



Texas Association of Community Schools

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September 20, 2016

WHAT YOU NEED IS A PICK-ME-UP

When I was a younger man, I enjoyed listening to a radio program hosted by Paul Harvey called, **THE REST OF THE STORY**. Each afternoon, Mr. Harvey would tell a story, but each ended with a twist. What follows is one of Paul Harvey's stories:

Dr. Pemberton was not even a real doctor. But if Dr. Pemberton was not a real doctor he also was not a quack. He merely lived in an era after the Civil War when a corner druggist knew as much about medicine as a national drug manufacturer, and that is just what John Pemberton was – a corner druggist.

It was after he moved his business from Columbus to Atlanta that this obscure Georgia pharmacist began fiddling with a basement brew. While most patent medicines of the time contained alcohol to cure what ails you, John avoided it in his concoctions. In fact, rumor of the day had it that he was trying to find a hangover cure for those other patent medicines!

Dr. John Pemberton experimented with extracts of fruits and nuts and leaves, but that was just for taste. If it was going to cure a headache, the elixir would need a stimulant...maybe caffeine? And it would need an analgesic...some say cocaine.

Now John had the pick-me-up product to sell, but he did not have the financial resources to market his prize. So, during the summer of 1886, John took a jug of his reddish-brown syrup to Jacobs Pharmacy, one of Atlanta's most reputable businesses. When asked what was in it, the good doctor would only answer that the ingredients were a secret. However, he would quickly add that the person only needed to add water for a refreshing drink that, as an added benefit, relieved pain.

Well, Jacobs bought Pemberton's potion, and he advertised it too. Apparently, Georgians were relatively free of aches and pains that summer, so the jug of syrup stayed almost unused on the storeroom shelf. Until, that is, a fateful day when a man with a hangover met a newly hired clerk in the pharmacy who remembered Dr. Pemberton's elixir. He quickly poured a little syrup into a glass, but then he made a big mistake. Instead of tap water, the clerk used carbonated water...and the mistake is still in the recipe today (minus the cocaine)! The other ingredients remain basically the same as they were 130 years ago.

This is the story of how one small change led to one hot selling product...Coca Cola!

Several school leaders are back in their districts after participating in the TACS/National IPA-TCPN San Antonio Conference. The conference was forty-eight hours of great fun, wonderful fellowship, good food, and deep learning. While it is a small conference compared to many educational conferences hosted in Texas, it is, somewhat like Dr. Pemberton's elixir, a secret waiting to be discovered.

This year, conference participants were able to get a deep look into the legislative session that will begin in January, 2017. With the help of legislators who "are in the know" and experts and advocates who bring a level of expertise around the "hot" educational issues being discussed by legislators during the interim, our conference attendees are ready for the session. Additionally, they now have the tools to become effective advocates for their districts and for their school children.

TACS thanks every Texas educator who supported the statewide conference and each of our sponsors and friends who helped to make the 2016 San Antonio Conference memorable.

So Remember, just like Coca Cola, each fall the TACS San Antonio Conference "**is the real thing**"!!

AMLE2016

The days are getting short. In less than a month AMLE2016 is coming to Austin. "What is AMLE2016?" you ask. Come on now, think. We've talked about it several times over the past few months. AMLE = Annual Conference for Middle Level Education. It is being held at the Austin Convention Center on October 9-12, 2016, and it is the largest gathering of middle school educators in the nation. Some of the premier names in educational practice and middle level expertise will be presenting in over 500 breakouts! Your middle school educators will bring a world of information, skills, and practices back to your school to benefit your students. This might be the one conference that becomes a "difference maker" for your students and staff! Better register now by clicking amle.org/annual. If you are served by Region 12, 13, or 20, don't forget the discounted fee by registering through your ESC.

TACS MEMBERSHIP IS SUCH A VALUE

I know that I am prejudiced, but can you guess the best bargain you will receive during the 2016-2017 school year? I am pretty sure that it is your membership in the TEXAS ASSOCIATION OF COMMUNITY SCHOOLS! For just pennies per student attending your school, your membership gets your district 24-7 advocacy before the legislature during its 2017 session, makes your high school students eligible for thousands of dollars in scholarships each year, helps provide you with valuable professional development opportunities, provides active support for the state's Education Service Centers and their mission, and provides affordable professional liability insurance for you and your staff. I'm telling you, it's a big package of benefits with a small price tag! Just click [here](#) to join. It will be one of the best decisions that you make this year!

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