

## *A personal approach*

# Brings business acumen to board

Martin Buchman, president of the CRDC board of directors, leaves no room for doubt about how he feels when it comes to his personal efforts to give something back to the community. He enjoys a sense of elation that he likes to share with any and all who care to give him the time to do so.

A member of the board for four years, the Paragould native is in his first year as the head of the agency's governing body. However, he is no stranger when it comes to serving at the helm of a thriving business. He has been president of Shamco Metal Recycling in Paragould for 32 years. The fact that he is now only 56 years old says much for his ability to take charge and lead a successful enterprise.

The graduate of Paragould High School attended the University of Missouri before returning to Paragould to begin his career in the metal recycling business. It was a bold step, but one that has served him, his family

and his community well over the years.

The board president and his wife, Sue (nee:Kibiloski), are the parents of six boys.

It seems only fitting that one of his past times over the past 16 years has been coaching and refereeing soccer. And when there's time, he enjoys working in the yard.

Extending his "hobbies" to civic pursuits, Marty is the past president of the Paragould Rotary Club, as well as the Paragould/Greene County Chamber of Commerce.

"I enjoy giving back to the community and trying to improve our community," the Paragould businessman says.

He adds, "CRDC gives me an opportunity to do this in a way that most people will never experience. 'Helping People Help Themselves' to me is just a wonderful feeling."

"Marty Buchman is one of those 'what you see is what you get' people,"

says Robert Wilford, CRDC executive director. "He provides strong, solid leadership with a quiet, easy going manner. His approach is successful and has gained him many friends and supporters. We at CRDC feel blessed to have someone of Marty's caliber and level of dedication leading our efforts."



**Martin Buchman**

# *She wants to be the best*

Shirley Gibson's goal at CRDC's Northeast Arkansas Regional Recovery Center is simple: "I hope to build up the self-pay program, and be the best I can be at whatever I'm doing here."

Shirley, the Employee Assistance Program Coordinator at NEARRC, is also charged with expanding the self-pay program at the center. Self-pay

refers to individuals suffering from substance abuse and referred to the center by their company, agency, etc., rather than from an organization using public funds.

"This is a tough job," says Robert Wilford, CRDC executive director. "There are so many groups competing for the self-pay market. The fact that our facility is licensed by the state and we have a super staff gives us a leg up on the competition. We are looking to Shirley to spread the word about NEARRC and bring in self-pay customers."

He explains that the efforts to recruit more self-pay customers is a matter of simple economics.

"Our agency is increasingly under the gun to find more funding opportunities," Wilford says. "When the NEARRC facility was constructed, we factored in the self-pay considerations. We're taking every step possible to compete in this business."

Shirley has been a member of the NEARRC staff for five years, beginning as a counselor in training. She completed her internship and is now the EAP coordinator.

"I love helping others, so I really enjoy counseling," she says. "It's a challenge working with people who are involved in substance abuse."

The native of St. Louis is married to Gary Gibson. She has one daughter, Cassandra, 17.

As she prepares to launch a marketing campaign for the center, Shirley realizes she has her work cut out for her. She feels confident, however, that she is up to the task.

Ray Jones, NEARRC director, points out that "Shirley is an energetic go-getter. I have a lot of faith in her ability to get this done."

When she isn't busy helping others, Shirley enjoys reading, studying the Bible, shopping and surfing the Internet.



**Shirley Gibson**