public investments received for improving the community, including schools health services, nutrition, and safety have amounted to over \$2,600,000.

INTENCION: La intencion de la Comunidad de Asherton, como fue expresado durante la consulta de desarrollo humano en Junio de 1,978 — Fue de moverse hacia por taleser su economia integral por medio de engrandeser el numero de servicios comerciales, aumentar el empleo local y atraet inductrias nuevas.

CONTRADICCIONES: Durante la consulta de Asherton se identificaron muchos problemas y obstaculos profundos que provio la Comunidad a realizar, las cinco contradicciones que se relacionan mas directamente al desarrollo humano eran estructuras no lucrativas de las actividades de negocios, falta de utilidades basicas, falta de bases financieras, amplitud muy reducida de los mercados accesibles.

INDICADORES DE CAMBIOS: Entre los muchos indicadores que muestran que hay un cambio en la vida econoca en Asherton, tenemos:

1ro. **SISTEMA DE AGUA, SURE Y DRENAJES.** Al comienso del ano de 1,979 — Asherton recibio fondos por el valor de \$1,561,000. Para los sistemas de sewer y drenajes. La comicion de nuevos sistemas va empezar en el ano de 1,981.

2do. **NUEVOS EMPLEOS.** En los dos ultimos dos anos y medio, 55 nuevos trabajos fueron creados en Asherton, la mejoria de estos trabajos fueron establecidos por fondos publicos, para el servicio de la Comunidad.

3ro. **INVERSIONES PRIVADAS.** La mayoria de estas inversiones en Asherton, fueron en el area de la propiedad privada, tal como en la construccion de nuevas viviendas, y en negocios.

4to. **INVERSIONES PUBLICAS.** Fueron recibidos para mejorar la Comunidad, incluyendo Escuelas, servicios de salud, nutricion, y seguridad, por un total de: \$2,600,000.

"Things are looking good for Asherton. I can see things improving. You can see and sense more pride and identity in the community."

*Julio Perez
Mayor, Carrizo Springs*

1. Water, Drainage and Sewer Projects

The present waterworks system for the city of Asherton is the product of a Revenue Bond Election held on May 13, 1972. A loan was negotiated with the Farmers Home Administration for \$195,000 in 1973, and with this aid, the city was able to update and improve its waterworks system, which is in existence today. Presently the city waterworks services 485 water unit connections. Water is surfaced from a 330 foot deep well, with regular pumpage readings at 230 gallons per minute.

The drainage project was first initiated in 1977 with a H.U.D. Grant for the sum of \$245,343. This grant was also to be used for a sanitary land fill and some street improvements. The sanitary landfill could not be placed in the city because of the lack of available land. Therefore, the city negotiated an agreement with the city of Carrizo Springs for the use of their landfill. The drainage project is in the phase of land acquisitions. The city at the present time is in the process of concluding this phase and will be able to close out this grant by the end of 1980. Currently the city administration has been negotiating with H.U.D. so that they may be able to submit another application for enough funding to complete the project.

The idea of a sewer system was first initiated in the early part of 1974. It became a reality when the Department of Housing and Urban Development provided Asherton with a grant in the sum of \$701,000 and a loan in matching funds from the Farmers Home Administration for \$360,000, for a total of \$1,561,000. Final redesign plans for the Sewer Treatment Plant are being completed. The city is projecting construction to begin by the middle of January, 1981. The remaining funds of the grant will be used for ineligible sewer lines, and sewer hook-ups from the homes to the lines. A portion of the H.U.D. Grant is to provide monies for the installation and restoration of indoor plumbing facilities for 110 homes of families unable to do this by themselves.



2. New Jobs

One of the most important aspects of economic improvement in Asherton has been increased employment opportunities. The Asherton Independent School District has increased its staff from 80 in the 1979-80 school year, to 110 in 1980-81. The Vista Volunteer Project employs five community residents. The Headstart program has three staff members and the Day Care Center two full-time and three part-time positions. There is one Health Services Coordinator and new positions will be available with the opening of the Health Clinic. The city has added a Community Development Coordinator and one full-time and two part-time sanitation workers. In addition, the sewer project will create a number of new jobs during the two year construction period. Many Asherton residents have gained full-time employment in nearby towns in the production industry and on neighboring ranches.

"The introduction of a sewer system into the City will be a great asset in boosting property value, making it easier for the city to introduce housing and invite industry to the city."

*Manuel Hernandez,
Community Development Coordinator*



3. Private Investment

Over the last few years a growing number of residents have been building new homes, and old residents who have been away from the city for years are moving back and making their permanent homes in the city. At least 45 new homes have been built since 1978, which represents an investment of approximately \$1.5 million. Other private investments, totalling more than \$58,000 have been made in the small stores and two restaurants in the city. Most of these businesses had been previously established and are being upgraded. The newest investment in G and G Drive In which was purchased by a young couple from Houston who have moved back into Asherton. The Exxon station was also reopened by an Asherton family. Bustamante's Service Station is being expanded with a large, walk-in cooler and a large line of grocery items. Investment in community improvements, including the Day Care, plaza, and library, have totalled at least \$12,500.

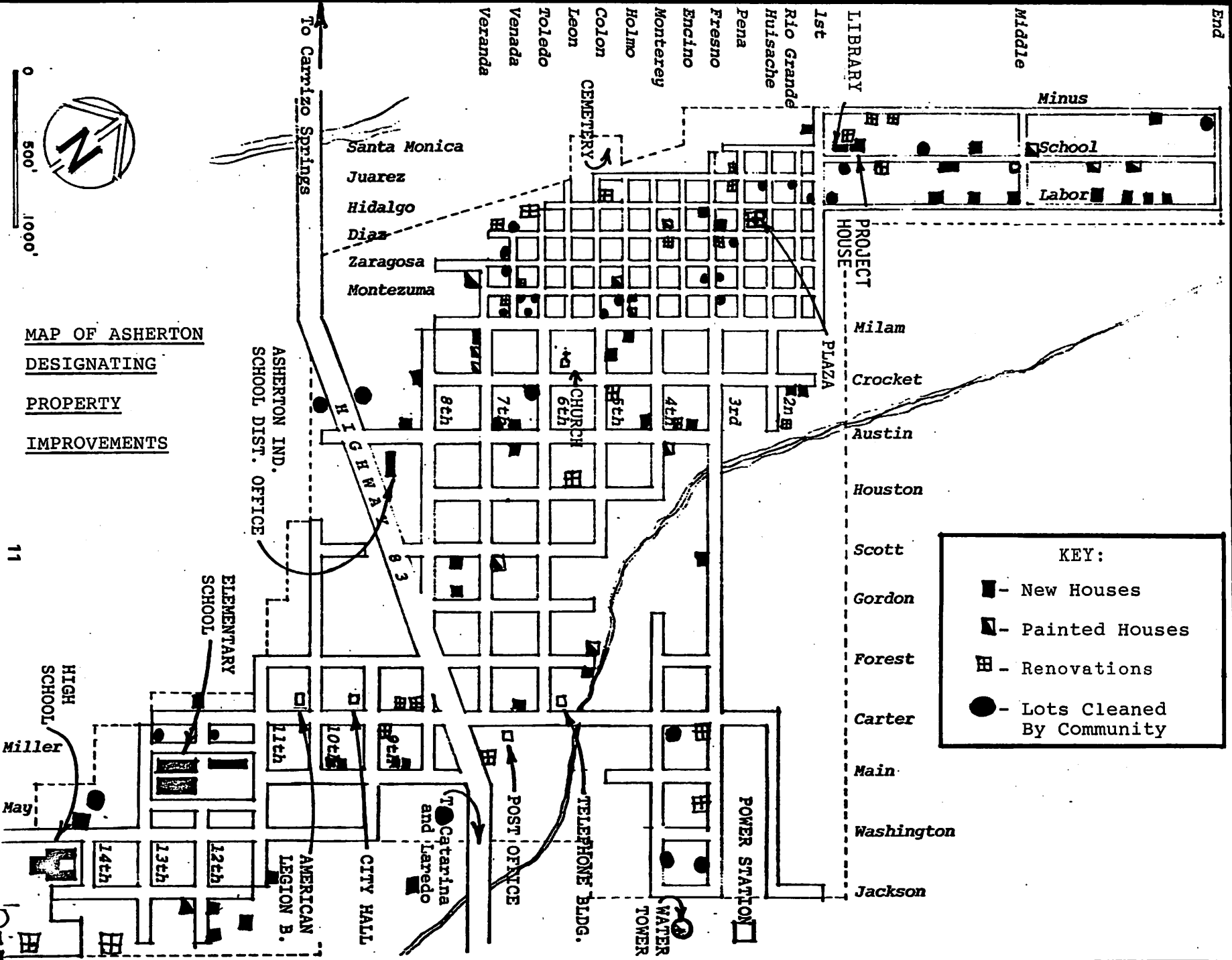
Looking into the future, the city administration is working on developing the city and making it attractive to invite industry. A key to this development is construction of the sewer and drainage system, which will make it possible for new industry to come to Asherton.

4. Public Investment

During the past two years, at least \$2.6 million of public monies has been invested in the community of Asherton through Public Works Grant Awards and Loans, Employment Programs and Public Services. In 1979 a Housing and Urban Development Block Grant for \$500,000 was awarded for sanitary sewer system improvements. A \$701,000 grant award from the Environmental Protection Agency, matched by a \$360,000 loan from Farmers' Home Administration has also been made for the sanitary sewer system. Other public monies used in the community, including salaries for VISTA workers, CETA employees, and a Health Service Coordinator, total more than \$135,000. In addition, the Asherton Independent School District budget increased from \$1,200,000 in 1979-80 to \$2,000,000 in 1980-81. A VISTA Mini-Grant in 1978 of \$3,750 made possible the renovation of a used ambulance for emergency services. A major grant of \$100,000 from South Texas Rural Health Administration is available upon selection of a facility to be renovated for a health clinic. Housing and Urban Development's Housing Assistance Program provides income to assist low income families in securing housing.

F I N A N C I A L I N V E S T M E N T I N A S H E R T O N

SOURCE	DESIGNATION	AMOUNT
PRIVATE	Business Improvement and New Investment	\$ 58,000
	Tropical Inn Bustamante Service Station G & G Drive In Andy's Service Station	
	New Home Construction	1,575,000
	45 homes x \$35,000 approximately	
	Community Improvements (including in kind goods)	12,500
	Day Care Renovation Plaza Renovation Library Renovation	
	TOTAL PRIVATE INVESTMENT	1,645,500
PUBLIC SECTOR	Sewer and Drainage Projects	1,561,000
	Housing and Urban Development - Community Development Block Grant	
	Environmental Protection Agency - for sanitary sewer system	
	Farmer's Home Administration - loan for sanitary sewer system	
	Volunteer and Training Programs	135,000
	VISTA Volunteer Project CETA Health Coordinator - So. Texas Rural Health	
	Department of Education - monies for expanded school services	800,000
	Department of Health - grant for clinic renovation and expansion	100,000
	Housing and Urban Development-Housing Assistance	36,000
	VISTA Mini-Grant for Ambulance	3,750
TOTAL PUBLIC INVESTMENT	2,635,750	
TOTAL INVESTMENTS		4,281,250



MAP OF ASHERTON
DESIGNATING
PROPERTY
IMPROVEMENTS

KEY:

- - New Houses
- ▤ - Painted Houses
- ▨ - Renovations
- - Lots Cleaned By Community

B. Toward Human Self-Confidence Desarrollo Humano Hacia Auto-Confianza

INTENT: The intent of the Asherton community as expressed during the Human Development Consultation in June, 1978, was to increase a sense of community pride and cohesiveness through town beautification, expanded recreational facilities and celebrative community events.

CONTRADICTIONS: During the consultation many underlying problems and blocks were identified as preventing the community from meeting its intents. The four which were most directly related to the human dynamics in the life of the community were marginal involvement in cooperative efforts, fragmented patterns of community unity, neglectful use of public space, and the unreliable delivery of public information.

INDICATORS OF CHANGE: Among the many indications of a new sense of self-confidence in the community and its future, the following are representative:

1. PUBLIC SPACE DEVELOPMENT.

Many public areas have been created, renovated and enlarged. This includes a baseball diamond, football field, the T. J. Powers Park and the Plaza

2. COMMUNITY CELEBRATIONS.

Probably the most outstanding sign of the community's decision to celebrate together is the annual Migrants' Fiesta, which celebrates the homecoming of the migrants at the end of the season. Other celebrative events include Cinco de Mayo, Seis de Septiembre, the Miss Asherton Pageant, the Fiesta de la Virgen de Guadalupe, the Posadas, the Three Kings Day.

3. LIVING ENVIRONMENT.

The community has taken on a new look through extensive care for its space. Many lots have been cleared and vacant houses demolished through community workdays. The old garbage dump, an eyesore to the community, was closed. Families have done extensive yard care, gardening, painting and trash cleanup.

4. COMMUNITY IDENTITY

Asherton has created many signs and markers which have helped increase the community's sense of common identity. These include welcome signs, public building signs, street signs and house numbers, and a community newspaper, "La Voz de Cheto."

INTENT: La intencion de la comunidad de Asherton, como fue expresado durante la consulta, de desarrollo humano en Junio de 1,978 fue para aumentar un sentido de Comunidad, orgullo y unidad por el me todo de hacer mas bello el Pueblo, aumentar las facilidades de recreo y celebraciones comunitarias.

CONTRADICCIONES: Durante la consulta de Asherton se identificaron muchos problemas y obstaculos profundos que provio la Comunidad a realizar sus intensiones.

Las Cuatro contradicciones que se relaciona al desarrollo humano en la vida da la Comunidad eran: Poca participacion en los asuntos de la Comunidad, espacio publico que eran olvidados o abandonados y la falso informacion publica.

INDICADORES DE CAMBIOS: Algunas indicaciones que muestra el sentido de auto-confianza en la Comunidad y su futuro eran los siguientes:

1ro. **DESARROLLO DE ESPACIO PUBLICO**
Muchas areas publicas se han renovado y empleado, incluyendo el terreno de "Beisbol, el terreno de futbol", "The T. J. Powers Park" y la Plaza.

2do. **CELEBRACIONES DE LA COMUNIDAD**
La fiesta de migrantes que es celebrada a su regreso al fin de la jornada, es quizas lo mas notable senal de desicion de esta gente.
Celebraciones en el ano incluyendo el concho de Mayo, dies y seis de Septiembre el desfile de senorita de Asherton, la fiesta de la "Virgen de Guadalupe," las posadas Crismas, y dia de los Tres Reyes.

3ro. EL AMBIENTE

La Comunidad ha cambiado, han limpiado muchos solares y casas abandonadas. El "dump" que era algo contra la salud fue retirado, familias han trabajado mucho en sus jardines, pintando lugares en sus barrios y recijiendo la basura.

4to. IDENTIFICACION DE LA COMUNIDAD

Asherton, ha hecho muchas senales que ayudan en la identificacion en el sentido de ser Comunidad. Eso incluyen senales de "bienvenida" senales en los edificios publicos, numeros en las casas y calles el periodico de la Comunidad que es la "La Voz de Cheto."

"Asherton people are hard working people who take pride in themselves and their work. It is nice to see a project in progress that is helping people help themselves."

Kent Carter
Tri Motor Sales
Carrizo Springs

1. Public Space Development

Many public spaces have been improved by the citizens of Asherton. Probably the most important has been the Asherton City Plaza. The property where the plaza was located was donated to the city by Mary Richardson. It is recognized as a Veterans Park, to pay tribute to veterans of the U. S. Armed Forces and past World Wars; The plaza has long been noted as the suitable site for social and civic functions and the community has cared for its appearance. Before the first Migrants' Fiesta in September 1978, residents did a major renovation of the plaza, putting in sidewalks, planting trees, flowers and grass, painting the band stands and benches, installing lighting and garbage barrels and a community bulletin board. They continue to give a watchful eye to its general appearance, for it is one product of pride and joy. The City Plaza is under maintenance and regulatory usage by the city government.

In the summer of 1980, the city government also renovated the baseball diamond for use by the community. The football field bleachers at the school were enlarged to seat 2,000, and the stadium appearance improved with new signs, improved lighting and painting. This work was done through the public school. T.J. Powers Park was built by Dimmit County Precinct 4 employees for family use. It is located just outside the city limits.



2. Community Celebrations

The Asherton community has a deep sense of the importance of celebration. Throughout the year many community, school and religious events are held. These include Cinco de Mayo (the liberation of Mexico from the French), Diez y Seis de Septiembre (Mexican Independence), Festival de la Virgen de Guadalupe (the appearance of the Virgin Mary to Juan Diego in Mexico City), the Posadas (a Novena nine days before Christmas), the Pastorella (a drama about the shepherds on Christmas eve) and El Día de los Santos Reyes (the visit of the Three Kings). Homecoming, the Miss Asherton pageant, and the Halloween Parade are major celebrations as well.

The largest recent celebration is the Asherton Migrant Fiesta. For the past three years, this event has taken place to welcome back the local residents who migrate to the northern states for seasonal work every summer. During the month of May of each year, residents begin to prepare for their journey, many times to places unknown, to seek farm labor work in states such as Illinois, Minnesota, Wisconsin, Montana, North Dakota, and Iowa. These people must leave their homes and families to seek means of supporting themselves, by working in sugar beet fields, canning factories, or in any other field by which the majority of their family members can work and contribute to the family income.

Asherton residents who remain in the city plan the Migrant Fiesta. They carefully select the date when most of the migrant families will be back in their homes in Asherton. By means of individual and business donations, preparations are made for a day or oratorical welcomes, games, and booths with food and drink. Recently a city parade and banquet were staged as some of the highlights for this event.

Asherton Fiesta: Fine, Big Show!

Amidst cloudy skies and one untimely downpour, the **THIRD ANNUAL MIGRANT FIESTA** was a tremendous success with all the color and glitter aglow throughout all of the festivities.

Father Xavier Francisco, O.M.I., of Brownsville, was the celebrant at the morning mass given at Immaculate Concepcion Catholic Church, and also was one of the guest speakers at the noon banquet hosted at the Parish Hall.

At the banquet, Dr. Ted Martinez, a former resident of Asherton and a 1965 graduate of Asherton High, was also introduced and well applauded for his inspirational talk there, as well as in the evening at the City Plaza. Dr. Martinez was accompanied by his lovely wife, Maria, throughout the festivities.

Dr. Ashok K. Jaini, Superintendent of Schools in Asherton, was also present at the banquet, with a narrative on the programs available to benefit the migrant children.

Highlighting the banquet was the introduction of the Fiesta Parade Marshall, **JOHNNY CANALES**, well known TV personality from Corpus Christi, and promoter of **COORS BEER DISTRIBUTORS**. Accompanying him were his lovely escort, Sylvia Castillo, of Taft, Texas. Also with Johnny were Mr. & Mrs. Jake Bustamante of Carrizo Springs. Also present were Mike Cantu, Coors Distributor of Laredo with friends.

MARIO Z. GARCIA, City Clerk of the City of Asherton, presented Johnny Canales with the Key to the City at the close of the program, and was promised that it would be shown on the Johnny Canales show on Sunday, October 5. Special thanks for the production of the Key go to Mr. Conrado Longoria of Asherton, Mr.

Mike Garcia of Carrizo Springs, and Mr. Guadalupe Munoz, Crafts Trade Shop instructor at Asherton High School.

Forty entries participated in the Fiesta Parade, which got rolling promptly at 4 p.m. Leading the parade were Sheriff Ben "Doc" Murray and the American Legion Post Drill Team of Asherton, under the direction of Mr. Roland De la Cruz. The Drill members performed routines throughout the parade route in precise step and rifle snap, much to the delight of the parade audience. Highlighting the parade was the Parade Marshall, Johnny Canales, being driven in a white convertible by Mario Garcia. Special thanks are sent to Mr. John Petry for the use of his car for the special guest of honor.

Distinguished Royalties gracing the parade with their beauty and poise were Melinda Vega, Miss Asherton; Zina Sifuentes, Miss Asherton Junior Miss; Angie De Leon, Little Miss Asherton (first runner-up); Daniel Banda, Little Mr. Asherton; Angie Martinez, Miss Carrizo Springs; Santa Gonzales, Miss Crystal City; and Mary Jane Mata, Miss KBEN.

Adding music to the parade and the pride and joy of both cities, were the Asherton High School Trojan Marching Band, under the direction of Mr. Carlos Martinez, instructor, and the Crystal City Javelina Marching Band, with Mr. Leo Perez, and Mr. Rumaldo Belmares directing.

Deep heartfelt thanks and gratitude are sent to all who took part in the parade for the time and effort afforded, individually, their organization or their municipality. Their presence made this event a memorable one to long live within our hearts, and to inspire and motivate us to **DO IT AGAIN NEXT YEAR!**



ASHERTON WILL HOST the "Ballet Folklorico De Navarro" of San Antonio during festivities of The Third Annual Migrant Fiesta, September 27th.



1980, 3rd Annual Migrant Fiesta Committee Members shown are, [seated] Mrs. Petre Garza, Mrs. Eustolia Sanchez, and Mr. Vidal Bernal. [Standing] Linda Martinez, Mary Soto, Linda Garcia, Rosa Flores Montemayor, and Mario Z. Garcia. Not pictured were Mariano Garcia, Roberto Diaz and Petra Zavala.



3. Living Environment

Countless hours have been offered by local community residents in beautification of the city. Over twenty vacant lots have been cleaned up. This has included demolishing vacant buildings, clearing and removing trash and debris, cutting and trimming brush and trees. Families have built new homes or done major renovation work, and made special efforts to repair and paint fences, plant flowers and gardens, and remove trash, in order to beautify their own space. Blocks of families have held 'block beautification' workdays. Private businesses and landowners have participated by clearing unused buildings, painting store fronts and remodeling facilities.

One resident reflected: *"This has been a brilliant timepiece, reminiscent of the tireless efforts of the community to beautify the city of Asherton. The list is endless of people who have attempted and who have succeeded, to maintain what the city has to prove its beauty, glory and pride. Many a person has cut and cleared ageless eyesores, whose roofs and walls had been left to rot, and have swept their grounds, with an anticipation of one day seeing that same site occupied by some token of beauty. This task and product is offered to all our visitors, in hopes of a good impression and words of encouragement in return with a promise from our visitors to come back and see us again."*

"Asherton has a lot of heritage and tradition, but it has had a weak economic base. It is good to see people helping themselves."

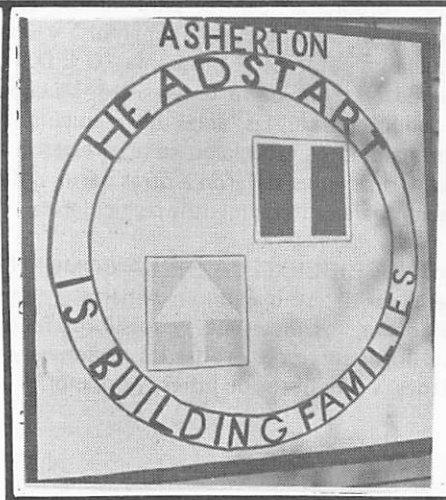
James Danner
President
1st National Bank of Dimmit County
Carrizo Springs

4. Community Identity

Asherton, or "Cheto", has done many things to strengthen its own sense of community identity. Welcome signs have been painted and mark the entrances to the city. Many businesses and agencies have painted new signs, as well as the schools. For example: "Headstart is Building New Families" and "Asherton High School, Home of the Trojans." During one of the Migrants' Fiestas many families bought wooden carved signs with their family name and have hung them on the front of their houses.

One resident commented that "One particular problem in the city was the absence of street signs and house numbers. This absence enhanced the difficulty in locating homes or residences in cases of emergencies. Recently the city, in cooperation with the Human Development Project, assigned house numbers and put up some street signs in the city. At the present time all billings for water and garbage are mailed with the assigned numbers and street addresses on the front. Thereby residents will be familiar with their addresses. The city has also asked that all residents put their house numbers on the front of their homes in full view, thus making it easy to locate."

A community newsletter is published regularly by the Vista workers, called "La Voz de Cheto." It is distributed not only to residents, but also to over 400 people living in other parts of the state, nation and the world. One of the readers, a prominent Carrizo Springs businessman, commented that he really appreciated the community newsletter. "There have been a lot of changes in Asherton, and I think that a lot of progress has taken place."



"My daughter receives LA VOZ DE CHETO in Bangkok, Thailand and enjoys it very much."

Concha Munoz

C. Toward Social Self-Reliance Hacia Independencia Social

INTENT: The intent of the Asherton community, as expressed during the consultation in June, 1978, was to create programs and services that would meet the felt social needs. This was to be done through expansion of educational opportunities, provision of basic health care, and securing needed services for the total welfare of the community.

CONTRADICTIONS: During the consultation many underlying problems and blocks were identified as preventing the community from meeting its intents. The four which were most directly related to the social life of the community were incomplete development of professional skills, insufficient utilization of outside resources, and discouraging forms of ongoing education.

INDICATORS OF CHANGE: Among the many indicators of a new sense of community self-reliance, the following are representative:

1. **EXPANDED COMMUNITY SERVICES.** Community services have been expanded to include a Volunteer Fire Department, ambulance service, Senior Citizens Program, WIC, cable TV, Garbage Collection, Centro Aztlan, and rabies vaccination clinic.
2. **HEALTH CLINIC.** The community has worked with South Texas Rural Health to establish a clinic and professional medical staff.
3. **EDUCATIONAL PROGRAMS.** Learning possibilities for children and youth (who comprise 50% of the population) have been expanded impressively. These include a Headstart Program and Day Care Center, enriched programs within the elementary and high schools and extra-curricular activities. The local school offers the GED program as well as a variety of college courses. Many special training events have been offered in the community, and residents have travelled to other parts of the state and nation for particular training.
4. **COMMUNITY LIBRARY.** The community library has been a great sign of self-determination in Asherton. Built through donations of a building, materials, books and time, it serves all ages with books and periodicals in both English and Spanish.

INTENCION: La intencion de la Comunidad de Asherton como fue expresado durant la consulta del desarrollo humano en Junio de 1,978. fue de crear programas y servicios que respondieran a las necesidades sociales en la Comunidad. Eso fue realizado por una espansion de oportunidades de educacion, creacion de servicios basicos de salud y aseguransa, los servicios para el bien estar de la Comunidad.

CONTRADICCIONES: Durante la consulta de Asherton se identificaron muchos problemas y obstaculos profundos, que cohicieron a la Comunidad a realizar sus intenciones. Las contradicciones que se relacionan mas directamente al desarrollo humano de la vida social de la Comunidad, fueron: falta de utilizacion de refuerzos de afuera, y falta de continuacion de educacion.

INDICADORES DE CAMBIO: Entre los muchos indicadores que muestran que hay un nuevo sentido de Comunidad de independencia social tenemos:

- 1ro. **ESPANCION DE SERVICIOS.** Estos servicios incluyen voluntarios para el departamento de bomberos y sistemas de alarmas, servicio de ambulancia, programa para los ancianos WIC, Cable de TV, servicio de basura, vacunacion de perros contra la rabia, y Centro Aztlan.
- 2do. **CLINICA DE SALUD.** Programa con el servicio de salud de Tejas para establecer una clinica y equipo medico profesional.
- 3ro. **PROGRAMAS EDUCATIVOS.** Espansion de programas para ninos, jovenes el cincuenta por ciento de la Poblacion, incluyendo el "head start" y el "Day Care" programa centro para ninos, espacion del curriculum en la Escuela elementaria y secundaria. La escuela local ofrece el programa "G.E.D." y una variedad de materias de la universidad. Muchos programas de educacion en las areas de medicina, industria, y entrenamientos especiales, se le ofrecieron a la Comunidad, y residentes viajaron a otras partes del Estado, y la Nacion para entrenamientos particulares.
- 4to. **LA BIBLIOTECA DE LA COMUNIDAD.** Es un sueno de determinacion en Asherton, el edificio de la biblioteca, los materiales y los libros fueron donados. Este lugar sirve para todas las personas, y de todas las edades, y hay libros de ingles, y espanol.

"Schools are getting better every day."

Popita Benevides



1. Expanded Community Services

FIRE DEPARTMENT. For the last decade fire service to the city has been poor. The department suffered from lack of funding, lack of equipment and trained personnel. In any type of serious fire, mutual assistance is usually called for from the county fire department. Response time for the county averages from fifteen to twenty minutes, which means they generally arrive too late. Recently the city administration took steps to improve the fire department. A loan for \$5,000 was taken out and used to purchase badly needed equipment: 500 feet of new 1½ inch fire hose, 100 feet of booster hose, fire helmets, two new nozzles, 10 pair of boots and parts for the truck and pump. The volunteers also got together and built a new water tank for the truck, increasing the water storage from 750 gallons to 2,000 gallons. The department still needs an enormous amount of equipment, but the men are doing their very best with what is available.

CITY AMBULANCE SERVICE. The Fire Department took charge of the ambulance in June of 1980. At a meeting of the City Commissioners it was agreed that ambulance service would be provided to city residents free of charge. At the present time the ambulance has the basic equipment and some new items were purchased. The Fire Chief is attending night courses to obtain certification and state license as a Emergency Care Attendant, thereby making it possible for the ambulance to be recertified by the State Health Department. Possibilities are also being looked into for the purchase of a new ambulance or lease of one from nearby Zavala County. The city administration realizes this is a very badly needed service to the community, and steps are being taken to maintain this service.

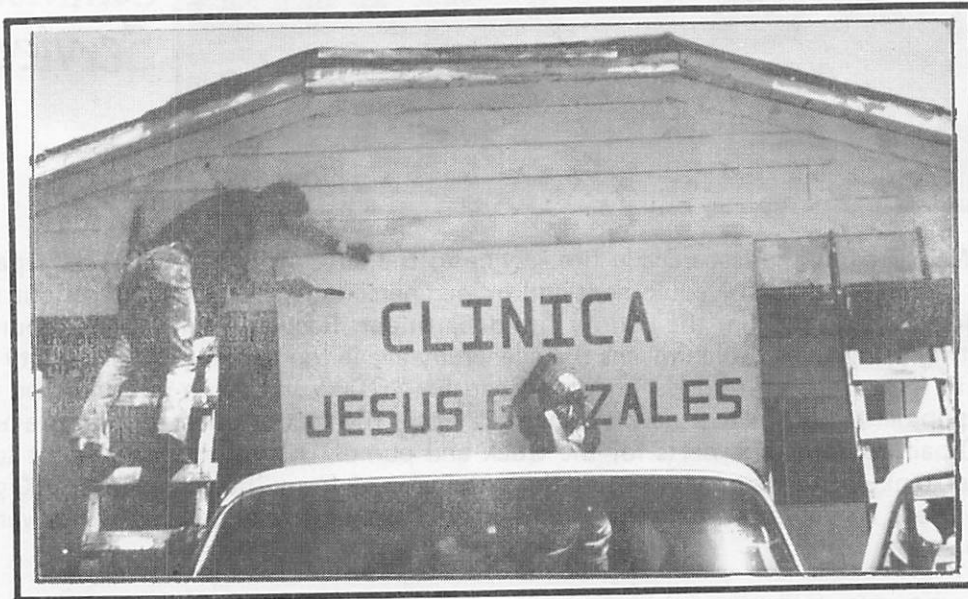
GARBAGE SERVICES. The disposal of garbage had always been a major problem and health hazard to the residents of Asherton. The creation of the Sanitation Department and purchase of a garbage truck was, and is, considered to be a major asset to the city. Not only did it eliminate the use of the old dumpsite in the city, which was an eyesore and haven for disease-carrying rodents but it also created three new job openings for residents of the city. This department also generated additional revenues for Asherton, although no great economic gain has occurred because of this as yet. Not until this department is firmly established and all equipment necessary purchased and paid for will the city realize the additional monetary boost. The residents of the city have shown their cooperation in that many of them have built stands to hold their trash cans, in this way keeping dogs and cats from turning them over and also keeping them in one place for pickup days.

SAFETY LIGHT. A safety hazard which was of great concern to many parents of school children was the absence of a warning device notifying traffic on Highway 83 and Carter Street of the presence of children crossing. At the urging of the school district and local citizens, the Texas Department of Highways installed two blinking lights with a warning sign which reduces traffic speed.

RABIES CLINIC. Dr. John Taylor, DVM, from Carrizo Springs, visits Asherton annually to provide rabies vaccination for the dogs. The first Rabies Clinic was held in 1979 at the plaza. Over 100 pets were vaccinated. In July of 1980 the second vaccination was given to 55 pets. A stray dog pick-up service will soon be initiated by the city.

CENTRO AZTLAN. In the spring of 1979 the Centro Aztlan began offering services in Asherton. Centro Aztlan monitors several social service programs and helps residents fill out their application for these programs. The center also works with a migrant farm workers committee to deal with special problems.

CABLE TV. The cable TV was installed in 1979. It provides six channels, including both Spanish and English, instead of the single station previously available. Installation cost is \$35; thereafter a fee of \$9 a month is paid to the cable office.



2. Health Clinic - "Clinica Jesus Gonzales"

The community has felt that local health services were a crucial necessity and decided to raise funds to set up a health clinic. The clinic began in February, 1978. The outreach worker, Miss Silvia Galindo, registers people in her home at present, and sends them to Cotulla or Crystal City for checkups and medication. A consultation fee is charged according to the income level of the family.

One of the services provided by the clinic is the WIC Program (Women, Infants and Children). A nurse and secretary from Carrizo Springs visits Asherton twice a month. They educate prenatal and post-natal mothers and provide a nutritious diet for mothers and children under five years. This includes the distribution of milk, eggs, cheese, juices and cereals.

The Clinica Jesus Gonzales is administered by a local board, who are presently looking for a public facility for the clinic. It is being funded by South Texas Rural Health. One of the Board members, Mr. Roberto Navarro, expressed the hope that once a facility is renovated and the equipment purchased, "even if the funding stops, we would be able to draw in a doctor and the clinic pay for itself. What we need is to be self-sustaining."

"Even people from Carrizo Springs and Big Wells come to Asherton to the clinic."

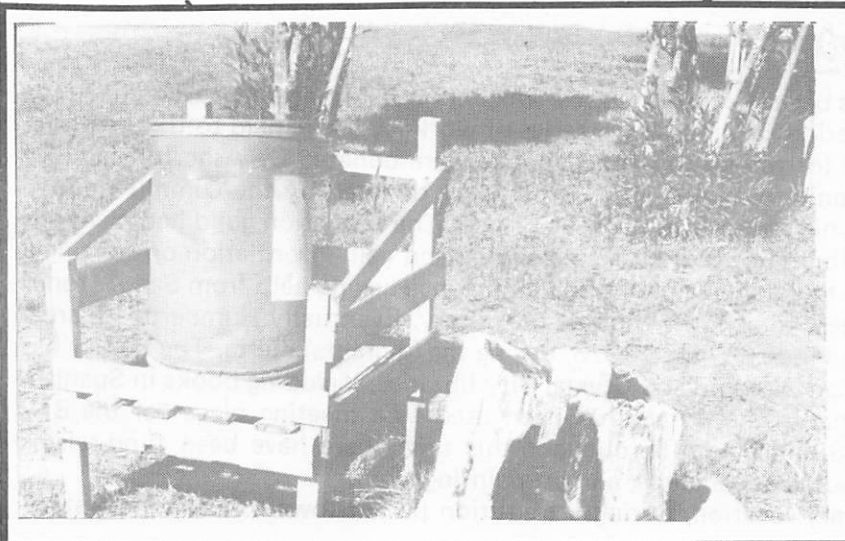
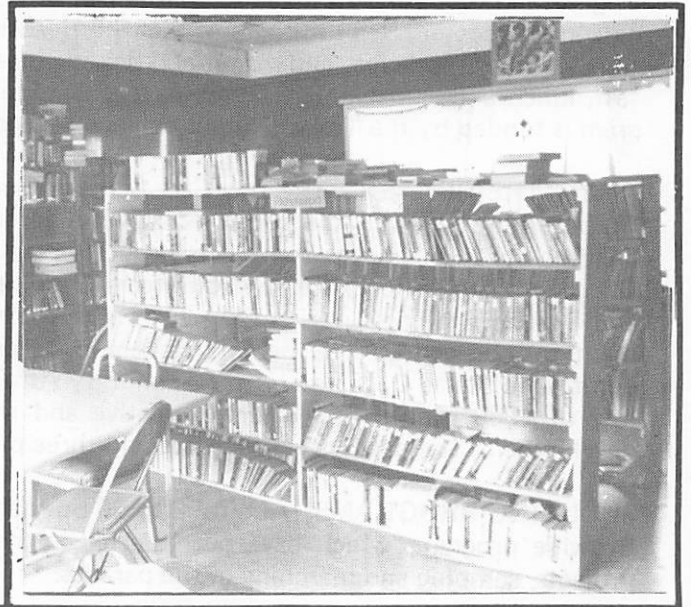
Sylvia Galindo



"Students who had not thought of themselves as college material now do; they're making good grades. Their whole philosophy of life has changed."

*Antonio Sanchez, Principal
Asherton High School*

POPULATION BY AGE GROUPS (Feb. 1979)		
0 - 20	45%	
21 - 40	24%	
41 - 60	17%	
61 - 80	14%	



"Asherton can well be proud of the large number of high school graduates who have gone on to achieve success in various fields. Many have degrees in education, law, medicine, engineering, and many other meaningful occupations. This has been possible mainly because the parents found local employment to keep the students in school until the end of the year."

*Mrs. Ezla Lee Hearne
Asherton
Postmistress*

3. Educational Programs

PUBLIC SCHOOLS. Major expansion of the Elementary and High School Curriculum opportunities, facilities, and participation has recently occurred. New Programs include Computer Education (Kindergarten through 12th grade), a Language Lab, and the first stage of Solid Physics. The staff is working on introducing Physical Education the Elementary School. Vocational Training programs such as General Construction and Office Management are now offered. An innovative after-school tutoring program has been established, with an emphasis on parental involvement. 80% of the present teaching staff have their Masters degrees.

The school is working towards renovating the gym facilities and establishing science labs in the Elementary School. The football field stadium capacity increased from 300 to 2,000 people, and an improved lighting system was set up. Track will be added to the football field. A new cafeteria is currently under construction for the Elementary School.

The Asherton High School Band, started in 1978, has consistently won high honors in regional band contests. Presently the band has new uniforms and is a vital part of youth opportunities in Asherton.

In the last two years thirteen students have completed their GED. Three out of last year's group attended college and are now employed by the school district. Out of the 1979 high school graduating class of 34, 26 are attending a four year college and the other eight are going to junior college. Evening college courses are now offered by the school, and many residents are also enrolled in extension classes in Carrizo Springs, Crystal City and Uvalde.

HEAD START. The Headstart program began in 1978. There are 22 children three to four years old attending this day school. The children learn math, reading, hand work, poetry, arts and drama, in English and Spanish. Work Centers are set up for special emphasis. There are many very good teaching aids at the center. Health programs that the Headstart offers for the children include a physical examination, dental follow-ups, and vision and hearing screening. Each day the children are provided with breakfast, lunch and a snack. The Director, teacher aide and cook comprise the staff of the program. The program is funded by the Texas Migrant Council and governed by a local board.

DAY CARE CENTER. The Day Care Center program, sponsored by the Asherton Human Development Corporation, began in the spring of 1979. The center, licensed for 17 children, has had a total of 45 children aged 18 months to 4 years participate in the program. The center is housed in the former Post Office, which was renovated by volunteers. Dimmit Supply of Carrizo Springs, Ewing Halsell Foundation and Beacon Hill Presbyterian Church of San Antonio all made contributions of cash, supplies and equipment for the center. The parents association also solicited money and equipment from Asherton residents. The Texas Department of Community Affairs made an operational grant to the center in the summer of 1980. The center offers a creative and innovative approach to early childhood education and development. It employs two full-time and three part-time residents from Asherton.

SCOUTING PROGRAMS. About 50 to 60 boys and girls have participated in Cub Scout, Boy Scout and Brownie programs which have been started in the last two years. Their activities have included service projects, camping and marching in the parades.

4. Community Library

Immediately after the consult work was begun for a place for a small library. Arrangement were made for a building, which was donated for a period of one year. A series of workdays were held to fix the place. The city donated money for materials for renovation. Many books were donated by Asherton families and people in other cities who had come from Asherton. Other were donated by the Dimmit County Library, and by groups such as a Brownie troop from Corpus Christi. The education guild had meetings with Mrs. Goen, the Dimmit County librarian, to discuss cataloguing and gain information on starting a library. A series of workdays was held to catalogue books, including once having help from San Antonio college students. At first three volunteers took turns running the library. Eventually Humberto Villareal took over. The first open house was held in September, 1978, during the Migrants' Fiesta. The library has continued to receive books from the San Antonio and Crystal City libraries, including books in Spanish. The community has continued to donate. The library has been used as a meeting place for the Boy Scouts, Community meetings and E.S.L. classes. Throughout this time there have been fund-raising events like menudo sales, bake sales, booths at Jamaicas, and art painting.

At this time library is in a temporary location, during a transition period toward becoming a state-recognized Public Library.

"I am amazed by what I have seen. This is what communities should be doing. If they were doing what Asherton is doing, the world would be a better place."

*Frank Bassham, Rancher
Colorado City, Texas*

Extended Impact

Asherton has become a demonstration of local initiative for communities across South Texas and beyond. The community newsletter, LA VOZ DE CHETO, has published news of community accomplishments and activities. It is mailed to community leaders, agencies and businesses around the region, as well as local residents. Local residents have participated in the leadership of at least 25 Town Meetings in South Texas communities. These Town Meetings have initiated community development activities in many of the communities. Visitors have come to Asherton from several countries around the globe. Through the Action Agency, the methods of human development have been communicated to VISTA projects across New Mexico, Texas, Oklahoma and Arkansas.

"We all congratulate you on the hard work you have undertaken in improving your city. The unity and hard work you have demonstrated should be used as an example for all Americans."

*Ruben Bonilla, President of LULAC
Letter to Asherton, July, 1979*

Future Directions

Since the consultation in 1978 there have been many activities and events that have gained solid community support. The library, Headstart, garbage service, environmental improvements, the Migrants' Fiesta, Emergency Alert System, cable television are among the best established. Several new projects are on the horizon including the sewer and drainage systems, expansion of the Health Clinic, streets and sidewalks, public and residential beautification and industrial development.

In the past two years Asherton has become a demonstration community and will continue to play that role in the future. Along with its own continued development there is continuing openness and pride in hosting visitors and playing an active role in outreach and training events.

The residents of Asherton say that this is the best place to raise children when compared to large cities and over-populated areas. Asherton is a community that is proud of its rich cultural heritage, active in on-going development and confident of its future.

"If people can forget what their ancestors have done to them and sit down together, both men and women and join hands and think and work together, they can get the job done."

Manuel Hernandez

Approach to Documentation

PURPOSE OF DOCUMENTATION

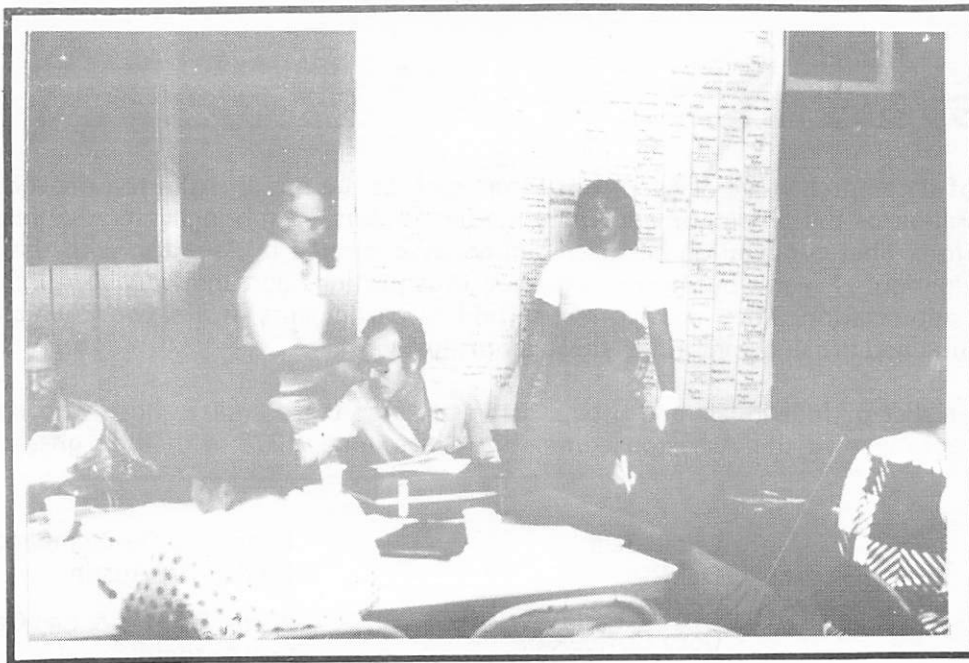
The approach used to document the Human Development Projects acknowledges the effect of the documentation process on the community, and therefore used questions and procedures which allow the community to reflect on its journey. It emphasizes accomplishments, learnings and breakthroughs rather than failures and mistakes. The latter are examined on the assumption that all experiences have implication for the future. The process attempts to reveal the creative elements and learnings. Development, by nature, is an ongoing process, and experiences need to be recorded for the sake of the next steps. The scope of the documentation is total life of the community during the time of the project, not simply those events directly initiated by the project. There are many factors that influence, directly or indirectly, the process of development, making it often difficult to determine the process and who or what has been responsible for particular events.

The purpose of the document is threefold. First, it gives form to the story that is present in the memory of the people. Elements such as the history of the community, legends, statistics, and quotes are used to portray the process of development. The writing of the document is done in conversation with representatives of various ages from the community. Second, it is a report of the results of efforts expended in the project. As such it intends to render accountability to funding agencies, volunteers and other supporters for the resources they have made available. Third, it is intended to be a concrete sign of hope. As such, it holds up to all concerned with development what can happen in a community and what methods and approaches are effective.

DOCUMENTATION METHOD

The method of documentation begins with a series of visits in the community. These visits are designed to determine the common story that has emerged. A timeline of local history and a chart of accomplishments are created from these visits and shared with the community residents, in which they check and correct data. The major section of the document is a report of the accomplishments in the economic, social and human arenas. The consult document produced during the launching of the project, which includes the community's four year plan, is used as a primary screen for evaluating the accomplishments. Each part describes the intent of the community two and one half years ago, the contradictions they faced and the present indicators of development. The contradictions become the backdrop for the major accomplishments and activities that were instrumental to the changes that occurred. The indicators of change are summarized, and statistical data is collected from local citizens, past records and reports. Personal interviews are also made to gather individual profiles, quotations, stories surrounding significant breakthroughs, photographic records and history that is a part of the community's memory. All of the data is then shared with a community editorial board for final approval.





Approach to Development

The Asherton Human Development Project was held at the invitation of the leadership and citizens of the community following a town meeting held in January, 1978. The community also had the encouragement and support of the public and private sector throughout the state, region and nation. During the consultation over 40 non-residents came from across the nation, as well as Japan, Belgium, the Marshall Islands, Costa Rica, Kenya and India. They assisted the community to build a 4 year plan for socio-economic development. First, the community's operating vision for all dimensions of life was stated. Next, they identified the underlying contradictions or blocks to realizing that vision. Practical proposals were determined for dealing with the contradictions and a system of tactics devised for implementation. The tactics were organized in a series of specific programs which provided focus and structure for community participation.

Immediately following the consult, members of the community and resident Institute staff began the implementation of the community's plan. Each tactic was reviewed in detail to create implementary timelines for the quarter and the next year. These specified what action would be taken, where, when and by whom. During the first month, initial steps of actuation were made in relation to each tactic with a particular emphasis upon visible signs of change. Action-oriented task forces (called guilds) were formed around particular task arenas such as commercial services and education. Neighborhood groups (stakes) were formed. These began to meet on a regular basis and to encourage participation from the whole community. Events were scheduled, including community workdays, research trips, celebrations and authorization trips. Throughout the actuation of the project, a particular concern has been to solicit external support, such as technical assistance, funds, inkind services and advisory assistance from both the public and private sectors of society.

Underlying all the programs that a community undertakes and behind all its achievements is an elusive but indispensable element, the human factor. It is the spirit of participation, cooperation and responsibility among the residents. This spirit generates a confidence in the future which manifests itself in the community's physical appearance, its organization and its symbols of identity. With that spirit, the development process can be carried indefinitely. Without it, even dramatic changes will either fade away, or worse, further the factionalism already present. And yet the human factor cannot become a program in itself — even a training program. It emerges only as the task calls forth responsibility, cooperative efforts yield demonstrable results, and momentum elicits participation. But the human factor cannot sustain the development process so long as its focus is solely on one community. Very soon accomplishments begin to be noticed by neighboring communities, and residents find themselves being asked for advice and their results imitated. They experience their effectiveness extending beyond the one community of their residence; in fact, their self-help efforts come to be seen as a demonstration of what any community can do. With that awareness, the impetus to excellence increases, as does the concern to create events and programs which make the project's learnings more widely available. To the extent to which this process occurs, the spirits of responsibility, participation, and cooperation become ingrained in the community, and its continuing development is ensured.

ACKNOWLEDGMENTS

The effectiveness of a comprehensive development effort such as the one in Asherton depends heavily on the close cooperation of the public, private and voluntary sectors, each bringing its resources to bear in a coordinated effort. That cooperation has been amply demonstrated in Asherton with the generous support and participation of many businesses, agencies, organizations and individuals. All supporters deserve more than appreciation. They deserve recognition as participants in a network which holds a promise for many rural and urban communities throughout the world.

The following partial list of individuals and groups is an attempt to recognize those who have given direct support or assistance to the Asherton community since June, 1978 with their gifts of goods, time and money.

ACTION/VISTA Austin, Texas	Coors Beer Del Rio	Economic Development Administration Region IV, Austin
Alamo Food Co. San Antonio	Cory Coffee Co. San Antonio	Porter Poultry & Egg Co. San Antonio
Archdiocese of San Antonio San Antonio	Delaware Punch Co. San Antonio	Dr. Joel Saegert University of Texas at San Antonio
Asbury United Methodist Church San Antonio	Dimmit County Library Carrizo Springs	St. Jude's Catholic Church San Antonio
Dane Atkinson Dallas Public Schools	Dick Dobey Central Pharmacy Carrizo Springs.	South Texas Rural Health Cotulla
Bruce Barker Tesoro Petroleum Carrizo Springs	Handy Dan San Antonio	Texas Department of Community Affairs Austin
Mr. & Mrs. Tom Broersma Trinity University San Antonio	Elizabeth Henley Public Health Department Region IX, Uvalde	Toudouze Furniture & Appliances San Antonio
Bexar County Produce San Antonio	Houston Harte Harte Hankes Publishing Co. San Antonio	U. S. Department of Education Washington, D. C
Mary Ellen Blackard Dimmit County Health Dept. Carrizo Springs	Dr. & Mrs. Asher McComb San Antonio	U. S. Department of Health Washington, D. C.
Ruben Bonilla, LULAC Corpus Christi	Dr. Ford Nielsen, DDS San Antonio	Juan Valdez Valdez Printing Carrizo Springs
Brownie Troop No. 232 Houston	George Ozuna Ozuna Engineering San Antonio	Dr. Mary Walker Texas Rural Health Services
Campaign for Human Development San Antonio	Herbert Petry Attorney Carrizo Springs	Mr. & Mrs. Dick Whanger Hughes Tool Houston
Mr. George Clower, Jr. Corpus Christi	Pioneer Flour Mills San Antonio	Dr. O. Z. White Trinity University San Antonio
Community Services Administration Carrizo Springs	Philips Paper Corp. San Antonio	Jesse Ybarra Kelly Air Force Base San Antonio