

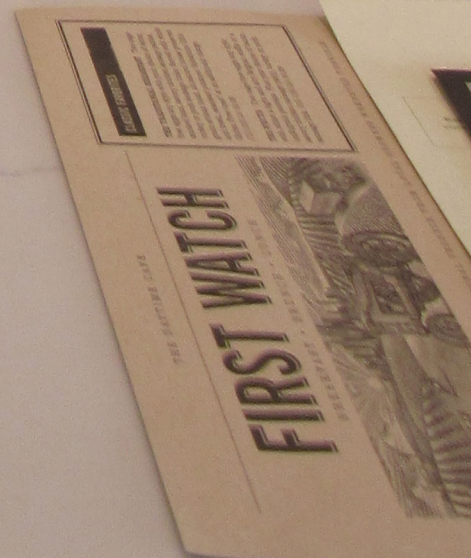
# Katy Toplay

MAGAZINE

MAY 2019

## First Watch Now Serving Original Cocktails

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# Katy Today MAGAZINE

May 2019



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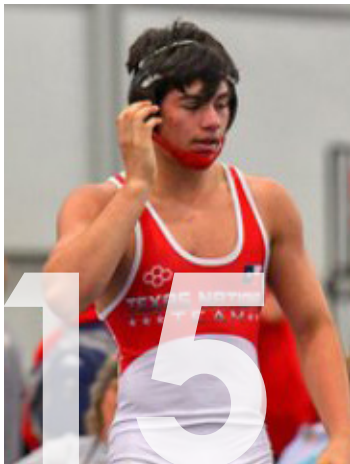
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# First Watch adds signature cocktail menu

**You asked. They listened.**

*By Claire Goodman*

Katy's most popular spot for elevated breakfast, brunch and lunch cuisine now offers a selection of cocktails to add a spirited enhancement to their dining experience.

First Watch, which specializes in putting an eclectic spin on fresh, healthy dining, has recently added cocktail bars to both its Katy locations after continuous requests from their patrons.

The First Watch location in the Katy Grand Crossing shopping center at the intersection of I-10 and the Grand Parkway debuted its bar addition on April 3. The Katy restaurant, located near Fry Road and I-10 in the Price Plaza Center, will complete their final construction phase in early

May.

Dan Anfinson, Chief Operating Officer of MacHaik Restaurants, said that the bars were added in response to a high demand from the community.

"We are very much community-driven. We brought First Watch to the Katy area because of the demand from our customer base. Now our customers have asked us to serve cocktails, and we're responding to that request."

Much like the restaurant, the bar experience at First Watch is unique. First Watch offers only signature cocktails and beverages. "We do not have a typical free-pouring bar," explained Michelle Heins, Director of Field Marketing. "It will be an enhancement on the experience that our customers receive and expect from our brand."

Customers have a variety of cocktail choices from a pre-set menu carefully crafted to meld with the flavors of

the entrees. Unlike traditional cocktails, which often compete with the flavors in food, beverage choices like “Million Dollar Bloody Mary” augment the experience of First Watch cuisine.

“One of the staples of our menu is the ‘Million Dollar Bacon’, so this ‘Million Dollar Bloody Mary’ actually comes with a slice of the ‘Million Dollar Bacon’ in it,” Anfinson said. “That’s an example of how we’ve infused the craveable menu items that people are used to having.”

The cocktail menu also features items that emulate the popular fresh, cold-pressed juices that customers love. “Morning Glory”, a vodka, orange, lemon, turmeric, organic ginger and agave nectar cocktail is a nod to “Morning Meditation”, one of First Watch’s signature fresh-squeezed juices.

The top-selling “Kale Tonic” juice now has a spirited counterpart, the “Vodka Kale Tonic”. First Watch has also added completely new beverage concepts with its signature cocktails.

“Cinnamon Toast Cereal Milk” is a creamy blend of coconut rum, cold-brew coffee, coconut milk and agave nectar. It’s smooth enough to pair with a menu item like the “Floridian French Toast”, but its flavor profile is robust enough to stand on its own as well.

“We’ve infused the organic and eclectic palate that our menu attracts within our beverage line as well. And it’s really a terrific blend of flavor. It pairs really nicely with our food,” Anfinson said.

The cocktail menu also offer champagne mimosas for traditional brunch enthusiasts.

First Watch is also integrating a hard cider and kombucha into their menu.

The kombucha is a ginger-flavored non-alcoholic beverage brewed locally in the Katy area. “We source only the best because we know our customers care about the food they eat and value the fact that we use premium ingredients,” said Anfinson.

The decision to add a bar with signature cocktails to the menu came as a result of First Watch’s commitment to listening to its customers.

Said Heins, “We received feedback from our customers that said, ‘I love going to brunch here, but the one thing that’s missing is being able to enjoy a cocktail’. In addition to hearing feedback from customers in the restaurant, we also

received comments online through sites like Facebook and Yelp. Out of our 10 Houston-area franchise locations, the Katy area was the most vocal. We wanted not to just deliver what our customers wanted, we also wanted to make sure it was done well.”

Anfinson agreed. “This is an added enhancement that our customers have inquired about. Brunch has become its own food category, really. And this is a critical part of brunch,” he said.

In addition to adding a cocktail bar, the First Watch location on Fry Road has expanded to add another 700 square feet of dining space.

Breakfast, lunch and dinner are functional meals. Brunch, however, is entirely social. By adding the extra space, First Watch is embracing the communal element of brunch. “This space in our restaurants is fantastic for larger parties,” said Anfinson. “Even parties of 10 can dine together here.”

The cocktail menu is designed to enhance the dining experience at First Watch, but Heins is careful to note that offering alcoholic beverages will not change the restaurant’s family-friendly atmosphere.

“The concept of the cocktail menu is to create a unique presentation of beverages without compromising the family-friendly and local community. We’re not here to be a bar. We’re here to be a restaurant with an added feature that we can provide our customers,” said Heins.

Anfinson explained, “This isn’t a place for just adults. It’s a place for our families, and we took that into significant consideration in the design not only of the bar itself, but also how we operate. Our Katy locations are now a place where you can get a drink if you like, but without the intrusiveness of a traditional bar. We don’t want to alienate families, because at the end of the day, that’s who we are. This really blends that nicely for us. It allows us to continue to be that restaurant that our families come to without feeling like it’s just a place where people come to get a drink.”

First Watch will also continue to offer the convenience and benefits of the First Watch app. The app, which is available through Google Play and Apple App Store, allows customers to “get in line” from their smartphone.

The “no-wait” feature is perfect for busier times, and it enables diners to spend more time enjoying their meals, rather than waiting for a table.

The First Watch app also has a sign up for the SunEClub, an e-club that sends First Watch news and promotions directly to the customers.

“You always get a notice about our seasonal menu updates, and typically there’s an offer for those items. It allows you to stay ‘in the know’ with what’s going on at your local First Watch,” Heins said. Other deals include birthday promotions and, with an introductory sign up, a Buy One Get One offer to bring a friend on your next visit.

The app is great for diners in a hurry, but First Watch also appeals to those who want a slower, more intimate dining experience.

“We cook very fast, so when people are on a time-crunch, they can get in and get out in under 30 minutes. But if they want to sit down and have a more relaxing experience from the perspective of, ‘I want to take my time’ they can enjoy their mimosa or their bloody mary. The experience is really catered to what they want,” Anfinson explained.

First Watch also offers free Wi-Fi, making it a perfect spot for business meetings or individuals who want to enjoy a fresh and unique meal while they work.

First Watch’s commitment has always been community-focused. Every aspect of their operation is intentionally centered around the customer.

“Our community involvement is the core of who we are,” Anfinson said, “That’s the reason we’re adding these beverages. We will continue to provide an environment where our customers can get an exceptional meal with an eclectic palette. We’ve made these additions because we listen to what our customers want.”

To learn more about First Watch’s first-rate cuisine and beverages, visit [www.firstwatch.com](http://www.firstwatch.com).





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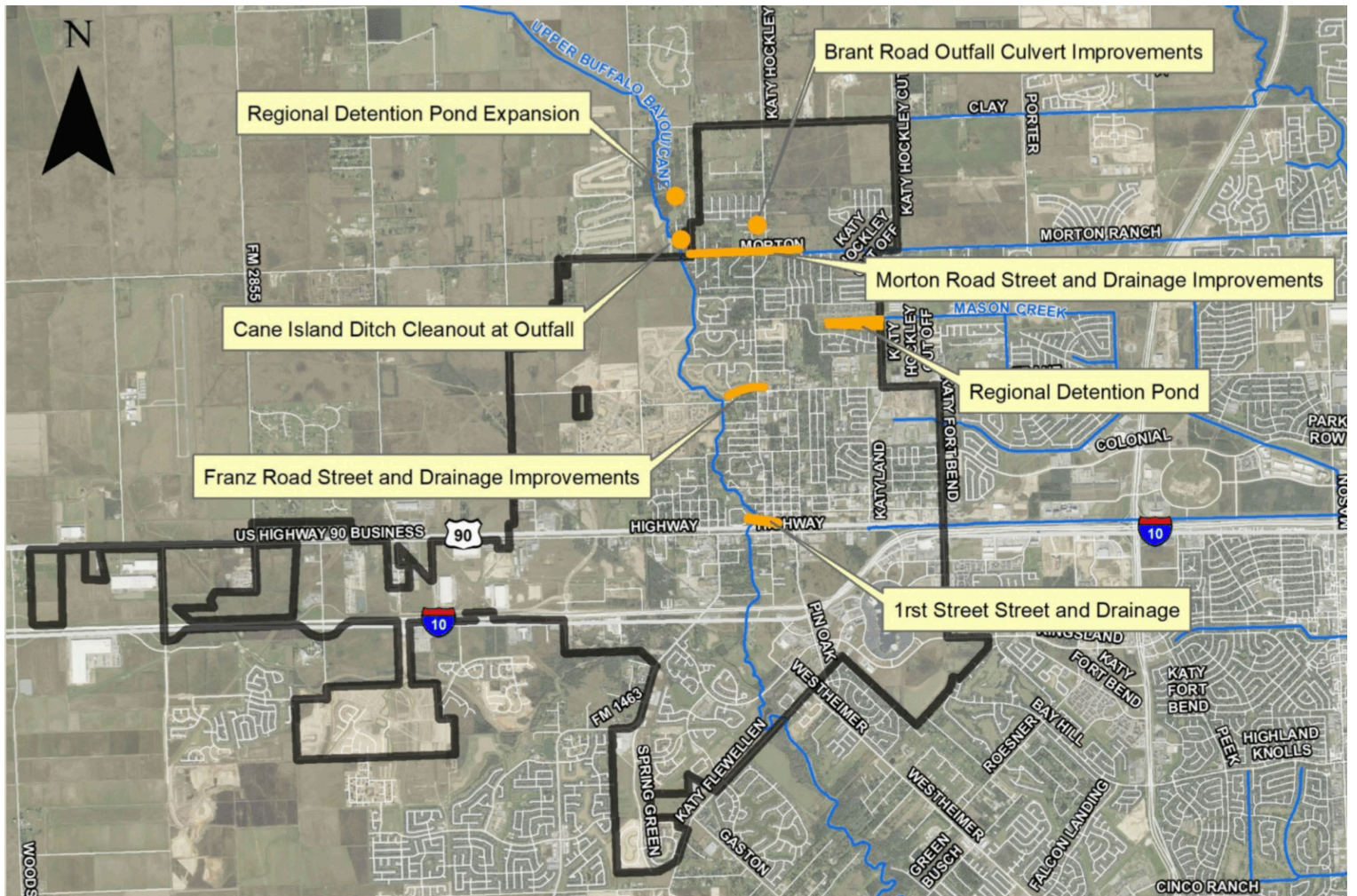
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*This map shows the proposed improvements to the city for flood prevention.*

## CITY DETAILS NEWEST FLOOD PREVENTION PLANS

*By Claire Goodman*

The day after Hurricane Harvey flooded the area, city officials began making plans to ensure that Katy would never again experience the same devastation.

“We made this commitment that we would never let this happen again,” said Kayce Reina, Director of Marketing and Public Relations for the City of Katy.

In a March 27 meeting with the Katy Business Association, Reina and Mayor Chuck Brawner laid out the plans the city has initiated to prevent another Harvey-level flood.

Since that day, city officials have regularly met with state and national representatives to make sure Katy has the plans

and resources needed to make the improvements to the infrastructure that will prevent future flooding.

In the 1940s, the Army Corps of Engineers realized that under extreme rain, the city would experience a devastating flood. The Army Corps of Engineers recommended three improvements to the city to pull water away from residential areas, only two of which were ever implemented.

“The Army Corps of engineer said back in the 40s that we need the Barker Reservoir, the Addicks Reservoir, and a third levy. It was supposed to be triplets that would all work together but only two-thirds of that got built,” explained Reina.

When the United States entered World War II, all the funding for improving infrastructure was diverted to the war





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The need is so obvious that water movement into the city has become formulaic. “When (Cypress) gets a lot of rain, we know exactly what streets (the water) is going to come down,” he added.

Brawner noted that homes in the northern part of Katy have flooded multiple times as a result of inadequate drainage.

“We have the Pine Forest area: those homes have been flooded during (the ‘Tax Day Floods’ in April of 2016) and then turned around and got flooded after Harvey, so we’re undergoing a major drainage improvement in that area.”

The city is also awaiting federal funding to add a retention pond to the area that will contain water and prevent it from flowing down into Katy.

#### Old Katy

First Street is a notorious thoroughfare for flowing water. During Harvey, water overflowed from the roads and into buildings. The city will be overhauling the First Street by lowering the road and raising the curbs and gutters.

The city will install pipes with greater capacity and larger

diameters in order to carry a greater water volume from businesses and residences down into Cane Island Creek.

During Hurricane Harvey, the First Street bridge became a defacto dam for flowing water. The city will be raising the bridge to give the water and anything it’s carrying more room to flow unobstructed.

Reina explained, “In our bonds, we have money to raise that bridge up to get more clearance so debris that comes through may be able to pass through and not serve as a dam.”

The city also has plans to add numerous smaller retention ponds throughout the area to alleviate flowing water.

“We’re excited to have some progression on these projects, and what we’re doing is very important, obviously,” said Reina. “They knew in the 40s what needed to be done, and so we have a commitment now to make sure it’s done.”

Reina added, “Harvey had us down, but it hasn’t had us out.”



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*Children and mascots pose after the Kid's K in the 3rd Annual Katy Color Run. This year's theme was "Chalk it up for Charity."*

# Color Run "chalks it up" for charity

By Claire Goodman

Six local charities came together on March 23 for a colorful approach to fundraising. The 3rd Annual Katy Color Run, which featured a 5K, 10K and Kid's K race benefitted Christ Clinic, Clothed By Faith, Compassion Katy, Hope Impacts, Katy Christian Ministries and The Ballard House.

This year's theme was "Chalk it Up for Charity". Runners were encouraged to dress in white or light colored clothing, and when the race began, spectators threw handfuls of colored chalk on the runners.

Three years ago, Clothed by Faith, Hope Impacts and Christ Clinic started the fundraiser. The event has grown steadily, and there are now six charities participating in the event.

Deysi Crespo, Executive Director of Katy Christian Ministries, said that the theme "Chalk it Up for Charity" was chosen because of the symbolism of color for those going through difficult times.

"We're calling it 'Chalk it Up for Charity' because what you see here is very colorful. While there may be darkness, while there may be unsettling situations from whatever hardships our families are going through, that at the end of the day we can bring some hope and some sort of color as a way of

healing and recovery whatever that may be," said Crespo.

Abi Fourie, co-founder of Clothed by Faith, represented her charity at the event. Clothed by

Faith accepts donations of new or lightly-used clothing and distributes it to those in need in the community.

According to Fourie, the event is about more than just raising money for their cause. "It's also an opportunity for us to get out in the community," she said. "Even though (Clothed by Faith has) been here for six years, not everybody knows we're here. By doing events like this, we're able to show people what we can do for the community."

For the runners, the event was an opportunity to have fun and get messy in the name of a good cause. Hannah Walker, age four, was covered in yellow chalk when she finished her run. "I just love all the colors. Colors make everyone happy. I had so much fun getting the chalk thrown on me," she said.

The organizations are still waiting for the total fundraising amount from the event, but Crespo stated that any event that brings charities together for the good of the community is a success.

"We do believe in the power collaboration and fellowship among charities. We're in this together. We work together and we celebrate together," said Crespo.

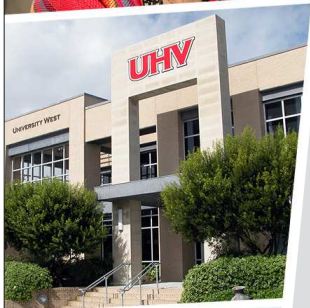


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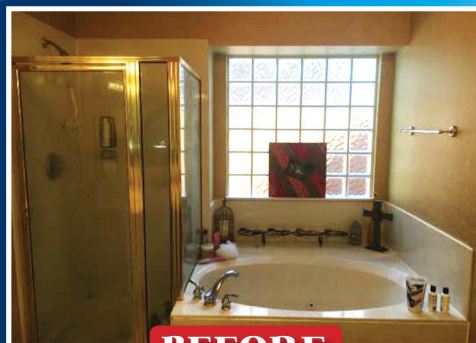
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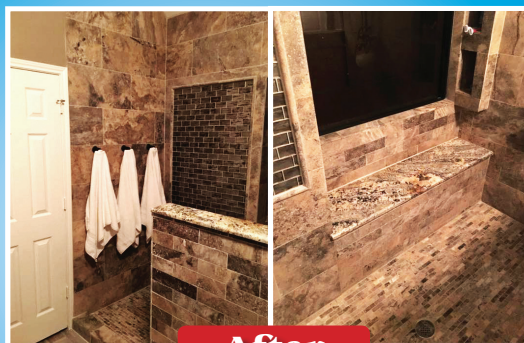
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# Future Cowboy

## Manibog reflects on three-peat legacy at Katy High

By Dennis Silva II

Mere hours after winning his third consecutive Class 6A state wrestling championship in late February, Katy High senior Daniel Manibog was in a car, driving with his father Dean and Katy coach Vinnie Lowe on 1 ½-hours of sleep to go watch the duel between No. 2 Oklahoma State and No. 3 Iowa in Stillwater, Oklahoma.

Manibog rode an emotional high after becoming the 14th wrestler in UIL history to win three state titles and the second at Katy, following James Aston (2003-2005).

“I never met him,” Manibog said of Aston, “but Coach Lowe coached him before I got here, so he would tell me about him. James got fifth (at state) as a freshman, too, so ever since I did that myself, I wanted to match what he did.”

However, not even six hours after wrapping up his state championship, Manibog was looking forward to the next

chapter of his athletic career as a Cowboy at Oklahoma State, taking in the match on February 24.

“It was awesome,” Manibog said of watching the “biggest rivalry in college wrestling.” “I’m super excited that I can be a part of that the next five years.”

Before he departs southwest Houston for Oklahoma in June, though, Manibog leaves as one of the most decorated athletes at Katy.

He capped off a 56-0 senior season with a 25-9 win over Cypress Ranch’s Zack Good in the 160-pound class state final on February 23. Manibog finished his career with 220-12 record.

Manibog won titles in the 138-pound and 145-pound classes, respectively, the previous two years. He will compete in the 165-pound class at Oklahoma State.

And while he may be leaving Katy High, the family legacy won’t. Daniel’s younger brother, Jeremy, will be a freshman

next year.

“Since we’re so far apart in age, it’s more like a coach-athlete relationship,” Manibog said of the dynamic between him and Jeremy. “I want to make him better than I was.”

That bar is pretty high, no?

“He’s a way better wrestler on top and he can ride legs,” Manibog said. “I never got that. I just try to help him with the techniques I like and the ones I know work.”

Manibog recently chatted with The Katy Times to discuss more about his storied career as a Tiger.

**Q: Now that you’ve had some time since the season ended, what are your thoughts in looking back at your career at Katy?**

A: “I have to thank God for allowing me to do that. He gave me an opportunity, and that was my goal ever since I got to Katy as a freshman. I wanted to be a three-time state champion, and I feel like all my hard work paid off for what I wanted to do.”

**Q: How did this third state title stack up against the first two?**

A: “The first one is super exciting because I’d never won state before. The second one was exciting, too, because

I ended it pretty fast. This one was exciting, but also sad because it was my senior year. I really reflected on everything. It was happy and sad. I just enjoyed the moment. I felt my mission was accomplished.”

**Q: How did you feel you fared competing at a higher weight class this year?**

A: “Going up 15 pounds, I thought it’d be harder for me to keep up with everyone’s strength. But it wasn’t that bad at all. I didn’t feel overpowered by anyone this year, and I actually felt a lot faster than competing in the lighter weight classes.”

**Q: What has been the influence of Coach Lowe, and what has that relationship been like for your success?**

A: “I’ve known Coach Lowe since kindergarten. When we moved to Texas, my dad emailed him to ask if there were youth wrestling clubs around. He had one, and our relationship started there. He’s a second father to me. He’s one of the best coaches around. He has to be. He believes in letting you work on your own and handle your business, to grow and mature in the work. It was always comforting to see him in the corner at my matches. He always knew what to say at the right time.”

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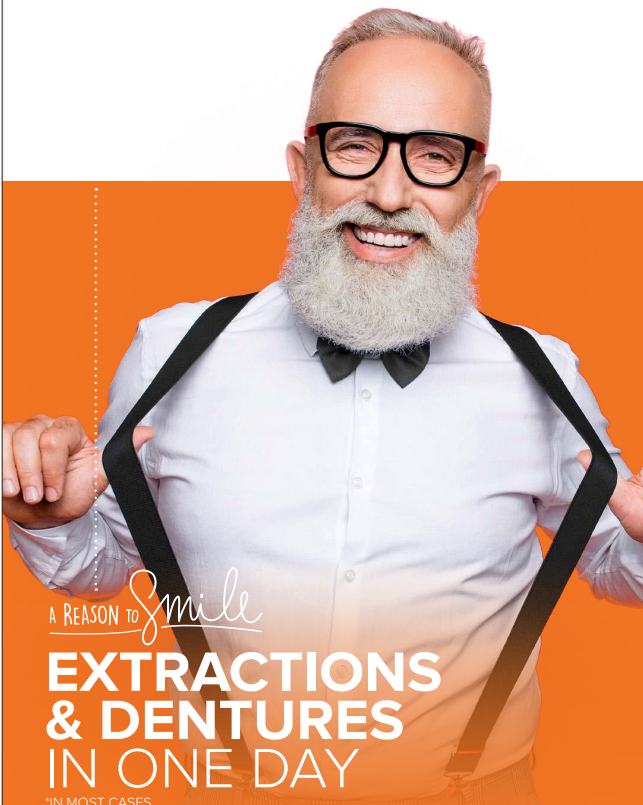
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*Photos Courtesy of Brian Burg*

# Katy native Brian Burg coaches all the way to the Final Four

*By Dennis Silva II*

After wrapping up a brief stint as a graduate assistant coach at NCAA Division III Lake Erie College in 2005, Brian Burg did not know where the next chapter of his career would be written.

All he knew was he wanted to be a college basketball coach.

So for 29 straight days, the Katy native wrote letters to then-Texas Tech head coach Bob Knight and then-assistant Chris Beard. Burg met Beard as a 13-year-old when Beard coached summer camps at the University of Texas in Austin. Burg had since followed Beard's career because of his "obvious passion and ability to communicate with young people."

"Every single possession, in a summer camp, you could see his drive and passion," Burg said.

On the 29th day, Burg finally received a call from Beard.

"Hey, is this Brian Burg?"

"Yes sir, it is."

"OK, two things. One, it's evident you want to become a college basketball coach. Two, stop writing letters to Bob Knight. He's all over my (butt)."

"I said, 'yes sir, no problem,'" Burg recalled with a laugh.

"You played low-level basketball, no one really knows who you are, but I'm going to try and help you out," Beard told Burg. "I'll get you set up with a junior college. You're going to need to borrow money from mom and dad. You're going to fly across the country from Ohio to Kansas. You're going to get a rental car and a hotel. Once you do, I want you to find a guy by the name of Brian Marso, who's the head coach of Garden City Community College."

That was the first true step of many up the coaching ladder for Burg.

Burg is now an assistant coach under Beard at Texas Tech, and together they helped the Red Raiders to the first Final Four appearance in program history in April. Texas Tech fell in a heartbreaker to Virginia in the championship game.

It has been a rollercoaster ride for Burg, who was born and raised in Katy and played his first three years of high school basketball at Katy High before graduating in 1998 from Cypress Falls High.

"When I have the chance, I take a deep breath and look back. I embrace it," Burg said. "I can relate to the coaches who drive 15-passenger vans after games and eat sack lunches. This has been a great run for me. If I could ever give a message to a coach grinding to reach his goals, I'd say stick with it. I've been there. It's been an unbelievable journey, and I try to enjoy the process and the journey while I'm at it."

The journey has been something.

Consider:

- Out of high school, Burg received an athletic scholarship to Cisco College, a community college near Abilene. He played basketball there for two years.

- Burg next went out of state to Iowa, where he spent three years at Mount Mercy University in Iowa, finishing his playing career and spending the last year as a student assistant coach.

- After writing letters to college coaches all over the country, Burg landed a graduate assistant job at Lake Erie College in Ohio, where he was the only fulltime coach on staff.

The next stop was Garden City Community College in Kansas, where Burg is forever grateful to Marso for taking a shot on a young, unknown coach who flew across the country to ask for a job, sight unseen.

“It was obvious to me he was a young kid with a bright future,” Marso said of their initial three-hour meeting at an Applebee’s restaurant. “It wasn’t just what he was saying, it was how he was saying it. He was hungry and eager, and at that level you do stuff no one else wants to do. At junior college, you try and make the best decisions in the shortest amount of time possible. I wanted him right away to be a part of my program.”

That first year under Marso, Burg worked for a salary of \$7,500, lived in a dorm room and had five different jobs: concession stand worker, library tutor, dorm director, sports information director and volunteer assistant basketball coach.

“I’ve been involved with 25-30 coaches of Division I and junior college, and he’s the best coach I’ve been around, in terms of being a hard worker, being loyal, doing things no one else wants to or is willing to do, and making the right decisions that will enable a program to be successful,” Marso said.

Burg’s next stop was Western Texas College, where he worked for \$22,000 as the men’s and women’s golf coach and assistant basketball coach.

“I called home and asked if I could join the country club,” Burg said, laughing. “That was big-time money to me.”

Off referrals from his time at Garden City, Burg landed his first NCAA Division I job as director of operations under Kermit Davis at Middle Tennessee State for two years, followed by an assistant coaching gig at Campbell University for four years.

After two years at North Carolina Central, where Burg helped lead the program to a combined 31-1 record in league play, Beard came calling once again, wanting to know if Burg would join him at Arkansas Little Rock.

Together, Beard and Burg turned around the program, highlighted by a memorable upset of Purdue in the NCAA

Tournament, and that eventually landed them at Texas Tech three years ago when the Red Raiders recruited Beard.

After an Elite 8 run last season, Texas Tech captivated March Madness this year as a No. 3 seed, posting a 31-7 overall record and overcoming No. 1 Gonzaga, No. 2 Michigan and No. 2 Michigan State along the way.

“It’s the leadership of our seniors,” said Burg, who was promoted to assistant coach at Texas Tech last spring after two years as the program’s chief of staff. “Anytime you have great experience and guys that buy into a culture, you’re starting off on the right foot. This is Year 3 and our culture is extremely intact. We believe in a process of daily work, about 7-8 different things we do every single day, from shooting 300 shots per day to weight-room work to training room time to nutrition and sleep. Film study, embracing team practice. All these aspects go hand in hand. We have an unselfish, truth-telling culture. We believe in, ‘what have you done for a teammate lately?’ Those are what we believe in on a day-to-day basis.

“If you have the culture intact, similar to what Katy High School has done over the years, you have a great foundation.”

The coaching influence from childhood years in Katy is prominent for Burg.

It started with George Crockett, who was “the first competitiveness I saw at Katy Elementary,” to Billy Fowler and Dean Darrow at Katy Junior High, and then to Jody Sory and Brooks Boynton at Katy High.

“It was the overall culture of winning,” said Burg, whose parents James and Kathy still live in old town Katy. “It wasn’t just football, it was all sports. Just the way coaches carried themselves with the culture and offseason programs. You’re going to work. There’s no entitlement at Katy High. It’s a blue-collar mentality, and it’s something that’s really stuck with me in my coaching career. If you work, success will follow.”

It’s a similar recipe the Red Raiders have enjoyed, which seemingly makes Burg an ideal component for building a program.

“I follow Brian still and I’ve been friends with Chris Beard since he was at junior college, so it’s a great match,” Marso said. “You have two of the hardest working and under heralded, blue-collar coaches in the country. They’re reaping that.”

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## Katy ISD greets Fife, Joseph to be inducted into THSCA Hall of Honor

*By Dennis Silva II*

Bubba Fife's respect for Gary Joseph goes all the way back to the early 1980s, when Fife worked with Joseph's late father, Eddie, on the Texas High School Coaches Association board of directors.

Fife considered Eddie a mentor, and in the years that followed, specifically 22 spent as a coach and administrator in Katy ISD, it did not take long for his admiration for Gary, a football coach at Katy High since the early 1980s, to foster as well.

"Coach Joseph is one of the finest coaches, but also a fine, quality human being," Fife said. "He's a fine father, a fine husband and a great leader. He's a close friend and I respect him so much."

It's only central casting, then, that Fife and Gary Joseph will be enshrined together this summer into the Texas High School Coaches Association's Hall of Honor. Fife and Joseph are two of five inductees that will be acknowledged at the Hall of Honor Banquet at 7 p.m. on July 20 in Houston.

Joseph has been the head football coach at Katy High since 2004 and led the Tigers to four state championships.



He won his 200th game in November, when Katy beat Fort Bend Travis in the first round of the playoffs after securing its 14th district championship under Joseph.

“Coming into this community and being around Coach Joseph, he has an incredible work ethic,” said Katy ISD athletic director Debbie Decker, who was brought on by the district as assistant AD in 2005. “He’s a man of integrity. He’s a man of high character. He demands all of that from his athletes, and it’s just not surprising to see the success that he’s had, based on how hard he works and how much of a great leader he is.”

The worst record Joseph has posted in his head coaching career is 10-3. He also served as the defensive coordinator on three other Katy High state title teams under Mike Johnston in the late 1990s and early 2000s.

“Our coaches and myself, and my dad, have always talked for a long time that it’s not about me, it’s about our kids,” said Joseph, who has a career record of 201-20. “We’ll keep our kids first and foremost in everything we do. Hopefully we can give them an opportunity to be successful. That’s why we got into coaching.”

Admired by his peers and players for his attention to detail and no-nonsense approach to program-building, Joseph has long been the standard-bearer for Katy ISD athletics.

“He’s such a selfless guy,” said Travis Whillock, a former star defensive back for the Tigers earlier this decade and now

a standout player at Northwestern. “One of the things I took from him, for sure, was being a great teammate, and making sure you did whatever you needed to do to help the team best. That really helped me through my process, especially when I was injured the first couple of years here. I didn’t really have the role I wanted, but I was able to take a step back and be a great teammate and a great student of the game based on what I learned at Katy under Coach.”

Fife spent 35 years as a coach, including 12 at Katy Taylor, and 10 years as an administrator in Katy ISD before retiring in the summer of 2009. Of his 77 career wins, 48 came at the helm of the Mustangs from 1987-1998.

“I cherish all those 12 years,” Fife said. “We had some fine young men we were able to coach. We felt like we were able to help quite a few youngsters further their education through athletics, and it was a great experience.”

Fife is still involved in the THSCA and remains a prominent figure around Katy ISD athletics, particularly within his work at district, area, regional and state track and field meets.

“It brought a tear to my eye,” Fife said of being recognized. “I’ve been involved in coaching and athletics for 45 years. I’m well aware of this honor, and I never dreamed it would’ve happened to me. That’s sincere. I’m so humbled and appreciative of this. It’s unbelievable.”

Fife’s coaching principles were predicated upon discipline and a program that fit schematically to the personnel available. He believed a coach had to be knowledgeable enough to change and adapt his style of play to the talent on the roster.

He emphasized academics, character and compassion. As a freshman football player at TCU, Fife recalls missing a block during practice and being scolded by his coach. Afterward, however, the coach made sure to address Fife, reassure his belief in him, and let him know what he needed to improve.

That simple act of generosity left a lasting impact.

“If I ever had to get on a kid during practice, in my career, I made it a point to see that young man again before he went home to let him know I cared for him and to let him know the things he had to do to get better,” Fife said. “Teachers and coaches don’t have an idea or a clue of what these youngsters go through each morning and each evening before or after school. That’s why it’s so important for a coach or teacher to meet those youngsters each day with a smile and you let them know you love them and care for them.”

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