

# THE METRO REPORT

FEBRUARY 2020

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**Rachel DeLira**  
Photographer

*Photo by Ruiz Photography  
- Paola Ruiz*



**GOODWILL**  
Industries of Fort Worth, Inc. 

# PROJECT GOODWILL 2020

Benefiting Goodwill Fort Worth initiatives to provide jobs and job training for people with disabilities, disadvantages and other barriers to employment including the homeless, at-risk youth, veterans and the formerly incarcerated.

**Thursday, April 16, 2020**

**Ridglea Country Club**

3700 Bernie Anderson Avenue • Fort Worth, Texas 76116  
Complimentary Valet

**6:00 p.m.**

Cocktails, silent auction and wine raffle

**6:45 p.m.**

Dinner and Fashion Show

Event Chair, Pamela Voight • Emcee, JR Labbe

For more information, visit

**[www.GoodwillFortWorth.org](http://www.GoodwillFortWorth.org)**

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**BETH & CRAIG  
COLLINS**

## Change agent: Entrepreneur rethinks senior care

by Betty Dillard

Kia Lane has always been ambitious and a risk-taker, but she never imagined she'd become the self-made owner of a multimillion dollar business and an upstander in her community.

Lane, 34, grew up in Fort Worth's impoverished Stop Six neighborhood, a predominately African American community that has been historically underserved in areas of educational, social and cultural services. She became an unwed mother at 16 with her oldest son and could have been just another statistic. Fierce determination enabled her to graduate from Dunbar High School even if it wasn't on time. She attended Tarrant County College and went on to earn a degree in nursing from the University of Texas at Arlington.



Kia Lane, owner of Sundance Village Senior Living

"That's something that fuels me," Lane said. "Statistics show that the majority of teen mothers don't receive their high school diploma, are on welfare, and don't go to college. It was my duty to dispel those myths of what a teenage mom is like."

Parlaying her experience helping care for her grandmother and mother, Lane became a certified nurse assistant, working for several large memory homes. She spent nine years at Avalon Memory Care in Fort Worth, where she worked every position from cook to janitor to activity director before reaching the summit as executive director.

In 2018, Lane quit her job and started her own company, Sundance Village Senior Living, a collection of small, home-style retirement and assisted living facilities based in Arlington.

"I mastered everything in that large sector of 34-bed homes and brought it over to my smaller homes," Lane said. "I saw the quality of care and quality of life that was lacking at the big box facilities. There are so many residents that they can't give the good care that is needed. My homes provide one-on-one care. No one is neglected because we have short staff. We want to keep it that way. I want to prevent baby boomers from going to a nursing home. Nobody wants to move from their home, and having someone come in to give care is just so expensive on a 24-hour basis. That's where we come along."

Sundance Village offers residents who can no longer live in their own homes lodging, supervised, experienced caregivers, medication supervision, on-call nurse practitioners 24/7, in-home physician visits, mobile X-ray and pharmacy services, dementia care, meals, assistance with personal care and daily tasks, laundry services, day trips and social outings all in a residential setting. Small groups of older adults, usually three to five residents, live in their own private rooms and share common areas. On average, residents are over 70 and pay about \$7,000 a month to live in one of Sundance Village's homes.

"My friends are all 75 and above. They inspire me with the conversations we have. That's the highlight of my day. This is not just a job for me," Lane said. "I never thought I'd be a business owner. I just kind of stepped into this. Now I absolutely love it."

Ditching the business plan she wrote, Lane, who is married and also has an 11-year-old son, started Sundance Village with her own home, turning it into a 10-bed facility. To date, Lane owns seven residential care homes she's researched and bought. Sundance Village currently serves 20 residents – there's a waiting list – and has 13 employees. The company made \$500,000 in 2019, and Lane expects to double that revenue in 2020.

Lane does no marketing, relying on word-of-mouth advertising. She's surprised how quickly her business has taken off. She even has investors now.

“We're not a stereotype. We've overcome many stereotypes – Stop Six, unwed mother. We've overcome so much. No excuses, that's my motto. – Kia Lane”

SEE SENIOR CARE ON PAGE 16

# For the Love of Cars

by Allen White

Someone once said, "Find something you love to do and you'll never have to work a day in your life." That saying holds true for Shawn Rizzo, owner and mastermind of Kraken Motorsports. Rizzo, along with his wife, Alicia and best friend Phillip MacPherson have taken their love of cars, passion for racing and a desire to provide service and turned it into a successful business. Winner of the 2019 Fort Worth Business Plan Competition, Kraken Motorsports is an automotive performance shop that builds, modifies and maintains cars.

Working only with import cars, the technicians at Kraken Motorsports provide quality solutions to car enthusiasts who want a car tailor-made for them. Most of their clients are people who drive their cars to work during the week and take them to the track on the weekends. They come from all walks of life and range from high school students to 50-year-old (and older) working professionals. They are typically asked to improve a vehicle's performance over what factory levels are. Rizzo's shop does exhaust and fuel system work, turbo swaps and engine building, aftermarket part installations and regular maintenance among other things. They can make flames shoot from the car's exhaust system, but they don't recommend it! Normal maintenance issues may take up to 4 days, an engine rebuild may take 8-10 weeks and they have some projects that have taken more than a year to complete. The greater the scope of work, the longer it takes to complete the work, but Rizzo and his team stand behind their work and treat each customer with integrity and respect. They don't work on domestic cars, not because they don't like them, but simply because there are a lot of great domestic shops in the area that do better work for the same cost. Rizzo has a relationship with these shops and often refers clients to them. His desire is to give customers the best product and experience he can, even if it means sending them somewhere else to get it. Including Shawn and Phillip, there is one other technician Josh Duncan who recently came on board and is just as passionate about performance cars and racing as they both are.

Most of [Kraken Motorsports'] clients are people who drive their cars to work during the week and take them to the track on the weekends.

Reflective of the owners, Kraken employees are greeted by colorful cartoons and graffiti on the walls of the shop. They also are treated to a wide-range of music



Shawn and Alicia Rizzo, owners of Kraken Motorsports

Photo credit: J Soulent Photography

selections. The art wall reflects messages Rizzo wanted to convey without having to say anything. The music is a huge part of helping create the atmosphere as well. The eclectic mix of music is serious business. Anything from Frank Sinatra to Our Lady Peace, Blink 182, Bowling for Soup, Toad the Wet Sprocket...country, rock, grunge, punk, pop...they listen to it all. The art and the music help create an environment that makes working at Kraken fun and memorable, not only for employees, but also for clients. His customers truly get a unique experience when they visit the shop.

Rounding out the staff at Kraken Motorsports is his best friend and wife of more than 30 years, Alicia Rizzo. Alicia doesn't just handle the business, she herself is a racer through and through. Alicia has worked on her own cars since before they started the business. She helped build her amazing 440 WHP Subaru STi and drag races every chance she gets. She was a divisional qualifier in the O'Reillys bracket series two years in a row and loves going to car shows. She also mentors and encourages other females to get into cars and racing. Having been married and friends for so long, Shawn and Alicia know each other very well and strengthen and complement each other. According to Shawn, she is the driving force behind Kraken Motorsports and has the intellect to take them to amazing places.



As with any business, there are challenges that face Kraken Motorsports and other performance car builders. One of the biggest challenges is the legality of the cars they build and the EPA/government role in it. There are many shops that have been shut down for blatantly disregarding federal emissions laws. Rizzo and his staff build cars to ensure they are street legal. They do not sell or install anything that has been pinpointed by the EPA as a direct violation of the Clean Air Act. Kraken actively works with local congressmen and groups such as SEMA (Speed Equipment Manufacturing Association) in an effort to get outdated laws changed, which would allow them to build the performance cars people want without compromising the environment. Until some laws are changed, it will be a little more expensive to build these cars, but it's the right thing to do for their clients and the business.

Loving what they do, Shawn and Alicia spend most of their free time building and racing cars. While at home, they spend time with their furry "children:" two cats, Shadow and Eva and their beloved Australian Shephard, Lexi. On the rare occasions that they are away from the shop, they enjoy traveling anywhere known for food and wine. They love the outdoors and make time to go camping, kayaking and paddle boarding - traveling in their off-road equipped Subaru, of course.



# A small light in a dark time: Project 4031

by Francine McQueen

Death. The subject most of us would rather not talk or think about. But for Project 4031, death is their calling and their passion. This local nonprofit organization has a mission to help families dealing with terminal illness by providing financial support to meet basic needs, helping fulfill end-of-life wishes and providing medical equipment to international outreach projects. The goal is a better quality of life for both patients and their families, strengthening their end-of-life stories.

“My husband has a background in durable medical equipment (DME), and we’d spend our date nights delivering equipment to patients,” said Executive Director and Co-Founder Kristina Robertson. “During those visits, we saw the hardships experienced by families affected by critical illness. Making choices between purchasing medicine or paying the light bill was a reality for many of the families we encountered. We realized there was a hole between DME and hospice, and Project 4031 was created to fill that hole.”

Project 4031 helps families to meet tangible needs, such as paying mortgage or rent payments for the month or paying utility bills. Meeting those needs helps lessen depression and anxiety in patients, which leads to improved quality of life and peaceful passing. The organization also administers their “Fulfilling Dreams” program that allows patients with terminal illness a request to visit a beloved place or accomplish a last wish. “Usually, once a wish is fulfilled, people pass away shortly after. I think there is such a sense of relief and peace that they are able to let go,” said Robertson.

“ I believe our calling is to give dignity at the end of life because everybody deserves that, no matter who you are. – Kristina Robertson ”

For the Robertsons, Project 4031 is a calling. “We very much run this organization based on our faith,” said Robertson. The name comes from Isaiah 40:31, ‘But those who hope in the Lord will renew their strength. They will soar on wings like eagles; they will run and not grow weary, they will walk and not be faint.’ I believe our calling is to give dignity at the end of life because everybody deserves that, no matter who you are. I believe the Lord wants that, and I think we, as humanity, should do that.”

The organization is continuously evolving, as evidenced with their newest endeavor – ‘Death Dinners’. “Death deeply affects families – emotionally, but also from a

business standpoint. It’s important to have those discussions with your family before they are needed and to know the services that are available,” said Robertson. ‘Death Dinners’ are intimate discussions around the dinner table at the Project 4031 office where families will talk about end-of-life decisions in a comfortable, relaxed setting. “We’re hoping the discussions gently and respectfully open the conversations, take away the fear of death, make the experience easier for survivors and eliminate the discord that can sometimes happen when family members pass away. Hopefully, it gives survivors a sense of relief knowing they’re meeting their loved ones’ wishes. It’s a gift to your family to have those discussions,” said Robertson.

When asked what she hopes to accomplish through Project 4031, Robertson shares her vision for the organization. “I see us as always being small and intimate, but I would like to add staff to help with fund development. With our current staff, we’ve served more than 550 families, and I would like to see us serve more and grow our programs. Ultimately, I would like to add an end-of-life home to help homeless and veterans experience a peaceful end-of-life experience. My desire is to bring in members of the community to serve them in their final days.”

And with faith and the help of a generous community, she believes this vision will be fulfilled. “We live in an amazing community! There is such great philanthropy in this community, and that has been a huge blessing to see. It has brought so many people together from all walks of life. We just love on each other – Fort Worth is so good about that.”

Dealing with death every day can be an emotionally draining experience, but when asked how she stays positive, Robertson’s response is swift, “I believe Project 4031 is a small light in a really dark time, and that gives me great joy.”

To learn more about Project 4031, visit their website at [project4031.org](http://project4031.org) or call 817.653.8976.



Kristina Robertson, Executive Director and Co-Founder of Project 4031



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# STYLE

IN THE METROPLEX

Charming Moments in our Cities



Rachel Arellano & Gloria Starling  
FWHCC Fiesta Night  
at the Rodeo Event Chairs



Ballet Folklorico of Fort Worth



Senator Beverly & Charlie Powell



Mariachi Espuelas de Plata,  
Northside High School



Teresa Ayala of Trinity Metro  
and Coca-Cola Bear



Carlos & Leo Saenz  
Rosa Alvarez  
Dora Tovar &  
Gloris Starling



Michael & Julie Dimas / Dickies Arena in FW



Larry & Karen Anfin



Joseph & Anette Landeros



Councilmen Shingleton, Jordan, and Flores  
with Senator Powell & Councilwoman Zadeh

# From behind the camera: Rachel DeLira

by Allen White

It is said that a picture is worth a thousand words, but who tells the story of the person who produced the picture? This is the story of Rachel DeLira, the Fort Worth photographer who creates those 'stories' through her photography.

Behind the camera at many events in Fort Worth stands Rachel DeLira, who is helping tell visual stories. Recognized as Small Business of the Year in 2018 by the Fort Worth Hispanic Chamber of Commerce, DeLira's life with cameras began in 1995 after she completed a media production program at Northlake College in Irving, Texas. She worked for various video production companies doing editing and commercial work before forming her own video production company shooting videos for weddings and other events in the Fort Worth area. She retired that business only to start a new company with a primary focus on shooting quinceañeras for a Dallas magazine. In 2016, DeLira began a new phase in her career, taking photos for various area charities and the Fort Worth Hispanic Chamber of Commerce. It is here that DeLira continues to make a name for herself, bringing her artistic vision to events throughout the metroplex.

While many photographers sell their images to various photo outlets, DeLira makes her living doing photo shoots for charities and businesses that hire her for their events. She captures not only people, but also table displays, décor and auction items to create a full photo package for her clients. DeLira also photographs many Fort Worth landmarks, which she then modifies into wonderful works of art. DeLira often donates these stylized prints and portraits to charities for auctions, helping raise funds for their causes.

Exceeding her client's expectations is DeLira's goal. Giving someone many options who only expects a photo means that she has done her job. Her belief is that it only takes a little imagination to make an image fabulous. Although at times DeLira does feel a touch of anxiety at trying to capture expected shots in uncontrollable situations, she perseveres and gets the most memorable pictures for her clients. She does this by making clients and guests comfortable, even offering to show them the shots and retake them if necessary. Satisfying her clients makes for happy customers, referral clients and the hope of repeat business.

When she is not behind the camera (which isn't often), DeLira enjoys spending time with her husband and three teenaged sons. She also enjoys running, taking in the sights of Fort Worth and possibly lining up her next great shot. A native of Fort Worth, DeLira

has taken photos of many special landmarks as well as charitable events hosted by some of the city's finest event planners. She has no plans to stop doing what she loves anytime soon.

DeLira recently moved shop and now makes her headquarters at the offices of the Fort Worth Hispanic Chamber of Commerce. Her new digs include a fully equipped studio and a host of great coworkers. The Chamber hosted a ribbon cutting ceremony on February 6, 2020, at River Ranch in the Stockyards to welcome DeLira to their offices. The event was well attended by those familiar with DeLira and her work. She had several of her stylized photos available for sale with a portion of each sale going to charitable organizations, a fine example of how she gives back to the community where she lives and works.

Known for her bubbly personality, DeLira wins over clients one photo at a time. Not faked or contrived, her smile and personality bring even more smiles to the faces she photographs. Check out DeLira's Style FW page in *The Metro Report* each month. Each picture is filled with the joy that comes from being around her, whether she is behind the camera or in front of it.

“ Rachel is truly one gifted & talented photographer, her attention to detail is very evident in all her work. – Florence Salazar Bruner ”

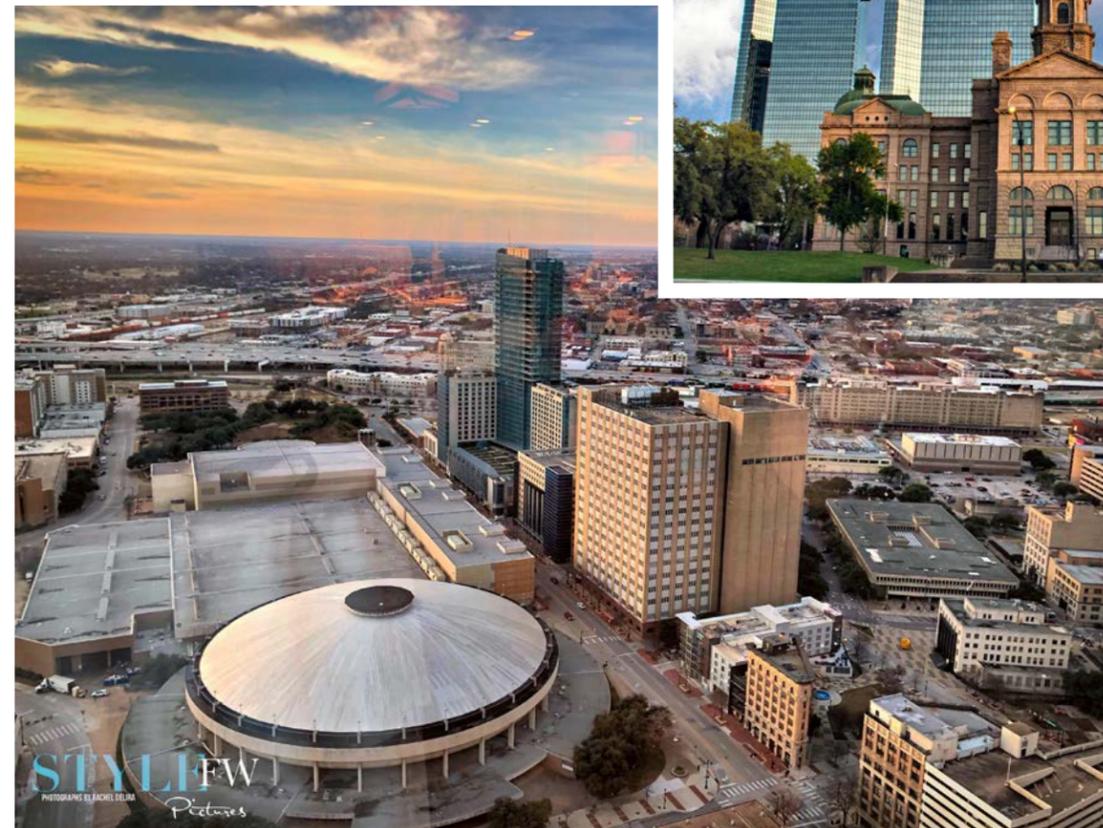


Photographer Rachel DeLira

Photo credit: Ruiz Photography - Paola Ruiz



Views of Fort Worth as captured by photographer Rachel DeLira



# “Cheers” in the Boardroom

by Steve Rochun

B.P. Battles comes from a strong religious background. He was taught from a young age that smoking or drinking alcohol was not allowed. He was instructed to live life as pure as possible and always remember that his life should be a positive example for others. In his teens, while hanging out at a park with friends, Battles saw his grandfather smoking a pipe. When he was alone with his grandfather, he asked if grandmother knew that he was smoking. He was promptly told to mind his own business.

But something about the aroma from that pipe remained in Battles' mind.

Battles grew up in Fort Worth and went to high school at Trimble Tech. Directly from college he moved to Houston and worked for the Harris County Appraisal District (HCAD) as a business personal property and industrial appraiser. After being recruited he took a job with Burr Wolff Tax Solutions (until they filed for bankruptcy in December 2006) where his last position was a senior compliance analyst. Battles eventually made his way back to Fort Worth and joined TD Ameritrade as a broker analyst and a senior compliance analyst.

After departing the corporate world, Battles took some time and traveled to several cities in the United States. During his travels he visited several cigar bars. “The cigar bars really began to pique my interest,” said Battles. “I found them to be relaxing and I wanted to

know more about them. So, every city that I visited I looked for a cigar bar. Until then, I'd never smoked cigars. I wanted to learn about cigars and the cigar culture, the flavors and pairings with alcohol. I spent a lot of time researching and trying to understand the business.” He found a mentor in Mike Peacock of Michaels' Tobacco in Euless. “When I sat with Mike to discuss the pros and cons of the cigar bar business, the cons were so great that the pros didn't matter, at first,” said Battles. He decided he wanted no part of it. But after comparing all of his notes against the cons, he just couldn't talk himself out of not moving forward in that line of business.

Eventually he, along with two partners, opened a cigar bar in Arlington called The Pressure. But after conflicts on the vision for the business, he left the partnership and decided to go solo. “I knew that it was time for a change. I began looking for a location to open up my own cigar bar,” said Battles.

“This is a spot that my husband and I enjoy quite often. We come here to just kick back and relax in the atmosphere. – patron Myran Strider”

It was then that Battles had a dream. “It was a simple dream, yet it was unforgettable. It was a dream about a brick wall.” At first, he wasn't sure what the dream meant, until he was looking for a location to start his business and looked through the window of a vacant space at 1708 8th Avenue in Fort Worth. The first thing he saw was a brick wall. “That was all the confirmation that I needed. I knew that God was telling me that this was the place.”

Opened in April 2016, The Boardroom Whisky and Cigar Lounge is the only African American owned cigar bar in the Fort Worth area, and one of a few in the state of Texas.

“My vision for The Boardroom Whisky and Cigar Lounge is to be a place like Cheers, the 1980s television sitcom, a place where everybody knows your name,” Battles said. “We want it to be a place where men and women from different walks of life can come and relax, enjoy their favorite cigar and even try new flavors as they connect with others.” He wants people to experience the feeling he had when he first visited cigar bars. “I want to recreate a peaceful and relaxing atmosphere that everyone can enjoy.”

Frequent patron Myran Strider stated “This is a spot that my husband and I enjoy quite often. We come here to just kick back and relax in the atmosphere. The

owner is visible and always greets us as we enter the establishment. We love the environment...they are friendly and there are always good conversations going.”

Patron Stuart Balcom adds, “This is my favorite place.”

Asked if there was any internal conflict with his spiritual upbringing and having a business that serves and sells cigars and alcohol, Battles said, “At the beginning, I had a little conflict, but I came to realize that this place in some ways is like a church. It's a haven. A place where people can come and be free. For a few hours they can come and forget about their worries. And we do have the occasional minister who stops by to relax as well. We've even had a few bible study sessions at The Boardroom.”

For Battles it seems that life is coming full circle. He's in the right business, he has peace within and he says he never could have imagined having a business a few blocks from where he was raised as a child and near his high school alma mater.

Battles believes that he gets his entrepreneurial spirit from his grandfather, Gus Battles, who made a name for himself years ago building churches on the south-side of Fort Worth. But that's not all that he got from his grandfather. He has two of his granddad's hand-carved pipes.



B.P. Battles, owner of The Boardroom Whisky and Cigar Lounge

Photo credit: Steve Rochun

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SPOTLIGHT ON:

# MiShon Landry

**Name, title, company:** MiShon Landry, CDP, Certified Diversity Professional CEO, Inclusive Leadership Institute dba Culture Consultants [inclusiveleadershipinstitute.info](http://inclusiveleadershipinstitute.info)

**City of residence:** North Richland Hills

**City of birth:** Fort Worth

**Spouse:** David (Married 30 years)

**Children:** Ellis, Alex and Chelsea

**Grandchildren:** Semaj, E'LeCIA, Jacob, E'Leah, Logan

**Company description:** The Inclusive Leadership Institute is an organization designed to lead change in today's organizational culture. Culture Consultants is the consulting arm of Inclusive Leadership Institute. We are a Culture, Diversity, Equity & Inclusion Leadership Consulting Firm designed to bridge the ever-increasing gap between inclusion and leadership.

**Years with company:** 4, we opened September 2015

**Personal business strategy:** Our organization has always focused first on building bridges and relationships. When we're able to support others and find solutions to their problems, this is when we are in our sweet spot. We also strive to strategize around differentiation as a business niche, as we believe that our products and services are of both high quality and value.

**Challenges your company (or industry) will face the next 12 months:** As an organization we have recently pivoted and as a result are growing at a steady pace. We expect to hire, train and retain additional staff in order to meet the needs of our customers while continuing to exceed client expectations. Regarding industry challenges, we have seen more and more individuals moving into this field with very little knowledge and expertise, and it will be critical that customers understand who and what they are getting for their investment.

**Business advice to share:** Don't go solo, use your resources and seek help, don't be afraid or ashamed to ask for assistance. No one knows everything, but there is someone who knows more than you do, so seek out those who do. Also, don't ever let fear or someone else's fear stop you from following your gut!

**Worst business decision:** Not keeping my staffing company, Integrity Staffing, that I started nearly 20 years ago. I decided to return to corporate after operating the company for five years. In hindsight, I wish I would have kept it as well as a very competent staff to keep the business moving forward. Hindsight is 20/20, I must admit going down the path to return to Corporate America allowed me to gain the passion for what I do today in leadership, diversity, equity and inclusion.

**Your greatest achievement:** Personal achievement: Raising my family, staying married 30+ years and being a great YaYa to my glambabies! Professional achievement: Recently receiving the 2019 Great Women of Texas award by the Fort Worth Business Press.

**First job:** Hostess at a steak house, I showed up for my first day of work and to my surprise there was an extraordinary amount of activity, I thought it was a remodel, but turns out the restaurant was closing, because it had been bought out by new ownership. So my first day was also my last!



**Dream job:** At a very early age, I took my first airline trip to London, England because of my dad's military career. It was on this flight that I decided I would grow up to become an airplane pilot. Not only were female pilots practically obsolete at that time, it was even more rare to see women of color in this role. Needless to say, how important 'modeling' is to youth!

**Hobbies:** I personally enjoy anything that has to do with design or decorating. I love beautiful things, whether it's furniture, home goods, art or beautiful homes. I also like creating art when I can, painting calms my soul and gives me peace. It's not uncommon to find me making handmade Christmas ornaments or doing calligraphy.

**Role models:** Though I had other role models, my dad leads the way. Coming from a military family where the rules and discipline of the military were ever prevalent in our household, I learned that you always showed respect to others, you did your chores with excellence and hard work along with discipline led to meeting goals.

**How I know I'm successful:** When I am exceeding my written expectations and goals! I also love it every time I get a referral!

**Best places to find talented employees:** I feel LinkedIn is a great resource, but I also rely on my vast social network for referrals.

**Favorite book(s):** Soon to be released: Weekly Affirmations by MiShon Landry, The Bible (Message or Amplified version), Jesus Calling by Sarah Young, Just Mercy by Bryan Stephenson, The Warmth of Other Sons: The Great Migration by Isabel Wilkerson, Where Do We Go From Here, Chais or Community by Martin Luther King Jr., The Secret by Rhonda Byrne, First Things First by Stephen Covey, The Five Love Languages by Gary Chapman, Becoming by Michelle Obama

**Favorite movie(s):** Lion King, Black Panther, Toy Story (all versions), 300, Finding Dory, Road to Perdition, Mrs. Doubtfire, Hook, The Wiz, The Best Man, Cooley High, Django Unchained, Hotel Rwanda, Imitation of Life, The Butler

**Favorite restaurant:** Over the years I have grown into a Rajun Cajun, I absolutely love Pappadeaux's!

**Pet peeve:** I absolutely HATE being late to anything!

**Colleges attended:** Tarrant County College, University of Dallas

**Favorite place to get away:** My husband and I enjoy getting away to a variety of places some of which include Austin and San Antonio, Arizona, as well as Mexico, although we are overdue.

**I collect:** Too many Christmas related items! Doesn't matter, it could be nutcrackers, ornaments, santas, holiday china or glassware, you name it, I've probably got it!

**Motto or theme song:** Song: I'm Every Woman by Whitney Houston and Chaka Khan. Motto: Strengthen your strengths and outsource your weaknesses or challenges!

**The talent you'd most like to have:** I would love to be able to sing, I love singing songs, but honestly cannot carry a tune, so to do so, would be awesome!

SPOTLIGHT ON:

# Debra Rundles

**Name, title, company:** Debra Rundles Breast and Gynecology Nurse Navigator, Sarah Cannon at Medical City Healthcare

**City of residence:** Arlington, Texas

**City of birth:** La Junta, Colorado

**Spouse:** Rodney Rundles

**Children:** 5, and 2 grand children

**Employment description:** I currently work for Sarah Cannon Institute of HCA Healthcare in the DFW Medical City Health care region at the Medical City Arlington location. I am an Oncology nurse navigator. My role as a navigator is to advocate and support those with a cancer diagnosis from discovery of cancer to recovery.

**Years with company:** 21

**Personal career strategy:** Currently my career business strategy is to continue as an oncology nurse navigator as a ministry and to encourage more ladies with a breast cancer diagnosis to be aware of the support available to them. My personal business goals are to also increase my public speaking on women's health, and use my Facebook page, Uplift Sisterhood, as a means to provide an informational and educational page with a focus on the needs of women in the community.

**Challenges your company (or industry) will face the next 12 months:** Within the next 12 months the medical field will face the challenges of how to reach those with a cancer diagnosis at an early stage and provide support, medical management and education.

**Business/career advice to share:** Always be willing to adapt to change while learning from those around you.

**Worst business/career decision:** I have not had a worst business decision, only opportunities that were not meant to occur at that time.

**Your greatest achievement:** My greatest achievement has been starting as an LVN (Licensed Vocational Nurse) and then progressing through education to an RN (Registered Nurse) with a MSN (Master of Science in Nurse Leadership) and three certifications.



**First job:** LVN at John Peter Smith Hospital

**Dream job:** I have been living my dream job through the years as a nurse.

**Hobbies:** Reading, scrapbooking, sewing (limited)

**Role models:** Mother Teresa and Harriet Tubman

**How I know I'm successful:** I am not so sure I am successful, but I am assured God has created blessings in my life.

**Best places to find talented employees:** As a servant leader talented employees are not found in places, but cultivated with motivation and understanding of both his or her strengths and weaknesses.

**Favorite book:** Bible

**Favorite movie(s):** Wizard of Oz, Sound of Music, and Pollyanna

**Favorite restaurant:** Not one, I just enjoy dining out

**People I'd most want to share a meal with:** Jesus and Maya Angelou

**Pet peeve:** Not speaking when you enter a room

**Colleges attended:** University of Texas at Arlington and Grand Canyon University

**Favorite place to get away:** Disneyworld and Disneyland

**I collect:** Holiday decorations

**Motto or theme song:** He Wants It All by Forever Jones, Order My Steps, Hills and Valleys by Tauren Wells and Power by We Are Messengers - but my theme songs change with my life changes.

**The talent you'd most like to have:** None. I feel blessed with the talents God has given me to cultivate.

# Senior Care FROM PAGE 3

"It's not a rocket science thing. I didn't have to take one dollar from anyone to get this going," she said. "It works. I'm very strategic. It's successful. To come from nothing from the East Side of Fort Worth and now have capital out the roof - gosh, it's amazing."

Lane says being a woman and a minority did not pose a challenge in starting her business.

"It's a lot easier being a woman minority business owner than it was 30 to 40 years ago," she said. "If you look into the facilities you'll see people just like me caring for the residents. People are used to us being the help. Now we're the owners."

Lane says the business aspect of her enterprise has been the toughest part to tackle, along with steering the process of meeting legal requirements, including health and safety, as well as state and federal regulations.

"Learning how to say no, learning the business terms, funding, learning the real estate side of it, those have been the challenges," she said.

She currently teaches a weekly seminar for other entrepreneurs looking to open a residential care home. Last year, Lane also opened a medical technology company called Sleek Medical, which offers devices such as smart watches, blood pressure cuffs and other medical alerts. She's working on several patents expected to roll out in mid-February.

Convenience and mobility are becoming the norm in senior care, Lane says. Telemedicine or telecare and up-to-date technology are key to her homes in providing a thriving environment.

"In five years you may not have to see your doctor face to face. We want to stay ahead of the curve. When the need changes you have to adapt," she said. "Nursing homes are a thing of the past, I like to think. We're changing the way of caring with homes like this. If you can't travel to the doctor let the doctor come to you. You have to adapt to a new way of care."

While only serving in Arlington at the present time, Lane plans to expand her brand throughout Tarrant County, including her old Stop Six neighborhood.

"It's super important to me to give back to the East Side of Fort Worth. Tarrant County is just in me. It's embedded in my spirit and my heart and in my brain," she said.

"We're promoting quality of care. We want to be the leader of that pack. We just want to provide quality care in a small setting. To have an affordable residential care home is helping me give back to the community. It's a personal commitment."



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