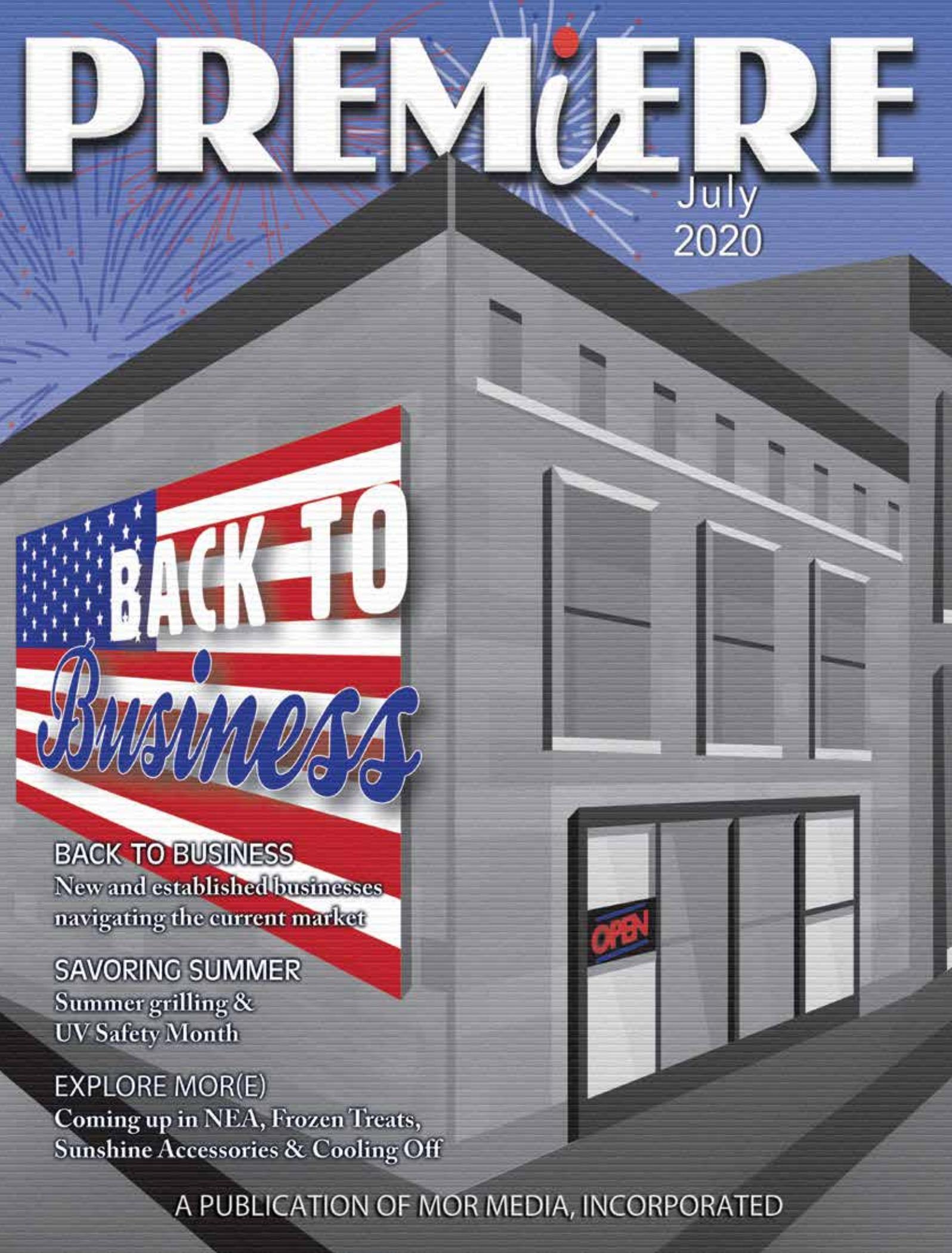


PREMIERE

July
2020



BACK TO *Business*

BACK TO BUSINESS

New and established businesses
navigating the current market

SAVORING SUMMER

Summer grilling &
UV Safety Month

EXPLORE MOR(E)

Coming up in NEA, Frozen Treats,
Sunshine Accessories & Cooling Off

A PUBLICATION OF MOR MEDIA, INCORPORATED



RIDGECREST
HEALTH + REHABILITATION

Your Home For Caring.



At Ridgecrest Health & Rehabilitation Center, our rehabilitation program is designed to help you recover from your recent hospital stay so you can return home as quickly as possible.

- Physical, speech and occupational therapy
- Dedicated rehabilitation wing
- Assistance with transition to home
- Individualized plans of care

Please contact our facility for more information on how we can help you.

870.932.3271 | 5504 East Johnson Avenue | Jonesboro
www.ridgecresthealthandrehab.com

APPLY IN MINUTES

WITH OUR MOBILE MORTGAGE APP

- Scan & Upload Documents From Your Phone
- Calculate Payments Easily
- Message Your Loan Officer Instantly



JELENA VETETO
NMLS# 629680



JONESBORO

1617 S. Caraway Rd. | 630 Southwest Dr. | 222 E. Washington Ave. **870-932-5600**

BAY 306 Elder St. **870-890-2594**

LEPANTO 202 Greenwood Ave. **870-475-2306**



FIRST COMMUNITY BANK

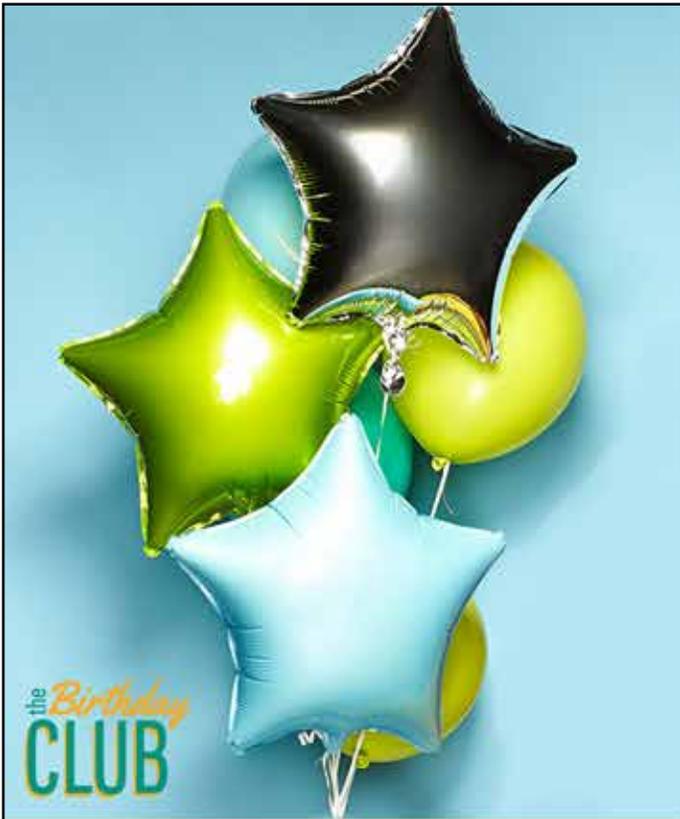
Member FDIC

Where community comes first.



Offer of credit is subject to credit approval.

*The App Store is a trademark of Apple Inc. Google Play is a trademark of Google LLC.



HAPPY BIRTHDAY TO YOU!

JOIN OUR BIRTHDAY CLUB AT PREMIERE-MAGAZINE.COM/EMAIL



PREMIERE
MAGAZINE

JOIN THE PREMIERE NEWSLETTER TODAY
THE GOOD NEWS DELIVERED STRAIGHT TO YOU!



20



22



34



36

CONTENTS

20 **Adapting**
Cade Cancilla

22 **Safe and Savory Cooking**
Summer Cooking Tips

24 **Happy to Be Home**
Dr. Ryan Harris

27 **Southern Soil Outfitters**
Back to Business

29 **Businesses Thriving**
Back to Business

32 **Prospering**
Back to Business

34 **The Importance of Sun Protection**
UV Safety Month

36 **Explore MOR(e) of NEA**
Frozen Treats, Cooling Off, & Sunshine Accessories

44 **44mph Couch Potato**
Greyhound Adoption

Ready for Business?



Light Portraits

**Commercial
Photography & Video**

www.reineralpizar.com



**Contact us
for your commercial
video and photography needs**

From The PUBLISHER... DINA MASON

“

“Get Back to Business” sounded like a campaign we wanted to get on the bandwagon for. We started looking around and asking how everyone was viewing the prospect and, as usual, we found many positive and inspiring stories of local Northeast Arkansas businesses that have persevered.

One thing is for sure, Northeast Arkansas businesses can take a lickin’ and keep on kickin’. Through pandemic, tornadoes and the maze of what to do to “Get Back to Business” the locals are continuing to plow ahead. We even found some that are opening brand new businesses on the timelines they started even though they happened to end up in the middle of all this MESS!

To say I’m proud to be a part of this group of Northeast entrepreneurs would be too little to express my feelings. MOR MEDIA, Inc. has been helping local small businesses since 2002 and we are excited to see what will happen in the future with these businesses and all the other “Troopers” who not only survive but thrive amid all the crazy.

We are thankful to our advertisers for supporting us and our readers for supporting our advertisers. “Shop Local” has become somewhat of a cliché but not to us and the local small businesses that are making every effort to survive. So, help all of us “Get Back to Business” and “SHOP LOCAL!” Tell them MOR MEDIA, Inc. sent you!

”

Glen Sain

Ford

**BEST PRICE
BEST SERVICE**

870.236.8546 | 1301 US 49 | GLENSAINFORD.NET

PREMIERE

MAGAZINE

publisher/advertising sales

Dina Mason •
dina@mormediainc.com

contributing writers

Richard Brummett •
brummettr34@gmail.com
Caitlin LaFarlette •
caitlin_lafarlette@hotmail.com
Chuck Long •
Charles.Long@agfc.ar.gov
Jared Pickney •
jared@fellowshipparagould.com
Bethany Gallimore •
bethanyjseaton@gmail.com
Debbie Haas •
debbie.haas@yahoo.com
Becca Jenness •
jennessbecca@gmail.com

content manager

Lindsey Mills •
lindsey@mormediainc.com

advertising sales team

Dina Mason • dina@mormediainc.com
Perry Mason • perry@mormediainc.com
Brian Osborn • brian@mormediainc.com
Justin Hetler • justin@mormediainc.com

cover art & graphic design (ads)

Beth Shadwick

graphic design

Taylor Dickinson •
graphics@mormediainc.com



PREMIERE is a publication of MOR Media, Incorporated. Editorial, advertising and general business information can be obtained by calling (870) 236-7627, faxing to (870) 239-4583 or e-mailing to dina@mormediainc.com. Mailing address: 400 Tower Drive, Paragould, AR 72450.

Opinions expressed in articles or advertisements, unless otherwise noted, do not necessarily reflect the opinions of the Publisher, or the staff. Every effort has been made to ensure that all information presented in this issue is accurate and neither MOR Media, Incorporated, or any of its staff, is responsible for omissions or information that has been misrepresented to the magazine. Copyright © 2020 MOR Media, Incorporated. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording or any information storage and retrieval system, without the permission in writing from the Publisher.

All pictorial material reproduced in this book has been accepted on the condition that it is reproduced with the knowledge and prior consent of the photographer concerned. As such, MOR Media, Incorporated, is not responsible for any infringement of copyright or otherwise arising out of publication thereof.

For advertising, distribution or editorial contribution, contact Dina Mason at 870-236-7627 or email to dina@mormediainc.com.



We care about your health and well-being.

Overall well-being often begins with your financial health. Whether using one of our 200+ instant issue debit cards¹, our mobile app², or any of our other products or services, keep your banking covered with Centennial Bank.

¹Replacement fees may apply. Must have a Centennial Bank checking account to receive a debit card.
²Some restrictions may apply. Message and data rates may apply from your wireless carrier.



MY100BANK.COM 501.328.4663    

A Home BancShares Company | Member FDIC

WE ARE ready to see you!



Arkansas Dental Clinic of Paragould
General and Cosmetic Dentistry for the entire family
Now offering Botox and Juvederm!
Call (870) 565-1543 to set up your appointment!

3907 Linwood Drive • Paragould, AR 72450

GET RICH WITH RICHARD BRUMMETT



One of my favorite co-workers -- Caitlin Kenney -- had her first baby a few weeks ago and I'm not sure how I'm supposed to feel about it.

Caitlin and I have worked together at *Premiere* for several years now -- first as editor and reporter, and now as fellow story chasers -- and I have immense respect for her writing skills. I have often complimented her on her knowledge of the English language, her ability to spell and her writing technique, the skillful way in which she pieces stories together.

When I am editing the final version of the magazine each month it is emphasized to me that not everyone listened in class when the teacher was explaining subject-verb agreement and punctuation and the like in high school, but Caitlin obviously did. Magazine work, however, is not all we have discussed. We have talked about life, future plans, hopes, wishes, experiences of our pasts and much more, so much in fact that she has referred to me as her "journalism dad."

I'm honored to have inherited another daughter and now, I suppose, I have by osmosis gained a "journalism granddaughter." Caitlin welcomed little Eva Pearl into her life in early June and I'm hoping I live long enough to someday brag to her about her momma's grasp of how to tell a story in an interesting manner. Having a "for real" granddaughter who just turned two years old, I know the uncertainty Caitlin, her husband and all the rest of their family feel when viewing their precious little one.

I watched as my granddaughter (the biological one) moved from cooing, to crawling, to talking and walking, and I wonder what life holds for her when I am a front row spectator to her stroll through childhood. Will she be a ballplayer, as her grandpa and mother and aunt Kelly were, or will she choose frilly outfits and floppy oversized hats over sweaty socks and a dirty face? Will she be a head-of-the-class student or one who struggles with book-learnin'? Will she always love to climb up in her pappaw's lap or will that too soon become uncool?

No way to know, just as the Kenneys have no way of looking down life's future path for Eva Pearl. It's a wait-and-see procedure and just when you are certain you have it figured out, your little one will put the gears in reverse. I recall when I was a teenager my father wanted me to hunt with him. I wasn't too interested; I could go for a while and walk through the woods with him but my mind was back in town with my pals who were most likely in the middle of a basketball game somewhere. Dad also wanted me to fish with him and I tried, but as we sat in a boat swatting mosquitoes and watching turtles eat my bait, I kept looking at

my watch and wondering if we'd be back in time for me to get in some batting practice.

It took years to understand all Dad wanted was my time and me, and he thought doing some of the things he loved together would be a wonderful experience for us both. He just wanted to have me alongside because he knew soon enough I would be somewhere else, hiking life's trails with kids of my own. It hit home to me when each of my daughters was climbing the ladder of life and I wanted them to come to the gym with me and work on pivot moves, jump shots and crossover dribbles; they had in mind telephone conversations, TV shows and yucky boys. One of the most difficult lessons for me to learn was that just because something was in my heart it didn't necessarily mean it would be lodged inside my daughters'. Or my wife's. Or my grandsons'.

We're all individuals with certain likes, loves and dislikes and parents have to learn to sit back and watch the whole movie of life play out. We can think we know the plot and can see where it's headed but kids will make a U-turn and start a whole new story off-script before we can return from the concession stand.

I hope as I continue to see the surprises my kids and grandkids hand me almost weekly that I also get to sit back and smile as little Eva Pearl and her mom run this cross country course, up and down and all around. I hope I am included when precious stories are shared with family because, after all, she's my journalism grandchild.

An advertisement for "Unleashed Doggy Daycare & Boarding, LLC". On the left, there is a logo of a red house with a white dog face inside. Below the logo, the text reads: "Unleashed Doggy Daycare & Boarding, LLC", "Monday - Friday: 5:30am to 6pm", "Boarding Available 7 days/week", "Call or Email for an evaluation!", and "MUST HAVE AN EVALUATION PRIOR TO SERVICE". There are also icons for Facebook and Instagram. On the right, the text "Happy 4th of July" is written in a blue, cursive font, with "4th" in red. Below the text is a photograph of a fluffy, brown dog sitting. At the bottom of the advertisement, a blue banner contains the address and contact information: "1910 Mockingbird Lane Suite A & B Paragould, AR 72450 | 870.476.4367 | unleashedparagould@gmail.com".



LIVING A Better Story

BY JARED PICKNEY

There is a lot to love and celebrate when it comes to the United States of America. But there is also plenty to grieve. Turn on the news and you will hear story after story of hate, violence, racism, injustice and oppression. Not to mention that a little microbe (named Covid-19) has brought our economy to its knees. Needless to say, life as we know it is not as we long for it to be. How did we get here? And what do we do about it?

In short, the American dream has become a nightmare. We have been told that the highest good is individual freedom, happiness and self-expression, and that anything that gets in the way of our pursuit of those things should be eliminated. We have been told that in order to flourish

we must reject traditions and authority. We hear things like, "Be true to yourself." Forget being true to Jesus or your church or your family. You just do you. And don't let anyone tell you differently.

This is the world we are now living in. These beliefs form the dominant framework for navigating life. As a result, we are finding it more difficult than ever to see beyond ourselves. It's all about now. The instant. The me. The future is no longer left to God but rather this fuzzy faith that somehow things will get better. However, as we know, things are not getting better. The ideology we bought into has expired. We are not evolving. Project self, despite its promises, is not working.

So what do we do? We come to our senses. We wake up to the reality that we cannot have the Kingdom apart from the King. This is why Jesus came into our world. To show us a new way to be human. To introduce an upside down way of living, that though runs against our cultural current leads us into life and life abundantly. I have not given up on our country. In many ways I still think it's the greatest nation in the world. But we must be sober minded. Every empire throughout history has risen, and then because of its stubborn pride, fallen with a great crash.

That said, if we will humble ourselves, turn from our wicked ways, and turn back to God, He will hear from heaven and heal our land (2 Chronicles 7v14).

Live the American Dream in A Home of Your Own!

No matter what kind of mortgage loan you need, we're here to help. We offer Fixed and Adjustable rate loans, FHA, Conventional loans and Rural loans, and VA loans. All with rapid loan approvals and closings!

Call us at **870-586-7433** and we'll help put you in the home of your dreams

FOCUS
BANK

Delivering experience, service and technology since 1931.



Jennifer Rollings



FDIC

© 2020 Focus Bank. Terms and Conditions apply. See website for details. *Subject to credit approval. Jennifer Rollings NMLS 728656. Focus Bank NMLS 403606



NEA Baptist Cancer Survivor's Parade



Pearlene Adams and Kathy Goodman

On June 7 NEA Baptist held its Cancer Survivor's parade in honor of National Cancer Survivor's Day on the campus of NEA Baptist Memorial Hospital. The parade invited community members to stand along the parade route with signs in honor of the survivors so they could stay in their cars throughout the celebration. The program was broadcast on Jill at 99.3, EZ 92.7 FM, and 101.3 News Talk KBTM.



Etica Ellebb and Kaitlyn McKenzie



Katie Grissom, ChrisTina Okolo, Chika Holder



IN BETWEEN

OKAYTOBEINBETWEEN.COM

@OKAYTOBEINBETWEEN
#OKAYTOBEINBETWEEN

BY LINDSEY MILLS

Words are a bit hard to find lately. I often feel overwhelmed, sad, and frustrated by the intense information overload surrounding current events in our country. I strive to educate myself, to learn and to be aware of things going on. But internally I'm also longing to shut it all out.

Why so much hate? Why not more love? It seems simple enough.

A new friend said the other day they feel like hate is similar to frowning. You know how they say it takes more muscles to frown than it does to smile? Surely it takes more energy to hate than it does to love.

My eyes lit up and the wheels started turning in my head when I heard that. Of course. Love, that's it. That's all I, as an individual, need to do. We must constantly learn and grow and make opinions to inform our choices. We should vote and we should speak our minds. We should have tough conversations and practice empathy. We should always be working on our ability to adjust our opinions when we encounter new information.

But all of this often seems overwhelming and difficult. Important, but hard. So, what if we prioritized love? Above all else, what if we simply make it our goal to open our hearts and our minds and to pour nothing into this world except kindness?

We have so far to go, I think. I sure hope we are in-between where we started and our end destination because looking at the world as it is today is a grim picture, indeed. But looking to the horizon, I swear I can see a sunrise brimming with possibility.

My fiancé texted me on the morning I finally attempted to wrestle these thoughts into a column and said the words I asked his permission to share:

We, as Americans, are not what we aspire to be, not yet. We never have been but that's the thing about a dream, it's something you should constantly be striving for.

I hope we keep reaching for the American Dream, but I hope that dream is ultimately made of one thing: love.

RESULTS YOU CAN SEE. CARE YOU CAN TRUST.

Build a sharper profile and remove loose skin with neck contouring services. We offer expert cosmetic surgery solutions – schedule your appointment today.



JOEL EPPERSON, M.D.

1000 West Kingshighway, Suite 7, Paragould, AR | (870) 239-8427 | paragouldplasticsurgery.org



Paragould
Plastic Surgery

Sounds Like a Road Trip

BY SARA BROWN

A playlist for July

1. Bad Dreams – The Shelters

The second this song starts, you can just tell it's going to be loud – perfect for a quick energy boost if you're feeling drained (and maybe for driving a little too fast?). Nothing like some rock 'n' roll to brighten up your road trip. This song rocks nonstop, so you're bound to be smiling and filled with energy once it's over; just don't get pulled over along the way!

2. Amie – Pure Prairie League

A good road trip playlist needs a combination of fast, speeding songs and slower tunes to play so you can take a second to enjoy the scenery you're driving through – this is one of those songs. This song blends elements of country, rock, and bluegrass – a perfect mixture for slowing down and driving just for driving's sake. Look out the window a little while you're listening to this one; it makes everything out there seem just a little more beautiful.

3. Turn Up The Radio – Autograph

This song was featured in *Grand Theft Auto: Vice City*, so you know it's a good driving song. It's loud, it rocks, and since it's from the '80s, it has that nostalgia that every good road trip playlist needs. Try to resist rocking out while you're driving; I bet you can't. Just be careful while you're head banging – eyes on the road!

4. Train Leaves Here This Mornin' – Dillard & Clark

This is another slower one that'll have you wanting to slow down and soak in the sights of wherever you happen to be driving through. This particular track is an incredible blend of the '60s rock sound of The Byrds with bluegrass, which makes sense considering the duo is made up of a bluegrass musician and one of The Byrds. This tune is best for the parts of your drive where you're in the

middle of nowhere – you don't remember the last time you went through a town and there's not another one in sight. It has an old country rock feel to it that'll keep that part of your drive from getting too boring.

5. Layla – Derek & The Dominos

This song is the perfect combination of a song that'll make you drive too fast and a song that'll make you look out the window at your surroundings. The first half of the song rocks and will have you pressing harder on the gas pedal without even realizing it, but the second half is a calming piano jam that will have you ease up on that pedal and take a minute or two to really appreciate the beauty of wherever you happen to be driving through, even if it's just an empty field.

6. Travelin' Man – Ricky Nelson

It certainly doesn't hurt to have a song in your road trip playlist that's actually about traveling, and I'd say this one fits the bill. It's technically about all the girls in the various places the singer has traveled to, but I'd say that's close enough – we do tend to meet new people when we travel! It has a '50s groove to it that'll make you want to just cruise through whatever town you've come to, so go ahead and give in to that urge – it's worth it.



Glen Sain  BEST PRICE
BEST SERVICE

870.565.4352 | 6345 US 49 | GLENSAINPARAGOULD.COM

PET OF THE MONTH

SPONSORED BY ARPETS HOSPITAL

BY SHAY TYLER

Pru is silly and loves to play. She loves treats.

We adopted Pru last February through Ozzie's Legacy. We didn't anticipate adopting Pru at first. We went to buy dog food at PetSmart and all of the cats and kittens were there waiting to be adopted. They let us love on the cats and once I got to her, I just knew she was ours!

Needless to say, we took her home that night.

She is so silly sometimes and makes the cutest noise, or chatter, when we play with the laser light or she sees the birds outside.

She has been an absolute joy to our family. If she could talk, I think she'd say, "Feed me more, please!"



ARPets Hospital
"Where your pets are ARPets!"
Open M-F 7 A.M. - 6 P.M.
SAT 8 A.M. - 12 P.M.

HAPPY 4TH OF JULY

We Make Boarding Fun With Our CATurday Suites & PAWliday Inn!

MAKE AN APPOINTMENT: (870) 336-1000 • 10215 Hwy 49 N Brookland, AR 72417 • arpetshospital.com

Keeping Healthy During These Unprecedented Times

BY DR. KRISTIN SULLIVAN

I normally enjoy writing my articles about our furry friends and common diseases that are observed in this area. However, this month, I feel the need to debunk some common myths and give a few pointers on keeping us all, and our community, happier and healthier ... including our furry friends. Let me preface this by saying, this article, in its brevity, is direct and to the point on how to best stay safe and healthy.

By now, most of you are wearing masks when in public, and this is absolutely fantastic because it not only lessens your chances of contracting this horrible virus, but it also helps to prevent the spread if you happen to have it and do not yet know, or if you are an unknown carrier.

Wearing your mask, however, only works when it is worn properly. I get it: They are uncomfortable, they get hot, it is difficult to understand people when they are speaking to you, and it is hard to breathe in them. But I'm going to tell you like my momma told me: "It's easier to breathe in a mask than it is on a ventilator."

The mask must be worn to cover your nose -- this is to keep you from inhaling the unfiltered air. The point of the mask is to filter the air we are breathing (kind of like a water filter cleans the water we drink). The mask helps to trap these nasty things so they wind up in your mask and not in your airways.

So, if the mask is not covering your nose and is only covering your mouth, then you can still very well contract the disease -- you are just somewhat limiting your spread of the disease via your mouth (unless you sneeze, of course -- then all bets are off!). The mask should fit snugly, it should not just be a loose covering over your face. Think about it this way: If someone were



to sneeze or cough without covering their face and you happened to walk by them just after, then you could be directly exposed and not even know it; however, if you have a mask on, then this will be added protection to keep you safe.

But what about everything their nasty little sneeze vapors (also known as sputum, which is a mixture of mucus and saliva that is coughed or sneezed up from the respiratory tract) land on?

Well, this brings me to the next point: Wash your hands and do not touch anything you don't have to. If you can just imagine that you have, let's say, mustard on your hands, then everything you touch will have mustard on it. When at the store, touch only the items you plan on purchasing by placing them directly in the cart. Treat everything as if it could be contaminated. And never touch your face (this includes items that touch your face -- your phone) until you have washed your hands.

Gloves. Gloves, gloves, gloves. These are, in all actuality, unnecessary for the general public doing normal everyday things. I see people treating gloves as if they are antibacterial and make that person invincible -- this is a folly! The gloves protect your hands from what you are touching. BUT as soon as you touch something with those gloves, then they are considered contaminated. So if you touch things at the grocery store and then pick up your cell phone, dial a friend, put your phone to your face, then back into your pocket, then continue touching other things -- all those germs are now everywhere. The best advice I can give anyone is to just be mindful of what you touch and wash your hands, especially before you touch your face or your phone.

There have been a few reports of animals contracting the disease, however, it is exceedingly rare. It is much more common to make your pet a fomite than to infect your furry angel baby. Fomites -- these are nasty little contaminated objects or materials (even animal fur) which contribute to the spread of the disease. Again, anything the sneeze and cough vapors land on or are otherwise touched by a contaminated hand, are linked to the spread. You can best keep them and yourself safe by limiting pet travel and also bathing them when they have been out or coughed/sneezed upon.

In closing, these are the best pointers I can give to anyone to stay safe: Wear a mask properly in public (especially in densely populated areas), wash your hands frequently as a habit but especially after you touch items that have been touched by others and ALWAYS before touching your face or phone, and be considerate of others.

We do not know at this time who all may be carrying the virus and are completely unaware -- the mask you wear is to keep others safe and not just you. If you have a cloth mask, wash it frequently, but if you wear a disposable one, please always make sure you throw it away. Let's not litter our environment or make others pick up contaminated masks and risk exposure.

During these times we need to help take care of everyone in our community and that means being responsible and cleaning up after ourselves -- which we should all do anyway. Coronavirus has been at the forefront of many people's minds. Please know that I wish everyone well, happy, and healthy. I pray for all who have been affected by this virus. By all of us taking personal responsibility, we can get through this better together by helping one another.

College Tips by a College Student



BY SARA BROWN



I hate to be the bearer of bad news, but it looks like summer break is about halfway over. How could it have gone by so quickly? I wish I had the answer to that question. Have you been productive over the break? Only you have the answer to that one. I don't mean to put pressure on or preach, but if you're like me and you hope to be attending graduate school a little over a year from now, there's a lot of work to be done, and summer break is the best time to get the ball rolling. That being said, this month, we're going to get a little more specialized than normal – we're going to focus on standardized test prep for graduate school applications. I know that probably sounds daunting, but if you're a senior and you're thinking about going to graduate school, now is the time to start preparing, and if you're a freshman, sophomore, or junior thinking about graduate school, it's never too early to start – you're more than likely going to need some kind of standardized test for the programs you want to apply to.

Tip number one: Figure out when your graduate school applications are due and see how that aligns with testing dates. You don't want to wait until right before applications are due to take the test for the first time – that won't give you any opportunity to try and improve your score. Taking your test a few months before your application is due will give you enough time to work on your problem areas and re-take the test before you have to turn in your application, and hopefully your score will improve!

Tip two: Figure out the average score needed to get into the school or program you're shooting for, and then surpass it. You're more likely to be accepted into a graduate program if you stand out to the people reviewing the applications, so just barely meeting the criteria for the

program probably isn't going to cut it. You want to have the highest score you can so you stand out to the school or program.

Tip three: Create a study plan. The more time you spend studying, the better you're going to do, so be sure to dedicate plenty of time to it – this is your future at stake! However, unless you really want to shell out the money, don't pay for those courses you'll find offered online. There's plenty of free resources out there that offer free practice tests and questions (Kaplan offers a GRE question of the day straight to your email if you sign up) and you can always buy test prep books (a \$60 book or two is a lot cheaper than a \$700+ course). Figure out what's going to work best for you, then spend the money you think is necessary.

Tip four: Study ALL domains of the test. If you're taking the GRE like I am, you've essentially got two different tests to study for: Quantitative Reasoning and Verbal Reasoning. You need to dedicate adequate amounts of study time to both, or however many different domains you have on your necessary standardized tests. It won't do you any good to be an expert on the math portions of the test if you haven't studied reading comprehension – your overall scores are going to be low!

And finally, tip five: Relax! It seems daunting, I know; I'm going through it right along with you. Keep in mind, if you're looking at graduate programs, that means you care, and that means you're perfectly capable of getting the scores you need. Most college graduates don't pursue graduate schooling, so you're already in a special group. Just take the time to study, keep up with your deadlines, and take this seriously. You can do this!

THE GREENBRIER COMPANIES

A word of THANKS to all those that make Greenbrier great, YOU ARE APPRECIATED! Greenbrier employees are our Essential Heroes!

You help provide the transportation of items people need. You help keep the world connected.

You are our World!

Thank YOU!

Moving what Matters

Handwritten notes include:

- Thank you for your dedication. Your folks.
- They thank you for all of the equipment used! And maintain them too.
- Thank you for all of your hard work and dedication.
- A BIG THANK YOU to the employees here!!!
- You are the best! Please let us know if we can help in any way!
- Best group of people you will ever work with! Thank you for what you do!
- I should like to give a big thank you to all the employees. Anthony Giles
- I couldn't ask for a better team! Stay safe, Jim Egan
- Thank You for your commitment and all that you do. Jon Stoff
- You are the most important part of the process. Thank You! Willard



Contactless body temperature measurement!

High throughput, up to 700 persons/hour

High precision measurement, over 1,000 measuring points

Fast measurement in less than 1 second

Live control via web browser for doormen | Automatic control of doors

Temperature scale with 8x LED for temperature indication and display of four temperature ranges

As IT professionals, this is an issue we address daily. It is up to us to share our knowledge, utilize our job skills, and help our community in this time of need. We are here for you – we will do all we can to help you keep your business running.

Please visit our website or stop by and see a live demo.

www.covid19-scanner.com | 870.933.1500 | sales@allyIT.net



Why choose our scanner?

Technology

Temperature measurement

GDPR compliance

Investment costs



allyIT | SmartScan

Always constant and defined measuring process and measuring distance

No staff required, automated and intuitive measurement, simple self measurement

Low purchase, installation and operating costs



Thermal imaging handheld device

Possible scattering due to undefined measuring distance, operating errors possible

Staff required, no direct user feedback

Low investment costs - depending on the model, but high operating costs due to staff



Thermal imaging camera

Possible scattering due to undefined and too large measuring distance

Mostly staff required, no direct user feedback

High investment costs due to complex technology, necessary operator display, server, software, etc.



Never miss an issue. The good news delivered straight to you.

Did you know you could read Premiere before it's distributed around Northeast Arkansas?

Rest assured you'll still be able to grab a physical copy of Premiere Magazine wherever you normally pick yours up, but if you want to get your eyes on all the good news before anyone else, we've made it easy to do so.

The Premiere Magazine Newsletter is just one more way we can better serve you and our community. Just before the first of the month we send out an email that includes sneak peeks of what's inside the latest issue. See what we're covering that month, read some info from our top stories, and get the link to the online version of Premiere delivered directly to your inbox.

It's never been so easy to keep up with the good news and the people making it happen.

Plus, as a little bonus for our subscribers, we'll deliver you a special email in your birthday month. The Birthday Club email is delivered on the first day of your birthday month, but you can use the offers inside all month long. Get exclusive discounts and deals to celebrate YOU. Shop at Gearhead Outfitters with a coupon inside the email. Go see a movie and take your favorite person with you – on us. Pick up a meal from Wrap City or smoothies from Smoothie King using a discount. All this and more awaits you when you opt-in to the Birthday Club while signing up for the newsletter. Learn more at premiere-magazine.com/email

We want to thank you, Premiere readers and advertisers, for making it possible for us to continue to share the good news and stories about the people making it happen. Here's to another year of growth and to finding new ways to share good news.

CARS TRUCKS RVs MOTORCYCLES & MORE!



MATT (DON'T CALL ME PAT) DREW

#1

YOU'LL LOVE BUYING AT LARRY'S

For our customers' safety, payments can be made by phone or pull in, and we'll come out to you.

LARRY'S

AUTO SALES

• INTEREST FREE FINANCING! • LAYAWAY AVAILABLE

1995 Jeep Wrangler
4 cyl, 5 spd, FUN!



2004 Ford F150 FX4



SOLD

2013 Nissan Juke, auto



2003 GMC Yukon, Sweet!



2016 Chevrolet Cruze auto, good miles!



2008 Pontiac G6 Coupe, Nice!



SOLD

3 MONTH/3,000 MILE DRIVE TRAIN WARRANTY*

CONVENIENT LAYAWAY

NO INTEREST FINANCING

LOW WEEKLY PAYMENTS WITH YOUR DOWN PAYMENT

*SOME EXCLUSIONS APPLY *SEE DEALER FOR LAYAWAY DETAILS

HIGHWAY 49 NORTH - ACROSS FROM MONROE - 870.239.9328 - LARRYSAUTO.NET



I had fished the waters of the little lake many times with success and was hoping for the same on this particular day. I cut the throttle back on the outboard and started to coast toward a likely bank where bluegill liked to bed, especially early in the year.

I eased to the front of the boat and dropped the trolling motor into the water and picked up my rod. I realized I had left the cage full of crickets in the lower portion of the boat, so I turned myself around in an awkward position to grab the bait. The next thing I knew I had lost my balance and I was in the water. It was a shock to my system, but I soon came to my senses and grabbed the side of the boat and was able to hang on. I was somewhat prepared with a life jacket, but it was still a struggle.

I tried to reboard in the deep water but realized I did not have enough strength to pull myself over the side. I was able to hold the boat and dog paddle to a nearby submerged tree and used it to help reboard. I sat there for a minute, trying to process what just happened and then tried to fish, but decided the cool wind and the impact of the dunking on my body made it necessary for me to head back home. My fishing day was over but, luckily, that was the only downside.

Each year many instances play out like this on the waterways of Arkansas. Most boating accidents that involve an injury or fatality occur on a nice, calm

day in mid-summer. It is most often on a weekend, and in the afternoon hours of the day. Statistically, males are most likely involved, with seasoned boaters in the age range of the forties being likely candidates.

But with a little preparation, most of the incidents could be prevented or the possible devastating results can be curtailed to a story that can be told another day.

A Personal Flotation Device (PFD) or lifejacket, should be first on the list when it comes to preparation for time on the boat. Just like any other garment that is worn by an individual, a lifejacket should be of the appropriate size and fit properly. One Coast Guard approved PFD that is of the appropriate size is required for each person on board a boat. Children 12 and under must wear their jackets at all times unless the boat is a party barge type vessel and it is anchored.

Lifejackets come in an array of styles, colors and fabrics. The bright orange jackets that fit around the neck like a horse collar are very effective at keeping a person's head up should they fall into the water, but they are often only purchased to meet the lifejacket requirement with no intention of being worn. The vest types are very common and they come in a wide array of configuration to fit most any boating situation. Another option is an inflatable PFD. These are much less bulky, but come in styles that can either be inflated manually or inflate automatically if the wearer ends up in the water.

When choosing a PFD, pick one that fits properly, feels comfortable and will be worn while boating. A properly fitting jacket will save your life.

Another piece of safety equipment that should be in every boat is a throwable PFD. Often called seat cushions, these are required if the boat is sixteen feet or longer. These are designed to be thrown



CHUCK LONG

Regional Education Coordinator Northeast Education Division Arkansas Game and Fish Commission

to provide flotation should someone unexpectedly end up in the water without a PFD.

There are other pieces of safety equipment that are required by law in some boats, but could be considered a good idea for any boat. A fire extinguisher, proper lighting, a sound producing device and other signaling devices are required in some vessels. Please check the boating regulations at agfc.com for a full list of the required safety equipment. If you have a question, call one of the AGFC offices, contact a wildlife officer or give me a shout to be sure the proper equipment is in the vessel.

A great way to learn the basics of boating safety is to participate in a Boater Education course. This course is required to operate a motorboat for anyone born on or after January 1, 1986. The course is offered in an instructor-led format or the course can be completed online. Check agfc.com for details on both the instructor-led courses and the online option.

There is nothing more relaxing than a nice, calm boat ride on a scenic lake. But it is important to take the proper safety precautions to insure there are many more memorable rides. Whether fishing, playing water games, or just boat riding, I hope you will take some time to get out on the waters of the Natural State.

I hope to see you out there!!



Family Practice Associates

630 West Court St. Paragould, AR 72450

FAMILYPRACTICEASSOCIATESPARAGOULD.COM

Family Practice Associates wants to wish all safety and good health as we emerge from COVID 19 lockdown.

Remember, washing your hands thoroughly and often is the best prevention against COVID 19.

If in doubt, call your doctor for more information.



Samuel Burchfield M.D.
American Board of Family Medicine
American Board of Obesity Medicine



Ryan Harris M.D.
American Board of Family Medicine
Completion of Sports Medicine Track
Certified in Evaluation and Training of Athletes



Suzanne Bushong, APRN



Jamie Jordan, APRN

SPECIALISTS IN FAMILY MEDICINE

Internal Medicine

Pediatrics

Gynecology

In Office Lab

Telemedicine Visits

Sports Medicine

Weight Loss Program

Allergy Testing and Treatment

Minor Surgery

Chronic Care Management Program

Urgent Care Hours 7AM to 8:30AM
24/7 Patient Portal Access

Regular Office Hours 8:30AM to 4:30PM
24/7 after hours care by calling 870-236-6911

Call us today for all your family health care needs.

We look forward to serving you and your family. | 870-236-6911



Adapting

Training, working, and moving forward with soon to be collegiate athlete, Cade Cancilla

BY RICHARD BRUMMETT

Like most guys who love baseball -- not like baseball, but LOVE baseball -- Cade Cancilla has his dreams. Entering his senior year at Greene County Tech High School he was looking forward to following up on last year's selection to the Class 5A All-State team, moving from there into the summer American Legion schedule and then packing his bags for Conway and all the experiences that accompany one who has accepted a baseball scholarship.

But instead of his getting to hit, the pandemic hit ... and wiped away a big chunk of how he saw the spring and summer unfolding.

"It definitely was disappointing because it's my senior year," the 18-year-old infielder said. "I was looking forward to getting out there with the kids I grew up with. It's harder for some of my teammates because it was our final year and some kids had no offers; they were hoping to have a good year in high school and get some college offers."

Even for Cade, who already has accepted a scholarship to the University of Central Arkansas, all the uncertainty connected to the nation's approach to the coronavirus has been unsettling. "Kids who didn't play basketball," he said of the GCT school year, "got in four (baseball) games; I got one. It was weird. We usually go to Myrtle Beach in the spring but at the last game they said no Myrtle Beach this year. Then later we got a call from Coach saying they were pushing everything back, no games for a while. Then, it was no season. That was the killer punch."

Like any good athlete, Cade had to find a way to adjust and stay on top regardless of what was tossed at him. With no scheduled workouts, he devised a system of his own and kept close to his favorite sport. "It was always in the back of my mind that it could

get bad," he said. "Then school closed down ... a week, a week-and-a-half ... two weeks. I'm not a person who goes out a lot anyway, so I stayed at home and worked out until the gyms opened up. This is my sport. It's so relaxing to be out there with everyone. During the school year if I was stressed, I would go hit."

"I want to just go with the flow; that's all you can do. With the virus, I'm getting in workouts when I can, finding a way to get better. Even our graduation was online; you just have to adapt."

It comes as no surprise, then, that he was elated to learn the American Legion season -- at first announced as canceled -- has been revived with certain restrictions. Paragould finished second in the state last year when Cade played catcher and saw time at both first and third bases, and he obviously was looking to take it one step further this year. "Legion is so much fun, even better than high school," he said. "As for now, it's starting back up and the position I play honestly doesn't matter to me."

"As long as I get to play," he said with a nod of the head.

He has kept in touch with the UCA coaching staff through Zoom meetings every week and said lately they have been "talking about Black Lives Matter and being united and stuff like that. We were supposed to go there July 6 and work out and get our dorms but as of now August 15 is move in day. Their thing is basically building players, to be the best you can be."

And that is Cade's end goal. "Be the best I can and go as far as the game will let me," he said. "I'll probably be a utility guy in college. I want to go in with an open mind. Freshman year, I'm just going to work my butt off and keep going up from there. I know the talent jumps up a whole lot the higher you go. Everything will be faster, and they want me to get stronger. We're going to have a ton of kids coming in. Because of the virus, the seniors were given an extra year and there are probably close to 20 freshmen. There will definitely be a weeding out phase."

He plans on being one of the survivors. "This is what I love," he said. "This is what I want to do."

Cade is the son of Kelly Pollock and Pete Cancellia of Paragould.

Equipped, Safe, and Ready



URGENT CARE

7 Locations
No Appointment Necessary

Medical needs don't follow schedules, and neither does our commitment to compassionate care. Through MyChart, a new tool is available on your phone - Find Care Now. You can use MyChart's Find Care Now to locate the NEA Baptist Clinic Urgent Care locations nearest you. See approximate wait times when available and indicate that you would like to get your name on the waiting list.

Finding complete care has never been easier.
Get better with Baptist.

Download the app today!
Available on Apple, Android and online.



NEA BAPTIST 

NEABaptist.com

870-936-8000

Get Better.

Safe & Savory Summer Cooking



BY BETHANY GALLIMORE

Warm summer evenings and long holiday weekends mean more people are firing up their backyard grills to produce the flavors (and aromas) synonymous with summer: sizzling burgers, perfectly-charred chicken, and fall-off-the-bone ribs. But without proper food handling habits, a peaceful backyard barbecue can quickly go awry. Local barbecuers and meat specialists know that food safety is particularly important for backyard grillers, and the right techniques can ultimately lead to a safer — and more savory — grilling experience.

Sarahjane Beauchamp, an animal scientist and operations assistant for Newman Farm Heritage Berkshire Pork in Myrtle, Missouri, encourages backyard barbecuers to practice safe handling habits with all their meats this summer. When it comes to preparing meat, ensuring that the product reaches a safe internal temperature is essential. “The most important thing is to use a meat thermometer,” Beauchamp said. A reliable cooking thermometer can help ensure the target temperature is safely reached, even in the thickest parts of the cut. “Any whole muscle cut of pork or beef needs to be cooked to 145° Fahrenheit,” Beauchamp said. “Any ground cut of beef or pork and any cut of chicken needs to go to 165°.”

These high cooking temperatures kill harmful bacteria like salmonella and E. coli. With a whole-muscle cut like a steak or pork chop, a lower target temperature is possible

because the bacteria will typically be only on the surface of the product, but with chicken or a ground meat, a higher cooking temperature is necessary for food safety. “If it’s a ground product, any bacteria that’s on the surface will be ground into the whole product,” Beauchamp explained.

Meat thermometers also help guard against over-cooking, which tends to dry out even the most tender meats. For best results, Beauchamp says, “You don’t want to ‘cook it to death,’” or cook the meat too far past the target temperature. “Those whole muscle cuts don’t have to be well-done. It’s a personal preference, but those whole muscle cuts of beef or pork are perfectly safe at 145°,” she said.

Before laying that steak, burger, or chicken breast over an open fire, storing meat safely is a top priority for the conscientious cook. “Keeping products cool is a major part of food safety,” Beauchamp said. The “danger zone” between 40° and 140° Fahrenheit presents a risk for unwary consumers. “If you leave meat in that ‘danger zone’ for more than two hours, you will have a much higher risk of spoilage and bacteria growth. When storing meat, you want to keep it around 40° or below until you get ready to use it,” Beauchamp said. The same principle applies to thawing, too: “Thaw meat in the refrigerator, not on the counter,” Beauchamp urges. “Also, it’s best to put thawing meat in a bowl or other container to prevent cross-contamination: It is a raw product.”

Meat safety and selection start well before storage and cooking, however. While many casual barbecuers are tempted to shop for the cut of meat that has the best sticker price, Beauchamp encourages a more methodical approach. “Try to find somewhere that cuts meat in the store,” she advises. “A big deal with choosing meat is to know your butcher, know where your product comes from, and ask what kind of cut would be best for what you have in mind.” Beauchamp’s work with Newman Farm, which has won praise nationwide for its heritage Berkshire pork, as well as her experience managing the Meat Lab at Arkansas State University, has given her the opportunity to see the importance of meat quality firsthand. “When you start out with a high-quality product, you’re more likely to have a better eating experience,” Beauchamp said. With pork, Beauchamp advises looking for a cut with a darker color and more marbling. “Fat is flavor,” she says, and that marbled fat often translates to a more savory final product.

For best practices on the grill, the American Red Cross recommends lighting coals or propane feeders with caution, keeping grills under close supervision during all use, grilling outdoors and away from structures that pose a fire risk, and keeping pets, children, and others away from the grill while cooking. These strategies for food and grill safety are both key concerns for avid charcoal griller Adrian Everett, owner and operator of Big A’s Southern Barbecue & More.



Everett recommends taking advantage of a “low and slow” grilling strategy as often as possible, particularly with charcoal grilling. “I cook indirectly, not right over the fire,” he said. “After you’ve gotten a good level of smoke and color in your meats, I always recommend wrapping it in foil so it can finish cooking and tenderizing.” The combination of safe cooking, storage, and grilling practices — coupled with his signature hardwood smoking technique and secret family recipe for homemade barbecue sauce — helped Everett secure first place in the Prunty Bail Bonds Barbecue Competition in 2018. “It’s like an art,” Everett said. “Over time I’ve developed my own things that I do for smoking meat and cooking different items.”

At the end of the day, the secret to an unforgettable outdoor barbecue is one of process: It gets down to “buying the right cut, cleaning it, seasoning it, and cooking it right,” Everett said. Even when pulling products off the grill, Beauchamp encourages conscientious cooking: “Make sure to either wash the dish the raw meat was on or use a different one to put the cooked product on,” she said. “Don’t cross-contaminate between cooked and raw products with utensils or dishes.” When food safety and flavor matter most, practicing healthy meat handling habits can make every summer barbecue a resounding success and ensure that the flavors of summer produce only positive memories.

Floors Worthy of Quality Time

Happy 4th of July!

Zero % Interest Free for a Year WAC Approved!

Warehouse Flooring

“Make your house new again with floors from Warehouse Flooring”

1709 N. Campground Road, Paragould, AR (870) 236-1754

Congrats Coty & Jamie

COTY - 870.205.1706 **JAMIE - 450.4279**

THEY ARE NOW READY TO SERVE YOUR REAL ESTATE NEEDS

SUCCESS Home Realty
MEMBER ASSOCIATION OF REALTORS
 (870) 573-1993

Text or call 📞 🏠 📱

Happy to Be

Home

Dr. Ryan Harris talks about coming home, helping those who helped him, and taking care of patients during a pandemic

BY RICHARD BRUMMETT

Dr. Ryan Harris said his plan all along was to return home to Paragould, and now he has done just that. Harris Family Medicine is up and running with office space at 630 West Court St., Suite B, in the same building that houses Dr. Samuel Burchfield's practice.

"It was come home from the get-go," Harris, a 2008 graduate of Greene County Tech High School, said. "I went to Fayetteville to college, then to medical school and then had to try to decide what I wanted to do with my life. I've always gravitated toward family; my parents are my best friends. Paragould is a special place and you find that out quickly when you leave."



An advertisement for healthWear inc. featuring three women in different colored scrubs (light blue, red, and teal) standing in the center. To the left, the text reads "AWARD WINNING healthWear inc. Best Uniform Clothing!". Below this are several award logos, including "PREMIERE Winner 2015" and "PREMIERE" for the years 2017, 2018, and 2019. To the right, there are logos for "HH WORKS -by- healing hands. Lead the change.", "PURPLE LABEL YOGA", and "heartsoul". At the bottom, a teal banner contains the contact information: "870.336.3046 | 1320 Red Wolf Blvd. | Jonesboro | healthwearinc.com" and a Facebook icon.

At the University of Arkansas, Harris graduated Summa Cum Laude and received the Senior Honor Citation, awarded to the most distinguished male graduating senior. He earned his Doctorate of Medicine from the University of Arkansas For Medical Sciences in Little Rock then did his residency at Halifax Health Family Medicine Residency in Daytona Beach, Florida.

While there his area of interest was sports medicine and he was named Graduating Resident of the Year and was a Gillespy Award winner.

"I went to Florida because of a strong interest in athletics," explained Harris, a former baseball player and current golf enthusiast. "Sports medicine is my expertise and I chose Florida because it's very competitive. Daytona is very large but we were the only residency, with nearly 1,000 beds. But I also got to do physicals for a minor league baseball team and three colleges. Another thing that sets me apart is the Performance Institute from California."

Harris said regardless of the sport, "Your problems will be in one of three areas: Equipment, technical (your form), or

physical, (your body). So, what can we fix to make you better? We can improve mobility and strength ... for golf, baseball, basketball ... any sport. Even if you don't know a lot about golf I can look at your swing and tell that maybe your ankle can be your problem. Hitting a baseball ... pivoting on the ankle is a must. We can say, 'This we've got to improve in order for you to do what the coach wants you to do.' We can fix your body for performance. More information is better."

"I got into this field to help people, and I want to help the people who helped me."

-Dr Harris

While he has run a professional clinic designed to assess injuries and to help athletes heal, sports medicine, an increasingly popular field, is by no means Harris' only calling card. "I am a family

physician, tried and true, from birth to death," he said. "We will work with anyone; we're accepting all patients, sports and everything."

The current worldwide crisis connected to the coronavirus has altered his approach and his plans somewhat, but he said like anything else, one must adapt and move forward.

"I don't think anyone said, 'Sign me up for a pandemic.' But I got into this field to help people, and I want to help the people who helped me," he said. "... Church, school, sports and elsewhere.

"I think we are getting back to normal. We have more information. People are coming into the office. The virus itself -- it's tough to live through physically and mentally, especially if you are the unlucky one who gets sick. It will take a little time; it's not going away, but we hope we're better prepared. It's an absolutely scary thing. Some people walk out of here and hug and shake hands with people they see, some leave in fear. As a physician I can give you the best recommendations. I'm just happy to be home and ready to help however I can."

Correction

from the Jonesboro Premiere Awards in June:



FINANCIAL PLANNER

Jarod Wesson
(870) 739-8633



Ajax Floor Center

★ Happy 4th of July! ★

Waterproof Laminate, Luxury Vinyl Plank, Carpet, Natural Stone, Laminate, Hardwood & Tile

NEW Custom Blinds, Shutters, Shades, Cabinets & Counter Tops

Authorized Schluter Dealer Platinum Dealer for Karndean LVP

FREE Estimates

6481 HWY 49 South | 870-236-4000 | ajaxfloorcenter.com

We Understand Commitment

You can rely on Edward Jones for one-on-one attention, our quality-focused investment philosophy and straight talk about your financial needs. Contact an Edward Jones financial advisor today.



PARAGOULD

Keith Legrid, AAMS®
801 Linwood Drive
Suite 1
870-236-6665

Jason Noel
2200 Grecian Lane
Plaza 2, Suite 4
870-335-9777

Kasey D Reagans
3501 Stonegate Drive
Suite E
870-215-0679

Amanda N Sells, AAMS®
39 Southpointe Drive
Suite A
870-236-2305

Jonathan L Wright
124 South Linwood Drive
870-239-2111

www.edwardjones.com
Member SIPC

Edward Jones
MAKING SENSE OF INVESTING



WINNER:

Jeff Wicker
of Thomas, Speight & Noble

Voted Best Accountant



“

Jeff Wicker has been my CPA since 1996. I have had several businesses in multiple states and Jeff has always provided tax advice and direction to create a successful company. Jeff is a knowledgeable and well qualified CPA but what makes Jeff rise to the top is the personal interest he takes in you and your company. Jeff is not just a CPA but a brilliant tax adviser and strategist. Jeff has been a huge part of my success.

”

-JASON SAPP, CLIENT

Jeff Wicker

(870) 932-5858

THOMAS, SPEIGHT & NOBLE

A Professional Association of Certified Public Accountants

Paragould
UltraSlim



Susan Lankford, Andrea Buck and Scarlett Jarman are certified and ready to work with you!

**No dieting.
No exercise.
No drugs.
No surgery.**

Patients lose an average of 3.5 inches and 1.6 liters of fat in a 32-minute treatment.

(870) 236-8006
www.myultraslim.com
@ParagouldUltraSlim
www.paragouldchiro.com

**The ONLY device
FDA-cleared for
Immediate Fat Loss!**



Back to Business >>> Southern Soil - Outfitters -



BY LINDSEY MILLS

A new store in Downtown Paragould set to open soon is born out of a love for the outdoors and a passion for community.

Trevor Gramling and his wife, Kayla, were both born and raised in Paragould and have been store owners for three and a half years. Tiny Twig sits on Court Street and just a few blocks away is the location of their newest venture: Southern Soil Outfitters.

"We've talked about this for several years but never jumped in," Trevor shared. "Back in November of 2019, after a Main Street Paragould meeting, we decided we thought an outdoor store would be a good thing for Paragould, that people here would support it. So, we started making a plan."

When the idea for the store was hatched, COVID-19 had not yet made its appearance and the quick progression of the virus along with its impact on the world could not have been predicted. Businesses everywhere were forced to adjust their operations in order to continue serving customers, and opening a business was met with its own share of challenges. Still, Trevor said they've pressed toward their goal.

"When we started, we never envisioned anything like what is happening, happening," Trevor said. "We never envisioned something of this scale happening. There were already some nerves, you know, with opening any business and the amount of money that's got to be spent to open a business ... there's always nerves in doing it and hoping that people like what you're doing, like your product, and that you can get in and make enough money to pay your bills, if nothing else. So, we were kind of going along, things were going good, and then "Rona" made her appearance. It certainly added a lot of stress into what we were doing, but also, we never once said 'we're going to put this off.' We were in it. We wanted to do it. We felt like the community wanted it, and that they will support it. So putting it off was never a thought. We prayed about it. We continue to pray over it."

Trevor's optimism and hard work may be about to pay off, with the opening of the store slated for late June or early July. The store is set to carry kayaks, tents, sleeping bags and other outdoor gear along with apparel and shoes.

The outdoor industry has seen record sales in some areas, Trevor shared, because when precautions are heeded it is much safer than many activities, considering the pandemic.

"If you look at the outdoor industry as a whole right now, the industry is booming," he said. "Record sales, because that's what people are able to do right now. People are getting out and camping, and doing things they may not have done in a long time."

Trevor's biggest hope for Southern Soil Outfitters is that it will be a valuable addition to Downtown Paragould, and that it will benefit the entire community. Another store in the heart of the city that offers something new is one more store that will attract residents and visitors alike to Downtown and encourage them to spend more time there.

"I think Paragould has needed something like this for a while," Trevor said. "It will be nice for many to just run downtown and grab something they need rather than waiting to get it at their destination. I think it will give people here a place to go to spend money in town, in Paragould, at home."

Back to Business >>>

Businesses Thriving

Businesses thinking out of the box, serving the community, and rising to the challenge during a time of uncertainty

BY KAROLE RISKER

Can you thrive during a time of uncertainty? Many are thinking of just surviving and getting through, but there are some that simply rose to the challenge.

Aaron Williams saw a story in Jonesboro where local businesses teamed up to provide meals for the community. He along with Michael Melton, Bryan Ryles and David Hayes coordinated with local restaurants to do that in Paragould, offering meals free of charge for six weeks on Sundays.

All patrons had to do was roll up to the restaurant following the provided route, and let them know through the car window how many meals they needed. Money to pay for the meals was donated by individuals and businesses, and, in fact, a GoFund me account was set up because so many people wanted to be a part of it. They

fed 150 people the first week at Hyde Park Cafe, 150 at Simpkins Family Buffet the next, 175 from Taco Rio the third, 150 from Simpkins Family Buffet (which was moved to a Saturday to accommodate Mother's Day), 230 from Fiesty B's the next, and 290 from Kiss the Cook on the final week. Tips were collected, but not required, and then given to the businesses providing the food. In all, \$8,015 was spent on food at local businesses, and \$2,236 was given in tips.

"It was an amazing experience that couldn't have been accomplished without the support of our amazing community," said Williams.

Starting with the second week, Something Sweet provided cupcakes. Tracy Mothershed, owner of the sweet treats shop, saw what they were doing and wanted to be a part. "This sounds good, I like what they're doing," she said. Her part was provided by her 80-year-old Aunt Peggy,

who worried about her niece from her home in Omaha, Nebraska. She paid \$100 for cupcakes and wanted Tracy to simply give them away to spread the love. "I was not allowed to tell her no," said Tracy of the gesture. Her aunt then provided another \$100 for her part in the Sunday meals. "The community came together to make it happen. It was a great thing for everybody to come together and pull that off."

Kristen LeHew agrees: "Thank you all the local businesses that have been doing this for our community. So many people are affected in some way by this crazy time we are living in and eating and feeding your children should not be a worry and you are making that a little easier for them, even for one day."

At a time when some businesses had to close their doors, Paragould Cinema 8 found a clever way to still make money,



MICHAEL BOLDING INTERIORS

MBI

"GIVE YOUR HOME THE ATTENTION IT DESERVES"

Call 870-240-3578 to schedule a **FREE** consultation.



even though the movie theater was closed for movies. On Saturdays beginning in March the business has sold its concessions, including its famous popcorn. Popcorn comes in three sizes: small, medium, and giant (5 pounds, 3 feet tall). If you buy the giant, they throw in two free movie passes. In addition, you can pick up candy, hot nachos, bottled drinks, Dippin' Dots, pickles, and butter in a to-go cup for that popcorn. You don't even have to get out of the car; just pull up and someone will take your order. They sell the snacks on Saturday afternoons. Check their Facebook page to see specific times.

Another hard-hit area is the Collins Theatre, a venue for live theatre and music. Since people have not been able to gather together, the theatre has not been able to do the many shows it had scheduled. In May, several performers came together to do a live, on-line show on Facebook for its many fans. The response was great, as close to 1,000 tuned in.

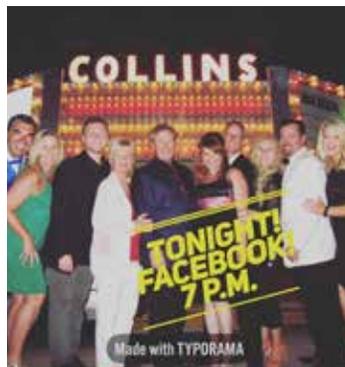


"We want to extend our heartfelt thanks to all of you who may have watched our Ultimate Oldies live-streamed show on May 15th," said Joe Wessell. "We have been overwhelmed with the response we have gotten. We have enjoyed reading all of the nice comments made during and after the show. The generosity of our fans who made donations has far exceeded our expectations. As most of you know we had to close the doors to the public in mid-February because of Covid-19, thus taking away our ability to generate any income. We are a non-profit organization and we are dependent, in large part, for the events held at the Collins. This is what helps to keep our doors open. We are so thankful to those who put in so much hard work to make this show possible, including the cast who donated their time to this cause. In my opinion, the Collins Theatre, the whole cast of the Ultimate Oldies show and you, our fans, are second to none."



The Collins Theatre will host another Ultimate Oldies Show July 17 and 18, hopefully in person.

These are just reminders of how strong, kind, and resilient the NEA community is. No matter what happens, we take care of one another, step up, and we always get back to business.



Downtown Paragould

SHOP LOCAL BUSINESSES



Discover the One & Only
DOWNTOWN PARAGOULD

This Place Matters...



*Now more than ever
Shop Local!*

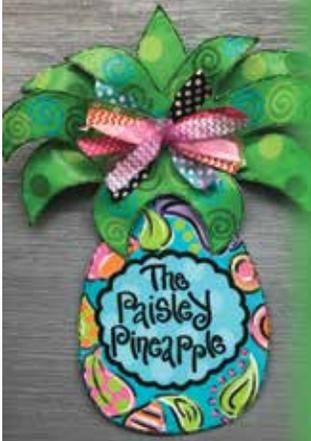
downtownparagould.com | 870.240.0544  



Something Sweet

We're back to regular business hours and happy to bring your favorite treats out to you. Call ahead to order yourself a sweet treat or a specialty cake.

Tuesday - Friday 7am - 6pm
Saturday 9am - 4pm
221 S. Pruett St.
Downtown Paragould
870.565.5169
paragouldsweets.com



We moved!

Come see us at our new location:
113 S Pruett St.
Downtown Paragould
(formerly Swanky Storks)
(573) 359-4137

**COME JOIN US TO CELEBRATE OUR
THREE YEAR ANNIVERSARY
JULY 24 & 25**

Perfect Touch Gifts & Home Decor

Bridal Registries:

- Paisha Farmer & Bryton Joiner: June 6th
- Brittany Chesser & Alex Burroughs: June 13th
- Gabrielle Krumholtz & Blaine Rice: June 20th
- Carolynne Williams & Garrett Shepard: June 27th
- Anna Schefano & Justin Edwards: June 27th
- Lexi White & Blake Ward: June 29th
- Abbie Love & Brayden Buck: July 12th
- Marti Bunch & Casey Hook: August 1st
- Sarah Roddy & Tyson Wilkins: August 29th
- Alyxandrea McGee & Logan Bingham: September 26th
- Paige Smith & Zach Barnes: November 1st

Mon - Fri: 10AM - 6PM Sat: 9AM - 4PM | 870-236-6322 | 314 W. Garland 



GET SUMMER READY @



**JEWELRY,
ACCESSORIES,
GIFTS, APPAREL
& MORE!**

870.335.5274 • gracefullysoutherngift.com
203 N. Pruett St. • Downtown Paragould  

CHAMPIONS
CGC
GYMNASTICS

NOW Enrolling All Classes!

Call or
Check Facebook
for Details 

870-236-3286 | championsgymnasticscenter.net
Like us on Facebook to stay updated! 

SAVE THE DATE

DATE

DOWNTOWN PARAGOULD

EVENTS



DOOR PRIZES + REFRESHMENTS!

GRAND RE-OPENING
 JULY 11TH, AT OUR NEW DOWNTOWN LOCATION!
 112 W. MAIN STREET | www.shopsouthernrootsark.com
 Find us on Facebook and Instagram @southernrootsark



July 17th & 18th
Ultimate Oldies Show
 Collins Theatre
 7:00 p.m.



August 2nd
An Evening With the Isaacs
 Collins Theatre
 7:00 p.m.



August 24th
Bluegrass Monday with Carolina Divide
 Collins Theatre
 7:00 p.m.

A complete listing of all Downtown events can be found under "Events" at downtownparagould.com or facebook.com/oneandonlydowntown/events.

CARS TRUCKS RVs MOTORCYCLES & MORE!

LARRY'S #2 AUTO SALES

• INTEREST FREE FINANCING! • LAYAWAY AVAILABLE

2007 Ford Taurus leather, sun roof, new tires! **2003 Cadillac Escalade EXT, Nice!** **2010 Chevrolet Malibu LT, Sharp!**

2007 Dodge Nitro 4X4 **2008 GMC Yukon XL Denali, NICE!** **2005 Toyota Sequoia 3rd row, leather**

3 MONTH/3,000 MILE DRIVE TRAIN WARRANTY*
CONVENIENT LAYAWAY
NO INTEREST FINANCING
 LOW WEEKLY PAYMENTS WITH YOUR DOWN PAYMENT
*SOME EXCLUSIONS APPLY *SEE DEALER FOR LAYAWAY DETAILS

THE GIANT WITH A DEAL, BIG JEFF BARNES

YOU'LL LOVE BUYING AT LARRY'S

For our customers' safety, payments can be made by phone or pull in, and we'll come out to you.

#2 - HIGHWAY 49 NORTH - AT THE CITY LIMITS - 870.215.0320 - LARRYSAUTO.NET

Back to Business >>>

Prospering



BY LINDSEY MILLS

Opening a restaurant at any point in time is hard work. Opening one in the midst of a pandemic presents even more challenges. This didn't steer husband and wife team Art Polio and Jujuk Tridayani, though, from following through with their plans to open A1 Hibachi.

The new restaurant in Jonesboro located at 914 Southwest Drive opened in March right as the effects of the global pandemic spread to Arkansas and forced businesses of all kinds to adjust the way they operated. Art and Jujuk focused on what they could control and looked the challenge in the eye by opening their business despite circumstances.

"Nobody had a clue – it felt like walking in an empty room without the lights on," said Art as he elaborated on the complications faced as they got rolling. Feeling their way as they moved, with careful steps to make it to the door, the couple began operations and started serving the public.

"It was very difficult," Art went on, "We were opening a business not knowing what the future would hold. But we have been blessed. We took all the procedures the health department gave and all other precautions we could. We also made sure to take advantage of what we have. Not every business has a drive-through window, but we have a drive-through window so we were able to use that to serve people."

Their persistence and dedication to open A1 stems from a history of working in the industry and serving their community. Together they've owned businesses – first a food truck – in the Jonesboro market for several years. They built their customer base before deciding to invest and open their doors to a full restaurant.

Their experience is evident in the tasty cuisine prepared in their kitchen; delectable sushi and mouth-watering hibachi meals are cooked up with always fresh ingredients and homemade sauces.

Art and Jujuk are proud to own and operate their local business and hope it is one part of building community here. "I believe in the movement and building of this community," Art shared. "I know so many good people here and they have been so supportive. I love this area because it is so family-oriented."

Circumstances are always and will always be changing. Owning a business will always be met with unexpected, and often unprecedented, challenges. But Art and Jujuk are on a mission to serve the Jonesboro community delicious, fresh food and believe in supporting their community in the same way they have felt support from their customers.

"I want to encourage everyone to support their local businesses," Art concluded. "I don't say that just from my side or my industry but I believe it's so important. Especially in these times. It keeps everyone going, keeps everyone working. It keeps everything rolling back in circles and if everyone helps each other and gives a willing hand to each other, we'll prosper."



FREE LUNCH from

Text LUNCH to 64600 to win free lunch! Each week one winner will be drawn.

Jill @99.3 less talk more music

Sponsored by:

Chick-fil-A

avocado's GRILL

FREE LUNCH from

107.1 JACK fm playing what we want

TEXT: EATS to 64600

Each week one winner will be drawn and win **FREE lunch** from one of our sponsors!

IRONHORSE STEAKHOUSE

THE MAIN DISH

Bar BQ Barn

Legendary 7TH STREET MARKET

the importance of *Sun Protection*



BY BETHANY GALLIMORE



PHOTO BY ANDREW BROWN PHOTOGRAPHY

When heading outside to the pool or park this summer, it's a good idea to make sure the fun today doesn't cause damage tomorrow. Too much time in the sun might result in more than a temporary tan: Skin damage, aging, and cancer are each dangers of UV exposure that proper protection can help prevent.

"UVA and UVB rays lead to skin cancer, and they also lead to premature skin aging," reports Dr. Joel Epperson, a plastic surgeon at Arkansas Methodist Medical Center Plastic Surgery in Paragould. While common sun damage includes premature wrinkles, discoloration, and loss of elasticity, the consequences can often be more serious. "The sun contributes to not only easily curable cancers like squamous cell carcinoma and basal cell carcinoma, but also to the skin cancers that can kill you, like melanoma," he said.

Preventing skin cancer and skin damage can start with small steps. For daily skin protection, Epperson encourages avoiding direct sun exposure during peak hours, wearing sun-protective clothing, and choosing an effective sunscreen. "These days, it's easier to take care of your

We Will **BEE** Opening Soon!

WATCH OUR FACEBOOK  FOR DETAILS



FOR NOW

Call the day before to reserve your **GRAB N GO LUNCH**
M-F @ 11:30 Same Hot, Delicious Lunch we have served - just made to GO
- and a Daily Extra from our Wonderful Sponsors!

B.E.E.S. SENIOR CENTER
Busily Enjoying Everyday Seniors



life begins
at 60!

121 N 12th St.
870-239-4093

skin than it used to be," Epperson said, suggesting that savvy sun-goers choose broad-brimmed hats, long-sleeved shirts, and other UV-resistant clothing to help protect their skin. "When you use these sun-protective products in conjunction with sunscreen, they're even more effective," he said.

Epperson recommends looking for a non-chemical sunscreen that offers broad-spectrum UV protection. Non-chemical or physical sunscreens remain on the surface of the skin and use minerals like zinc oxide or titanium dioxide to act as a physical barrier to UV rays.

Chemical sunscreens, in contrast, soak into the skin and use ingredients like avobenzone or oxybenzone to absorb UV rays and convert them to heat. While the reaction that chemical sunscreens create gives off "a less-dangerous type of energy than the rays themselves," Epperson says there is a controversy surrounding chemical sunscreens' ingredients. "There are scientists and consumer advocacy groups who are concerned about this, that the chemicals are dangerous and disrupt the body chemistry," he said.

While the FDA has not released a specific

statement on safety differences between chemical and physical sunscreens, Epperson advises: "It's safer to stick with the physical sun blocks."

When applying sunscreen or wearing protective clothing, Epperson recommends paying particular attention to areas prone to sun-related skin aging and cancers, including the neck, scalp, hairline, ears, lips, and eyes. While most of these areas can be covered by clothing or sunscreen, eyes require a bit more care.

"The primary danger to eyes from the sun is the advancement of cataracts," explained Dr. Courtney Hoffman, an optometrist at Visionary Eye Care in Jonesboro. "Long-term exposure is thought to increase the chances of macular degeneration as well as a less-dangerous but fairly common condition called pinguecula," she said. "All of these can be treated or managed if they get bad enough, but primarily, our focus is going to be on prevention."

When practicing preventative eye care, Hoffman says a good first step is wearing sunglasses or clear glasses that block broad-spectrum UV light. Hoffman encourages wearing protective eyewear and clothing,

including a hat, "even when it's cloudy, but even more so if you're on the water. You're getting the rays directly and reflected from the water," she explained.

Even with the risks, the summer sun isn't to be avoided completely. "There are a few benefits to having some sun exposure," Hoffman said. For some people, these benefits include sleep regulation, and for children, outdoor time can help prevent nearsightedness. "Studies are supporting the idea that even a few minutes outside each day doing an outdoor activity will cut down on the nearsightedness that some kids will develop," she said, with the reminder that even children will still need UV-protective sunglasses.

Whether heading outside for work or play, skin and eye protection are essential in keeping summer fun safe for all. "Sun protection is an ongoing concern," Epperson said. "You're never too old to wear sunscreen and be cautious."



MORE PETS GET LOST ON JULY 4TH
THAN ANY OTHER DAY OF THE YEAR.

IT'S A GREAT TIME TO GET
YOUR PET MICROCHIPPED!

Paragould
Animal Clinic

Veterinary Medicine • Surgery
(870) 236-3490
2711 E. Kingshighway | Paragould, AR 72450
www.paragouldanimalclinic.com

The advertisement features a black and white dog lying down in the foreground, with a vibrant display of fireworks exploding in the background against a dark night sky. The text is presented in white and green on a blue background.

Explore MOR(e) *of Northeast Arkansas*



BY LINDSEY MILLS

It's hot, and we feel your pain. And so we are bringing you all the content we can think of to help you cool off in Northeast Arkansas.

National Ice Cream Month can – and should, probably – be celebrated every day using our handy dandy Frozen Treats article. Your guide for where to take a dip in the water to keep from baking in the sunshine and still get back to sleep in your own bed is *Where to Swim Around Northeast Arkansas*. And for those reveling in the warmth, *Sunshine Accessories* will help you do it in style.

For a general overview of what's going on this month around Jonesboro and Paragould, see the next page.

Don't forget your sunscreen, please be mindful of the rules businesses have in place to keep all customers safe (and remember it's usually NOT their decision anyway, be respectful!) and most definitely raise a few toasts to summer, good friends, and sunshine. We sure are.



Learn more about where to eat, shop, and play in NEA at exploremornea.com



Happening this month in NEA:

Every Thursday

Gamble's Shop Local Park Movie Nights this month include The Sandlot on July 2, Remember the Titans on July 9, Mighty Ducks on July 16, Kicking and Screaming on July 23, and The Blind Side on July 30.

July 3rd

Southern Bank is hosting an outdoor movie night and showing Night the Museum at the Paragould Plaza Parking Lot on July 3 and the first 100 arrivals will receive a FREE Tropical Sno Cone.

July 4th

The Paragould Fireworks Show, put on by MOR Media, will take place on July 4 at the Rotary Softball Park. Be there.

July 7th & 9th

The Foundation of Arts presents Jonesboro's Got Talent with prelims taking place July 7 and 9 at the Jonesboro Rotary Club Centennial Plaza.

July 8th

6 x 10 is back at Stage Too (the FOA) with Host Matt Stewart on July 8. Join six storytellers in one hour at this unique event. Theme: Life's a Drag.



Frozen Treats, Page 38



Sunshine Accessories, Page 40



Where to Swim Around NEA, Page 42



Andrew Brown
PHOTOGRAPHY

870-316-1030



Andrew Brown Photography



andrewbrown182@gmail.com



@andrewbrown182





PHOTO BY ANDREW BROWN PHOTOGRAPHY

Frozen Treats

BY LINDSEY MILLS

We're all screaming for ice cream right about now, yes? July is National Ice Cream Month and I think we can all agree that's something to celebrate. Whether you're a chocolate-lover or are a fruity kind of person, the only people who shouldn't be reading this article are those who don't love frozen treats of any kind – and if that's the case, are you even human??

NEA options for ice cream, snow cones, custard, shakes, and smoothies are not lacking and we took it upon ourselves to check them all out and help you decide where to satisfy your sweet tooth in the midst of the intense summer temps.

We've got you covered for delicious frozen treats all over Northeast Arkansas and the only question we've got for you is: Where are you headed first?

Something Sweet

Something Sweet in Downtown Paragould has been voted Best Sweet Treats/Bakery in Paragould for eight years. This sweet shop can cater to all your sugar cravings but in the summer time we recommend stopping by for two large scoops of ice cream on a waffle cone, or perhaps a frozen coffee to jumpstart – or restart – your day.

Smoothie King

If you sign up for the Premiere Magazine Birthday Club, you'll receive an exclusive offer from Smoothie King in your birthday month.

Andy's

Voted the Best Frozen Treats in Jonesboro by Premiere Magazine readers, Andy's has two locations in Northeast Arkansas: 1327 Red Wolf Blvd and 232 E. Highland Dr.

Roots

As yummy as it is lovely, Roots Restaurant in Downtown Jonesboro (303 S. Main St.) has released its specialty Yo Soy Artisan Ice Creams and you can order them after your meal or place an order online to pick it up and take home.

NEASIGNSLG.COM

SIGNS - AWNINGS - BANNERS - SERVICE
ELECTRONIC MESSAGE CENTERS

870.239.3305

COMMERCIAL CONTRACTORS

NEASIGNS



More frozen treat recommendations at exploremornea.com

Bringing *something sweet* right out to you!

We're back to regular business hours and happy to bring your favorite treats (cupcakes, scones, keto treats, muffins and coffee) out to you. Call ahead to order yourself a sweet treat or a specialty cake.



Tuesday - Friday 7am - 6pm
Saturday 9am - 4pm

870.565.5169
paragouldsweets.com
221 S. Pruett St. Downtown Paragould



Hello Summer!



Gracefully Southern
accessories & gifts

**JEWELRY
ACCESSORIES
GIFTS, APPAREL
& MORE!**

Shop online and pick-up curbside or watch our Facebook for store hours.

870.335.5274 • 203 N. PRUETT ST. DOWNTOWN PARAGOULD
GRACEFULLYSOUTHERNGIFT.COM  





PHOTO BY ANDREW BROWN PHOTOGRAPHY

Sunshine Accessories

BY BECCA JENNESS

July is UV safety month, which means it's important to have all the necessary sunshine accessories.

With summer in full swing, you may find yourself hosting a cookout, spending time in the garden, or having a day by the lake or pool. Whatever fun activities you are up to, be sure to snag the necessities from one of our local businesses!

Sunglasses and hats are at the top of our sunshine accessory list. Sunglasses not only protect your eyes, but can also double as a fashion statement. Gearhead Outfitters, located in downtown Jonesboro, carries goodr sunglasses. These sunglasses are polarized, making



it easy to forget you're wearing them, and they won't break the bank!

Hats, like sunglasses, protect your eyes from UV rays. They also provide an additional bonus by shielding your face from the sun. Even if you're wearing sunscreen, it's important to take extra caution when outside in the heat. Gracefully Southern, located in Paragould, has an assortment of printed baseball caps. Each design is colorful and unique. It's a win-win: Protect your skin while sporting a fun, trendy look.

Taking care of your skin is necessary if you're venturing out in the summer heat. However, if you're looking to get that sun-kissed glow without much sun exposure,

Jagged Edge has the solution that's perfect for you. Jagged Edge, located in Jonesboro, carries Tan Towel Products. This skincare line will give you a gradual glow without exposure to damaging sun rays. These products are made for all skin tones, and also keep your skin moisturized. Again, a win-win!

Beaded bracelets and anklets complete our list of sunshine accessories. Both can be worn with anything from bathing suits to sundresses, and colorful, beaded jewelry is a great statement piece for those hot summer months. Brai + Co in Paragould has a selection of bright and funky accessories that will perfectly finish off any summer look.

No matter what sunshine accessory you're looking for, NEA has it accessible to you. From skincare to sunglasses, you can find all the summertime goodies at a local business right in your neighborhood.



Healthcare for the entire family



Preventative, acute, and chronic care treatment for infants, children, adults, and elderly.



Corning - 1300 Creason Rd - 870.857.3399
 Pocahontas - 141 Betty Dr. 870.892.9949
 Walnut Ridge - 201 Colonial Dr - 870.886.5507

Ash Flat - 308 Hwy 62 W - 870.994.2202
 Paragould - #1 Medical Dr. 870.236.2000
 Salem - 172 Hwy 62 W - 870.895.2735

We accept Medicare, Medicaid, AR Kids, most insurance and self-pay Patients
www.1stchoice-ar.org

Cooling Off

Where to Swim Around NEA

BY LINDSEY MILLS

By the time July rolls around in Arkansas, when we step out the door it feels as if we are engulfed by heat. Humidity makes the air cling to us and we are immediately sweating. It's hardly bearable to be outside at all, nonetheless in the sunshine without shade for respite.

We extend our sympathies to those who must work in the summer heat and we can only hope you guzzle enough water to help battle dehydration and heat exhaustion.

When the Dog Days of summer arrive, how do we work to keep sane and cool off in Northeast Arkansas when the blazing temperatures threaten to bake us alive? There are a handful of options in the immediate area and even more when we look to surrounding lakes and rivers.



Wade In the Spring River

The Spring River, fed by Mammoth Spring near the Missouri border, offers crystal-clear water to visitors who come to float or camp along the shore. The constant flow from the spring makes the float one of Arkansas' best year-round floats even when river levels typically fall. The Spring River is surrounded mostly by hardwood forest and a few rocky bluffs. We recommend visiting these sparkling waters to sit, people watch, and soak in the sunshine at either Saddler Falls or Riverside Resort.



Float Trip

While many rivers in the area make for a nice float, we recommend heading a bit north into Missouri for a float on the North Fork of the White River for a trip perfect for cooling off in the summer heat. Take some friends, load up a cooler, and travel a few hours to Dawt Mill where you can rent kayaks and canoes.



Head to the Lake

Jonesboro and Paragould residents can make it to Norfolk Lake in just a little over two hours, so leave early enough in the day to make it a day trip or plan for more time and stay a couple of days.

“We love spending weekends at Norfolk Lake in Mountain Home,” said Jonesboro resident, Lindsey Bowman. “It’s a two-hour drive, so it’s not a long day to get there but it’s far enough that we feel like we are getting away. I grew up going to the lake with my family and I’m happy to get to continue the tradition with my own family.”



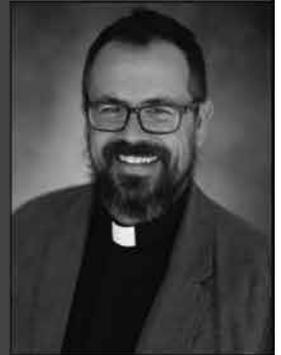
Jonesboro Pool Center

To swim in the sunshine in Jonesboro, the Jonesboro Pool & Recreation Center is usually open from Memorial Day to Labor Day with hours 1 p.m. to 6 p.m. every day of the week. Admission is three dollars for those over the age of 16 and two dollars for anyone age 15 and younger. Due to COVID-19, pool capacity is lower to help ensure the safety of visitors. The center is following ADH guidelines and capping its capacity at 50% of normal. Patrons are asked to wear appropriate swim attire (swim trunks or suit – absolutely NO basketball shorts or cut-offs). For more information, visit Jonesboro Parks and Recreation on Facebook.

For more recommendations on where to cool off around NEA, please visit exploremornea.com



Morganne Brown, LCSW, PMH-C



Matthew Richardson, LPC



Jessica Richardson, LCSW

We understand no two individuals are the same, and we tailor our sessions together to address challenges unique to you.

We will work together to understand the root cause of your struggles and address those issues with long-lasting strategies, helping you get closer to the life you've always wanted.

THE BEST OF YOU
MIND • BODY • SOUL

Individual, Couples, and Family Counseling

MAKE AN APPOINTMENT

(870) 573-8037

bestofyounea.com

221 W. Main Street | Paragould, AR



45mph *Couch Potato*



BY CAITLIN LAFARLETTE

If a “45 mile per hour couch potato” sounds like the perfect fit for your household, look no further than adopting a greyhound.

“Racing greyhounds are usually pretty laid back and great companions,” Tabbatha Couch, of Jonesboro, said. “They don’t require a lot of exercise. If they get one good 10-minute run in the yard they are generally pretty happy with that, along with regular potty breaks.”

Molly, Miracle, Roxy, Emma, Piper and Macie make up the greyhound pack at Couch’s house. She got her start with the dogs after adopting Molly from the Mid South Greyhound Adoption Option in West Memphis in January of 2016. Molly originally had a career at Southland Casino Racing but went up for adoption after injuring her leg during a race.

Couch and her boyfriend, Jayme Gordon, became interested in the business side of greyhounds after adopting Miracle. The couple invested in two litters and jumped in headfirst.

“Once you get your greyhound home the best thing to help settle it is routine,” Couch noted. “These dogs have been on the same routine since they were puppies.”

She added the dogs are raised with their litters until they are a year old and then sent to training with 60 other dogs. “So they usually do better in a home with a companion,” she said.

According to the MSGAO website, greyhounds are “friendly by nature and socialize well,” and even do well with children. Couch said usually greyhounds are hard to adopt because of long waiting lists, but due to COVID-19, many tracks have shut down early over the last few months. As of June, 20 available dogs were listed through MSGAO.

“Unfortunately the tracks are being closed down, one by one, due to extreme animal rights activists groups that only want unsuspecting people’s donations,” Couch added. “Twenty to 30 years ago, before people were into animal welfare, things were different and not the best for

the greyhounds, as they were considered livestock. Times have changed and the last 10 years the industry has evolved to become the most regulated dog industry in the USA.”

The National Greyhound Association has helped regulate the industry so the dogs come first, Couch said, and adoption rates are around 98 percent. Those who don’t follow the regulations set by the NGA are removed from racing if found guilty.

“There’s such a negative cast on the greyhound racing industry, due to the widespread misinformation by these groups, that everyone thinks it’s a horrible industry,” Couch said. “I can tell you that I love my dogs and working with them is one of the best things I do every day. It’s a lifestyle, just like farming and ranching. You have to love it to stay in the business because it’s a hard, demanding job.”

Couch said she had never stepped foot inside Southland Racing before adopting her greyhounds, but became hooked after watching them race, describing them as

"beautiful, graceful, powerful creatures."

"The adoption agencies do a good job of placing the right hound with the right home," she added. "Greyhounds are very loving and once you get one you'll be hooked and will probably get more. It's like joining a doggie cult."



OUTDOOR DIGITAL ADVERTISING AT AFFORDABLE RATES!

**\$100/
WEEK**

Up to
12 Weeks

Best Value

**\$80/
WEEK**

13 or
More Weeks
Contract
Required

Autopay Weekly



*Graphic Design Fees
May Be Assessed.

4 Weeks of Advertising
**\$60/
WEEK**
Limited to
Availability

Ads must be
scheduled within 4
calendar weeks.

Space is filling
up FAST. Call
now to book your
2020 advertising!

Network your Advertising in Jonesboro, Paragould & Pochahontas



870-476-4406



SALES@SIGN-TECH.COM

LAND OWNERS! We are looking for high
traffic areas for new billboard locations.

We are
OPEN

Come in, say hi and save!

est. 1914 **BLOCK**
INSURANCE

www.blockinsurance.com
32 Southpointe Drive
870 236 8744



Happenings



NEA Intermodal donated a check for \$1,000 to be used toward BRTC's new Class A CDL Training Program. Presenting the check to Patti Blaxton, BRTC's Director of Corporate & Community Education, are Scott Trammel, NEA Intermodal board member, and NEA Intermodal Executive Director Graycen Bigger.

The Greene County Single Parent Scholarship board awarded 11 local college students funding for school — nine of them attend Black River Technical College. Students were given certificates, awards, gift bags, and support information at Simmons Bank in Paragould.



TIRED OF ZOOM MEETINGS? READY FOR FACE-TO-FACE?

Plaza Event Center offers a meeting venue for your next event!
 From intimate gatherings to medium sized events, our venue is designed to host a variety of special events for many types of occasions: corporate meetings, team building activities, civic or community events, photo shoots, charitable events, town halls, and more!

Rental Rates:

- 2 Hour Minimum** - \$30
- 1/2 Day Session** - \$55
(8:00am-12noon/1:00pm-6:00pm)
- Full Day Session** - \$90
(8:00am-6:00pm)
- Evening Session** - \$85
(6:00pm-10:00pm)
- Saturday or Sunday** - \$155
(8:00am-5:00pm)
- 2 consecutive days or more**
10% discount

PHASE 2 RE-OPENING ALLOWS US TO HAVE GROUPS OF APPROX 25-30 PEOPLE. BOOK YOUR EVENT TODAY!

1711 Paragould Plaza #114 | Paragould, AR 72450 | 870.240.0569 | PlazaEventCenteratPostNet@gmail.com



Thank you to our sponsors
for supporting the

2020

Paragould Fireworks Show

Hosted by MOR MEDIA, Inc and the Paragould A & P Commission

VIP Sponsors



PARAGOULD
ADVERTISING
& PROMOTION
COMMISSION



CENTRAL
BAPTIST
PARAGOULD CAMPUS



Sponsors



Chuck's
RV SALES



COOPER
OVERHEAD DOORS
(870) 586-0742

HEDGES
Portable Toilet Rental

We are proud to Bring the Big Bang Back!

This event was made possible by Paragould A&P Commission funds.



PREMIERE

JACK





Spa & Salon

110 W Court St
Paragould, Arkansas 72450
(870) 215-0663

Infrared Body Wrap

This wrap targets your arms, stomach, and thighs to lose inches and improve skin appearance. This wrap uses a combination of Eminence organics herbal cellulite wrap, blueberry slimming wrap, and seasonal hydrating wrap. After your product is applied, the treatment is intensified by using an infrared sauna blanket. Your therapist will take measurements before and after.

CALL (870) 215-0663 TO LEARN MORE ABOUT OUR BODY WRAP SERVICES.

Eminence Age Corrective Line

NOW
IN
STOCK!



Spray Tans

Get that "just off the beach" glow with one of your hometown spray tanning experts at Rouge. Norvell spray tans are the industry's #1 most trusted brand for a safe, sun-kissed tan- perfect for any occasion or just adding a little color.



Colby Ford

We are excited to welcome our newest cosmetologist, Colby Ford!

Colby specializes in blonde transformations! She also offers spray tans, facials, dermaplane, nails, face and body waxing, and body wraps. Make your appointment with Colby today!



BIRTHS

Wilò Imogene Ryan

Alex and Brittany Ryan of Lafe welcomed a daughter, Wilò Imogene Ryan, to the family on May 11, 2020.

Wilò, delivered at NEA Baptist Memorial Hospital, weighed 6 pounds, 13 ounces and was 19.5 inches long.

Wilò is also welcomed by brother Milo, and grandparents Pam and Dennis Cunningham, and Al and Harriet Ryan.

Photo by Ashley Cook



Cora Grace Gander

Ben and Paige Gander of Beech Grove welcomed a daughter, Cora Grace Gander, to the family on May 13, 2020.

Cora, delivered at St. Bernards Medical Center, weighed 7 pounds, 11 ounces and was 21 inches long.

Cora is also welcomed by grandparents Mitchell and Lana Gander and Dewayne and Michelle Kirby.

Photo Inspired by Three Photography



Clayton Hasten Reeves

Brad and Kortney Reeves of Paragould welcomed a son, Clayton Hasten Reeves, to the family on May 28, 2020.

Clayton, delivered at St. Bernards Medical Center, weighed 6 pounds, 5 ounces and was 19.5 inches long.

Clayton is also welcomed by sister Olivia, grandparents Greg Clayton, Corda and Dwayne Reeves, and great-grandmothers Carolyn Clayton and Joyce Reeves.

Photo by Meghan Lee Photography



Eva Pearl Kenney

Taylor and Caitlin Kenney of Paragould welcomed a daughter, Eva Pearl Kenney, to the family on June 9, 2020.

Eva, delivered at NEA Baptist Memorial Hospital, weighed 6 pounds, 8 ounces and was 19 inches long.

Eva is also welcomed by grandparents Mike and Jeri LaFarlette and Annette Kenney.

Photo by Tiffani Newsom



2020 Kids' Events

July

Every Weekday Storytime

When: Every Weekday at 10:00 a.m.
Where: Craighead County Jonesboro Public Library's Facebook Page
Info: libraryinjonesboro.org

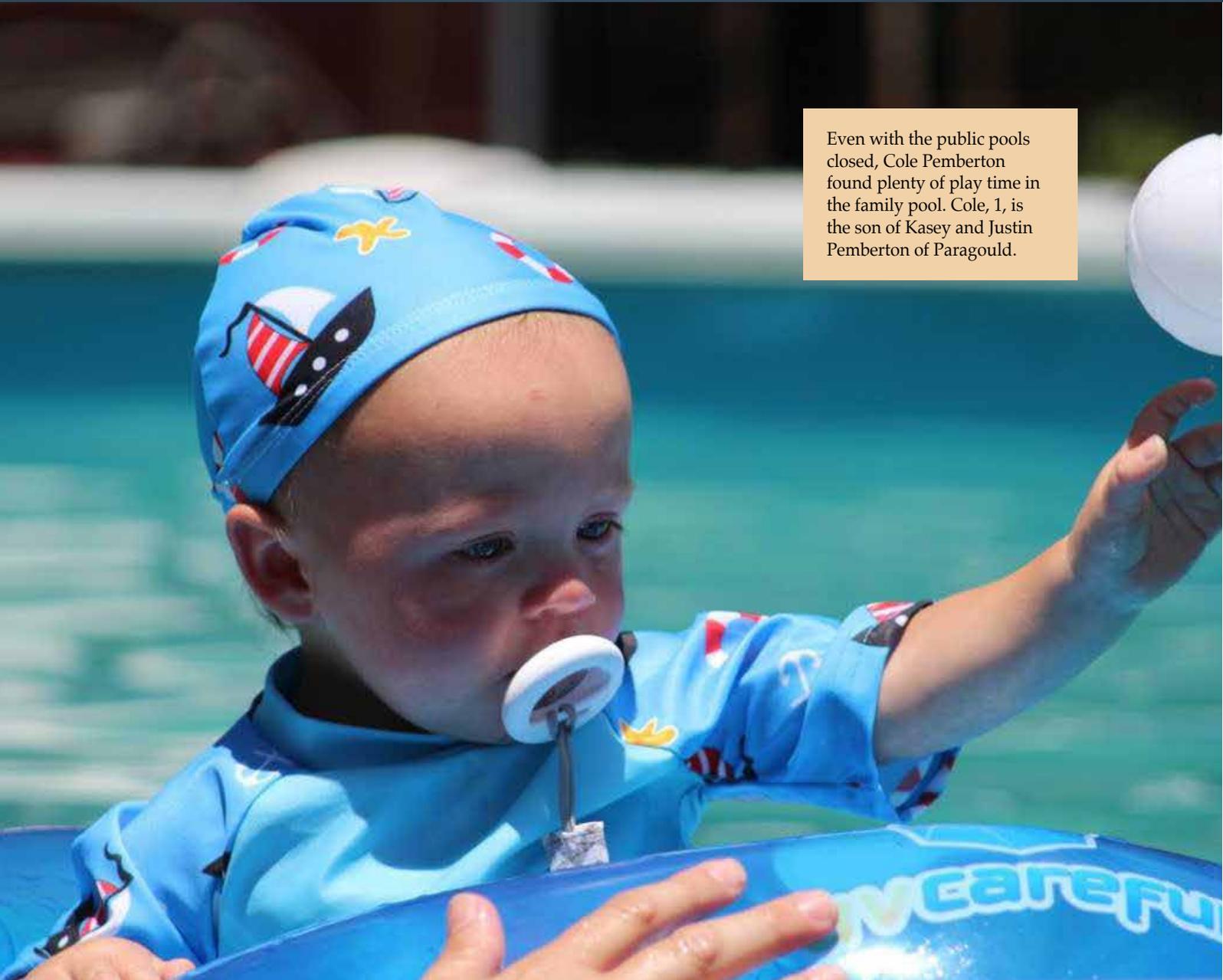
4

Paragould Firework Show

When: Saturday July 4 at Dark
Where: Rotary Softball Park
Info: exploremornea.com/community

Every Tuesday Virtual Story Hour

When: Every Tuesday at 10:00 a.m.
Where: Greene County Public Library's Facebook and Instagram pages
Info: (870) 236-8711



Even with the public pools closed, Cole Pemberton found plenty of play time in the family pool. Cole, 1, is the son of Kasey and Justin Pemberton of Paragould.

Back to School



We'll be talking to teachers, coaches, and other educational professionals about heading into the school year. Submit a recommendation at premiere-magazine.com.

Sports, Extra Curriculars and More



Student spotlights of those excelling in and out of the classroom. Submit a recommendation at premiere-magazine.com.

Paragould Premiere Awards



Premiere readers voted, in August we'll reveal the winners of the 2020 Paragould Premiere Awards!

On The Cover: Graphic by Beth Ann Shadwick



Here's the deal.
You combine.
You save.

Virginia Walls Ins Agcy Inc
Virginia Walls, Agent
2305 Linwood Drive
Paragould, AR 72450
Bus: 870-236-9544

www.virginiawalls.com
vw@virginiawalls.com

Like a good neighbor,
State Farm is there.®

When you combine home and auto, you save an average of \$889*. I can help you get the right coverage at the right price. Call me for a quote.



THANK YOU
FOR VOTING!



Stadium
AUTO BODY
INC.
COLLISION CENTERS

1720 Stone Street, Jonesboro, AR 72401 | 870-333-5035
4606 Stadium Blvd, Jonesboro, AR 72401 | 870-932-4091

BEST AUTO BODY SHOP

EAT. SHOP. PLAY.

THE LOCAL'S GUIDE TO NEA



explore
MOR

Eat, shop, play;
the local's guide to NEA.

exploremornea.com

 Explore MOR NEA   @exploremor_nea