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MAGAZINE

NEA PARADES
HOLIDAY PERFORMANCES
HEALTHY BEAUTIFUL 2023

January 2023

A PUBLICATION OF MOR MEDIA, INCORPORATED

WHAT'S INSIDE



22

Jonesboro Progress



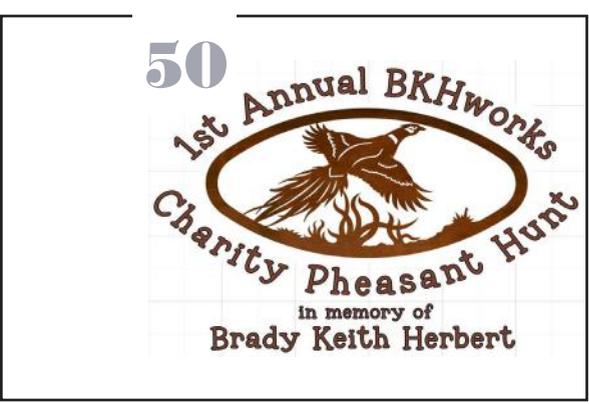
39

Pet of the Month: Elton & Steve



40

20th NEA Duck Classic



50

50th Annual BKHworks
Charity Pheasant Hunt
in memory of
Brady Keith Herbert

- 8** Paragould Progress
Quality of Life
- 14** Chuck Long
Wyoming Adventure
- 16** Elf-The Musical
The Stage Theater Co.
- 18** Get Rich
Richard Brummett
- 20** Jonesboro Parade
FOA First Year
- 27** Paragould Parade
Main Street Paragould
- 29** NEA Parades
The Roundup
- 35** Healthy Beautiful
Downtown Medicine & Spa
- 42** Jill's Christmas Cash
Shirley Hice wins \$1000
- 49** Healthy Beautiful
Continuum Planning



ON THE COVER:
Paragould Community Pavilion
Page 8

Cover Photo submitted by Main Street Paragould

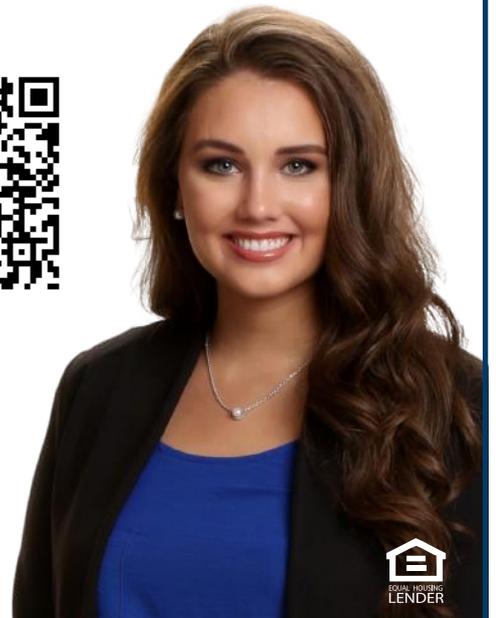
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From the Publisher



Happy New Year! 2023 gets started with a bang and I am looking forward to bringing you MOR of the “Good News and the people making it Happen.”

January brings freezing cold outside and warm fuzzy feelings inside after spending the holidays with family and friends. As the years seem to be flying by we should all remember to “breathe” and enjoy each other’s company. Even my smart watch keeps telling me to “breathe” and adds a new message of “Take a minute to be Mindful.”

This edition brings lots of advice from experts to start the new year and we hope you enjoy reading the Healthy Beautiful

content, from skin to finances and even nutrition for your pets! We will continue this trend into February, so be sure to come back next month for more.

Progress in NEA continues to amaze us with so many improvements to our quality of life through new trails, farmers markets, parks and more. It is refreshing to see the efforts being made to provide resources our citizens want and need. We all work hard and are busier than ever, so having activities we used to have to travel for is a great thing. These are also the assets that are taken into consideration when others are making decisions on where to establish their careers and families. Read about Jonesboro’s and Paragould’s progress and what is in the works for 2023.

And, as always, thank you for helping us bring you “the Good News;” please tell our advertisers you learned of them in the pages of Premiere Magazine so we can keep the good news flowing!

A silver Ford SUV is shown driving through water, splashing. The image features the Ford logo in the top right corner and a red star-shaped badge that reads "Paragould PREMIERE" with "AWARD WINNER 2022" below it. In the bottom left, the text "BEST PRICE BEST SERVICE" is displayed. In the bottom right, contact information is provided: "870.236.8546 | 1301 US 49 GLENSAINFORD.NET". The name "Glen Sain" is written in a large, stylized font in the top left, with "God Bless Our Troops" underneath it.

NEA'S **PREMIERE**
MAGAZINE

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CHRISTMAS AT THE COLLINS WITH SAND CREEK AND FRIENDS

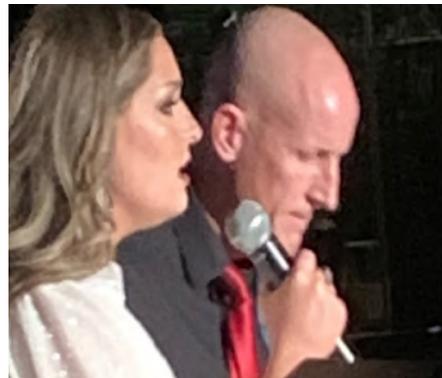


Sand Creek presented “Christmas at the Collins” by inviting friends to perform beloved Christmas music on stage in the magical Collins Theatre in Downtown Paragould.

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PARAGOULD PROGRESS REPORT

By Richard Brummett



When Allison Hestand looks back at the year just completed she can't help but be excited. As Director of Economic Development and CEO of the Paragould Regional Chamber of Commerce, Allison has helped put into motion a number of projects that can only make life for Paragould residents that much better in the future.

"In 2022 the city completed the first three phases of the 8 Mile Creek Trail and, in partnership with Greene County, completed the new Community Pavilion," Allison said. "The 8 Mile Creek trail now runs from Rotary Park to a trailhead on East Kingshighway" and it has seen extensive use by locals. "I think people were surprised at how much it was being used at first but activity patterns continue to increase. When the sun was out, you almost always saw someone on it."

The Community Pavilion will house the Paragould Farmers Market next year and will serve as a new event space that can be rented in Downtown Paragould. "These two major quality-of-life improvements in our community speak to the growth we are seeing," Allison said. The pavilion has been the source of excellent feedback from the community, with the look "staying with the historical architecture. It's a good story for Downtown and will be available for

renting starting January first."

Work has also begun on the Generating Innovative Network (G.I.N.) buildings that will occupy 200-212 N. Pruet Street in the downtown area. Construction officially began in December of 2022 and once completed, the G.I.N. will offer "co-working spaces that will provide unique office space and collaboration," according to Allison. Also included are plans for a food incubator kitchen a home-baker could use to scale up its business, or for any restaurateur looking for a commercial space.

"It will also house an event space that can be used for cohorts, meetings, art shows, and more," Allison said. "The G.I.N. will also be home to a small business incubator. Plans include four small start-up spaces for a small business to grow and receive mentorship from our partners. We also know workforce development is key to the future of our businesses in Paragould, no matter the size. This space will also offer services to strengthen our workforce, such as improving soft skills of the Greene County residents ... from resume-building workshops, mock interviews, job resource pairing, and more! We will work with students to incumbent workers to meet the needs of our communities' employers."





She said someone looking for space to try a new trade will realize, “We will have that too! The Makers Space will be home to all sorts of equipment like 3-D printers, glowforges, power tools, and pottery wheels, and will evolve with the interests of the community. The G.I.N. will be home to the entrepreneurial spirit of the community as well as serve existing businesses to produce up-skilled workers and expose youth to the opportunities right here in Paragould, Arkansas.”

All the above mentioned paint a pretty picture for the future of the city, but there is still more in the works. A long-range plan -- Discover Paragould 2042 -- has seen those involved gather community input regarding what residents want Paragould to look like in 20 years. “We will be making presentations in Quarter 1 of 2023 on the proposed plan,” Allison explained. “Growth is important and we want to make sure our community is prepared for our forecasted growth.”

To stay up to date with the process, visit discoverparagould2042.com.



MAIN STREET ENCHANTING NIGHTS



Family time in Downtown Paragould made for a wonderful holiday tradition.

Horse-drawn carriage rides, Santa, hot chocolate, cookies and late shopping at all the boutiques made the Christmas experience even more special.

Main Street Paragould brought the carriages from Memphis with the help of the Paragould A & P Commission and other sponsors.



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PARAGOULD CINEMA 8 FACELIFT

By Karoline Risker



Given the devastating impact of Covid and its effect on the entertainment venues, it's nice to see one business bouncing back and creating an even better experience than before.

Paragould Cinema 8, a staple since 2005, has recently undergone a \$1.2 million renovation that includes updated glider seats, a new HVAC system, a new roof, and a renovated parking lot, according to Chris Hester, general manager. Also in the works are possible upgrades to sound and digital signage.

"We put a lot of money getting the theater where it needed to be and are continually working to make it the best we can," Hester said.

Hester also said they are working on a new app that would expand their capabilities. "We are currently working on a new point of sales system to give the customer more freedom to purchase seats, reserved seating, and a loyalty program and hope to have it implemented by January," he said. "The new app is much more user friendly. You will be able to check gift card balances, reserve seats online, and possibly digitally check in. We may also have a kiosk where you can purchase tickets."

"We are keeping it a family-friendly place to go for entertainment," Hester said, adding: "We're the place for good customer service and hot fresh popcorn."



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Paragould Cinema 8 services Paragould and the surrounding areas, including Kennett and Pocahontas. It offers \$5 admission to some movies on their movie board every Monday, and free popcorn on Tuesdays. They typically show new releases but offer older movies at special times, like Christmas.

The theater is located at 2707 West Kingshighway and is open every day. Their movie line is 870-240-8060. You can also find them on their website at paragouldcinema.com.




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NOT TODAY, BEAR WYOMING ELK HUNT

BY CHUCK LONG



CHUCK LONG
Avid Outdoorsman
Retired Outdoor Educator

I always have trouble sleeping the night before an opening day of any hunting season. Kevin Keen and I were in Wyoming's Bighorn Mountains fulfilling a lifelong dream in pursuit of elk and the anticipation of entering the woods with a rifle was high. Kevin and I planned to leave camp about 3:45 a.m., but as I tossed and turned in anticipation I was coaxed out of my sleep by the bugle of an elk. It was distant, but that was a wonderful sound to start of a day of hunting.

It only took a few minutes to drink a cup of coffee, have a light breakfast, grab our gear and head out for the hunt. Our plan was to hike to a vantage point with a view of an area where we had found some fresh elk sign.

Even though it was a two-mile hike, we chose to proceed in a careful and quiet manner. Within the first 500 yards we were greeted with the bugle of a bull elk. Within seconds another elk bugled. We stood quietly and listened, consulted our maps and discussed whether to pursue. We were close to the elk, and we had the wind in our favor but it was two hours until legal shooting light, the elk were heading into unfamiliar terrain and they were traveling in a direction that would take them close to several other camps and hunters. We decided to continue our trek to the area we had scouted.

We arrived at our glassing point with time to spare before shooting hours, so we had a quick snack and drink. The sun rose and with no action we decided to make a move to some thicker habitat. The prevailing wind prohibited a direct approach, so we began to circle the mountain to keep our scent from drifting into the area. The initial thought of moving around the mountain looked good, but we soon came to realize it was going to be difficult. The mountainside had suffered a major windstorm and fallen trees lay across the hillside like someone had poured out a can of pick-up sticks.

We navigated the mess slowly and found our way to an area that had several meadows interspersed through the thick timber. We consulted our maps and decided the best approach would require

another mile of hiking to gain the wind advantage. After many miles of scouting and hiking, I decided it was in my best interest to head to a high vantage point and let Kevin work his way around the area.

I found a nice meadow that was heavy with fresh elk sign and sat on the edge under a cedar for a couple of hours. Phone service was spotty, so it surprised me when my phone vibrated. It was Kevin and luckily we had enough service to talk. His first words when I answered were, "I just shot one!" We discussed the situation for a minute and then I headed his direction.

I eased toward the pin Kevin had sent and I finally saw him on the trail. Just as I saw him, I saw movement out of the corner of my eye. A young black bear was also headed Kevin's direction. Once the bear saw us, he bounded off.

We quickly found the bull, celebrated in the fading daylight and knew we needed to get to work. Kevin began the cleaning process, and I was prepping my gear to help when I heard a very audible "huff." Within seconds I heard it again and then again. I knew it was a bear, but it took just a bit to locate the animal in the thick timber. The 200-pound black bear was about sixty yards away, had its front feet propped up on a tree and was intently watching us work on the elk.

Due to many years of experience in the outdoors, I knew the proper protocols for a bear encounter and began to holler and wave my arms. The bear was not fazed by the show. I had my rifle in my hands and cut the distance just a bit hoping to scare the animal. It dropped its front feet off the tree but continued to stare. I told Kevin I was going to fire a warning shot in its general direction and that caused the bear to saunter away, but not before looking back several times.

The bear encounter slowed the process of quartering the animal, but with darkness settling in we had to work quickly. We loaded one pack with meat, bagged the rest and hung it as high as we could, tied the carcass to a tree and began the arduous pack out.



Three miles and almost four hours later we finally arrived at camp. We were exhausted but knew we had to get up the next morning and return for the rest of the carcass. We got up the next morning and were greeted by rain, sleet and snow and decided to wait until the precipitation passed to make the return trip. After about three inches of accumulation, we headed back in, loaded up the rest of the meat and antlers and headed back out. It was a grueling six plus mile round trip.

I still had a tag in my pocket, but at this point I felt I was done. Thirty plus miles of walking in the mountains, weak knees, and a lack of oxygen had taken its toll. We talked it over that night and decided to head home the next morning.

What a trip it was. I had taken Kevin on trips to take his first duck, deer, turkey, antelope and now an elk ... what more could we want? It was a dream fulfilled. Yes, there were days after I got home when I wished I had stayed, tried to recuperate and fill my tag. But could the memories have gotten any better? I don't think so.

As we enter the new year, I encourage you to find the dream you want to fulfill. It may be a hunting trip or something totally different but get to work and make it happen. I have several more on my list and plan to work on those this year and hope you will as well. And I hope to see you out there!



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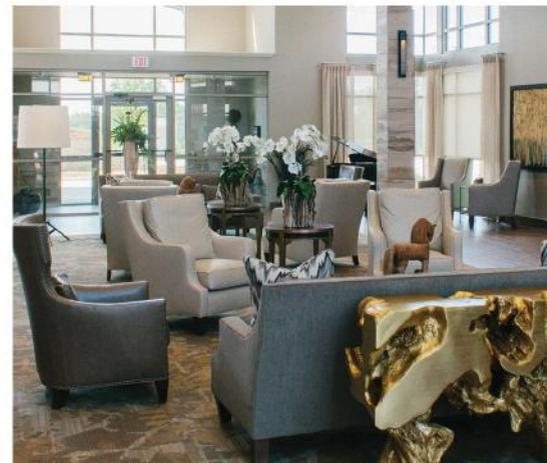
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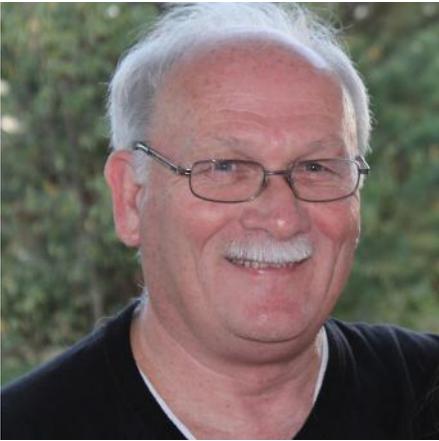
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GET RICH WITH RICHARD BRUMMETT



With the arrival of a new year many people make resolutions related to weight loss, healthier lifestyles or career changes. I am way beyond all that because I have grown -- literally -- accustomed to being overweight and unhealthy, and I

am supposed to be careerless. My goal, now that the calendar page has turned, is to discover exactly who I am.

I used to be pretty certain I was me but as the years continue to pile up I often wonder who I am, where I am and why I'm there. Even in my semi-retirement, when I go out on assignment I wear a lanyard with a giant laminated tag that practically shouts out my name right there for all to behold. It has come in handy on the few occasions when I have interjected my opinion into a conversation only to have someone very angrily say, "And just who do you think you are?" ... and all I have to do is point to my name tag.

Still, a few nights ago I was seated at a restaurant table when the waitress approached, put her hand on my shoulder and said, "What can I get for you, Sweetheart?"

I felt sort of bad, seeing that my wife was seated across from me, but I responded to her obvious and unexpected adoration by placing my order. She left our table and stopped at the one behind us and called the gentleman seated there "Honey" as she continued to work the room. Before too long I needed to ask for some silverware so I stopped another waitress to do so but before I could speak, she said, "What can I get for you, Darling?"

"Oh, no," I said, "I'm not Darling. I think he must be at one of those tables over there," and I pointed across the room.

"That is so funny, Hon," the new waitress replied, and I had to tell her I also wasn't Honey. "I'm pretty sure that's him right behind us," I said, "but you'll have to ask our first waitress to be sure. She seems to know him. I'm Sweetheart, by the way."

Actually, in the last few weeks I have been Darling. And Sweetie. And Sugar. So I can't rightly say who I am, because I'm not wearing my badge. I do know I'm a bit more important in Texas, because the wife and I took a trip there last month and after we got checked into the hotel, I went to the front desk to ask the young woman working there how to find a local restaurant.

"Oh, Love," she said with this distressed look on her face, "I'm terrible with directions" and she proceeded to prove it. She was directing me to "that big street over there" and toward the first intersection where there was a stop light, and I asked if she might know the names of any of the streets in this version of Clue, seeing

as how I lived out of state and had not been to her town since I got a speeding ticket there in 1971 when I was on my way home from college.

"I'm not good with street names, either," she said apologetically, and assured me if I could find the street close to Walmart, all I would have to do was "sort of circle around behind it and you'll see the restaurant." I thanked her -- after all, she had promoted me from Sweetheart all the way up to Love -- and did my best to follow her directions without winding up in the ghetto after dark. I saw nothing similar to what she had described, so I pulled in at a convenience store and approached the counter.

A young man working there was on the phone with a friend, but put his call on pause long enough to say, "What can I do for you, Boss?"

Boss. I like that, and I can see right away these Texans know their stuff. They recognize a born leader at first sight and don't mind acknowledging such. I told him the name of the restaurant I was looking for and he punched it into his phone and pulled up one of those Googley-Googley mappy things that puts a red dot on the screen right where you are.

"Looks like you stay on this street here and just go that way," he assured me, pointing to his right, "and you can't miss it. Looks like it's close to Walmart, but you may have to go around behind it."

I thanked him and headed out, overhearing as he resumed his phone conversation by saying, "Nah. Just some dude needing directions." I almost turned back to remind him I was Boss Dude, but I got in the vehicle instead and looked for my restaurant, which I never found. I just settled for something else and took a bag full of burgers back to the room.

All of this labeling confusion reinforces my belief that we should all wear name tags, all the time. That way, when I see someone at a public gathering and notice they are headed my way, I wouldn't have to say to my wife, "Do *not* ask me to introduce you to this guy; I can't remember his name. In fact, as soon as he gets close enough act like you're going to throw up so maybe he'll go the other way."

If we've all got our name tags properly displayed, I'll know you and you'll know me. Even more importantly, I'll know me and that's my goal.

TODD "ROOSTER" HARRIS OFFICER OF THE YEAR

Arkansas Attorney General Leslie Rutledge hosted the 20th annual Officer of the Year awards and recognition luncheon at the Benton Event Center, where she honored Arkansas State Police Corporal Todd Harris as the Greene County Officer of the Year.

"Corporal Harris is a tireless servant who works to protect Arkansans," said Attorney General Rutledge. "I could not be more grateful for Harris' dedication as a public servant in Greene County."

For the eighth consecutive year, Attorney General Rutledge has honored Officers of the Year from all 75 Arkansas counties, in addition to statewide and regional winners.

Corporal Harris is a resident of Paragould.



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JONESBORO CHRISTMAS PARADE



The 2022 Jonesboro Christmas Parade was the first year for The Foundation of Arts to be in control and it was a HUGE success!

Thank you to all who participated and to those who enjoyed the parade.

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JONESBORO PROGRESS REPORT

By Caitlin Lafarlette



Another year has passed and with it Jonesboro's progress has continued to grow with the addition of new facilities and opportunities for community members.

Early in 2022, work began on the downtown pavilion that will house outdoor events in coordination with a city-owned building next door that will be expanded. Craig Rickert, director of communications for Jonesboro Unlimited, explained the pavilion will also be the new home of the Wonderland Skating Rink, which is a huge draw to downtown each year during Christmas time. The pavilion was funded by the Arkansas Department of Parks, Heritage, and Tourism with a 50 percent match from the city.

Another project new to Jonesboro is the Shooting Sports Complex, a multi-million dollar facility with a 200-yard rifle range, 50-yard pistol range, three trap/skeet fields, a 70-yard archery range, and a 50-yard archery range.

"Construction on a clubhouse, as well as a walking trail, is happening right now," Rickert said. "Plans are in place for transforming a pond on the property to a

recreational fishing location as well."

2022 was also filled with plans for new developments in 2023. Early this year, work will begin on a new two-mile trail connecting Arkansas State University to downtown. The trail will use the Marion Berry Overpass to connect to the college until a new flyover is built over the railroad tracks between Creath Avenue and the campus.

Construction is also set to begin this year on a new sports complex. "A firm has been chosen to build the complex and a site has been chosen for the project along Race Street," Rickert said.

The 200,000-square-foot complex will include basketball courts, turf fields, and an indoor aquatics area with a 50-meter pool, diving boards, spectator seating, and a warm-up pool with a splash pad. Rickert added a 22,000-square-foot outdoor aquatics area is also in the works.

He said these investments are expected to be a large economic drive. The shooting range will attract shooters from all over the country for competitions, and local high schools can host events as well. The

clubhouse, which is currently being constructed, will serve as a location for corporate events.

"We expect hotels to be booked and restaurants to be filled on those weekends," Rickert said.

And basketball, volleyball, and swimming competitions will also bring in hundreds of people on tournament weekends. "Jonesboro will have one of the finest facilities in the state and region when it is finished," Rickert said.

"Overall, people are happy with the increased emphasis on quality of place investments," he added. "There will always be skeptics but even with those who may question the projects, all agree Jonesboro has to make these investments to move the community forward."

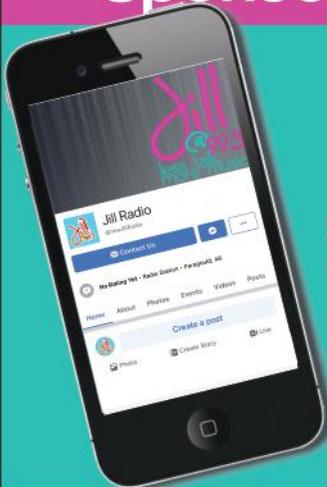


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Lessons LEARNED IN Motherhood

BY CAITLIN LAFARLETTE

Eva still doesn't sleep through the night. It's incredibly frustrating most of the time, especially when I hear of others her age (or younger) who snooze a full 12 hours. Their parents are able to watch TV, read, catch up on housework, or any other number of tasks that never seem to get done during the day.

I have struggled with Eva's sleeping habits for a very long time. Anyone who knows me sees the permanent bags under my eyes and has heard me complain about how ragged I feel. But one night out of the blue, as is usually the case, my mindset changed.

I was attempting to make it a full night in our fancy new Sleep Number bed. Not long after I fell asleep, Eva's cries through the baby monitor woke me. Whether it was a bad dream or just waking up alone, she was distressed. I was angry and near tears myself as I stumbled out of my room and down the hall. But the second I opened her bedroom door, a quiet and hopeful, "Mama?" floated through the darkness.

My heart immediately softened and I felt my anger disappear. Eva stopped crying the moment I walked in. She knew she was safe.

I've been told countless times to "just let her cry." To sleep train. But it has never felt right to me. My little girl still needs her mama and there's nothing wrong with that. The CDC defines infancy from birth to one year, but some sources stretch that to three years of age, stating the development in this stage affects our future wellbeing.

I'm still tired, all the time. It still isn't fun getting up one, two, three times a night. I still hurt every day from being scrunched up on a small bed with another human who sleeps in weird positions. But I am leaning into this phase more and more with the understanding that I'm nurturing my daughter and giving her what she needs.

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Volunteers of the St. Bernard's Advocates gathered for their quarterly meeting and celebrated fundraising efforts for the NICU.

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PARAGOULD CHRISTMAS PARADE



The Paragould Christmas Parade wound its way through Downtown Paragould to the delight of many!

Main Street Paragould would like to thank all who participated and we look forward to next year!



MOORE on MANNERS

WITH LINDA LOU MOORE

BACK TO THE OFFICE WITH A LITTLE RESPECT

When we think of New Year’s Resolutions, we think of change. Making small modifications or major changes will help to make life easier for you and for others.

Even though many people worked from home during the COVID pandemic, the return to the office is now under way. Civility in the office can certainly make life easier. For most, small offices, crowded desks and cramped cubicles are all a part of the office setting. Working in these conditions several hours a day can certainly be trying and often too close for comfort. If you think about it, this small space is -- “Home away from home.”

When working with others in small office spaces, it is always a good idea to:

- (A) Assume everyone is on the same schedule as you.
- (B) Always borrow your colleagues’ items without asking their permission. After all, you need the materials more than they do.
- (C) Make certain you do all personal grooming at your desk. No one would want to miss that.
- (D) Respect your co-workers’ privacy and office space.

If you answered (D), “ R-E-S-P-E-C-T,” Aretha Franklin would be pleased.

If you spend most of your time in this type of environment, following a few guidelines can make the office atmosphere much more pleasant.

- Honor your colleagues’ privacy before entering their office space.
- Ask if it is a good time to discuss business. Don’t assume they are on the same schedule as you.
- Wait until you are asked to be seated. It’s not a good idea to just “plop-down” and begin to visit.
- Keep your hands to yourself. Don’t touch or pick up personal objects or materials that belong to your co-worker unless asked to do so.

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.

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GINGERBREAD HOUSE CONTEST



A great big congratulations to the Gingerbread Competition winners:

Arkansas Blue Cross and Blue Shield took home the prize for judge's choice and FMH Conveyors won the people's choice!

Habitat for Humanity of Greater Jonesboro would like to say thank you to everyone who voted and helped us pull off this inaugural event.

We hope to see many more entries next year in this fun Professional category, and the family friendly event was a great new addition to making Holiday Traditions. Habitat for Humanity hopes to see you there next year.

If your company or group would like information on how to submit a gingerbread house to the competition next year, just contact Habitat for Humanity of Greater Jonesboro on Facebook.

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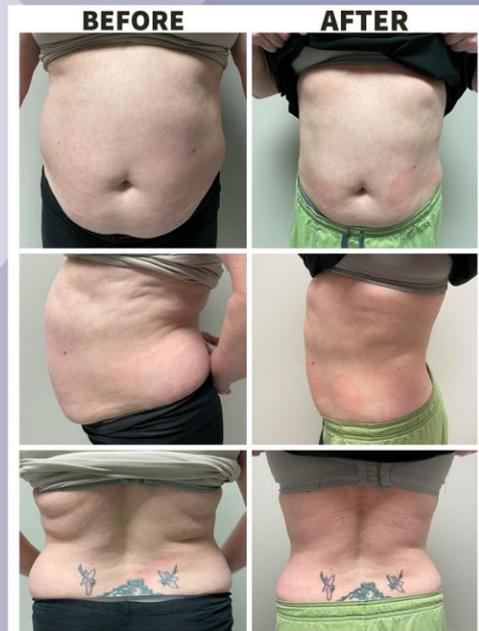
Average loss of inches

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Average loss of pounds

4%

Overall BMI decrease



After 1 session

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-Bridget Smith

BABY, IT'S COLD OUTSIDE

BY KATIE COLLINS



As one of those people who consistently wishes for cold weather when it's hot, January usually finds me realizing that it's possible for it to be too cold as I attempt to put on ANOTHER pair of socks to keep my feet warm! January is known for its bone-chilling days and on those days, you want to come home to something warm and comforting for dinner. Emphasis on the

warm! We're searching for foods to help us shake the chill, and it's definitely soup/stew/chili season. If you want a warm accompaniment to those soups, this month we've got you with this toasty recipe for Jalapeno Cheddar Corn Muffins. They're warm, cheesy, and a little bit spicy to help keep you warm until spring arrives!

Jalapeno Cheddar Corn Muffins

Makes 12 Muffins

Directions:

Preheat oven to 400 degrees.

Spray a 12-cup muffin tin with non-stick spray or use paper liners.

Combine the cornmeal, flour, sugar, baking powder, and salt in a large bowl, and mix with a spoon until combined.

Add the egg, melted butter, and milk and stir gently until just combined; fold in the cheese and jalapeno.

Spoon the batter into the muffin tin, filling each cup about $\frac{3}{4}$ full. You should have just enough batter to fill all 12 cups.

Bake for 15-20 minutes, or until a toothpick inserted into one of the muffins comes out clean.

Let the muffins cool in the pan for 5 minutes, then remove to a wire rack to cool completely - but they taste best while they're still warm!

Ingredients:

- 1 cup yellow cornmeal
- 1 cup all-purpose flour
- $\frac{1}{3}$ cup sugar
- 2 teaspoons baking powder
- $\frac{1}{2}$ teaspoon salt
- 1 large egg, beaten
- $\frac{1}{2}$ stick unsalted butter, melted
- 1 cup milk
- 1 cup shredded Sharp Cheddar Cheese
- 2 tablespoons diced jarred jalapeno (more or less to your personal taste)

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HOLIDAY TRADITIONS TINSEL IN THE TREES

BY CAITLIN LAFARLETTE



The magic of Christmas lit up the trees on Cornbread Corner through the month of December. Tinsel in the Trees made its return to Paragould in 2022 with a rolling trail of candy canes, gnomes, and even a polar bear.

More than 3,000 off-grid lights welcomed visitors and led them through the trail tucked away in the trees. Holiday music completed the scene as the lights and art installations took center stage.



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DOWNTOWN MEDICINE & SPA HEALTHY & BEAUTIFUL



Ring in the new year with a healthier you at Downtown Medicine and Spa!

Owners Tanika Jarrett and Hannah Howard opened their spa in October 2021 with the goal to target busy individuals and help people feel better about themselves, not just from a beauty viewpoint but also in a health and wellness way. Jarrett and Howard are both family nurse practitioners certified with the American Academy of Facial Esthetics for neurotoxins and dermal fillers.

“You can get all your things done in one place,” Jarrett said. “Our goal was a one-stop shop.”

Downtown Medicine and Spa offers just that, with medical appointments, hormone replacement, eyelash lifts/tints, laser services, hydrafacials, and laser hair removal. The staff is made up of two nurse practitioners, a licensed nurse, two estheticians, and a massage therapist. And a full boutique is also available for customers to shop.

“We’re always doing training and bringing on new products and services,” Howard added.

Other services included on the menu are weight loss and IV hydration. Jarrett said the IV hydration helps with any vitamin deficiencies, increases immune

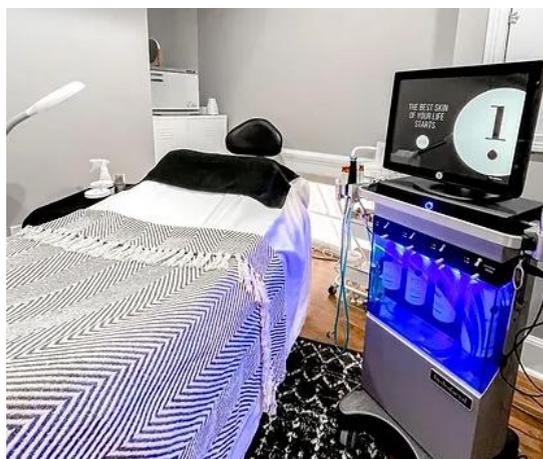
health, and some even promote weight loss.

“Hormone replacement helps everything from mood to drive, to sleep, heart health, bone health, breast health,” Jarrett said. “It’s kind of looking at overall health.”

Visitors can expect a full hormone panel test to determine the best treatment they need.

Downtown Medicine and Spa also has a medical director on staff, allowing them to offer FDA medical grade procedures. Jarrett and Howard added they carry medical grade skincare (iS clinical and Epionce) and offer FDA medical grade procedures.

Downtown Medicine and Spa is open Monday-Friday 9-5, and by appointment on Saturdays.





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GREENE COUNTY TECH GLOBAL GINGERBREAD



Together with the 2022 Global Gingerbread Community STEM Project, 48 Greene County Tech PACE students created a gingerbread version of Paragould, all while learning about science and local history.

The 3rd grade class, taught by Brittany Burlison, had a goal of creating a gingerbread community using brown paper lunch sacks, markers, and circuits with copper tape and LED lights. The STEM program encouraged students to engineer their community with the things that make it special.

"Our fifth grade PACE program takes a 'Tour of Paragould' as one of their field trips," Burlison said. "I tried to construct a list to make sure our project incorporated several of those buildings so the now third grade students would be familiar with them once they made it to their fifth grade field trip. For example, the majority of the students did not know you could enter the Linwood Mausoleum."

Students could choose from a list of places in town to build or select their own. They had to think about location and direction, and place the buildings in their relative locations, using highways 412 and 49 as a starting point.

"Students quickly noticed the majority of the older buildings were on the east side of town and Paragould was 'getting bigger' towards Jonesboro," Burlison added.

When she asked for a list of places considered a "need," many initially stated their own homes. Once they got started on brainstorming, however, the students listed food services, police, schools, and firefighters, in addition to Gingerbread Jared at The Crossing.

"They were very insistent on making sure he was preaching while the doors were open," Burlison explained.

Students studied light and sound in their regular classrooms, so Burlison wanted to bring that into the project.

"It is very important to me to use my PACE class as an enrichment for what they are doing in the regular classroom," she said.

The class started by using UFO balls and creating human circuits.

"The circuits were the most difficult part for students to master," Burlison said. "Many of them were only able to complete a series circuit but I was still proud of them since they are only in third grade."

BABY IT'S COLD OUTSIDE!
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Healthy Beautiful Pets

WITH DR. KRISTIN SULLIVAN



Happy New Year! What was your New Year's resolution? Some very common ones I hear are to eat healthier, make healthier lifestyle choices, and to lose weight or just to become a healthier version of yourself. Let me ask you now, have you ever made a New Year's resolution for your pet?

Nah, that's ridiculous. But, have you ever thought that maybe you should make healthier choices for your pet? If you have made a resolution for your health, why not include your pets? Now, hear me out. I know this sounds silly, but think about it. If you are making good choices for yourself, doesn't it make sense to do the same for your pets?

By helping them be healthier, it may help to hold yourself more accountable as well.

I know I'd feel pretty bad if I gave my pet a green bean for a snack, but then helped myself to a Reese's Peanut Butter Cup. It is much easier for us to put our pets on a diet, especially when their health is at risk, but people tend to struggle. Now, if I gave my pet a green bean and then got myself a few carrot sticks, I'd be feeling pretty good about that.

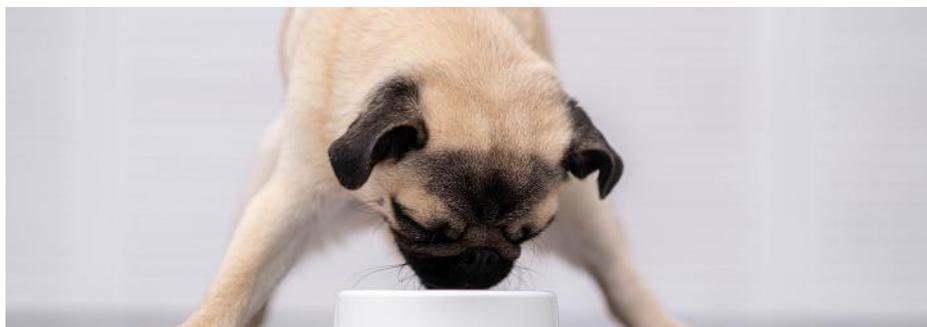
When we make household decisions, then it can help everyone to be healthier and reduce temptation. When it comes to pet nutrition, it really can be very simple. The most important thing is to ensure you are feeding them a complete and balanced diet -- it should say this on the bag; if it doesn't, then it's probably not.

The next most important thing, ensure they are eating what their body requires and not more. This can be more difficult to figure up. There are recommendations on the back of the pet food bag, but I'd recommend asking your local vet what amount and frequency would be best for your furry friend. Many pet patients, especially as they age, struggle with their weight.

There are a number of ways you can help to reduce your pet's weight to get it to a healthier weight. The first is also the most obvious: Reduce weight by reducing the overall daily caloric intake. This does not mean your pet will be starving -- I like to eat and I do not like to be hungry, and I know pets feel the same way.

One thing I ask my clients first is whether they leave pet food out all the time for their dog or cat. This is very important. Pets that have free access to their food may graze continually whether or not they are hungry and further contribute to their unhealthy weight gain. By measuring out what your pet needs and offering it two meals per day, then it can keep a happy belly and lose weight.

Next to consider are the treats. Remember, anything they eat will contribute to their weight. Some treats are healthy and some are comparable to eating a cheeseburger and order of fries as a light snack! I did mention green beans earlier, but it is best to ensure that this food would be okay for your particular pet, as they are all different.





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PET *of the* MONTH

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BY PAYTON HOOTON

I adopted Steve in 2014 when I was 14. We basically grew up together! He has been glued to my side since the day I got him. I named him after Stevie Nicks because Fleetwood Mac reminds me of my grandpa and Steve has big grandpa energy. He lived at my mom's until I got my own place with my fiancé, Damian, and has greatly attached to him.

Steve is a big-time diva and does not want to be looked at or touched until he wants it. When he does, though, he's a huge love bug.

We rescued Elton in October of this year and had to give him a rockstar name similar to his brother's. It has been a bumpy road getting them acclimated to each other, mainly because Steve is such a diva, but they have slowly grown to love each other.

Steve loves his ears rubbed and Elton has a big ol' tongue he loves to kiss his brother's ears with. They play fight constantly and Steve usually wins.

These two are the best boys a fur mom could ask for. Please, please, please adopt, don't shop. I can't and don't want to imagine the places these babies would be in if I had not brought them home.

They're my best friends.



With you through the new year,
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NEA BAPTIST FOUNDATION 20TH ANNIVERSARY DUCK CLASSIC



The NEA Baptist Charitable Foundation is pleased to announce that the 20th Annual Duck Classic was a HUGE success thanks to the immense support from sponsors, landowners, hunters and banquet attendees. Thousands braved the rainfall to attend the banquet at First National Bank Arena featuring dinner, raffles, and the most valuable live and silent auction lot in the history of the event.

The amount raised for the event totaled over \$750,000, which funds the operation of six key programs of the foundation to provide free services to the communities served by NEA Baptist. "Our banquet was canceled in 2020 due to COVID. In 2021, it was abbreviated by the threat of tornadoes in the area. So to say we were nervous about the response to the first 'normal' Duck Classic banquet since 2019 was an understatement, but our community responded with one of the highest attendances in the 20-year history of the event. The over \$750,000 raised will impact countless lives over the next year through the work of our foundation," said Kim Provost, Executive Director of the NEA Baptist Charitable Foundation.

Duck Classic is a charity duck hunting competition consisting of a banquet followed by a tournament style hunt where point values are awarded to various

species and gender of ducks. The event attracts participants from 10 states as well as corporate sponsors from worldwide leaders in the duck hunting industry, all coming together for a worthy cause.

NEA Baptist Charitable Foundation is a 501c (3) non-profit organization that is committed to enhancing the lives of those it serves in Northeast Arkansas through the six programs it supports. The Foundation, through generous gifts from our community, touches every member and every corner of our region. The Foundation currently supports six programs: the Center for Good Grief, Center for Healthy Children, Medicine Assistance program, HopeCircle, Wellness Works and ShareHope. For more information about the NEA Baptist Charitable Foundation, visit NEABaptistFoundation.org





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NEA BAPTIST 

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Jill @ 99.3 christmas cash giveaway



Unico Bank and MOR Media, Inc., and our weekly \$99 sponsors celebrated the 2022 Cash and Wish drawing at the Hilltop location on Saturday, December 17th.

Shirley Hice was the 2022 \$1000 Jill's Christmas Cash Winner and Mary Bett Stotts won \$99 as the runner-up.

Shirley chose the Northeast Arkansas Humane Society to receive the \$1000 "Wish" to charity in honor of her new puppy "Precious."

Thank you to our sponsors and to all the participants. We hope to see you again next year!



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2023

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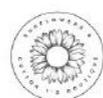


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Perfect Touch

Gifts & Home Decor

Bridal Registries:

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 Sarah Beth Deweese & Will Mangrum April 29, 2023
 Kyleigh Horner & Zac Hoggard May 6, 2023
 Sydney Markum & Timothy Brown March 18, 2023
 Maggie Schreit & Jonah Treece June 24, 2023

Happy New Year

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

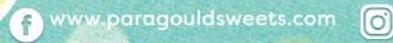


Happy New Year!

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SAVE THE DATE DOWNTOWN PARAGOULD EVENTS



January 16th
Greene County Spelling Bee
Collins Theatre
7pm



January 23rd
KASU Bluegrass Monday
Monroe Crossing
7pm



January 28th
Girls Night Out
Downtown Paragould
6pm-8pm

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



2023 COLLINS SEASON TICKETS

<p>March 3rd Arkansas State University Choir 7pm</p>	<p>TBA Comedian Greg Morton 7pm</p>	<p>June 10th "Almost" Elton John & the Rocketmen 7pm</p>	<p>July 22nd Big Grass Bluegrass 6pm</p>	<p>September 9th ASO's Quapaw String Quartet</p>
<p>September 17 GCFAC Production 7pm</p>	<p>October 20th Magic on the Ridge Festival</p>	<p>November 27th Bluegrass Monday Christmas with Williamson Branch 7pm</p>	<p>December 2nd Community Choir Christmas 7pm</p>	<p>2023 SEASON TICKET</p>

Call 870.236.6252 or email collinstheatremanager@gmail.com



PROGRESS DOWNTOWN PARAGOULD

BY MIRANDA REYNOLDS



Downtown Paragould saw a lot of big changes in 2022. String lights down Pruett Street, a new mural at Skinny J's, new restaurants and boutiques, and much more. This year we welcomed The Food Dudes, Lotus & Crow, Bloom Events, 1812 Pizza Company, The Twisted Goose, Sunflowers & Cotton T's Boutique, Weber's Book House, and Unraveled Yarn Boutique.

Art Alley shines brightly with hand painted murals. The caboose even got a renovation graciously donated by The Greenbrier Companies.

Main Street Paragould works toward sparking economic development and preserving our historic buildings in the Downtown District. During our calendar year, we host over 12 events to bring (and keep you) Downtown. Shopping in our retail, dining in our eateries, and spending time watching a show at the Collins Theatre is what we want to see.

When you shop local, you're supporting local. We could not be more proud of what our Downtown accomplished this year. We look forward to what's coming in 2023.

The Community Pavilion is a perfect example of what's to come. It shines brightly at night on East Court Street. We can just imagine the fun reunions, parties, and gatherings that facility will hold this coming year. The G.I.N. plans to open doors this year as it is currently under construction. It will ignite entrepreneurs to start something new in our community. We look forward to the opening of this great facility.

We're proud of what's happened this year. It takes community support, businesses' investment, and most importantly, a want to preserve history. We welcome all to Downtown Paragould and cannot wait to see you.



CONTINUUM PLANNING HEALTHY BEAUTIFUL FINANCES

Brandon Johnson, Financial Planner with Continuum Planning Partners in Jonesboro, offers financial planning and wealth management services tailored to an individual's specific needs. Continuum Planning Partners practice comprehensive financial planning to help give clarity so it's easier to make good decisions regarding your family's future.

The many aspects to a financial plan can be overwhelming. Brandon starts with helping clients be prepared for life events such as saving and investing for the future; a spending and cash flow study; a risk audit to ensure you are protected should your family need life insurance or if you have a major health change. He will also help with Debt Reduction Planning, which generally includes student loans analysis and a gameplan for payoff.

The Continuum Planning Partners process is based on providing objective advice with a financial planning fee, which allows them to work alongside your current plan and make the necessary adjustments to help



accomplish your goals. In many plans, they find there are gaps that exist due to a lack of continuity in relationships and advice from multiple areas.

Let Brandon help you bridge those gaps with creative planning and solidify all areas of your plan.

Continuum Planning Partners' overall aim is to empower their clients by eliminating their financial stress. Let's get 2023 off to

a great start today. Contact Brandon's Jonesboro office for a free consultation.

870.476.3078

brandon.johnson@cppadvisors.com

We'll show you the steps to meet your goals.

Our clients are busy, like everyone, and you can probably relate to having different and uncoordinated pieces in your complex financial portfolio.

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BKH FOUNDATION CHARITY PHEASANT HUNT



B BKHworks Charity was established to honor Brady Keith Herbert and plans to continue the good works into 2023 with the BKH Charity Pheasant Hunt on Saturday, February 18, at Liberty Hill Outfitters in Rector.

BKHworks Charitable Foundation has made donations to Ram Academy, Baldwin Elementary School and Isaiah 61 Ministries 1:61. Donations made to the foundation provided hygiene products to Ram Academy and clothes for the Baldwin Elementary clothes closet.

On Brady's Heavenly Anniversary date, December 26, volunteers will be showing Random Acts of Kindness, providing socks, laundry detergent and hygiene products to Isaiah 61 Ministries 1:61.

The BKH Charitable Foundation's mission is to always find an opportunity to offer Random Acts of Kindness in Everyday Life to someone in need.

For more information on the charity or the hunt, contact bkhcharitablefoundation@gmail.com



Happy New Year!

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Happenings

HASKINS IS APPOINTED DIRECTOR OF BECK CENTER FOR VETERANS AT A-STATE



Jana Haskins is the new director of the Beck Center for Veterans at Arkansas State University, announced Dr. Scott Gordon, dean of the College of Nursing and Health Professions.

A graduate of A-State in 1994, Haskins succeeds long-time center director Lynda Nash, who retired earlier this year.

Haskins joins A-State after 12 years with St. Bernards Medical Center, most recently serving with SBMC's Counseling Center. She also has served as an adjunct professor in the A-State social work program since 2015.

The Beck Center for Veterans is now located in its new facility within the Turner Military Science Building.

FIRST NATIONAL BANK AND FHLB DALLAS AWARD \$435K FOR AFFORDABLE HOUSING FUNDS



First National Bank (FNB) and the Federal Home Loan Bank of Dallas (FHLB Dallas) awarded a \$435,000 Affordable Housing Program subsidy to Paragould Housing Development Corp. for an older-adult-focused housing development.

The development, to be called Hillside Manor, is proposed as a \$10.3 million new rental community with 48 units in duplexes serving people who are 55 years old or older and earning no more than 60 percent of the area median income.

"We have about a two-year waiting list in our older population to get them housed in affordable, safe and sanitary homes," said Paragould Housing Authority Executive Director David Lange.

For more information about the AHP, visit fhlb.com/ahp.

LEADERSHIP PARAGOULD AT BLACK RIVER TECH



Black River Technical College hosted Leadership Paragould Class XXVI.

Guest speakers Amy and Tony Lucius discussed understanding behavior, and how to best work together. DISC behavior assessments were given and discussed.

The Community Development Institute of the University of Central Arkansas held a Poverty Simulation Workshop. The simulation was followed by a tour of the BRTC Paragould campus.

Leadership Paragould is a yearlong program that aims at identifying existing and potential community leaders, providing training in various concepts of leadership, raising awareness of issues within the community and establishing solutions.

For Leadership Paragould information contact the Chamber or paragould.org.

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THE
GREENBRIER
COMPANIES



While school Christmas programs and assemblies signaled the end of the school year, students return this month to face new challenges and experiences. Stay in tune with MOR Media to find out attractions suitable for you and your kids all across Northeast Arkansas.

NEW ADDITION

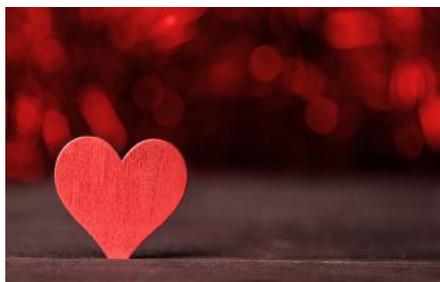
Kids Play

All things of interest to NEA Kids and their parents.

Coming to Premiere Magazine
February-April-August and November

Next Month

Love of Community



For the Love of Community, Premiere will be highlighting community resources provided by non-profits and supported by you.

More Healthy Beautiful



Healthy Beautiful! We continue helping you keep those New Year's resolutions in 2023 with all the resources from local businesses.

Special Section



Do we hear Wedding Bells?! We will have your guide to local resources to make your day unforgettable.

*New Year
New Floors & More*

Warehouse Flooring
WOOD | TILE | CARPET | VINYL | WATERPROOF FLOORING
"Make your house new again with floors from Warehouse Flooring"
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The advertisement features a high-quality photograph of a modern bathroom with light-colored wood-look tile flooring, dark wood cabinetry, a white bathtub, and a large window. The text is overlaid in a white, elegant script font.

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MY100BANK.COM | A Home BancShares Company (NYSE: HOMB) | Member FDIC

The advertisement has a light blue background. It features the Centennial Bank logo at the top, a white piggy bank with a blue stethoscope around it, and large, bold text for 'HSA Health Savings Account'. The benefits are listed in two columns, and the call to action is in a dark blue box.

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