



**METROCREST**  
CHAMBER OF COMMERCE  
ADDISON • CARROLLTON • FARMERS BRANCH

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FOR IMMEDIATE RELEASE

## **Serving the Metrocrest: Eubanks Named ‘Citizen of the Year’**

*CEO of Metrocrest Social Services honored as ‘Best of the Metrocrest’*

ADDISON/CARROLLTON/FARMERS BRANCH, TX – Jan. 6, 2014 – Tracy Eubanks, CEO of Metrocrest Social Services, has made a significant impact on the Metrocrest area in his decades spent living and working in the area. Because of his commitment to the community, Eubanks has been named the **Milburn Gravley Citizen of the Year** for 2013 by the Metrocrest Chamber of Commerce. He will accept the award Friday, Feb. 28, 2014, at the **45<sup>th</sup> Annual Metrocrest Chamber Awards Banquet**, an event open to the public.



“Being recognized as Citizen of the Year is quite an honor,” Eubanks said. “Since 1965, this award has been given to some of our most recognizable community leaders. To have my name included is truly humbling. I could not be more grateful to be considered, much less chosen, for this award.”

The annual “Citizen of the Year” award was recently named for Milburn Gravley, former Carrollton city council member and mayor who served his community for more than 50 years.

The Metrocrest Chamber’s 2013 Milburn Gravley Citizen of the Year award is sponsored by Baylor Medical Center at Carrollton. The award has been given annually to an outstanding resident of the Addison, Carrollton, or Farmer Branch areas since 1965. That person must have lived and/or worked in the Metrocrest area for at least five years, be active in the community, have high moral standards, serve on the boards of civic organizations in the Metrocrest area, and be the unanimous choice of the Metrocrest Chamber of Commerce Nominating Committee.

“Tracy Eubanks is the definition of a leader in this community,” said **Lisa Hermes**, president of the Metrocrest Chamber of Commerce. “His kind, caring approach to the people and businesses of our community make him the kind of person that people listen to and follow, and his business savvy makes him a tremendous asset to organizations here.”

Eubanks joined Metrocrest Social Services as its CEO in 2013, helping the organization navigate a merger with Senior Adult Services to combine a wide range of aid services under a single organizational structure to better serve the community. He had been involved with Metrocrest Social Services for years, having served on the board since 2007 and as the non-profit’s chairman from October 2010 to October 2011. Metrocrest Social Services provides assistance for individuals in Carrollton, Farmers

Branch, Addison, Coppell and those in zip code 75287 in Denton County. The agency not only assists families in solving their immediate crisis with rent and utility support and access to the food pantry, but also helps them make plans for the future with services including employment services, financial training and GED preparation. Prior to that, Eubanks served as president of the Metrocrest Chamber of Commerce, using his business acumen to lead a team that inspired new energy among businesses in the chamber. Eubanks served as president and CEO of Mapsco, Inc., for 17 years, successfully guiding the beloved Dallas mapping company through an acquisition by Universal Map Group in 2010.

Eubanks is a 2007 graduate of Leadership Metrocrest. He received a bachelor's degree in business administration from the University of North Texas and lives in Carrollton with his wife, Malena; children, Olivia and Hannah; and grandson, Kyle.

When asked why the Metrocrest area is so unique, Eubanks thinks back to decades spent in the community.

"As it has for so many others, the Metrocrest area has had an enormous influence on both my business and personal life," Eubanks noted. "Through the Leadership Metrocrest program, I was connected with people and organizations that have provided me guidance over the years. As the president of the Metrocrest Chamber of Commerce, I had the pleasure of being a part of the chamber's resurgence as a true economic development partner for this area. My chamber involvement also led me to become engaged with numerous non-profits, including Metrocrest Social Services and Senior Adult Services -- leading me to the position I hold today. The area is home to my family and my work, so it is my honor and privilege to contribute to sustaining the business- and family-friendly atmosphere that we all find is uniquely 'Metrocrest.'"

The Citizen of the Year Award will be presented to Eubanks on Friday, Feb. 28, 2014, at the 45th Annual Metrocrest Chamber Awards Banquet at the Crowne Plaza, at 14315 Midway Rd. in Addison 75001. David Hira, keynote speaker and "magical entertainer," will serve as master of ceremonies. Tickets are available by calling 469-587-0420 or by sending an email to [info@metrocrestchamber.com](mailto:info@metrocrestchamber.com). A reception begins at 6 p.m., with a dinner and awards ceremony to follow at 7 p.m. The Metrocrest Chamber will also present awards for Business of the Year, Ambassador of the Year, and Rising Stars in the community.

The mission of the Metrocrest Chamber of Commerce is to stimulate economic growth in Addison, Carrollton, Farmers Branch and surrounding areas by providing programs, resources, education and support that assist and benefit business, government and citizens, resulting in a premier place to live and work. The Metrocrest Chamber offers numerous networking opportunities throughout the year that provide its members the opportunity to engage prospective customers and promote awareness of their organization.

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