

# Chamber Voice

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## Final Link of Razorback Regional Greenway Breaks Ground in Lowell

Officials from Lowell and throughout Northwest Arkansas gathered in May to break ground on a new section of the Razorback Regional Greenway to go under construction soon. The section will run 2.6 miles through Lowell and a trailhead built just south of St. Anthony's On the Creek in Lowell. The construction contract for that section of the trail and the trailhead is six months, meaning work will be completed before end of year. It's the last section of the greenway to go under contract.

Arkansas, corporate headquarters of Walmart, J.B. Hunt Transport, Inc. and Tyson Foods, Inc. with arts and entertainment venues, shopping areas, historic sites, parks, playgrounds and residential communities.

### Healthier, More Active Lifestyles

"The greenway continues to transform communities in Northwest Arkansas, and I'm excited to see the trail progress in Lowell. This section is a crucial link in the regional trail," said Misty Murphy, Regional Trails Coordinator for the Northwest Arkansas Council. "The greenway offers opportunities for transportation, recreation, and new adventures for Northwest Arkansas residents. "It has been adopted by our community just at lightning speed," she says. "You see so many groups from kids all the way up to retirees, that are riding and walking and biking around Northwest Arkansas. It's becoming a way of life for people to have healthier, more active lifestyles."

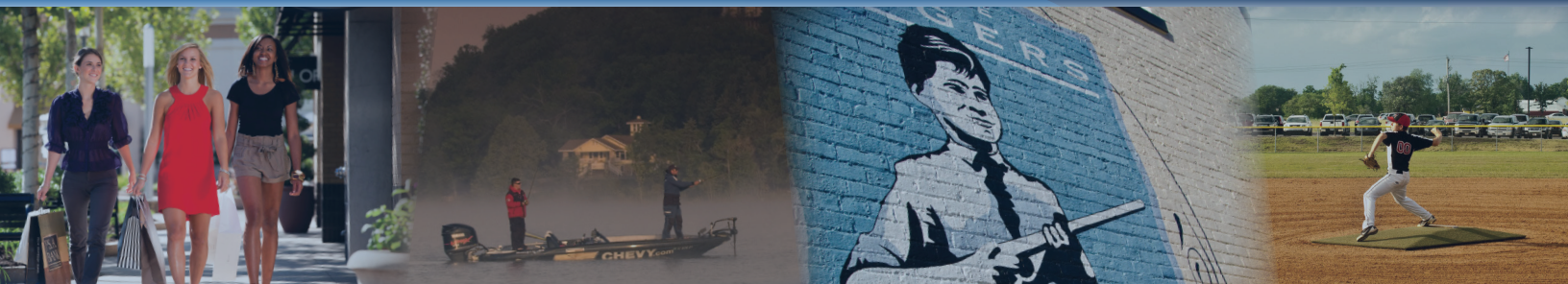
John McLarty, Assistant

Director of the Northwest Arkansas Regional Planning Commission, told those gathered at May's ceremony that the trail will be within a half mile of about 75,000 Northwest Arkansas residents' homes. Another 80,000 people in Benton and Washington counties will work less than a half mile from the trail. Several cities along the route have already completed or are planning to build spurs and access points to key locations.



### 36 Miles of Greenway Linking Northwest Arkansas Trails

The Razorback Regional Greenway is the spine of Northwest Arkansas' growing trails system. The greenway will cover 36 miles, stretching from Lake Bella Vista in a northern area of Bentonville to south Fayetteville. The trail links together dozens of popular community destinations including six downtown areas, three major hospitals, 23 schools, the University of





#### EXECUTIVE COMMITTEE

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Chairman-Elect – Mike Watts, FM Corporation  
Treasurer – Nick Hobbs, JB Hunt Transport, Inc.  
Past Chairman – Matt Crafton, Crafton Tull  
President/CEO – Raymond Burns  
RIDC President – Jerry Vest, Regions Bank

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Sandy Edwards – Crystal Bridges Museum  
David Faulkner – Pinnacle Hills Promenade  
Dan Hendrix – World Trade Center Arkansas  
Greg Hines – Mayor, City of Rogers  
David Lang – Embassy Suites NWA  
Eldon Long – Mayor, City of Lowell  
Jeff Milford – AEP/SWEPCO  
Thom Stathakis – Everett Buick GMC  
Dr. Evelyn Jorgenson – NWACC  
Jeremy Barclay – Northwest Health System  
Dick Trammel – Arkansas Highway Commission  
Kristen Boozman – Portfolio Real Estate  
Brad Jones – New Creature  
Dawn Spragg – Central United Methodist Church  
Vicki Vasser – Matthews, Campbell, Rhoads, McClure, Thompson, & Fryauf, P.A.

#### DIVISION CHAIRS

Community Development – Erin Kiefer  
Membership Services – Vicki Vasser  
Economic Development – Mike Watts  
Government Affairs – Jerry Carmichael  
Convention & Visitors Bureau – David Lang

#### AUDIT COMMITTEE

Guy Cable  
Greg Lindley  
David Hale

## business-building events designed for you

#### 7.8

##### Coffee Connection

7:30 a.m. – 8:30 a.m.  
Schlotzsky's/Cinnabon

#### 7.9

##### FYI Brown Bag Lunch - Dining Etiquette

Noon – 1:00 p.m.  
Rogers-Lowell Area Chamber of Commerce

#### 7.10

##### Community Diversity Celebration

5:30 p.m. – 7:00 p.m.  
Mojitos Modern Mexican Grill

#### 7.16

##### Member Orientation

8:30 a.m. – 10:00 a.m.  
Rogers-Lowell Area Chamber of Commerce

#### 7.17

##### Business After Hours

5:00 p.m. – 6:30 p.m.  
Sunshine School & Development Center

#### 7.23

##### Chamber University: Four Critical Marketing Factors to Dramatically Increase Your Profits

8:00 a.m. – 12:00 p.m.  
Rogers-Lowell Area Chamber of Commerce

For information on other upcoming events visit the complete calendar online at [RogersLowell.com](http://RogersLowell.com)

View complete calendar  
at [RogersLowell.com](http://RogersLowell.com)

Rogers-Lowell Area  
Chamber of Commerce  
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Rogers, Arkansas 72756  
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## upcoming meetings

#### 7.9

##### Rogers Advertising & Promotion Commission

4:00 p.m. – 5:15 p.m.  
Rogers-Lowell Area Chamber of Commerce

#### 7.10

##### Small Business Council Meeting

8:30 a.m.  
Rogers-Lowell Area Chamber of Commerce

#### 7.10

##### Ambassadors Committee Meeting

11:30 a.m. – 1:30 p.m.  
Rogers-Lowell Area Chamber of Commerce

#### 7.10

##### Education Committee Meeting

1:30 p.m.  
Rogers-Lowell Area Chamber of Commerce

#### 7.10

##### Rogers Greenway & Trails Committee Meeting

4:00 p.m.  
Rogers Parks Department

#### 7.17

##### Steering Committee Meeting

11:00 a.m. – 1:00 p.m.  
Rogers-Lowell Area Chamber of Commerce

#### 7.18

##### Government Affairs Committee Meeting

11:00 a.m. – 1:30 p.m.  
Rogers-Lowell Area Chamber of Commerce

#### 7.24

##### Board of Directors Meeting

11:00 a.m. – 1:00 p.m.  
Rogers-Lowell Area Chamber of Commerce

#### 7.28

##### Ambassadors About Town

11:30 a.m. – 1:30 p.m.  
Location TBD

For information on other meetings including the Northwest Arkansas Emerging Leaders and Leadership Benton County go to the complete calendar online at [RogersLowell.com](http://RogersLowell.com)



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Chamber Alliance Program

## Chamber Alliance Program (CAP) Offers Chamber Members Exclusive Access to Small Business Insurance Benefits Package

The Rogers-Lowell Area Chamber of Commerce has joined with other state chambers of commerce to provide its members in good standing access to an exclusive insurance benefits package for small businesses – the Chamber Alliance Program (CAP). The program includes health insurance, group term life and AD&D provided by QualChoice, voluntary life and disability by Unum Provident, and dental coverage by Delta Dental. CAP enables Chamber members to enjoy insurance benefits previously too costly for them to purchase on their own. The insurance benefits package is approved by the Arkansas Department of Insurance and managed by a Board of Directors that includes employer representatives who are members of chambers of commerce statewide.

### CAP | Employer Benefits

CAP is available statewide only through participating chambers of commerce and allows coverage for all employees. In addition to being able to provide employees with a more affordable insurance benefits package, employers also protect themselves by minimizing future rate increases. Based upon the company's size (number of employees), employers get choices on coverage plans offered. Employers with two to nine employees get a choice of two plans; 10-49 employees a choice of three plans; and 50-199 employees a choice of four plans. In addition to health,

group term life and AD&D insurance, other product offerings include voluntary life, long term care, group dental, short term/long term disability and lump sum cancer.

### CAP | Employee Benefits

Through CAP, employees have access to better health plan options (statewide provider network) and potential premium savings, a better network of hospitals and physicians, and better customer service. The program provides employees a choice of benefits plan designs depending upon the number of employees that are employed by their employer. Preventive healthcare, dental and vision as well as well-child care are covered in full. A prescription drug program and maternity coverage are also provided and Health Savings Accounts are available.

### Learn More & Get A Quote

CAP offers employers exclusive packages at significant savings through Chamber members who are local insurance agents and have gone through extensive training qualifying them to offer CAP plans. Learn more and get a quote by either visiting [RogersLowell.com/CAP-Insurance-Agents](http://RogersLowell.com/CAP-Insurance-Agents) (business directory of local member CAP insurance agents) or [ArkansasCAP.org](http://ArkansasCAP.org). CAP includes a health plan by QualChoice, which serves all of the hospitals in Northwest Arkansas including Mercy Health Northwest Arkansas and Northwest Health System.

*New*

## MOBILE ONLINE EXPERIENCE

Visitors & Residents Now Have Convenient Access to Our Members & Businesses

### QUICK & EASY Navigation



#### Directory Search

Quickly Find Members' Profiles and Contact Information



#### Events

Learn What's Happening & When, Get Maps & Driving Directions



#### News

Read Chamber & Member News On the Go



#### eCoupons

Access Exclusive Member Discount



#### Dining

Discover What's On the Menu



#### Lodging

Find the Perfect Accommodations



#### About Us

Contact the Chamber Easily with Direct Dial and E-mail

## HOW to ACCESS

- 1) Visit [RogersLowell.com/Mobile](http://RogersLowell.com/Mobile), Click On "Install This Web App on Your Phone" Popup, then Follow the Prompts to Add to Your Mobile Device
- 2) Visit [RogersLowell.com](http://RogersLowell.com) and Scroll to the Link at the Bottom of the Homepage that says "Click Here for Mobile Website"

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COMMUNITY DIVERSITY  
CELEBRATION

## Community Diversity Celebration Highlights



May 1, 2014 | Community Diversity Celebration at Tortilleria La Popular







# Rodeo of the Ozarks Celebrates 70 Years

**T**he Rodeo of the Ozarks was named one of the top five Large Outdoor Rodeos by the PRCA in 2010. Nearly 500 contestants and professional athletes compete in seven PRCA and WPRA sanctioned events: Tie Down Roping, Steer Wrestling, Barrel Racing, Bareback Riding, Saddle Bronc Riding, Team Roping and the ever popular Bull Riding. Professional cowboys and cowgirls from across the nation will converge on Northwest Arkansas for the 70th Annual Rodeo of the Ozarks July 2 through July 5 at Parsons Stadium in Springdale.

## **An Arkansas Tradition**

This Professional Rodeo Cowboys Association event has been an Arkansas tradition during the Independence Day holiday, and Pat Hutter of Springdale has never missed a single performance. "I was there for the very first rodeo in 1944," Hutter said. "That's when my father started it, to help people forget about the stress of life caused by World War II."

Hutter's father was Thurman "Shorty" Parsons. When it started, the rodeo was a gathering of mostly amateur riders. Hutter has been around to watch the event develop into one of the nation's top professional competitions. In fact, Rodeo of the Ozarks is the nation's fifth largest outdoor rodeo. "I spent many years barrel racing myself, and the competition was always very good," Hutter explained. "But today, only the very best come to ride and they can make a lot of money."

## **Fun for Everyone**

Rick Culver, executive director of Rodeo of the Ozarks, says the rodeo is a family destination for people from all over Northwest Arkansas. "This is a fun event that everyone in the family, regardless of age, can enjoy," Culver said. "It is not only fun, it has a tremendously positive economic impact on the entire region."

There will be lots of children's events including the Mutton Bustin' competition for those between ages 4 to 6 where participants ride a sheep out of a bucking chute and into the

arena. The goat dressing team competition is for children ages 7-9 in which three-person teams work to put a pair of boxer shorts on a goat.

For children 9 to 11, there's the Calf Scramble where kids must chase down a calf and place a ribbon on its tail.

## **Opening and Closing Parades**

There will be two rodeo parades. The opening parade will take place on Wednesday, July 2 at 3:00 p.m. and will begin at Parsons Stadium and head west on Emma. The closing parade will follow the same route and will begin at 10:00 a.m. on Saturday, July 5.

Tickets are available now and can be purchased at [RodeooftheOzarks.com](http://RodeooftheOzarks.com). Tickets purchased prior to the day of the show will include a discount. Gates will open nightly at 6:00 p.m.

## **Giving Back to the Community**

Special emphasis nights will include "Tough Enough to Wear Pink" night July 3 to help draw attention to fight against breast cancer. Rodeo of the Ozarks will also make a donation to the Susan B. Komen Foundation. "Horses for Healing," a nonprofit therapeutic riding center for individuals with special needs will be recognized on July 4 when everyone is encouraged to wear red, white and blue clothing. And, July 5 will be church night with church and youth groups from around the area are invited to attend.





# focus on the COMMUNITY

## HoganTaylor Recognized by United Way of Northwest Arkansas

May 7 | 2014 – HoganTaylor LLP is the largest public accounting firm in the Oklahoma / Northwest Arkansas region.

The firm has more than 185 employees and provides a wide range of comprehensive tax, assurance, accounting, business valuation and litigation support services and many in-house specialty services. HoganTaylor's Fayetteville office and Sarah Knight, a Tax Senior in the Fayetteville office, are recipients of two United Way of Northwest Arkansas awards highlighting achievements made during the firm's annual internal campaign benefiting the charity. During a presentation ceremony on May 7, the Fayetteville office received the Summit Award, given to organizations that show a substantial increase in annual contributions. In addition, Knight received the small business category's In-House Coordinator of the Year Award for her leadership role during the firm's annual campaign. Under Knight's leadership, HoganTaylor's Fayetteville office increased annual giving by more than 25 percent for the second year in a row.



Sarah Knight, pictured center, received United Way of NWA In-House Coordinator of the Year Award for her leadership



## Best Sign Group Celebrates 20 Year Anniversary

June 20 | 2014 – Starting out in 1994 as a small banner and sign print company, the company grew over the last two decades, expanding its offerings to include lighted signs, digital displays, re-branding services, and promotional products. After outgrowing three different locations in 13 years, Best Sign Group settled into its home at 2862 W. Walnut St. in Rogers. Twenty years later, over \$20 million in sales, and nearly a hundred thousand orders later, Best Sign Group celebrated success at its 20th Anniversary Backyard Bash Friday, June 20.

## Summer Day Camps for Kids at Hobbs State Park

July 9-11 (9-12 year olds) | 2014 | Register by July 2

July 22-24 (6-8 year olds) | 2014 | Register by July 16

Hobbs State Park – Conservation Area has announced two summer camps for two age groups in July. These Day Camps are for nature lovers with a passion for hiking and spending time outside exploring and learning. At Hobbs State Park Day Camps participants will be immersed in a natural setting and enjoy a variety of fun, hands-on activities which include hiking, games, live animals, nature-related programs, crafts, snacks, stream studies, a T-shirt, and more. Each Day camp runs from 9:00 a.m. until 3:00 p.m. for each of the three days. The cost is only \$50 plus tax. Fees are for three days. Registration and pre-payment are required. For more information call (479) 789-5000.



## United Way's Stuff the Bus Collects School Supplies for Children

Volunteers Needed July 18 & 19 | 2014 – United Way's Stuff the Bus is an annual initiative to collect school supplies for children in our local community. You can help United Way and Coca-Cola collect enough school supplies to fill all of the school buses this year. Buses will be parked at various Walmart stores in Northwest Arkansas and McDonald County in Missouri. The goal of United Way Stuff the Bus is to help children begin the year with appropriate supplies for the school year. Volunteers are needed at each Walmart store location.

Log-on to VolunteerNWA.org and click on Stuff The Bus! in the navigation bar, then scroll through the locations to find the store in your district. If you are interested in being a Bus Champion this year contact the Volunteer Center for information at (479) 303-4426 or btoland@unitedwaynwa.org.

## Nabholz Construction Corp. Celebrates 65th Year of Doing Business

2014 – Nabholz Construction Corp. is one of the state's largest commercial contractors and has built a reputation as one of the most respected names in the industry. In 2014, the company celebrates its 65th year of doing business after being founded in 1949 by Robert D. Nabholz, Sr. The company's diversity of services has expanded to include commercial projects and has worked on projects in more than 40 states. Today it has 10 offices, more than 800 employees in five states and revenues of \$389 million in fiscal year 2013 with about 38 percent of that, \$150 million, generated through the Rogers office, the firm's first satellite office which is now the largest contractor in Northwest Arkansas.





# Four Critical Marketing Factors to Dramatically Increase Your Profits | July 23



Wednesday, July 23 | 8:00 a.m. - Noon  
Rogers-Lowell Area Chamber of Commerce

Topic: *Four Critical Marketing Factors to Dramatically Improve Your Profits*

Free Event | Members Only | Registration Required

Presented by:

Scott McClymonds, Principal and CEO |  
Nehemiah Worldwide

## ***There Are No Magic Bullets to Success in Business***

Anyone who has even a little experience knows a business has to excel in numerous areas to be a success. However, to keep it

simple, consider the words of the great business philosopher Peter Drucker, who said, "The purpose of a business is to create and keep a customer." Isn't it interesting that he didn't say the purpose was to create profits? It's because he knew that without customers no business could survive. Scott McClymonds adds his own perspective to Mr. Drucker's comment observing that the purpose of a business is to get and keep profitable customers!

## ***Focus on Four Fundamental, Often Overlooked, Components of Marketing Strategy***

Even large companies struggle with marketing but the challenges for small business owners are even greater because they are wearing so many hats. Generally the business owner is comfortable doing his or her particular skill set, whether it is real estate sales, architectural design or software engineering. Expertise in their field may be excellent, but they often lack marketing knowledge. This seminar will help you simplify and improve your life by narrowing your focus. Scott will help you understand how you may drastically improve your profit-

ability and market position by focusing not on the staggering number of complex marketing tools available, but rather on developing your marketing strategy around the fundamentals of brand promise, marketing analytics and automation, referrals and leadership. These four elements are not difficult to understand, but they are hard to execute on a consistent basis. Successful execution requires hard work, commitment, discipline and continuous measurement. Sadly, many businesses go out of business today because they failed to build these four into their strategy:

- Brand Promise
- Marketing Analytics and Automation
- Referrals
- Leadership

### ***About the Presenter***

Scott McClymonds is Principal and CEO of Nehemiah Worldwide, a strategic consulting and coaching firm helping clients become transformational leaders who increase profits, create great cultures and impact their communities. To learn more about becoming a transformational leader contact Scott at (479) 263-0774.



## Congratulations to Cameron Smith & Associates

Small businesses are the backbone of America's economy, representing more than 99 percent of all employers, creating three-fourths of all new jobs and accounting for more than one-half of the nation's gross domestic product. Our Small Business Council recognizes exceptional small business owners for their tireless work, contribution to the community and their embodiment of the spirit of enterprise. For guidelines or to nominate a business, go to [www.RogersLowell.com/live\\_and\\_work/small\\_business\\_of\\_the\\_month\\_awards.aspx](http://www.RogersLowell.com/live_and_work/small_business_of_the_month_awards.aspx).

July 2014 Winner |



Presented By |





# 4th of July | Area Fireworks Displays

## Thursday, July 3

### CITY OF ROGERS FIREWORKS DISPLAY

**Where:** Rogers High School (on Dixieland Rd.)

**What:** Fireworks Display

**Time:** 6:30 pm - 9:00 p.m.

**More info:** [RogersArkansas.com](http://RogersArkansas.com)

### UPTOWN FAYETTEVILLE

#### FREEDOM FIREWORKS DISPLAY

**Where:** Northwest Arkansas Mall

**What:** Daytime activities include a fashion show and an ice cream eating contest inside the mall. Boom Kinetic! and Singing Men of Arkansas will perform outside the mall beginning at 6:00 p.m., and a Fireworks Display will begin at around 9:15 p.m.

**Time:** Indoor activities begin at 2:00 p.m. | Fireworks start at around 9:25 p.m.

**More info:** [NorthwestArkansasMall.com](http://NorthwestArkansasMall.com)

## Friday, July 4

### BELLA VISTA

#### INDEPENDENCE DAY FIREWORKS

**Where:** Loch Lomond Dam

**What:** Fireworks Display, sponsored by the City of Bella Vista

**Time:** 9:30 p.m. or dusk

**More info:** [BellaVistapoa.com](http://BellaVistapoa.com)

### AN EVENING AT

#### ORCHARDS PARK – BENTONVILLE

**Where:** Orchards Park

**What:** Entertainment | Breaking Silence and the Arkansas Winds Orchestra

**Time:** 7:00 p.m. – 10:00 p.m.

**More info:** [BentonvilleAR.com](http://BentonvilleAR.com)

### FOURTH AT THE FIELD

**Where:** Arvest Ballpark

**What:** The Nationals host the Midland Rockhounds @ 7:05 pm and the Fourth of July Fireworks Spectacular, the largest in all of Northwest Arkansas

**Time:** Game at 7:05 pm | Fireworks to follow

**More info:** [milb.com](http://milb.com)

## 12TH ANNUAL VENTRIS TRAIL'S END RESORT FIREWORKS DISPLAY

**Where:** Ventris Trail's End Resort

**What:** Fireworks Display (intended to be viewed on a boat from Beaver Lake)

**Time:** 8:00 p.m.

**More info:** [RogersLowell.com](http://RogersLowell.com)

## Saturday, July 5

### RODEO OF THE OZARKS

**Where:** Parsons Stadium

**What:** The last day of the 70th Annual Rodeo of the Ozark | Fireworks Display takes place after the rodeo

**Time:** Gates at 6 p.m., the rodeo starts at 7:00 p.m., and the fireworks begin after the rodeo.

**More info:** [ParsonsStadium.com](http://ParsonsStadium.com)

### PRAIRIE CREEK MARINA AND CABELA'S FIREWORK DISPLAY

**Where:** Prairie Creek Marina

**What:** Fireworks Display

**Time:** Dark (around 9:00 p.m.)

**More info:** [PrairieCreekMarina.com](http://PrairieCreekMarina.com)



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NORTHWEST ARKANSAS

# International FESTIVAL

Saturday, June 7 | 2014

the Day in Pictures

NORTHWEST ARKANSAS

# International FESTIVAL

50+

Countries Represented in  
International Performances,  
Fashion Show & Food Fest

INTERNATIONAL  
**FASHION**  
SHOW



Fun Family  
*Festivities*

4,000+  
Attendees







100

Event Volunteers

80

Registered Exhibitors



20

International Food Fest Vendors

2,000+

Hours Spent on the Event



24

Event Sponsors

Special Thanks to this year's Sponsors |





# Nine Rogers Public Schools Honored with Reward Funds

## Legislator Joins Rogers-Lowell Area Chamber of Commerce to Present Ceremonial Checks

The Rogers-Lowell Area Chamber of Commerce in cooperation with Arkansas State Representative Dan Douglas and Arkansas Learns, the private sector alliance for excellence in public education, recognized nine high performing schools in Rogers June 10.

For the 2013-2014 school year, a total of 206 public schools in Arkansas were recognized through the **Arkansas School Recognition and Reward Program**. The program recognizes the top 20 percent of schools based on academic achievement, academic growth and graduation rates. Schools in the top 20 percent received \$45.35 per student this year; schools in the top 10 percent received \$90.70 per student.

## Honor Ceremonies Held June 10

A total of \$406,388.40 was rewarded to the nine Rogers schools for outstanding performance. The Chamber, Representative Dan Douglas and Arkansas Learns presented checks to Principals of the Reward Schools

in honor ceremonies on June 10 (see photograph with caption). Recipients of the Top 10% Reward Schools are Bellview Elementary, Eastside Elementary, Reagan Elementary, Tucker Elementary, Elmwood Middle School and Kirksey Middle School. Also honored as Top 20% Reward Schools are Lowell Elementary, Northside Elementary and Benton County School of the Arts. "I am so proud of our schools and their high achievement being recognized," said Dr. Janie Darr, Superintendent of the Rogers Public Schools. "We're encouraged by the Arkansas School Recognition and Reward Program, and look forward to many of our schools being rewarded in the future."

## Funds Helping Schools with Student Achievement

Schools receiving recognition and reward funds established a committee to determine the best use of the funds. The committee included the principal, a teacher elected by the faculty, and a parent representative selected by the local Parent Teacher Association or other parental involvement

group. The schools may use the funds for faculty and staff bonuses, educational equipment and materials, or personnel to assist with improving or maintaining student performance. "The funds are a great benefit to the schools. The committees worked hard at assessing the needs of the schools and selected items that would really help with student achievement, like technology," said Dr. Darr.

Originally passed as part of the 2004's Act 35, school rewards had never been funded until this year. Act 1429 of 2013 revised the program, and Act 703 of 2013 appropriated funding.

A total of \$7 million from the governor's allocation of the General Improvement Fund was designated for the program this school year. Arkansas Learns championed annual funding in both the 89th General Assembly and the recent Fiscal Session. The Legislature supported Beebe's recommendation to fund the program with \$7 million from the General Revenue in school year 2014-15. For more information about the program visit [ArkansasLearns.org](http://ArkansasLearns.org).



Rogers Public School Officials (Pictured Left to Right) – Lynsey Reynolds, Kirksey Middle School Assistant Principal; Melody Morris, Elmwood Middle School Assistant Principal; Bob White, Elmwood Middle School Principal; Representative Dan Douglas; Gordon Besel, Chairman of Chamber Education Committee; Melissa Lohmeier, Eastside Elementary Assistant Principal; Robin Wilkerson, Eastside Elementary Principal; Jennifer Little, Bellview Elementary Assistant Principal; Dan Cox, Bellview Elementary Principal; Katie Mays, Northside Elementary Assistant Principal; Anita Turner, Northside Elementary Principal; Marcia Neal, Lowell Elementary Assistant Principal; Shannon Passmore, Lowell Elementary Principal; Cindy Viala, Tucker Elementary Principal; Traci Hensley, Tucker Elementary Assistant Principal; Matthew Howard, Reagan Elementary Assistant Principal; Laura Quillen, Reagan Elementary Principal



## Rogers Welcomes the 2014 Mid-States Fire Conference | July 31 - August 1, 2014

The conference focuses on bringing nationally recognized members of the fire industry to Northwest Arkansas to promote leadership, safety, and education to both paid and volunteer members of the fire service. It is held at the Embassy Suites in Rogers.



# CHAMBER Picnic

## Thank You for Joining Us at the Chamber Picnic May 30

The annual Chamber Picnic was a huge success thanks to our sponsors and to everyone who took the time to come out and join us May 30 at Ward Nail Park in Lowell. Each year our members provide us hours of volunteer service, give discounts on goods needed for Chamber programs and donate everything from fishing lures to snack cakes for our events.

The annual picnic is our way of expressing gratitude for all the things (big and small) our members, friends, and family do for us. It was a fun time visiting and cooking out together.

Thank you again for all of the support you give to the Rogers-Lowell Area Chamber of Commerce.

### Thank You to This Year's Sponsors



## 49th Annual Daisy National BB Gun Championship Match to be held in Rogers July 4-6



The 49th Annual Daisy National BB Gun Championship Match will be held at the John Q. Hammons Convention Center in Rogers July 4-6. Each year, coaches bring 7-member, 4-position, 5-meter BB gun teams (5

shooters and 2 alternates) to the Daisy Nationals. Because the ages of these team members range from eight to fourteen years old, many parents also attend; making the Daisy Nationals a family affair. Hundreds of boys and girls will compete in

the 5-meter BB gun match. They will shoot in four positions: prone, standing, sitting, and kneeling and be scored on a safety exam in order to qualify for individual and team medals. For more information, visit [Daisy.com/daisynationals](http://Daisy.com/daisynationals).

# Welcome NEW MEMBERS | May 2014

**Blue 15 Marketing**

**Joel Slachowitz**

Bentonville

(479) 270-7388 | blue15marketing.com

Marketing & Advertising Consultants

**Everything Beautiful**

**Amanda McCarty**

312 W. Walnut St., Ste. B, Rogers

(479) 381-7972 | everythingbeautifulsalon.com

Beauty Salons

**Hollywood Liquor**

**Matt Giess**

1717 W. Walnut St., Ste. B, Rogers

(479) 246-0925 | hollywoodliquornwa.com

Liquor Stores

**Kindergrove Preschool**

**Lauren Treptow**

2879 W. Walnut St., Rogers

(479) 936-2155 | kindergrove.net

Child Development & Day Care

**King Burrito of Fayetteville**

**Adan Soto**

2195 N. College Ave., Fayetteville

(479) 582-9551

Restaurants - Mexican

**MC Petroleum**

**Barney Watkins**

500 N.W. 5th, Pryor, Oklahoma

(918) 825-3380 | mcpetro.com

Distributor - Lubricant, Oil, Fuel

**New Horizons**

**Sheila Jo Kornblum**

609 S.W. 8th St., Ste. 600, Bentonville

(479) 418-1087 | newhorizonsnwa.com

Mental Health Services

**Ozark Title & Escrow**

**Wade Wright**

935 N. College Ave., Fayetteville

(479) 304-3790 | ozarkte.com

Title Companies

**Plaza Technologies Inc.**

**David Martinez**

1528 W. Sunset Ave., Ste. E, Springdale

(479) 751-2055 | plazatechnologies.com

Computer Services

**Whittle Truck Sales**

**Josh Whittle**

567 S. 40th St., Springdale

(479) 750-9410 | whittletrucksales.com

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**Young DeSigns, LLC**

**Brian Young**

2733 N. McConnell Ave., Ste. 9, Fayetteville

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Signs



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**THE GRAND AT 117**  
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**WOODCARVERS OF NORTHWEST ARKANSAS**  
201 S. 37th St., Rogers



**GATEWAY MORTGAGE GROUP**  
5506 Walsh Ln., Ste. 112, Rogers

## MEMBER ORIENTATION



Savings Made Simple



**SAVE THE DATE** - Member Orientation is July 16. This orientation is beneficial for new members, members that would like a refresher on what the Chamber has to offer and new company representatives that would like to learn more about how the Chamber helps grow your business.



**DOWNSTREAM**  
CASINO RESORT

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## IN JULY

Book your Holiday Party with Downstream Casino Resort anytime in the month of July and receive a

**\$100 Downstream Gift Card**

to be won as a door prize at your party.

First time bookings only.  
Minimum of 30 guests to qualify for promotion.





# Chamber Membership Renewals | May 2014

## 30+ years

AT&T - 68 years  
Bruce-Rogers Company - 62 years  
Cox Communications - 53 years  
Prairie Creek Development - 50 years  
War Eagle Cavern on Beaver Lake - 36 years  
Prairie Creek Marina - 34 years  
TWG Resources - 32 years

## 21-30 years

Bank of Arkansas  
Drs. David & DeAnne Witherspoon  
New Hope Animal Hospital  
PCI Advance Title  
Rocky Branch Marina, LLC  
Vantine, Barrett & VanWinkle CPA's, PLLC  
Whitney Mountain Chapel  
Wittenberg, Delony & Davidson

## 11-20 years

Cross Church Pinnacle Hills  
Frost, LLC  
Innisfree Health and Rehab  
Modern Fence & Supply Co., Inc.  
Optimist Club of Rogers  
Republican Party of Benton County  
Southwestern Sales Company  
Tallchamps, LLC

## 6-10 years

Aaron's Sales & Leasing  
Alternative Beemer Service LLC  
Andy's Frozen Custard  
Arkansas Self Storage, LLC  
Arrowhead Boat Sales  
Core Architects  
Dorsey Dental Lab, Inc.  
First Baptist Church of Lowell  
The First Tee of Northwest Arkansas  
Great Southern Bank  
Harps Food Store, Inc.  
Hull Dermatology  
Janine's The Extra Touch  
Dr. Matthew B. Harrison  
McGhee Insurance Agency, Inc.  
Northwest Arkansas Children's Shelter  
Ozark Guidance  
Perkowitz & Ruth Architects  
Raymond James & Associates  
Rockfish Interactive  
Rogers Public Education Foundation  
Shogun Sushi & Steak House of Japan  
UniFirst Corporation  
Wachter Electric Company  
Windstream

## 2-5 years

Academic Math & Language Therapy  
American National Insurance  
Company - Jerry Bolander

Arkansas Federal Credit Union  
Arkansas Periodontal & Implant Associates  
Brent Manning's Credit Cars, Inc.  
The City Wire  
Daystar Financial Wellness  
Ernst & Young LLP  
Hank's & More Fine Furniture  
Jordan Essentials - Lissa Applewhite  
N.O.S.S. Inc./N Out Screening Services, Inc.  
NWA Tobacco Free Coalition  
NWA Towing & Recovery, Inc.  
Pinnacle Chiropractic & Family Wellness, PLLC  
Saving Grace, Inc.  
SoNA/Symphony of Northwest Arkansas  
UAMS/Schmieding C.A.R.E.S.  
WestArk RSVP (Retired and Senior Volunteer Program)  
Ed Wheeler  
The Williams Law Group, PLC

## 1 year

Accident & Injury Treatment Center - Chiropractic  
All You Magazine  
Arkansas Secretary of State Mark Martin  
Boat Dock Services  
Clark Contractors, LLC  
Clifford Consulting Group  
Complete Nutrition  
Eagle Vision Investments  
JD Design & Antiques, LLC  
Modus Studio, PLLC  
RE/MAX Real Estate Results  
Remax Associates - Paul Hulette

## PROUDLY SERVING NORTHWEST ARKANSAS.



WATCH WEEKNIGHTS AT 5, 6, AND 10.



# Chamber Networking & Educational Events

The Rogers-Lowell Area Chamber of Commerce hosts a variety of events to help build your network and learn. For more event details and to register, visit us online at [RogersLowell.com](http://RogersLowell.com).



*Presenting Sponsors:*  
Names and Numbers  
Arvest Bank

July 8, 2014  
August 26, 2014

## *Hosted by:*

American National  
Insurance Company  
Back Yard Burgers

## *Location:*

Scholtzsky's/Cinnabon  
2709 W. Walnut, Rogers  
4301 Pleasant Crossing Blvd., Rogers



*Presenting Sponsor:*  
Our Community Directory  
*Gold Sponsor:*  
Crain Automotive Team

July 17, 2014

## *Hosted by:*

Sunshine School  
& Development Center

## *Location:*

3400 N. Woods Ln., Rogers



*Presenting Sponsor:*  
Our Community Directory  
*Gold Sponsor:*  
Crain Automotive Group

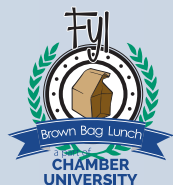
August 21, 2014

## *Hosted By:*

The Shoppes at Pinnacle Hills

## *Location:*

3300 Market St., Rogers



*FYI Brown Bag  
Presenting Sponsor:*  
Big Heart Pet Brands  
Del Monte Foods  
*FYI Brown Bag  
Series Sponsor:*  
KNWA | Fox 24 KFTA

July 9, 2014

## *Speaker:*

Chef Kathy Dederich  
Chef, Please!

## *Topic:*

Dining Etiquette for Business



*Presenting Sponsor:*  
Northwest Arkansas  
Regional Airport - XNA  
*Platinum Sponsor:*  
Pinnacle Media  
Univison Arkansas

July 10, 2014

## *Hosted by:*

Simmons First National Bank  
&  
Mojitos Modern Mexican Grill

## *Location:*

Mojitos Modern Mexcian Grill  
2003 Promenade Blvd., Ste. 102, Rogers



*Presenting Sponsor:*  
Crain Automotive Team  
*Gold Sponsor:*  
KFSM TV-5 | KXNW TV-34

September 24, 2014

## *Host Sponsor:*

Cox Business

## *Location:*

John Q. Hammons  
Convention Center  
3303 Pinnacle Hills Pkwy., Rogers



*Presenting Sponsor:*  
Sam's Club  
*Platinum Sponsor:*  
Crain Automotive Team

July 16, 2014  
September 17, 2014

## *Hosted at:*

Rogers-Lowell Area Chamber  
Rogers-Lowell Area Chamber

## *Location:*

317 W. Walnut, Rogers  
317 W. Walnut, Rogers



**2014 Fall Golf Tournament**  
**September 12**  
**8:00 a.m. & 1:00 p.m. Tee Times**  
*Lost Springs Golf  
& Athletic Club | Rogers*  
Register Your Team of Four  
for only \$500 at [RogersLowell.com](http://RogersLowell.com)

**Sponsorships Still Available**

## **Treat Clients to a Round of Golf!**

Put your foursome together, practice your putts and swing into action at Lost Springs Golf & Athletic Club for our annual Fall Golf Tournament. Treat clients to a round of golf to help seal the deal, say thank you for their busi-

ness or invite your employees to show them how much they are appreciated. It's a great event for networking for contacts and building your relationships in a relaxed and fun atmosphere, for only \$500 per team.



317 West Walnut Street  
Rogers, Arkansas 72756

[www.RogersLowell.com](http://www.RogersLowell.com)

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