



NEA'S **PREMIERE**
MAGAZINE

May
2022

the 2022
**JONESBORO
PREMIERE
AWARDS**

LOCAL FEST 2022
Continued Growth & Voted
Jonesboro's Best Festival

SPECIAL OLYMPICS
Athletes Prepare for the
USA Games

NEA CAPTURED
Reader Submitted Photos
to Be Featured at the
Bradbury Art Museum

A PUBLICATION OF MOR MEDIA, INCORPORATED

WHAT'S INSIDE



18 **Event Recap**
*Paragould Chamber
Banquet*

30 **Local Fest**
in Downtown Jonesboro



19 **Event Recap**
*Jonesboro Chamber
PRIMETIME*

32 **Special Olympics
Arkansas**
Athlete Highlights

20 **Event Recap**
*AR Roots Music
Festival*

40 **NEA Captured**
Photo Contest Finalists

21 **Event Recap**
Saints and Sinners

47 **2022 Jonesboro
Premiere Awards**



ON THE COVER: Lucas Tyler, Founder of Local Fest
Page 30

Cover Photo by Lindsey Spencer

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From the Manager



A

ward season at MOR Media is a bit hectic. It's similar to holiday season in retail: so much to do, so many people to work with, so very little time. It's certainly our busiest time of year, but it might just be the most rewarding time of year, too. We spend a lot, A LOT of time searching for stories, writing stories, taking photos, attending community events, selling ad space, working on content, building ads, etc. We are always on the move, striving to serve as many businesses as possible and get out as much good news as possible. We're always working on a deadline, always looking for new content, always thinking of new ways to help our advertiser reach its ideal customer.

Because we're small, we all do a variety of different jobs. For me, in award season, that means delivering some award certificates.

Let me tell you that it made my heart swell with emotion while delivering many of those certificates. We saw an uptick in voting this year (thank you readers!) and to see those votes translate into winners, and then to be able to confront those winners with a real life acknowledgement that their hard work has been noticed – well, I'm getting emotional again as I think on it.

This edition of Premiere honors the winners our community voted the Best in Jonesboro, and I am so happy for them. I hope you rejoice with your favorite local businesses that won, and perhaps know who to go to next time you are in need of the "best" service.

Lindsey Spencer

Manager of Creative Content

A promotional advertisement for a Ford Expedition SUV. The SUV is shown driving on a winding road through a scenic landscape with hills and a body of water. The name "Glen Sain" is written in a large, white, cursive font in the upper left. The Ford logo is in the upper right. At the bottom, the text "BEST PRICE BEST SERVICE" is displayed in a bold, blue, outlined font. To the right, the phone number "870.236.8546" and address "1301 US 49" are listed, along with the website "GLENSAINFORD.NET".

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MAGAZINE

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GET RICH WITH RICHARD BRUMMETT



It took many years for me to tell my mother I never liked school. Mom was a schoolteacher for most of my life, so to finally confess my great dislike of the classroom setting took some courage.

To my amazement, she agreed I might have been a candidate for a trade school or technical school rather than one to set out in search of a four-year college degree. I had absolutely no aversion to work and probably would have put more into school studies if I thought very shortly thereafter I would have a job and draw a paycheck. Don't get me wrong: I was a good student through all 12 years of public schooling but I was also one who today would be diagnosed with ADD. In my day, we just called it not paying attention, but that's what I had and my attention span for things that didn't interest me was not very long.

Hence, the dislike of school because my interests were very limited. I loved baseball and I liked basketball and that was pretty much it. I was okay with English class through my sophomore year because I liked spelling tests and diagramming sentences but most parts of history and science, and all parts of math and Latin just didn't do it for me. I can't really say why, they just didn't; so you can imagine how I felt when I learned during my freshman year I was attending the only school around

without a baseball team, and during my junior year that we would no longer concentrate on spelling and grammar but turn instead to reading the classics and writing term papers.

My good grades in the past landed me in the Advanced English class even though a quick look around guaranteed I didn't belong there. It was full of really smart people like Eva Schreit, Kevin Bay, Rex Bouldin ... people who had designs on becoming lawyers, doctors, CPAs and holding down other smart people jobs. They seemed to be interested in being valedictorian or Honor Graduates, and I just didn't. I wanted to make pretty good grades without having to study very much. I was okay with a B and an occasional C as long as I didn't have to spend too much time working for it, because bookwork took away from infield practice in my very limited scope and I hoped to have a future as a ballplayer.

So, every school day I spent a lot of time staring out the window daydreaming and sometimes drawing baseball fields on a piece of notebook paper so it would look like maybe I was taking notes. I remember being assigned one day to read *The Open Window* by someone named Saki. When I was called on the next day to talk about the work, I felt like that cartoon of two dinosaurs standing side by side as Noah's Ark sails away and one says, "That was today?" I guess I missed the part where the teacher wanted me to read the story right away, figuring I had several days to work on it. So when she said, "Tell us what you learned about Saki, Richard," my first reaction was to hope she was calling on Richard Mann, who was not only smarter than I but someone who put a lot of effort into making good grades. But she was looking right at me and all I could think of about Saki was that maybe it was what I wore on my footie. I didn't say that but it seemed as good an answer as the one I chose, which was, "I really have no

idea."

I got to write a paper on Saki ... the author, not sake the beverage, although I knew as much about one as I did the other. However, this punishment as I viewed it actually helped me learn a little and even answer a question on *Jeopardy!* once. It took me a while to realize if I paid attention even a little bit I might hear something I needed to know, even if at the moment I wasn't all that interested. Latin, for instance, was not a class I necessarily chose to take. In my day we had to purchase our textbooks and I often took the courses my sister had taken the year before in order to save money and get educated at the same time. That's how I wound up taking both geometry and Latin; I suppose I'm fortunate I didn't wind up in Home Ec and girls' P.E. as well, since my sister blazed my academic trail.

Anyway, for two years we were charged with translating a lot of Latin paragraphs into English and while I thought the class was not something I would need in order to hit a line drive to right-center, it actually did help me understand the meaning of many of our words. Just a few weeks ago I had lunch with my cousin, Phil Burton, and he showed me his phone and told me to look at an app. My eyesight being what it is I told him I couldn't read it and he said, "It's LibriVox. I have no idea what that means but it's free books you can listen to."

I said, "Well, in Latin *libri* means books and *vox* means voice. So I guess it's the voice of books, or something like that." Somehow I knew *libri* was where we got the word library and *magnavox* means great voice, so Phil left the table thinking I'm really smart when the truth is, those are words that crept into my head while I was doodling ballparks and my focus stayed there. Maybe that education stuff wasn't all that bad after all.



LIVING A Better Story

BY JARED PICKNEY

In honor of Mother's Day, I want to offer some unsolicited advice to all the moms (and dads) out there. Never buy assorted donuts for your kids. It never ends well. You think you know each kid's favorite, but trust me, you will get it wrong.

Six years ago I started a Saturday morning tradition where I bought donuts for our kids. One morning I thought I would surprise my kids with a variety of donuts they could choose from. Little did I know that within minutes of revealing the freshly baked donuts, my middle son would choose the donut my daughter had her heart set on. After an absolute meltdown, which included breaking my son's toys, my daughter eventually calmed down and asked for forgiveness. As we walked through her thoughts and feelings, I realized how her bitterness was rooted in envy.

Envy is unique in its ability to hide and decay our lives internally. We may not realize we are consumed with it, but over time, if left unchecked and unabated, it will rob our joy.

For example, if you envy the mom of five who looks like a supermodel, and runs a non profit while somehow producing concert-pianist children, you end up fostering discontentment, which in return, creates resentment and destroys your freedom.

Envy is deadly, but is also incredibly common in men and women alike. In light of this reality, here are six things we can do to kill envy before it kills us:

1. Shift your focus to the goodness in your life. Take time to count your blessings.
2. Remind yourself that nobody has it all. Despite what you see on social media,

nobody has life perfectly put together.

3. Don't spend so much time with people who value the wrong things. There is more to life than money, a successful career or a sexy body. Be careful not to surround yourself with people who put too much stock into temporal things.

4. Celebrate the success of others. Stop viewing life as a competition. Stop believing the lie that you would be happier if everyone else was miserable.

5. Be generous. Even if you have to force yourself at first, make generosity an essential habit of your life.

6. Above all, look to Jesus. Remember that because of his sacrifice you are deeply and perfectly loved by the God of the Universe, and that nothing can change that.

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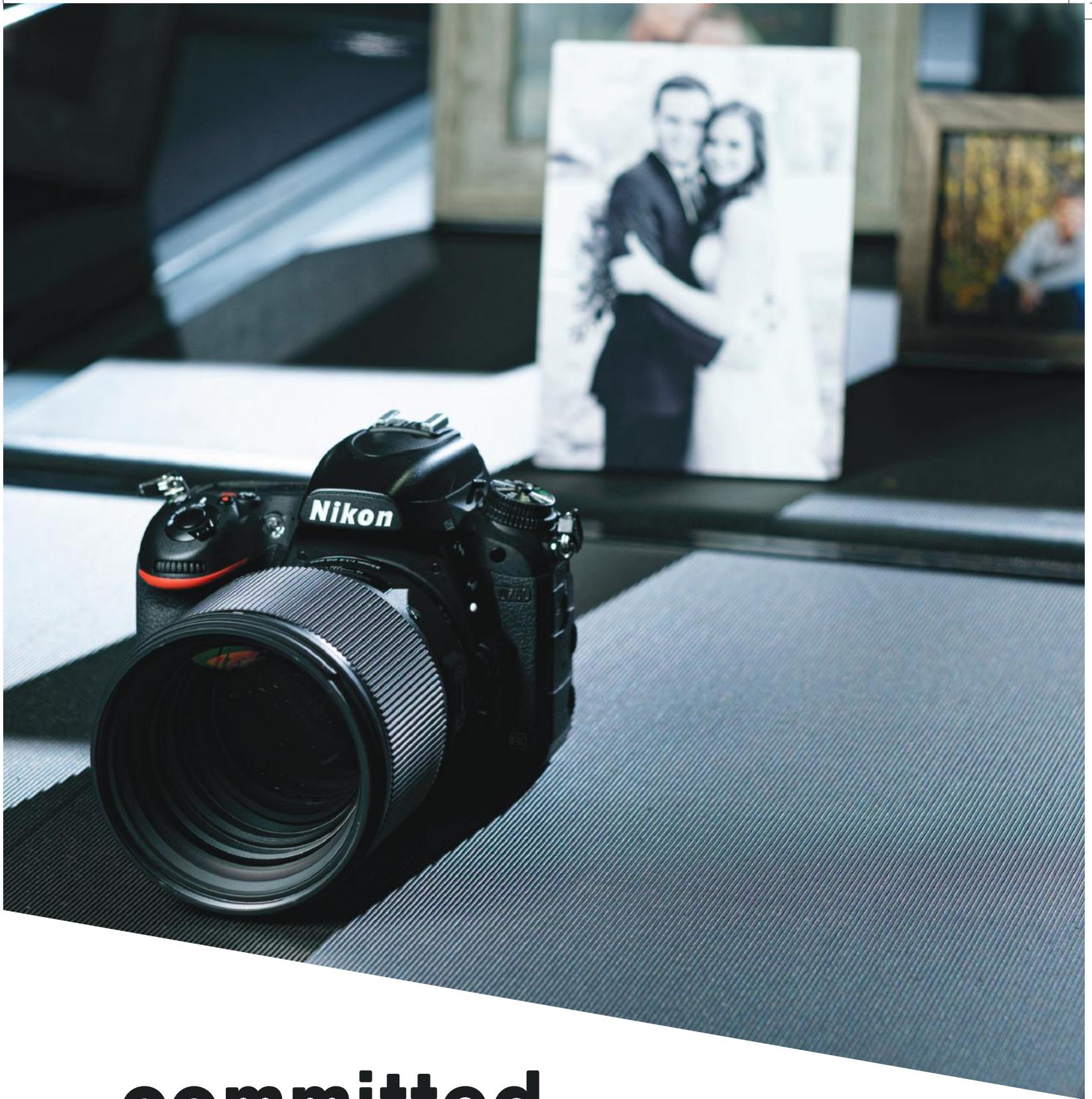
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PET *of the* MONTH

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BY KIM DAVIS

We found Ruby and Pearl, aka Thelma and Louise, in 2015 in a garage hopper at Dollar General in Oak Grove. They love to run and play and, of course, love lots of treats.

Louie was rescued from Midsouth Pug after a breeder dropped her off at a vet because she was having trouble delivering her puppies. She lived her first five years with a dislocated knee! She's such a happy spoiled girl now and loves walks, treats and playing with all her siblings.

Ollie boy was my late sister's baby. He had terrible anxiety and awful nerves after his loss. He's now 17 and full of life – he still loves to run and play, go for walks and play with his babies!

Betty Lou was found in a field back in September where we believed she was dumped. She was blind, had heartworms and a belly tumor. She's now on hospice meds that seem to be really helping; she's fun-loving, runs, plays, and does her pug twirl. She loves her stylish diapers and especially treats! She was a blessing to our pack.

Sally and Popcorn were both strays that decided they'd like to stay with us.

These guys have saved me at times, just like we saved them! Pets are a joy.



*Mom is important to everyone.
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The rod tip jumped and then sat still for just an instant before beginning to dance. I grabbed the rod, waited for a steady pull, and set the hook. Within just a moment another pan sized channel catfish was pulled from the murky waters of Locust Ditch.

This was a common scene from my days as a young fisherman. A ditchbank, a fishing pole and a can of worms was all it took to have an exciting and enjoyable day on the water. As I advanced in age, the idea of more active types of fishing seemed to beckon so I started chasing fish with an array of rods and reels and the latest in artificial lures. Magazines like *Field and Stream* and *Fur, Fish and Game* fueled the artificial fire and I hoped to catch fish like Rayo and Bill Dance, the guys I watched on television.

Over time I accumulated a vast array of equipment and tackle, but now often find myself going back to the roots of fishing and enjoy time soaking live bait. And there is perhaps no better bait to have on the end of the line than a nice, fat earthworm.

Worms have been used for bait as long as fishermen have tried to catch fish. They are durable, accessible and a tasty morsel for most any fish that swims, especially those that inhabit Arkansas waters. I would dare say they have caught more fish than any other live bait and maybe more than all other live baits put together. They are naturally attractive to fish.

As a youngster, we did not have time or means to make a run to town every time we decided to go fishing, so finding worms was a necessity. Before most any fishing trip, time was spent turning over old lumber or concrete blocks or digging in the chicken or pig pen to find a few worms for a day of fishing. A metal coffee can held our capture until it was time to go to the water. Due to the heavy need for worms, we constructed a makeshift worm bed with peat moss and old newspaper that held a few in reserve for a last minute decision to make a fishing trip.

The farm worms were great, but the best worms came from the river bottoms. "Jumpin' worms" as my Granddad Long

called them, could be found under the leaf litter along the banks of the St. Francis River. Those worms were big and very active on a hook, thus making them highly sought after for fish bait. These worms could not be found all the time, but only during certain times of the year and during certain weather and water conditions. Granddad knew the whens and wheres and we would gather those worms when possible.

If the conditions made it difficult to find worms, like the heat and dryness of summer or the cold of winter, there was the option of getting worms from a bait shop. This had to be a planned trip to coincide with other town necessities but it was an option. Many of the bait shops from years ago had a trough or large box of some type where they kept worms, much like minnows in a vat. The proprietor would take the worm order and then dig into the dirt to find the necessary number of worms.

As time went by, prepackaged worms took the place of the worm bins and that's the way most are sold today. Not only do bait shops handle worms but a box can often be found at big box stores, convenience stores or farm stores.

Though that availability is nice, there is something special about catching fish with wigglers found in the back yard. Worms are fairly easy to collect and it makes for a great family activity. As stated earlier, a little time outside turning over rocks, blocks and old pieces of wood can yield a few. Turning over a few shovels of dirt in damp, leafy areas can also be a productive way to locate worms.

One of my favorite ways to locate worms, especially during the spring, is to get outside on a damp, warm evening and hunt for crawlers with a flashlight. They will often be on top of the ground, especially after a rain, and make for easy pickings. It does require a bit of stealth as the worms are sensitive to vibration, so light footsteps and a quick hand are essential.



CHUCK LONG

Regional Education Coordinator Northeast Education
Division Arkansas Game and Fish Commission

Once a few worms are gathered they can be kept for days in a small container with lightly moist dirt. It is also simple to construct a worm bed that allows for longer storage and possible propagation. There are several great resources on the web that offer great insight into worm care.

One easy DIY option that has served me well employs a large plastic tote, sphagnum moss and cardboard. The moss can be found at most home improvement type stores, but only use moss that does not have fertilizer or chemical added. Add moss to the tote to about three to four inches deep and then add water until the moss is moistened. Properly saturated moss will form a ball, but will not drip water. Once the moss is wet, loosely cover the bottom of the tote. Wet the cardboard so it is damp and place the cardboard over the moss. Keep the bed in a dark place that offers a temperature in the 60-80 degree range and occasionally loosen the moss to allow the worms freedom of movement. Small amounts of plant matter can be added to feed the worms.

Worms are a great fish bait and a simple bottom fishing rig with a sinker and a #4 baitholder hook will catch everything from bream to drum to catfish. Take some time this spring and get out and gather some bait and sit on a ditchbank and catch a few fish. I hope to see you out there!





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MOORE on MANNERS

WITH LINDA LOU MOORE

CELEBRATING MOTHER'S DAY

Spring has sprung and now Mother's Day is just around the corner. Did you ever wonder how this tradition began?

It was approximately 1856 when Anna Marie Reeves Jarvis of Grafton, West Virginia, organized "The Mother's Work Group." According to an article in *Goldenseal*, a West Virginia magazine, Anna Jarvis was concerned about the relationship between poor sanitary conditions in the community and diseases such as diphtheria, scarlet fever and whooping cough. Hence the Mother's Work Group Motto: "Mothers Work - For Better Mothers, Better Homes, Better Children and Better Men and Women."

When Anna Marie Reeves Jarvis died in 1905, her daughter, also named Anna, wanted to commemorate the life and the accomplishments of her mother and to recognize a special day for all mothers. Through Anna's tireless work President Woodrow Wilson signed a bill in 1914 that proclaimed Mother's Day as a National Holiday.

Mother's Day is an occasion to let your mother know how much you love and appreciate her. If you are honoring your mother with a gift, take into consideration what your mother would like.

Here are a few things to consider:

Does she like dining at a five star restaurant, or does she prefer casual dining?

Does she like perfume?

Is she delighted by a bouquet of flowers?

Does she like jewelry?

Is she an outdoor enthusiast?

Is she a gardener?

Is she interested in sports and fitness?

Does she like to cook?

Does she keep up with the latest technology?

Does she love to read?

Does she like the arts?

Does she like to travel?

Does she like to be pampered?

Would she like a gift certificate to her favorite store?

Would she like a night out on the town?

Would she simply like to hear from you?

Of course, showing your mother love, honor and respect all during the year, rather than just one day a year, can make any day -- Mother's Day!

Quote of the day:

"A suburban mother's role is to deliver children obstetrically once, and then by car forever after."

Linda Lou Moore is a certified etiquette consultant. She offers business professionalism and dining seminars for adults, and etiquette and dining programs for children and teens. Contact via Post Office Box 726, Paragould 72451 or at manners@paragould.net.

up
to **1 in 5**

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Lessons LEARNED IN Motherhood

BY CAITLIN LAFARLETTE

Regulating my emotions is one of the toughest lessons motherhood has taught me so far. When I was younger, I tended to bottle everything up inside. Becoming a mom pushed me to the other end of the spectrum: unleashing all of my feelings with no sense of control.

At first, I thought I had to pull it all in and always have a smile on my face for Eva. Why would I ever want my child to see me upset? Then I learned it's good for your children to see your big feelings. It teaches them to not be afraid of getting sad or angry.

The big problem I ran into was self-regulation: The ability to understand and manage not just your emotions, but your reaction to what is happening around you. If I had to spend hours putting Eva to bed, I found myself frustrated and yelled or cried to release the feeling. But all that did was upset my daughter even more. I had to remind myself that in order to co-regulate for Eva, I had to regulate myself first.

Self-regulation is not something babies are born knowing how to do. They learn by how the parents respond to them in times of stress. Rocking, swaying or just holding a crying infant shows them they are safe and protected. Demonstrating breathing exercises can help a toddler calm down from a tantrum.

I still get angry, and sad. Some nights I lose my cool and need to sit in my car. But I knew I was making progress in my journey the night I began crying, and Eva gently took my face in her hands before kissing my cheek, and wrapping her arms around my neck. That moment has made it all worth it.



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Traci Anderson, LMT graduated from NEA School of Massage. She specializes in using techniques to help encourage an optimum environment for healing, such as Swedish or relaxing massage, deep tissue massage, trigger point, cupping, and cold stone migraine therapy.

Massage has so many benefits for physical, mental and emotional well-being: pain relief from sore muscles, increased flexibility, relaxation, mental clarity, improved circulation, sports recovery, and injury prevention. Traci has worked in the medical field for the past 17 years and continues to enjoy helping others achieve optimal health.

Traci enjoys spending time with her family. Brian Anderson, her husband of 9 years, and Traci have five children: Tasia, Sayuri, Hayden, Katie, and Brantlee, bonus one grandson Oakley. They are members of Central Baptist Church Paragould Campus. They enjoy their time on outdoor adventures and summers on the lake.

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Do you ever feel heavy? Lethargic? Unfocused? Unmotivated? Or just plain tired all the time? You are most certainly not alone. The day to day of our current culture is heavy with emotional burdens, packed with too many obligations, and overflowing with environmental stressors. IT'S TOO MUCH! We need a pause button. We need to reset, renew, and revive ourselves physically, emotionally, and energetically. Time for some SELF CARE!

When I start feeling this way, my first step is to do a whole-body cleanse. No one is immune from toxins no matter how careful they are. They come in our food supply and water, our cleaning products, the air we breathe, and even in our cosmetics and candles. When your body has too many toxins, you spend much of your available energy trying to deal with them. The immune system becomes stressed and less efficient, allowing more allergies and sickness to occur. Those toxins also store up in our fat cells making it difficult to lose weight.

A whole-body cleanse helps to pull these toxins out of storage from those fat cells and allows the body to flush them via kidneys and colon. These cleanses are usually a 2-week process and consist of taking several capsules a day and drinking 8-10 glasses of water.

HIT *Pause*

BY AMANDA YATES

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If taking pills isn't your thing or you need to start gentler, an ionic foot detox may be for you. The foot detox pulls toxins out through the lymphatic system via the feet. This process involves no supplements, just a relaxing foot soak. This is a very effective way to let the body reset. It not only helps with detoxification, but most people also find they have less inflammation and bloating and generally sleep better and are in a better mood after a few of the foot detoxes.

But a true "reset" doesn't just involve a physical purge. We must also purge the negative emotions and energies that mentally weigh us down. Emotions are frequencies and frequencies are easily disrupted by wi-fi, cell phones, and many other electronic devices. This can leave us feeling like we aren't in control of our emotions. Did you know the body has energy pathways? Just like blood flow and lymph flow, we have energy flow pathways called meridians. And just like a blood vessel or lymph vessel can get blocked, so can these meridians. So when the energy to a part of the body is blocked, it can't heal or function properly. To truly reset we must address these energy imbalances as well. Biofeedback is a great way to do this.

This device works to measure the energy/frequency imbalances of the body and helps to correct them. Another simple way to get some of this benefit is to "earth" or "ground" (walking barefoot on sand or dirt for 20 minutes a day). This lets the earth's natural electrical field reset yours on a small level.

So once we've purged the toxic chemicals and emotions and achieved a biochemical "reset," we can renew ourselves by flooding our bodies and minds with nutrition, rest and spiritual awareness. Our bodies need nutrition. They need vitamins, minerals, and omegas. These are found in fruits and vegetables as well as fish and nuts. Being intentional in our diets is key to feeling better and staying in shape. Our bodies also need fresh air and sunshine. Make it a point to spend time outside as often as possible. Take a walk and get your body moving and blood flowing to keep your joints and heart healthy.

Then REST. I find this is much harder to do than we would think. Sleep is SO very important. Our bodies MUST recover and replenish every day. When we don't take time to do this, we deplete our supplies and create inflammation and disrupt our internal communications.

It's funny how we assume a cranky child needs a nap and then all will be good, but we feel guilty or silly for thinking we need to rest or nap more often when we get irritable. And just as it isn't just our physical bodies that need to detox it's not just a physical rest we require to renew. Our minds need rest -- a break from the non-stop influx of information, news, and social media. We need to just be quiet. To just spend time in prayer, in meditation, in journaling, in observing nature. This is essential for renewing our spirit and feeling truly revived.



Amanda Yates has a degree as a Doctor of Natural Health and Nutrition and owns Jonesboro Health Food.



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Paragould Chamber Banquet

The Paragould Regional Chamber of Commerce hosted its annual banquet on April 7 at the Paragould Community Center.

This year's theme was "Trail of Success" and celebrated the progress that has been made and the continued progress expected as Paragould grows its population, its economy, its culture, and its quality of life.



Sherrie and Jeff Greene



Stacey Garcia and Holly Gordon



Lory Wallace and Georgina Bautista



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Jonesboro Chamber PRIMETIME

The Jonesboro Regional Chamber of Commerce hosted PRIMETIME - a chance for chamber members to network and especially to show off new chamber members - at the Embassy Suites on March 31.



Tara and Mark Piatt



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AR Roots Music Festival

KASU Radio presented the AR Roots Music Festival at City Water and Light Park in Jonesboro on April 16. The overcast day turned into a sunny afternoon perfect for the event.



Catherine Norvell



Grace Stormont



Tammy Barley, McKenzie Barley, and Ethan Farris



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The 2022 Saints & Sinners event to benefit the Arkansas Children's Hospital took place on March 26 in Downtown Paragould.



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THE GREENBRIER COMPANIES

THE 2022 PREMIERE AWARDS! (Or maybe the 2023 Premiere Awards... 2024?)

This is one of my favorite issues as it lets everyone know who Premiere readers chose in the Jonesboro Premiere Awards and we anticipate the Paragould Premiere Awards in the July edition!

Won't it be great if your business wins one of these coveted awards this year? Have you ever pondered the value winning an award would bring to your business? Have you set your sights at this level, or are you dragging around just hoping the "business gods" will smile on you and everything will miraculously fall into place?

Let me let you in on a secret – Business Coaches can help get you to the top! How? We make YOU the priority. We

intentionally come to the table ready to help YOU get to YOUR "purposes" rather than defaulting to our own agenda.

Successful people hire a business coach to help them excel in their fields. The same holds true for you, no matter which stage of entrepreneurship you're in. Whether you're thinking about starting a business, started a business from the ground up, or you're growing a new business, there is always more to learn. Hiring a business coach is one of the best ways to do that.

Being a business owner means you can never get too complacent! In every new phase of your business, your perspective expands – you have new skills to master, different problems to solve, and the need to push your confidence up to the next level. It can be very difficult and stressful to grow a new business without the support and guidance that comes from a business coach. Your business coach is someone who objectively sees what you're struggling with, who recognizes and helps you overcome your weaknesses, and who can help you hold to your vision when things look tough. If you're serious about building a successful small business, business coaching is worth the investment, for these 5 reasons.

1. Speed

A qualified business coach will motivate you to do more, which means you'll accelerate faster to reach your short- and long-term business goals. One of the biggest business coaching advantages is accountability. When someone is holding you accountable to complete certain tasks within a specified time-frame you'll be much more likely to follow through. Making progress feels good!

2. Stretch

Starting and growing a new business is exciting, but it also can be scary. It's easy to get stuck when you come up against a problem that A) you have no idea how to solve or B) can only be solved by you stepping outside of your comfort zone. A business coach will be your sounding board and supportive companion who's right alongside as you take new steps into uncharted territory. You don't have to grow a new business alone.

3. Objectivity

You may love your family and friends and, if they love you, they don't want to hurt your feelings. So, what they share with you about your business efforts may not have enough "truth" to

RE-ELECT

Sheriff Steve Franks

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 - Pay raises for all deputies and jail staff
- Sheriff's office/Jail is fully self-sufficient and does not require county general funds
- Updated equipment and vehicles using sheriff's office/jail funds
 - 28 Years of Law Enforcement Experience

Let's continue the progress!

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really help you make good decisions. A good business coach who is invested in your success – someone experienced in the realities of what it takes to create a thriving business – is going to apply tough love and tell you exactly like it is – what you’re doing wrong, why, and what you need to do to get it right. This kind of unbiased input also helps you grow a tougher skin to handle the inevitable ups and downs of business ownership.

4. Clarity

There is so much to do when you start and grow a business. It’s almost impossible not to get bogged down by the details ... What should I include in my business plan? How do I set up a budget and a system to pay taxes? How do I tackle marketing? Should I hire someone? Take a deep breath. Hiring someone to help you start and grow a business like a business coach is key to helping you sort out what needs to be done, when, and how, all while keeping you on track to achieve your long-term vision. Your business will function more efficiently, you’ll know what you need to focus on every day, and you’ll have the mental clarity to do your best work.

5. Skill Development

It’s crazy how fast the world is changing, especially in business. To succeed, you must remain competitive, but keeping up with these changes is almost a full-time job. New technology, new marketing methods, and how to run a viable business during a global pandemic all require that we adapt and learn new skills quickly. A good business coach is your champion when it comes to understanding and acting on what you need to learn to up your game in a rapidly changing and sometimes volatile environment.

Need more than this? Maybe consider adding CFO Services with Business Coaching.

In my 41 years as an accounting and finance professional, I’ve worked with hundreds of business leaders. In that time, I picked up on a trend: Every successful person has a good coach in their corner. Heck, I still have many coaches!

None of us knows how to do everything, and there will always be people who are better in business -- and even in life -- than we are. So, we should learn from them.

A business coach -- especially one who’s also in the position to provide you CFO services -- can be a valuable resource to help you achieve your goals.

To help you make the right decision, think about what you are trying to change or improve. If you need a lot of help with the numbers side of your business, hiring a business coach/CFO services hybrid might be the right choice for you.

Good luck on the 2022 Premiere Awards. If you fall short this year let’s start working on 2023!



Joel Philhours is the owner of Focal Point Business Coaching of the Mid-South. jphilhours@focalpointcoaching.com



Happy Mother's Day!



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MOR Media Inc. is celebrating 20 years in business. On April 14, we held a celebration at The Crossing in Downtown Paragould. We invited all former employees, those who have partnered with us and supported us, and anyone who has ever been featured in Premiere.

We appreciate everyone who helps us continue to “cheers to 20 years!” Keep your eye out on our social media to see how we’re celebrating all year long.

Here’s to many more years serving our community!



May 20, 2022

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Something Pawsitive
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Main Street Arkansas presented its bi-annual awards at the Municipal League meeting in Little Rock on Sunday, March 27. Twenty-four categories were open this year, with 11 designated Main Street programs or Downtown Network Communities taking home prizes honoring businesses, individuals or organizations.

Paragould's Tracy Mothershed won Outstanding Downtown Business (Non-Profit) for Something Pawsitive.



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Tiffany Gramling & Jace Camp: June 16
Tristan Arquitt & Brady Dowler: June 24
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DOWNTOWN PARAGOULD EVENTS



May 6th - 7th
A Time To Dance Spring Show
The Collins Theatre
6:00 p.m.



May 7th
Paragould Farmers Market
Opens



May 14th
Master Gardeners
Annual Plant Sale
Centennial Park
3:00 p.m. - 6:00 p.m.



May 13th
Downtown After Hours
w/TRIPP
6:30 p.m.



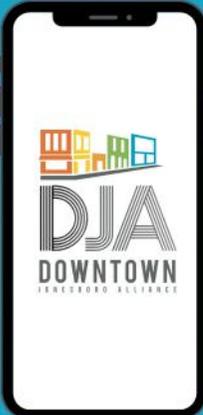
May 14th
Chad Garrett & Friends
The Collins Theatre
7:00 p.m.



May 20th - 21st
Art & Stroll and Gallery Gala
Downtown Paragould
& The Crossing

A complete listing of all Downtown events can be found under "Events" at downtownparagould.com or [facebook.com/oneandonlydowntown/events](https://www.facebook.com/oneandonlydowntown/events).

explore DOWNTOWN JONESBORO



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May 6th
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The Foundation of Arts
7:30 p.m.



1st & 3rd Thursday
Open Mic
The Recovery Room
7:30 p.m.



May 14th
Oasis Arts & Eats Fest
Downtown Jonesboro
oasisfest.org



May 20th - 23rd
Swan Lake
The Foundation of Arts
Tickets at foajonesboro.org



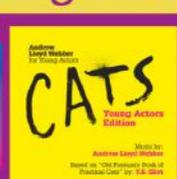
July 16th - 17th
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All Day

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Local Fest 2021
Photo Courtesy of No Media

LOCAL FEST

2022

BY LINDSEY SPENCER

This July residents of Jonesboro, of Northeast Arkansas, and perhaps even around the region will spend time in Downtown Jonesboro enjoying musical talent from more than 80 acts. Local and national talent will be displayed across various stages for a celebration of music in the heart of Jonesboro, and it's all thanks to an individual with an idea and the willingness of a community to come together.

Lucas Tyler said a couple of different things came together in his head to form the idea of Local Fest.

"I drive back and forth to Paragould often and I used to pass the Shop Local Park on the Farville Curve. I always thought, 'Man, that'd be a really cool place for a festival,'" Lucas shared of the timeframe in 2018 when the idea was sparked. "I'm a musician, and I just wanted to put something together for the community."



Lucas at Local Fest 2021
Photos Courtesy of No Media

With the backing and support of others, Lucas launched the first Local Fest in the summer of 2019. The following year, like many things, Local Fest did not take place due to Covid. But after a year off the festival returned bigger and better. The festival moved Downtown in order to facilitate more stages, more acts, more elements, and more businesses. "Moving it [to Downtown Jonesboro] and having done it before, it gained traction," Lucas said of the event's growth in 2021. "We went from three stages and more than 40 acts in 2019 to six stages and more than 50 acts."

Lucas, who contributed a lot of the funds himself but pulled off the first year with the help of businesses like Suspense Entertainment, was able to enlist the help of many more sponsors in 2021. The two-day event bounced around between venues and stages and was voted the best festival in the 2022 Jonesboro Premiere Awards.

Building off last year's success, the music festival will see even more growth for the 2022 event. Scheduled to take place on July 16th and 17th, Local Fest will return to Downtown Jonesboro and will feature twelve stages and nearly 100 acts.

And there's more to the festival than music.

"It's going to be awesome. It's literally a little bit of everything," Lucas shared. "The theme is Local Festival, so it centers around everything local – local businesses, all these local artists, all these local musicians – all coming together for one weekend to showcase themselves. It gives everyone an opportunity to say, 'Hey, we're here and we're awesome.'"

The music element is a big part of it obviously, but we're incorporating comedy, the arts, a Hijinx Family Fun Zone, everything you can think of ... there's going to be something for everyone in the community this year."

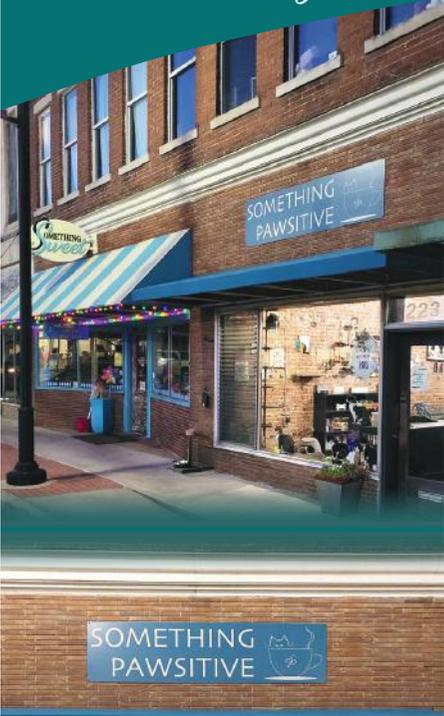
An event of this magnitude is likely to get the attention of not just the locals, but also the region, which is exactly the purpose of such an endeavor: to bring in new people and new business to support a city's culture and economy.

Lucas believes in the talent and culture that exists in Northeast Arkansas, and is passionate about cultivating it so it will continue to grow.

"It's kind of a secret, hidden talent hub," he explained. "There's so much [talent] here and a lot of people just don't know. There's so much here and we just want to shine a light on that. I want to thank all of our sponsors and partners for making that possible."

Keep an eye out on Local Fest's Facebook page for artist highlights as the festival approaches, and visit exploremornea.com for continually updated information regarding the event.

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Special Olympics Team Arkansas

Athletes Prepare for the USA Games

BY CAITLIN LAFARLETTE

This June, Special Olympics Team Arkansas will take 98 athletes and 46 coaches to Orlando, Florida, for eight days of competition in a variety of sports.

The USA Games are held every four years with 19 Olympic-style team and individual sports, according to the Special Olympics Arkansas website. Equestrian, soccer, bocce, stand up paddle boarding and flag football are just a few of the sports on that list. Northeast Arkansas has its own group of athletes competing in powerlifting, tennis and swimming, among others.

Jaelyn Gonzales, a 35-year-old powerlifter, began lifting in 2006 and has since become a better athlete not just physically, but mentally.

"I started doing powerlifting because one of my coaches challenged me to try it," Gonzales added. "It has taught me to be more healthy, meet new friends and not be shy."

Gonzales said some people might think powerlifting is just for men, or dangerous. But she is proving them wrong.

The Jonesboro native competes at local and state levels every year, and traveled to Nebraska in 2010 with the Arkansas powerlifting team. This year in Orlando will be her second time at the USA Games.



Athlete Taylor Price, 30, picked up tennis in 2020 after his basketball coach asked if anyone wanted to play. Price's mother, Becky Brietz, said she and Price went to buy rackets and balls even though they had no clue what they were doing.

"But we tried and had fun," Brietz said. "Last April we were introduced to the Tennis Experience, sponsored by NEATennis." She added that in the two hour class taught by Jim Merriman, she and her son learned more about the sport and were encouraged to go to national games.

Price and Brietz practice with Merriman once a week, and travel to Hendrix College in Conway once a month for practice with all Team Arkansas athletes. Through tennis, Brietz and Price have improved their hand-eye coordination and learned there is much more to hitting the ball, such as proper stance for hands and feet.

CONTINUED ON PAGE 34



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"The hardest thing for me to learn is keeping score," Brietz said. "But Taylor is a pro. He's a 'numbers' guy, so he is the official scorekeeper."

In addition to tennis, Price also competed in state track and field in 2021, where he brought home the gold. He will compete again this May in Searcy.



Thirty-six-year-old Jordan Sisk will compete at the USA Games in swimming, which he has participated in for the last five years.

"He has always been a good swimmer and there really wasn't anything he wanted to do at State Games," his mother, Lee, said. "A fellow player on our Area 1 basketball team was a swimmer, so we got connected with the swim team."

"Swimming is good for you and harder than it looks," Jordan said. "There are a bunch of rules that you have to follow and it takes a bunch of practice."

This year, Sisk will also compete in Little Rock and Hot Springs, as well as the state meet in June.



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for High School Grads

BY RICHARD BRUMMETT

Circuit Judge Randy Philhours may have said it best when referring to Black River Technical College's leadership. "They put the 'community' in community college as far as I'm concerned," he said, referencing the school's willingness to create programs on demand in order to produce a quality workforce for area businesses.

Philhours saw a need in his own line of work, recognizing a shortage of quality court reporters. "We approached them and they put together a court reporter curriculum to prepare people to take the licensure exam and to possibly pursue that type of work," he said. "Court reporting is a wonderful opportunity for folks to make a living, even though it's not a profession that jumps out at you. I just mentioned that it was something worth considering and their answer was, 'Let us look into it.' Working with Black River has come to be a wonderful way to see a community college address community needs. Not once that I'm aware of have they said, 'Are you kidding? We can't do that.' They have been so helpful in just about whatever we've asked."

Philhours is a member of a subcommittee of the Economic Development Corporation of Paragould alongside Robby Glasco of Teleflora. He calls Glasco "the point guard" on local businesses' efforts to reach out to Black River and gain help in devising programs that produce work-ready employees. "No, I've been more of a gnat, a middle man," Glasco said. "I have focused more on the technology opportunities. We want to get with area tech businesses and get students to fill the open positions as soon as they can. We not only want to recruit good workers but get our kids to stay here."

"BRTC is fantastic. We would approach Black River with a need and they would get busy designing a program to quickly meet that need. For example, writing code. The ASU degree program does not prepare them to write code so we went to Black River and asked about the possibility of starting a program in that area, and they

got to work and designed a code writing curriculum, and a code writing class and hope to advance to a degree program. Through Black River we were able to come up with a certification program learning computer coding's ins and outs. In this program students learn to code for a business that may already have needs. And it allows the students to participate and not rack up all that debt from a four-year education."

In those areas opportunities available in both Pocahontas and Paragould include training programs for starting a new career; upskilling for individuals looking for a new job; employment training for business and industry; management and leadership training; custom corporate training; advanced training for existing employees; and community classes to increase lifelong learning.

Priscilla Stillwell, Executive Director of Paragould Operations for BRTC, said devising programs on the Workforce Training and Community Education side of Black River's scheme depends on a number of things. "If companies call us, a need already exists," she explained. "The trucking industry has had needs for 30 years but now with the breakdown in moving goods, and Covid, it's really serious. So when they asked we had to try to write a grant for the program costs and the time it costs this driver, and meet the requirements from the state. So to adopt the curriculum the state requires, those types of classes are easier to build. It depends on the complexity of the program, the amount of time needed to train. We can go in and work with a company. If they say, 'Train my manager' ... we can do that. If they need a short class in a specific area ... we can do that. We can create automation technology.

"We also try to find ways to help the company pay for the training. The Workforce Challenge Grant gives money for individual training, not an academic degree. The business helps pay for the training it needs.

The Office for Skills Development helps

pay for training but we have to be good stewards of the money. Just trying to get a CDL is different from trying to become a driver and make a living for your family. We have to be equitable with the grants received and direct the money accordingly, even though we would not prevent anyone from taking the class. We do the best we can so that all of Northeast Arkansas benefits."

Stillwell said in cases like Judge Philhours' request regarding court reporters, it took some time to educate themselves as to just what was required. "We sat with court reporters and learned skill sets, course items, lesson plans, equipment," she recalled, "and what types will do well in this course. Once we settled that, now how much will it take to provide this class and for how long? We set the curriculum by sitting with three professionals and deciding will this be in the classroom or online or a combination? We've been working on it since January and hope to be offering it by August. Each court reporter can work in a district or a specific court or individually for lawyers taking depositions and things like that. They can work independently. When people walk through the door we want to have a detailed list of what they need, so when they walk out they have all they need to do the job. We try hard to meet the needs of the community."

Which is the bottom line in the combined efforts of the EDC subcommittee and BRTC staff. Glasco said he is amazed at the spirit of cooperation the school exhibits. "Early on, I heard in a four-year coding program you're learning how to install on a computer but not to program language used most commonly in business," he said. "We polled BRTC with the need and they established Paragould as a place to learn job skills needed right now, today. We have a job pool here of ready applicants. So if your town improves, jobs improve, and quality of life improves. It has been great for me to play a very small part. I feel privileged to get to try and help. As soon as we approached BRTC they were so eager to help."

Philhours agreed: "Again, to my knowledge they've never told us no. Maybe there were times when they looked at it and said they couldn't do everything we needed but even then they would say, 'Let us keep working on it.' I know they tried to come up with an Industrial Maintenance Program but they were also going through some internal changes at the time and had to put that on the shelf. I don't think it's totally out of the realm of

possibility, just on the shelf."

The high praise is music to the ears of Dr. Brad Baine, Vice President for Academic Affairs at BRTC. "Working alongside local businesses is a big part of what we're about," he said. "Ever since Black River has been able to offer training and programs in Paragould, we've always tried to accommodate and assist business and industry the best way we could. Recently needs came to our attention and we provided the resources to meet them and it has been pleasing to participate with the EDC.

"When The Flower Shop Network was in dire need of people to help with their industry website design area, the challenge for us was to find quality instructors and FSN allowed their staff to fill the spot and produce more students who could then meet the needs. We partner with AMMC on our nursing program for students and they can train there at AMMC for that. We lease academic space. That allows BRTC to be good stewards of the taxpayers' dollars in a feasible way."

The Paragould campus is also boosting efforts to help the trucking industry. "Industrial trucking and transportation was desperately needing CDL drivers," Baine said. "We launched a new program at the Paragould campus that mirrors the one at Pochahontas. We received \$1.3 million in state funds and most of that goes to the students in the program so they can go through it with little or no cost to them. The President of Black River is committed to serving the communities where we have campuses housed. He understands the importance of a community college and just what that means. We are here for the community ... to depend on us for training for both credited and non-credit courses. Industry really needs trained 'ready for workforce' people and that's what we're doing our best to provide.

"To hear others say we are succeeding is very pleasing to know."

Stillwell feels the same way: "I hope businesses would say that. They are our customers. The Corporate and Community Education side is short-term training.

When a business comes to us they have to have a willingness to share the information we need to create a program. We work within the requirements of the industry. Then we do the best we can based on that. We write a grant for an industry, they get a skilled workforce. It's a good partnership."

Vote

DUSTIN RUMSEY



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- Over 20 years experience in Accounting and Budgeting
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- Treasurer of Paragould Rotary Club
- Treasurer for Mayor Josh Agee's campaign
- Founder and President of Pay It Forward Paragould
- Board Member and Past President of Mission Outreach
- Established a Shop with Cop program in Greene County
- Launched Little Free Libraries

Dustin and his wife Amy have been married for 15 years and have 2 kids.

Early Voting Starts May 9th

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Why Choose VOTECH?

BY RICHARD BRUMMETT



In recent years American society has seen an attitude change toward people's desire to enroll in vocational or trade schools as opposed to seeking the traditional four-year degrees from colleges and universities. For people wanting employment in a skilled trade or an occupation requiring mid- or high-level skills -- things like construction management, transportation and logistics, web development, and IT support -- vocational and trade schools are a great option.

Black River Technical College in Paragould and Pochahontas can help those interested begin a career with a trade or help them prepare for the first two years of a bachelor's degree. A wide range of areas of study can be found on the school's website at blackrivertech.org and visits to the campus are welcomed.

According to the Bureau of Labor Statistics (BLS), many of the fastest-growing career fields are skilled trades, which can be stable and lucrative. Preparing for a skilled trade typically means enrolling in a vocational or trade school, which usually requires 1-3 years of study while only costing about 25 percent of a traditional college education.



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While four-year colleges require a broad curriculum covering multiple subjects, vocational and trade schools emphasize a career-focused education. Most trade schools offer hands-on instruction, while vocational institutions incorporate classroom learning into their curricula.

In the late 20th century, vocational and trade schools attracted mostly underprivileged students while middle and upper-class learners attended college, but the trend began to change in the 1990s when American leaders realized the country needed highly skilled technicians to compete in the emerging global market. Today, vocational schools' popularity is surging. Some students already hold bachelor's degrees in a liberal arts field and have returned to school to learn a skilled trade.

Much of the trade school enrollment growth can be tied to companies needing employees to update career skills quickly, and offering accessible short-term training, certificates, and degrees is an answer. Also, business leaders are investing more dollars into employee training and vocational and trade schools offering applicable classes can capitalize on these opportunities. As

the shortage of workers in skilled trades pushes wages higher, more prospective students and employees looking to switch careers may consider vocational education.

Vocational or trade schools require relatively low investments of time and money, allowing prospective students to earn a credential and start a new career quickly. Students can access federal, state, and private aid to help pay for these programs. According to Cyndi Rudi, Administrative Assistant Specialist II Student Affairs at Black River's Paragould campus, numerous scholarships are available to help prospective students finance their educations. "There are single parent scholarships and the Paragould Scholarship and the Foundation Scholarship," she said, "and just a whole list of others available. Once a student is registered they can log in to their account and see the whole list of scholarships. There is a lot of financial aid available," and one needs only contact the school to be pointed in the right direction. The main campus in Pocahontas is located at 1410 Highway 304 East. The phone number there is (870) 248-4000. Paragould's campus is at 1 Black River Drive and may be reached by phone at (870) 239-0969.



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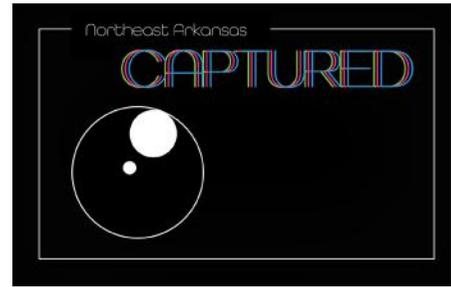
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May is National Photography Month and in honor of this, we decided to partner with the Bradbury Art Museum (BAM) to host a photo competition. NEA Captured invited participants to submit their photos via Facebook – of the everyday or of the spectacular.

A judges panel consisting of representatives of Premiere Magazine and BAM met to choose these seven winning photos to be featured in Premiere. These photos will also be hung on the foyer gallery wall at BAM during the month of June, with a special reception to honor the photographers to be held on May 31st from 5:00 p.m. to 6:30 p.m.

At the opening reception, we will announce which of these photos will be featured as the June cover of NEA's Premiere Magazine.

Please join us to celebrate these photos captured by NEA residents who seek to preserve memories and moments through photography.

Special Thanks to the Bradbury Art Museum for partnering with us for this opportunity.



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Kira A. & her daughter
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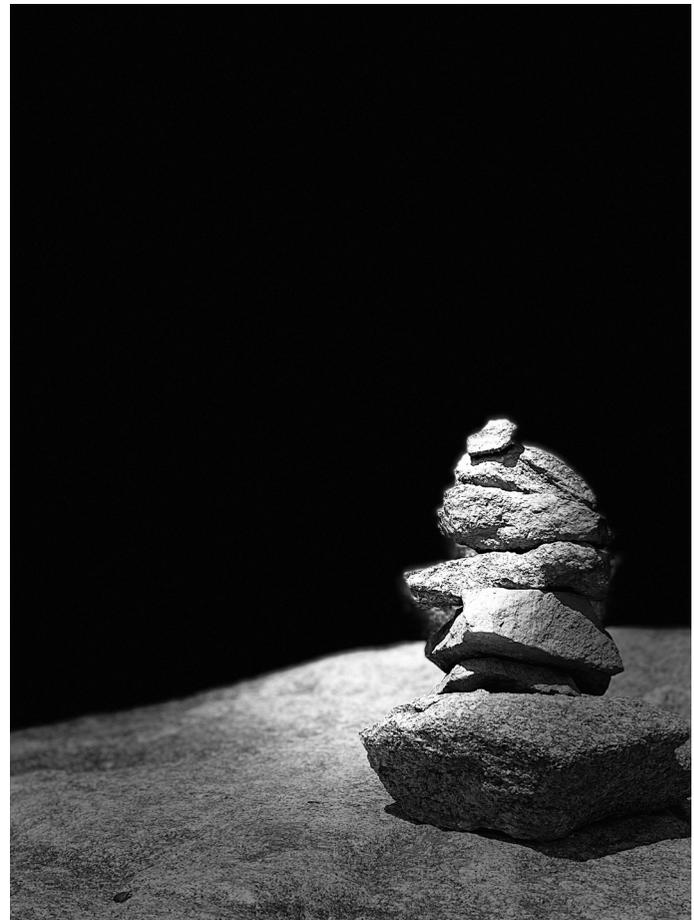
By ASHLEY FLORY

In February of 2021, after a snowstorm and bitter cold temperatures in NEA brought many starving birds to my feeders, I started birdwatching as a hobby. In March of this year, I grabbed my camera and rushed to a friend's home in Greene County after learning she had great horned owls nesting in her front yard. The babies pictured, which she has fondly named Mac and Cheese, mark the 113th bird species I've observed in Arkansas in just over a year's time.

SMALL BEAUTIFUL THINGS

By JENNIFER SHELTON

I took this picture as I was on a trail walk in Yellowstone National park and thought it would be very unique and beautiful in black and white!



May 2022 Premiere | 41



AMERICAN DREAMING

by RANDY STORY

My reason for shooting this capture is twofold.

First, I adore old buildings, especially barns.

Second, I enjoy capturing images associated with Americana because they, like old barns, tell stories about the past. In short, I guess I feel that such things talk to each passing generation and I love stories.

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BUBBLES ARE LIFE

by KARLEE SWENSON

For our sweet Charlie girl bubbles are life, outside of her Kong Frisbee - even that made the picture! Capturing these kinds of moments on camera is my favorite pastime, and yes I am that dog mom with 1000s of pictures of her dog.

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Rebecca Worthington



HARVEST HEARTACHE | REBECCA WORTHINGTON

This piece, "Harvest Heartache," represents a side of Arkansas' farming lifestyle that isn't always acknowledged; the restless, long hours of passion and hard work that can unfortunately sometimes lead to burnout, not only for us as humans but for the machines that aid us. As someone who comes from a family of farmers, I have seen this burnout first-hand and its effects, so when I spotted this scene I knew I had to capture it, for the possibility it might speak to someone!

ELECT

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- * Currently holds the rank of Captain with the Paragould Police Department
- * Current duties include Public Information Officer/Media Relations, Freedom of Information Act point of contact, department social media/website administrator, police department technology liaison, and administrator over the Criminal Investigation Division, Street Crimes Unit, and School Resource Officers
- * Holds all five State of Arkansas law enforcement certifications: Basic, General, Intermediate, Advanced, Senior
- * Certified Law Enforcement Instructor, Certified Traffic RADAR Instructor, Certified Field Training Officer, Certified D.A.R.E. Instructor / Mentor
- * Over 1200 hours of law enforcement training
- * 1996 Graduate of Greene County Tech High School
- * Associate of Applied Science in Criminal Justice from Black River Technical College
- * Currently serves as President of the Greene County Tech School District Board of Directors

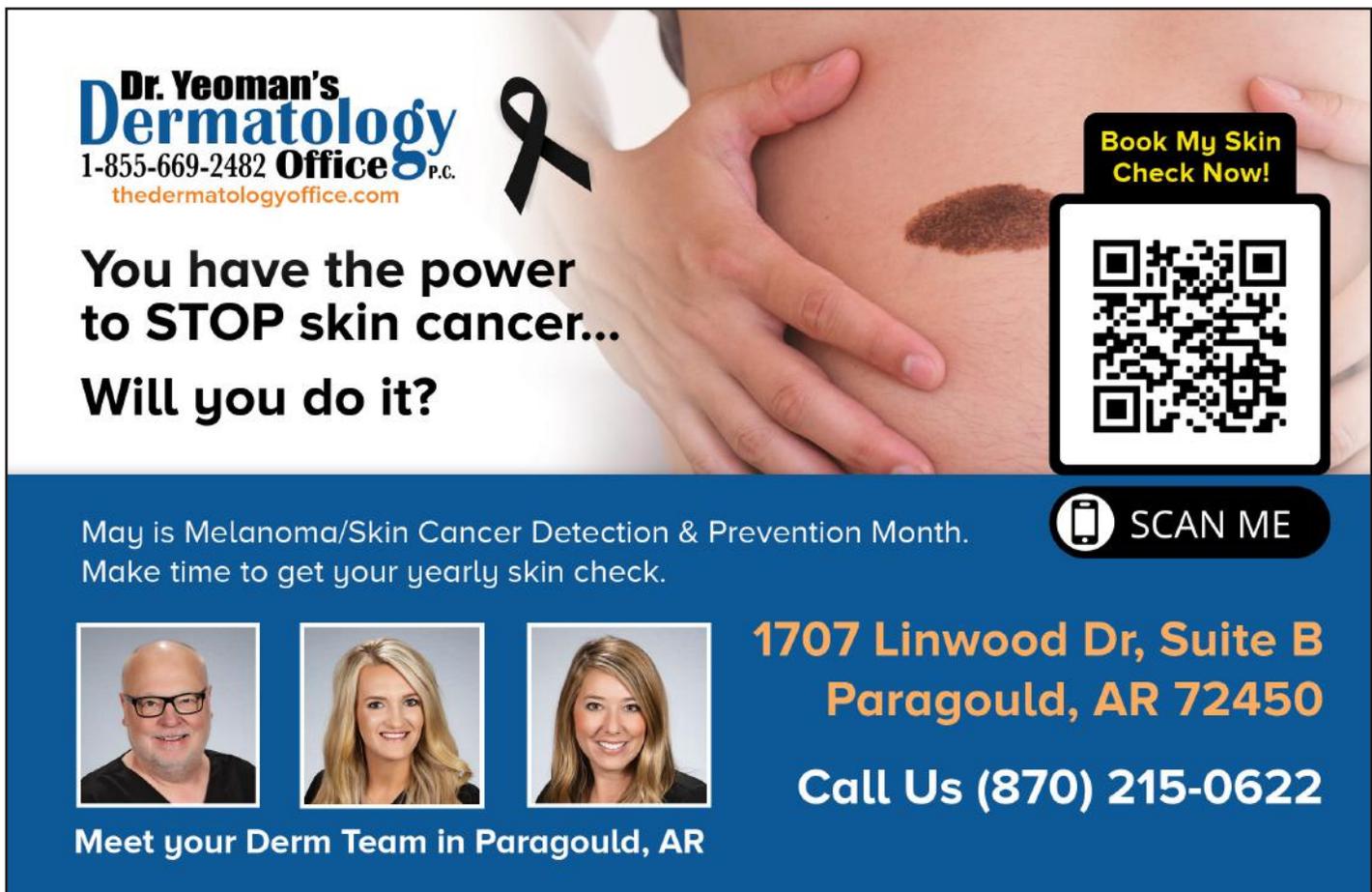
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ARKANSAS CORN | By LACYE MAY

I took this photo while I was out with my family in an Arkansas corn maze. I love this photo because of the depth, lighting, and detail that was captured all in one photo.



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DISSOLVING NO. 23

By COLIN HESTER

My interest in historical preservation of the Delta includes photographing the less glamorous side of this subject matter – irreversible decay. While many places and objects can be preserved in their original forms, others cannot. I rely on photographs to save these others before their parts return to the dirt, fully dissolved.

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Page 51

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TATTOO ARTIST

Freddie Bowers,
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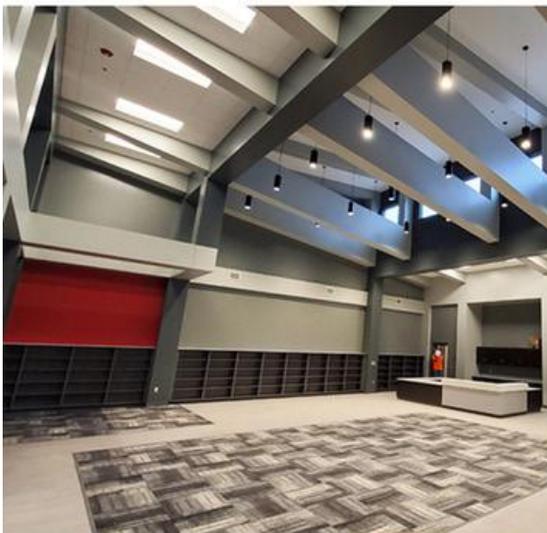


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- Gary Harpole, Managing Partner | Director of Development
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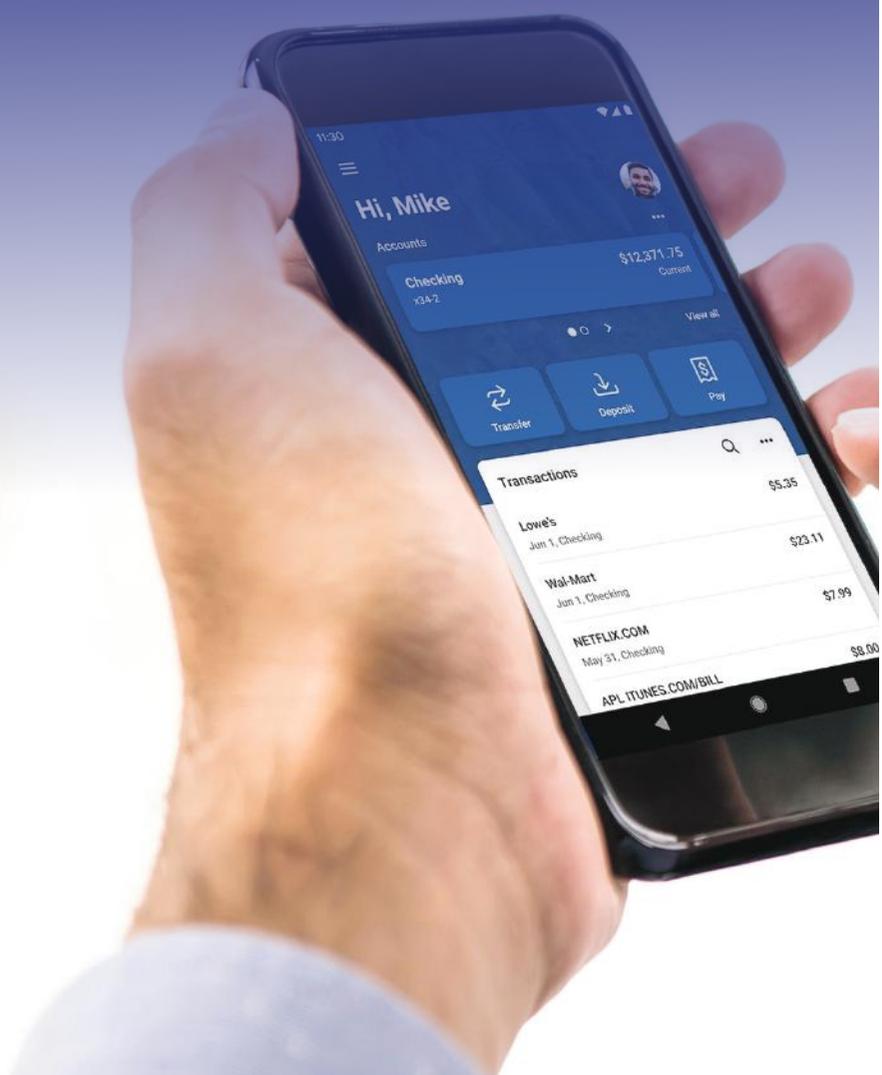


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MORTGAGE COMPANY

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Page 65

MORTGAGE LENDER

Jelena Veteto,
First Community Bank



Page 3

TITLE COMPANY

Nix Title



Page 66

TAX SERVICE

Thomas Speight & Noble

CHARITABLE ORGANIZATION

United Way of
Northeast Arkansas



Page 64

ACCOUNTING COMPANY

HCI CPA & Advisors, PLLC



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For the Home WINNERS

POOLS/SPAS

Tallulah Pools Inc.



Page 68

NURSERY

Hughey's Nursery



Page 69

LANDSCAPING

All Scapes Irrigation &
Lawncare, LLC



Page 66

APPLIANCE STORE

Metro Appliances and More

MOVING COMPANY

Exodus Moving, LLC

LAWN CARE SERVICE

Ground Crew, LLC



Page 64

APARTMENT COMMUNITY

The Landing at
Greensborough Village

CARPET & RUG

CLEANING SERVICE

Elam Enterprises

FLOORING DEALER

Laws Flooring

MINI STORAGE

Bearcat Storage
bearcatstorageunits.com



Page 80

MATTRESS STORE

NEA Mattress Direct



Page 69

LAWN & GARDEN EQUIPMENT DEALER

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Page 59

FURNITURE STORE

Gamble Home Furnishings



Page 68

INTERIOR DESIGN

Kerri Felts -
Interior Design Plus



Page 69

PAINTER

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Bibiano
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Page 65

LAWN & GARDEN CENTER

Ditta Ace Hardware



Page 68

PEST CONTROL SERVICE

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Gifts/Décor Shop
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HOME DÉCOR
 Interior Design Plus



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WEDDING GIFTS
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Page 71

BABY GIFTS
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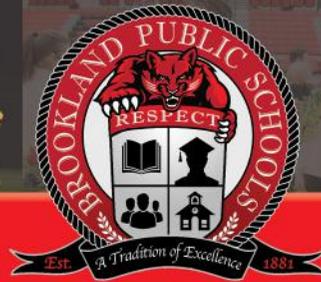
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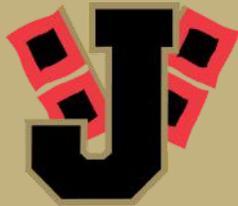
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CHILDCARE CENTER
Discovery Island Learning Center
GYMNASTICS

Jonesboro Gymnastics Academy

SCHOOL ADMINISTRATOR
Cathelene Gray, Nettleton
nettletonschoos.net



Page 73

PARK
Craighead Forest Park
MARTIAL ARTS
Joey Perry Martial Arts Academy

SUMMER CAMP
Westside Warrior Care
westsideschools.org



Page 74

WATER ATTRACTION
Pocahontas Aquatic Center

TEACHER
Lynn White,
Valley View Elementary

MASCOT
Howl, A-State

DANCE STUDIO
Christie McNeil Dance Studio

DANCE INSTRUCTOR
Abby Broadway, The Floor

SCHOOL DISTRICT
Jonesboro School District
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Page 72

COACH
Karen Sanders, Brookland
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Page 71



Voted
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ADMINISTRATOR



Cathelene Gray

Principal at
Nettleton STEAM



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The Silos



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Page 77

RETIREMENT CENTER
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Page 75

PHOTOGRAPHER
Amy Reeves Photography

FUNERAL HOME
Gregg-Langford
300 W Matthews Ave



Page 76

MONUMENTS/HEADSTONES
Foster's Monument
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Page 78

VIDEOGRAPHER
James Bickham

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Families Inc, Counseling Services, would like to congratulate Dr. Dana Watson on once again being voted Premiere Mental Health Professional! She is known as NEA's Psychologist, as she provides education and consultation in columns, blogs, news and radio appearances . She serves the community well by providing sound advice for mental and emotional health and her clients are given the very best quality care. That's why Families, Inc. is so proud Dr. Watson is a part of our family and we celebrate her achievements.

Dana Watson, Psy. D.
Trumann Clinic Clinical Supervisor and Therapist



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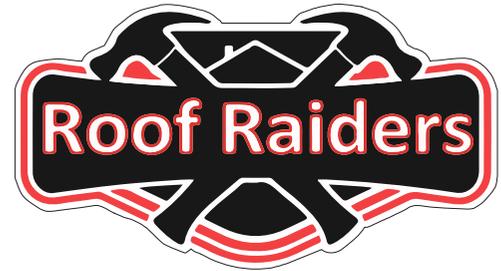
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- Matt Stoltz, "Voice of the Red Wolves"



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- Makayla Johnston, Client




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Professionals WINNERS

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Page 92

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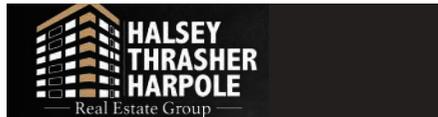
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Page 83 & 93

REAL ESTATE COMPANY

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Real Estate Group
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Page 90

DENTAL CLINIC

Brookland Dental

DENTIST

Dr. Craig Davis
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Page 79

ATTORNEY

Chad Oldham



Page 81

LAW FIRM

OMG Law Firm

HOME HEALTH AGENCY

Absolute Care Management



Page 80

ORTHODONTIST

Fergus Orthodontics PLLC



Page 85

MEDICAL SUPPLIES

Southern Home Health Care



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NURSE

Bridget Brickell,
KION Pediatrics

NURSE PRACTITIONER

Danielle Lynch,
Renew Mental Health & Wellness



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I'm honored and humbled to have been voted as the best realtor! It's a pleasure serving our community and helping our clients find the perfect residential, commercial, and investment properties. Thank you for allowing me to live out my passion.

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Realtor

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PHYSICIAN/GENERAL

Dr. Scott Hoke, NEA Baptist
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Page 92

PHYSICIAN'S ASSISTANT

Scott Griffith, NEA Baptist
baptistonline.org



Page 92

FAMILY PHYSICIAN

Megan Lyerly,
NEA Baptist Brookland
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Page 92

PLASTIC/COSMETIC SERVICE

Majewski Plastic Surgery

PLACE TO WORK

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Page 84

MEDICAL CLINIC

Clopton Clinic



Page 75

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Page 75

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Page 78

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Page 75

OPTOMETRIST

Dr. Cade Wilson, Elite Eye Care

OPHTHALMOLOGIST

Dr. Matthew Margolis,
Southern Eye Associates
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CHIROPRACTOR

Jeremy McKelroy, Back in Action

ULTRASOUND CLINIC

Sneak A Peek Ultrasound



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WINNER

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Voted Best Realtor



“ My husband and I moved to Jonesboro in July 2021. Leslie was recommended to us by someone from my husband’s work. She was wonderful from the get-go! She was very knowledgeable and supportive through the whole process. She is genuinely excited for all of her clients. She is eager to help and isn’t afraid to have the difficult conversations for you. Through the process, I not only gained my realtor for all of my Arkansas purchases, but we gained our first friend in Arkansas. Leslie is a wonderful person and a joy to work with.

- The Spillers ”



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As we now sneak our own peek of the years to come, following a record 2021 and continuing development of our highest quality imaging capabilities, we see nothing but more joy (in bundles) ahead!



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“ We chose Jonesboro Public Schools for the wide range of academics as well as the variety of extracurricular activities. What we received was so much more. Our children became involved in ways we never imagined and developed leadership skills to last a lifetime. They developed relationships with teachers and coaches who pushed them to try harder. Those same teachers and coaches were known to call or text us when they had concerns but also just to share the good things that they had seen our children do. Thanks to rigorous academics and concurrent college classes at JHS, our daughter graduated college in the top 15% of her class in just 3 years and is now in graduate school at Mississippi State University. Our son will graduate this year and is going on to play football at Ouachita Baptist University. JPS played a role in their successes without a doubt!

- Todd and Amy Roscoe ”



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To our clients and the readers of Premiere Magazine for your business; for a record-breaking year of \$230 Million in volume and for voting us

Best Real Estate Company



Lead

"One of my most important responsibilities as a team leader is to set ambitiously high, but achievable goals. Our team works together in deciding the necessary steps needed to be efficient, address the real estate needs of our community and always how to best serve our clients; that is at the forefront of every decision we make.

In 2021 we set the framework to determine the needs of our community and at the same time, worked to ensure our team had the necessary tools to be successful in achieving each and every goal.

Looking back at the outcomes, it is obvious that all the hard work has certainly paid off. We have the pleasure of working with some of the most talented, and knowledgeable agents in the industry. It is amazing to see our agent's dedication, and desire to be the utmost knowledgeable to ensure that each client receives top notch service.

We have established the foundation for a plan this year that will take this team to a new level. We could not be prouder of our team and look forward to yet another record-breaking year."

-Perry Tidwell
Chief Operations Officer



Develop

"With 40+ years of accounting experience, I have had the pleasure of seeing the processes and growth of several companies throughout my career. Though I must say, I haven't seen anything quite like HTHREG.

When I joined the company a little over 3 years ago, I joined a team that welcomes growth, progress and change with open arms. I also joined a company that focuses not only on our company's success as a whole, but the growth and investment of each employee and team member's career and professional development.

During my tenure at HTHREG I have been given the opportunity to learn, develop and grow as a person, professional and team member. So, when the opportunity to continue promoting within the company presented itself, I was honored.

Now as Financial Controller, I have the opportunity to watch this cycle of success and development flourish among others in my department and as well as the entire team and that is a blessing and truly inspiring to watch."

-Julie Jones
Financial Controller



Grow

Under the direction of the HTHREG partnership, we developed Grow U (Grow University). An agent based educational program that creates a way for new agents to gain the knowledge they need for success as well as continuing education for all existing agents. We are consistently cultivating new professional development courses for our agents, ensuring that they are given the knowledge to continue providing the best service to their clients in a quickly growing market.

HTHREG far exceeds our competition when it comes to community involvement, construction/development, and real estate sales. Allowing the best service possible for our clients, employees and agents. Our goal as a company is to have unmatched knowledge of the market and unmatched customer service.

As the NEABOR President, I see how quickly Northeast Arkansas and the market is growing! Rates are still low and property is moving. Now is the time to come lead, develop and grow with us.

-Tara Gatewood
Training Coordinator
Executive Broker

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OBSTETRICIAN

Dr. Jodi Turano,
NEA Baptist
baptistonline.org



Page 92

PHYSICAL THERAPIST

Andy Shatley, St. Bernards
stbernardsinfo.com



Page 75

COUNSELING SERVICES

Life Strategies

MENTAL HEALTH PROFESSIONAL

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Page 79

PHARMACY

Soo's Drug Store



Page 89

APRN (Pediatrics)

Amy Duch,
Jonesboro Pediatric Clinic



Page 84

OCCUPATIONAL THERAPY PROVIDER

CME Inc.



Page 81

PEDIATRICIAN

Dr. Kris Nwokeji
KION Pediatrics

SPEECH THERAPIST

Lori Malone,
Sensational Kids



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- Meghan Lyerly, MD

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Arkansas Elite Realty congratulates you on this honor and well-deserved award. Thank you for your hard work, professionalism and dedication to your clients.

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Hollywood Feed

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Page 91

BOARDING

Hounds Hideaway



Page 95

VETERINARIAN

Sarrah Owens,
Cato Pet Hospital



Page 95

VETERINARY CLINIC

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Golden Corral Buffet & Grill

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Omar's Uptown

BREAKFAST

Gina's Place

BURGER

Freddy's

BURRITO

BA Burrito

BRUNCH

JTown's Grill

CATFISH

Ed's Catfish

CHEF

Karl & Paula Lowe,
Roots

303 S Main St



Page 102

CHICKEN

Chick-fil-A

1800 Red Wolf Blvd.



Page 104

CHINESE

Hong Kong

1420 S Caraway Rd.



Page 96

ETHNIC

Pella Café

THANK YOU
FOR VOTING US

Best Chinese

HONG KONG RESTAURANT

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870.931.5566
870.931.5569

1420 S Caraway #G
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10:30am - 9:30pm

870.933.8827
870.932.5100

HONG KONG WESTSIDE

COFFEE

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shadrachscoffee.com



Page 94

DESSERT

Southern Confections

DONUTS

Krispy Kreme



Page 99

FAMILY FRIENDLY

Fat City Grill

FAST FOOD

Chick-fil-A
1800 Red Wolf Blvd.



Page 104

FOOD TRUCK

Auntie Anne's Pretzels

FRIES

Freddy's

FROZEN TREATS

Andy's Frozen Custard

HAPPY HOUR

Houlihan's

JAPANESE

Fuji Japanese Steakhouse
2810 E Highland Dr.



Page 100

LATE NIGHT BITE

JTown's Grill

MEXICAN

BA Burrito

NEW RESTAURANT

The Social

PIZZA

Lost Pizza



Down South Nutrition

508 Southwest Dr
Jonesboro, AR

THANK YOU
for voting
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Best Health
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PATIO

Porch Thirty

RIBS

Demo's Barbecue & Smokehouse

SALAD

Chicken Salad Chick



Page 98

SANDWICH

Newk's

SEAFOOD

501 Steakhouse

SOUP

Chicken Salad Chick



Page 98

SUSHI

A1 Sushi

TACOS

Native Brew Works

TAKE OUT

Fat City Steak and Grill

STEAK

Skinny J's

STEAKHOUSE

501 Steakhouse

VEGETARIAN

Curry Leaf



WINNER

Fuji

Voted Best Japanese Food

“ At Fuji Japanese Steakhouse of Jonesboro, after 17 years we are still proudly serving the people of our community. As our business grows, our constant gratitude for our customers is unchanging. To show our appreciation, we will happily be offering a deal of 10% off all online orders until the end of the month.

Thank you for your support, Jonesboro!

”



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Jonesboro, AR 72401

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4:30pm - 9:00pm

Fri-Sat: 11:00am - 9:30pm

Sun: 11:00am - 9:00pm



Thank you for voting us
Best Japanese

Shopping WINNERS

MEN'S CLOTHING

Gearhead Outfitters

WOMEN'S CLOTHING

Adara Boutique

240 Union Street



Page 101

TUXEDO

Men N' Black Tuxedos

FORMAL WEAR

Jessica's Bridal & Formal



Page 93

JEWELRY STORE

Sissy's Log Cabin



Page 70

BRIDAL STORE

Jessica's Bridal & Formal



Page 93

UNIFORM CLOTHING

Healthwear, Inc.

1320 Red Wolf Blvd.



Page 104

CHILDREN'S CLOTHING

Once Upon a Child

EYEWARE

LensMasters



Page 89

SHOE STORE

Gearhead Outfitters

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Thank You for
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Agency!



2022 GROUP TRAVEL SCHEDULE:

- MAY 9-15: AMISH COUNTRY HEARTLAND EXPERIENCE
- MAY 15-21: MACKINAC ISLAND AND NORTHERN MICHIGAN
- JUNE 2-7: CABO BEACH GETAWAY
- JUNE 11-22: ALASKA LAND AND SEA JOURNEY (WAITLIST ONLY)
- JUNE 26-JULY 2: NIAGARA FALLS RETURNS!
- JULY 16-23: MONTANA AND GLACIER NATIONAL PARK
- JULY 23-AUG 3: BEST OF SCOTLAND AND IRELAND
- AUG 20-31: ALASKA LAND AND SEA JOURNEY (WAITLIST ONLY)
- AUG 21-28: YELLOWSTONE AND GRAND TETONS *MOST POPULAR*
- SEP 7-20: TREASURES OF EUROPE
- SEP 23-20: HIGHLIGHTS OF COLUMBIA AND SNAKE RIVER
- OCT 7-12: ALBUQUERQUE BALLOON FIESTA & SANTA FE
- OCT 12-20: AUTUMN IN NEW ENGLAND - 2ND DEPARTURE DATE
- NOV 4-13: BAHAMA ISLANDS & KEY WEST CRUISE GETAWAY
- NOV 16-19: A TASTE OF NEW YORK CITY
- NOV 29-DEC 2: OZARK COUNTRY CHRISTMAS IN BRANSON
- DEC 7-10: HOLLY JOLLY ARKANSAS CHRISTMAS

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1825 East Nettleton Ave, Suite H
www.jonesborotravel.com

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Bill's Fresh Market Cost-PLUS

HEALTH FOOD NUTRITION

Down South Nutrition

508 Southwest Drive



Page 97

HARDWARE/TOOL STORE

Gazaway Ace



Page 93

LIQUOR STORE

Mr. T's Riverside

462 US-412 Cardwell, MO



Page 103

CRAFT BEER **Largest Selection of Wine** **Liquor**

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Mr. T's Riverside Inc.

Cardwell, MO

Thank you for voting Mr. T's Riverside as Jonesboro's Favorite Liquor Store! We appreciate the voters and customers for their continued support.

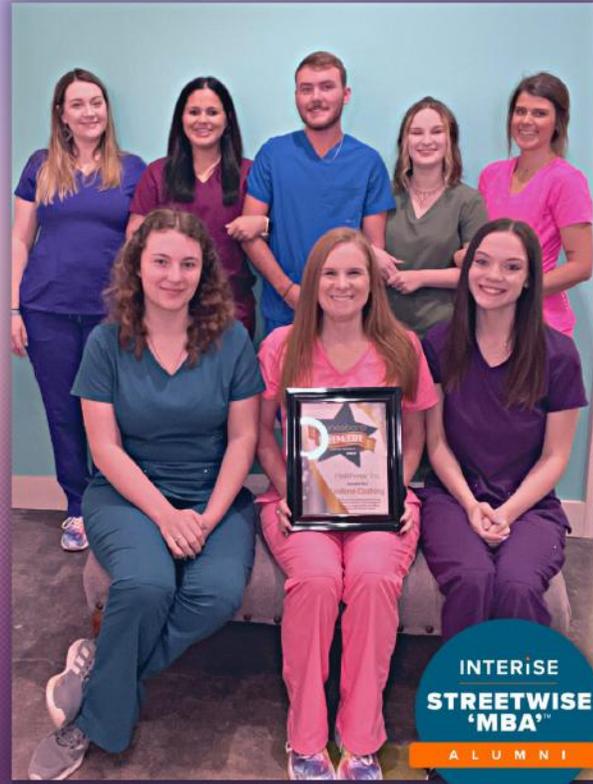
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in 2022!



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**Chick-fil-A Turtle Creek as Best Chicken
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...

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Happenings



Sue McGowan has joined the Chateau on the Ridge Board of Directors. She will work with the board and Chateau on the Ridge Director Deborah Farrell in making decisions and policies that will benefit the assisted living facility and its 62 residents. McGowan has been involved in the Paragould community for many years and serves on numerous boards. She has been named Citizen of the Year by the Paragould Rotary Club and Paragould Kiwanis Club. She was recently awarded the Lifetime Achievement Award at the 2022 Paragould Chamber Banquet.



For the first time in 40 years, Dr. Stephen Woodruff did not walk into a full outpatient clinic. Over the past 4 decades, he has worked alongside his partner, Dr. Ray Hall, and has dedicated a career to providing excellent care for patients in Northeast Arkansas. Beginning March 20, Dr. Woodruff will serve as the full-time Chief Medical Officer of NEA Baptist Health System, where he will have the opportunity to continue to build on his legacy of impacting patients' lives by leading the day-to-day operations and strategic development of NEA Baptist's medical staff as NEA Baptist Hospital's top physician executive.



BRTC's Nursing Department hosted an American Red Cross Blood Drive on Friday, April 1. Twenty-seven units of blood were collected, and eighty-one potential lives were saved through the drive. Nursing students assisted the Red Cross workers with the event, and BRTC students, faculty, and staff members rolled up their sleeves and donated.



Arkansas Business recognized the 2021 Trendsetter City winners and honorable mentions at the 2022 Municipal League Winter Conference on March 27. The Trendsetter City program was created to honor cities throughout Arkansas that have gone above and beyond to improve lifestyles, infrastructure and wellness within their communities. Honorees are chosen by an outside panel of judges. Paragould was named the winner in the category of population 20,000+, Wellness and Fitness.



Emery Barnes brought her own sense of style to the annual Marmaduke Easter Egg Hunt. Emery, 4, is the daughter of Kaitlyn Barnes and Chase Parks.

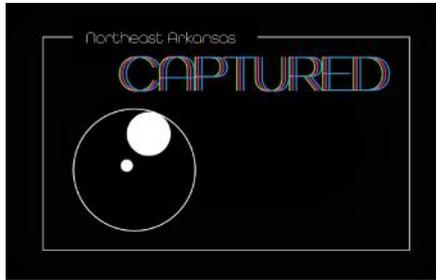


Looking for things to do in NEA with your kids??
Explore MOR NEA is making it easier to keep up with kid-friendly events and adding to our article database stories specifically focused on things to do with your kids.

exploremornea.com/kids

Next Month

Photo Contest Cover



One of the finalists' photos from this edition (Page 40) will be selected as the June cover. Join us at BAM on May 31st for a special reception & the reveal.

Pets



Our annual edition sharing pet stories is one of our favorites to do because, well, pets are the best!

Special Section NEA Seniors



Our quarterly special section highlights good news and resources for our senior community.

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