

NEA'S

PREMIERE

MAGAZINE
JANUARY 2026

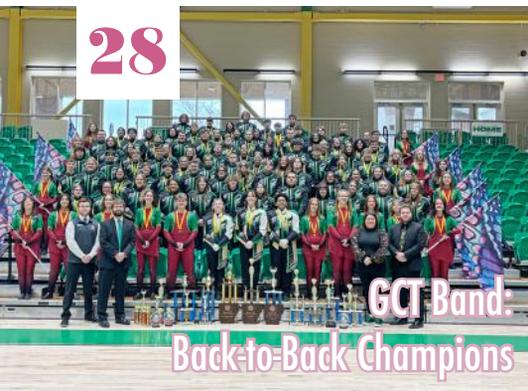


PROGRESS

MAKING NEA HOME

NEA HOLIDAY HAPPENINGS
DISCOVER PARAGOULD: A STORY TO TELL
PARAGOULD RUN CLUB: MOVING FORWARD

A PUBLICATION OF MOR MEDIA, INCORPORATED



WHAT'S INSIDE

11 Get Rich
With Richard Brummett

26 A Day in the Life
With Katie Roe

14 Discover Paragould
A Story To Tell

31 Adventures of Lester
With Vicki McMillan

16 HealthMatters
New Year's Screenings

32 New PAWsibilities
With Dr. Kristin Sullivan

22 Always Jonesboro
Sharing The Stories

43 Holiday Happenings
Special Section

24 Into A New Year
With Chuck Long

52 Upcoming Events
in Northeast Arkansas



ON THE COVER -

Bethania Baray-Harrison not only made Northeast Arkansas home for herself, she is now integral in making NEA home for others through her work with Jonesboro Unlimited and Always Jonesboro.

Pages 20-22

Cover Photo by Gretchen Hunt

READY TO SAVE FOR NEXT YEAR? WE ARE
HERE FOR YOU.

OPEN A 2026
**CHRISTMAS
CLUB**

4.00% APY*



FIRST COMMUNITY BANK

Where community comes first.

Member FDIC

firstcommunity.net | 1-888-780-8391

*APY = Annual Percentage Yield. Rate effective as of November 3, 2025. One withdrawal allowed during the year with no fee. Any additional withdrawals \$5.00 each. Maximum deposit amount in the Christmas Club is \$5,000 with a limit of two accounts per household.

JANUARY 2026

PUBLISHER/ADVERTISING SALES
Dina Mason dina@mormediainc.com

CONTENT MANAGER/DESIGNER
Gretchen Hunt graphics@mormediainc.com

EDITOR-AT-LARGE
Richard Brummett brummettr34@gmail.com

CONTRIBUTING WRITERS

Richard Brummett
Gretchen Hunt
Shelby Russom
Karan Summitt
Karoline Risker
Madelyn McFarland
Estrella Beltran
Katie Roe
Vicki McMillan
Chuck Long
Linda Lou Moore

ADVERTISING SALES TEAM

Dina Mason dina@mormediainc.com
Perry Mason perry@mormediainc.com
Brian Osborn brian@mormediainc.com
Katie Roe katie@mormediainc.com

TO ADVERTISE:

Call **870-236-7627**
or email dina@mormediainc.com

SUBSCRIBE FREE ONLINE:

neapremiere.com/onlinesubscription

**SUBMIT PRESS RELEASES
& NEWS TO**

graphics@mormediainc.com

MOR MEDIA INCORPORATED

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

Opinions expressed in articles or advertisements, unless otherwise noted, do not necessarily reflect the opinions of the Publisher, or the staff. Every effort has been made to ensure that all information presented in this issue is accurate and neither MOR Media, Incorporated, nor any of its staff, is responsible for omissions or information that has been misrepresented to the magazine. Copyright © 2026 MOR Media, Incorporated. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or any information storage and retrieval system, without the permission in writing from the Publisher.

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

Please recycle this magazine.



From Us to You

JANUARY 2026 - A LOOK BACK AND FORWARD

Looking at 2026 makes me feel pressured to start planning for 2027 now! 2027 will mark a major milestone for MOR Media and Premiere. It seems like we just celebrated 20 and 15 years, and now here we are preparing to celebrate 25 and 20! Those five years truly flew by. That last milestone snuck up on us so I want to use 2026 to plan better this time. You know what they say about best laid plans?

Looking back on 2025 brings a mix of emotions. It was a challenging year in many ways, yet it was also filled with bright moments. Through hard work and determination, my MOR Media team pushed forward and delivered a year full of meaningful accomplishments for our company.

This edition shines a light on the achievements of the NEA organizations that help make our communities places where people want to work, shop, and play every day. Some contributions are big and easy to notice; others are quieter and often overlooked — until you talk to someone who has chosen to move here from somewhere else and sees our strengths with fresh eyes.

To say we have much to be proud of is an understatement. I know times feel tough right now, but I also know that when challenges



arise, NEA rises higher. We are a resilient, hardworking community. I look forward to what we will accomplish together in 2026 — and I'm especially excited to begin planning the big celebrations coming in 2027 for our 25-year milestone.

Thank you for helping us bring "The Good News and the People Making it Happen in NEA" to Premiere readers every month. Happy New Year!

Dina Mason
General Manager & Publisher
dina@mormediainc.com

Northeast Arkansas is a great place to live, work and play! As a lifelong resident of NEA, I will admit it is easy to overlook the amazing opportunities and resources that are right in our own backyard. It was interesting to hear from people who have made NEA home after living other places and see through their eyes what makes our neck of the woods special.

I also noted that those of us who have "always lived around here" tend to assume that everyone we come into contact with has done the same, and that is simply not the case. We have many who move into our area to continue their studies, pursue a career or seek a different quality of life. We can all be part of the welcome wagon as newcomers become part of the Good News of NEA!



Gretchen Hunt
Content Manager & Graphic Designer
graphics@mormediainc.com

FOLLOW US ONLINE:



VOTING IS OPEN

VOTE FOR YOUR FAVORITE JONESBORO BUSINESSES!

NEAPREMIERE.COM/AWARDS

VOTING CLOSES ON FEBRUARY 15TH AT 5 PM



 SCAN TO VOTE!



Bold Flavors; Healthier Choice

BY KRISTIE HEAD



Sub in a Tub takes the classic sub and gives it a healthy makeover. By trading the bread for a base of crisp lettuce, this salad offers all the bold flavors of a traditional sandwich with a fraction of the carbs and calories. Loaded with lean proteins, fiber-rich vegetables, and

heart-healthy fats, it's a nutrient-dense meal that keeps you full without weighing you down. Perfect for clean eating, low-carb lifestyles, or anyone trying to add more vegetables to their day, Sub in a Tub Salad is nutritious and fulfilling! It is a simple, fresh choice without giving up flavor!

Premiere is partnering with the Greene County and Craighead County Extension offices to provide our recipe. Kristie Head is the Greene County 4-H Agent.



Sub in a Tub

Ingredients:

- 2 cups shredded lettuce
- 4-6 slices deli turkey (or about 4 oz), chopped
- 2 slices provolone cheese, cut into strips
- 2-3 slices tomato, chopped
- 2-3 thin slices onion, chopped
- 3-4 banana pepper rings
- Salt & pepper

DRESSING

- 2 tbsp red wine vinegar
- 1-2 tbsp olive oil
- Pinch of salt
- Pinch of oregano

Directions:

Start with your base: Put chopped lettuce into a large bowl
Add your meats and cheese: Roll up or stack your deli meats and cheese and cut into strips or bite-size pieces. Add to the top of the lettuce.
Add your veggies: Chop all veggies into bite-size pieces and add to the top of your salad.
Add seasonings: Salt & Pepper

Dressing: Mix ingredients for dressing together in separate bowl and then drizzle on top.
Enjoy: Toss salad and enjoy now or store in the refrigerator for later.



LAPTOPS, DONATION BENEFIT CITY YOUTH MINISTRIES SPIRIT OF GENEROSITY SHINES

As we celebrate the season of giving, it's important to recognize those who give all year long. That spirit of generosity was on full display at City Youth Ministries in Jonesboro, where the Exchange Club of Jonesboro, AT&T, and Human I-T came together in December to support the organization with meaningful donations.

The Exchange Club of Jonesboro presented a \$10,000 check, representing funds raised through its 2025 community events. Club president Anthony Diorio, along with fellow members, attended the presentation.

"Our club decides each year how to distribute the funds we raise," Anthony explained. "Our biggest fundraiser is our Memorial Day baby back rib sale, where we fire up around 17 smokers at the Judd Hill Pavilion and sell ribs. We are very thankful to ASU for the use of Judd Hill and for their help." The Exchange Club also raises money through kettle corn and concession sales at the NEA District Fair.

AT&T and Human I-T contributed 110 refurbished Dell computers as part of their statewide connectivity initiative. Adrienne York Cruz, executive director of City Youth



PHOTOS BY DINA MASON



Beverly Seel, Anthony Diorio, Ted Seel, Adrienne York Cruz, LaKisha Miller, Howell Westbrook, Ashley Moore

Ministries, led students to express their appreciation for the generous gifts.

"These computers, along with donations like the one from the Exchange Club, show our children that the community is willing to invest in their future success," Adrienne said. She added that the staff at City Youth Ministries deeply appreciates the "giving spirit" of the season and is proud to serve the youth of Jonesboro through its programs.

A Shiny, New Year Calls For Shiny, New Appliances!



Happy New Year From Metro Appliances & More!

2701 E. Parker Road Jonesboro, AR 72404 | 870.933.7800

metroappliancesandmore.com



PET *of the* MONTH

SPONSORED BY ARPETS HOSPITAL

BY JEREMY, CAMELA & LAYNE COX

Starting his life abandoned on the side of Interstate 67 toward Little Rock, Django and his surviving siblings were transferred from their roadside box to Something Pawsitive in Downtown Paragould, where Camela, Layne and I visited on a random Saturday in April of 2024.

We definitely weren't expecting to adopt another rescue, until he crawled in all our laps, and began purring like a fat bee with sleep apnea. So the decision was made to adopt our second kitten from Something Pawsitive, and his bags were packed.

We instantly fell in love with his dust mop appearance, and also a perfect mixture of goofiness, curiosity and uncanny ability to freak out on his cat wheel in a dead sprint, seconds after a full meal.

Django's hobbies include spending time with his siblings, Coco and Segura, trying to eat things he's not supposed to, and not being wet under any circumstances.





COLDWELL BANKER
REAL ESTATE GROUP

SERVICE YOU DESERVE WITH PEOPLE YOU TRUST!

Shooting for the Stars in 2026!

We Wish Our Customers a Happy, Healthy and Prosperous New Year!



Carolyn Block
870.236.0521



Tammy Farmer
870.236.0350



Claudette Wooten
870.565.7395



Alicia Karns
870.565.2615



Susan Crawford
870.586.4088



Nick Weatherwax
573.344.5117

1402 W Court | Paragould, AR | 870.239.2700 | www.nearkansashomes.com



RISKY vs. RELIABLE IT SERVICE PROVIDER

A reliable IT service provider ensures you can concentrate on growing your business. Knowing if your IT support is suitable can be challenging without expertise. This infographic outlines the expectations from a top-notch IT service provider, whether in-house or outsourced.



RISKY IT SERVICE PROVIDER

Non-customized service contract

Offers standard packages

Reacts to issues as they arise
(break-fix service model)

Acts when vulnerabilities are exposed

Provides one-off solutions
that do not integrate

Aligns your technology with the
solutions they have available

Responds to your questions or
concerns according to their availability



RELIABLE IT SERVICE PROVIDER

Evaluates your current IT environment
before making any recommendations

Provides a customized solution based
on your business's needs and budget

Delivers a prioritized plan for addressing
problems in your IT environment

Proactively identifies technology risks

Centralizes your IT services

Aligns your technology
with your business goals

Offers reliable and responsive
customer service

**GIVE YOUR BUSINESS THE POWER OF A RELIABLE IT SERVICE PROVIDER.
SCHEDULE A NO-OBLIGATION CONSULTATION TODAY!**

Kalmer Solutions is a leading IT service provider for the modern workforce, focusing on integrity, excellence, and legendary service. Their commitment to communication, ownership, and accountability ensures superior work quality and a positive impact on the community. By choosing Kalmer Solutions, you're embracing a commitment to making a difference. For more information about Kalmer Solutions, visit [kalmersolutions.com](https://www.kalmersolutions.com)



Take Your Health Back!

Start the New Year Feeling Better, Not Busier.

Reset your body with a restorative medical massage and step into 2026 pain-free with a targeted massage to melt tension and improve function.



Hungarian Facial

Cold air, indoor heat, and seasonal stress can compromise your skin's natural barrier—leading to dryness, sensitivity, and inflammation. Our Hungarian Facial is designed to restore balance, strengthen the skin, and support long-term skin health during the harsh winter months.

This results-driven treatment features Eminence Organics products rich in antioxidants and healing botanicals to deeply nourish and protect compromised winter skin.

Facial Recovery Oil delivers essential fatty acids and calming herbs to repair the skin barrier, soothe irritation, and lock in lasting hydration.

Ashwagandha Ultra-Rich Restorative Cream helps reduce inflammation, support the skin's stress response, and defend against environmental damage—leaving skin resilient, comforted, and glowing.

BOOK
YOURS
TODAY!



This winter, don't just treat symptoms. Take your skin health back.

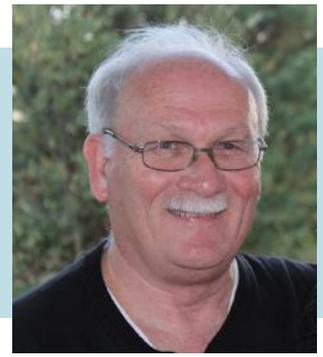
870.215.0663 | 110 W Court St | Paragould, AR 72450



rougespaandsalon.com

Get Rich

WITH RICHARD BRUMMETT



This business of ringing in the new year takes on different faces over the course of one's life. I am now comfortably in the "I'm going to bed, see you next year" phase, not even attempting to make it past the midnight hour in order to greet 2026.

I'm not trying to be a party pooper; I've just lived through a lot of years and one's departure and another's arrival all look pretty much the same by now.

I remember being a kid and first becoming aware that New Year's Eve was some sort of big deal, mostly from listening to the adults in my life making references to it. I would hear them on the telephone asking the person on the other end of the line if they had plans to see the new year arrive.

I picked up on some people's plans to host New Year's parties, and I finally reached an age where I knew Mom and Dad would get together with two other couples from church and play Rook past midnight as the calendar page turned. That became the norm for the last night of the year – cards for the adults and lots of chips and candy and snacks for me to partake of frequently. While the grownups played cards, I amused myself while checking the clock to see how long it would be before we hit the magic hour.

Had I paid more attention I might have figured out the adults' excitement about the upcoming event was much like their excitement over my starting to school. They made it sound fantastic: "Oh, I hear Richard is starting to *school* this year. Isn't that wonderful?" So I headed to the first grade expecting daylong baseball games and refreshments, and all I got was educated. Had I stopped to examine all the facts I might have come to the conclusion that the new year hoopla was a bit much and maybe even unwarranted as well.

Back in those younger years, as the grownups said things about staying up to see the new year arrive, I assumed it was actually something you could watch. I imagined myself sitting in our living room, looking out of the big picture window, and seeing the last day of the year sort of swipe over to the left as the next scene replaced it, all shiny and new.

I was unable in those days to stay awake that long, generally falling asleep on the couch and waking up when everyone rose from around the kitchen table as the final card was played on the Rook game. They would all hug and shake hands and say, "Well,

Happy New Year," and I would stumble to bed, disappointed that I didn't see the big change take place.

Maybe next year.

Only next year was just the same, with Day One of the new year starting with me snoring on the couch and waking to realize I had yet again missed the big production, until I reached the age where I was mature enough to stay awake into the early morning hours. By then, for some reason, I didn't get a thrill out of hearing fireworks, sirens and the occasional shotgun blast as the clock signaled 12:01 in the morning; the new year looked an awful lot like the old one, just the darkness of a cold winter night. This dramatic production I had always imagined was just that – a figment of my imagination. There was no fantastic scene like the opening of the Walt Disney's Wonderful World of Color on TV, just nighttime and streetlights and stars.

One time later on in life, my wife and I went to a New Year's Eve dance with some softball team friends from Kennett and they all seemed real excited about the prospects of dancing their way into the next year, but I don't like loud music, dancing or being in groups of people consuming large amounts of alcohol, so I was less than thrilled when the night turned into the next day. And I still had to drive home in the wee morning hours.

Then I got old and just didn't seem to care if one year bled into another. I'm honestly just happy to wake up each morning, make it through the day, and retire for the evening and I sometimes can't tell you what day of the week it is, what the date is, and sometimes even what month or year it is. I'm just happy to still be here.

As I have for the past several years, on December 31, I will start thinking about going to bed around 9 p.m. and will actually get around to it about 10. My thinking is, if the New Year comes rolling into being early in the morning it will look better once I am clearly awake and the sun is shining. If it doesn't arrive – I'm going to be glad I was asleep for that.



Richard Brummett is a journalist with more than 50 years of newspaper and magazine experience. He enjoys writing to help people bring their stories to life, and hopes through his monthly Get Rich column to help put a smile on readers' faces.

PROGRESS

Invested in NEA

MAKING HOME A BETTER PLACE

BY KARAN SUMMITT

Cody and Shandelle Brown have always considered Paragould their home town. That statement has even more impact when you consider how Cody's career in human relations has led to employment with national companies like Microsoft, Amazon and most recently EquipmentShare.

In the first 13 years of their marriage the couple moved 12 times. They crisscrossed the country, living in St. Louis, Dallas, Seattle, Nashville, North Carolina and Memphis before settling back in Paragould. During those years of frequent moving it helped that Shandelle's work as a software developer allowed her to work remotely.

The Browns' experiences in larger cities honed their appreciation and longing for a smaller community like the one they called home. While in Memphis, they began to invest in the Paragould community through real estate holdings, eventually establishing Mid-South Modest, an investment and property management firm.

Moving back made business sense — it was getting more difficult for Shandelle to handle day-to-day operations remotely, and the growth and expansion of their company demanded more time in Paragould. In-person contact with clients was something they wanted to prioritize. That, coupled with a desire to be near family, was all it took to convince Cody and Shandelle to move back home.

Cody's career with EquipmentShare requires him to travel, so Paragould's access to Jonesboro, Memphis and Little Rock airports makes living here doable. Shandelle now works full time with Mid-South Modest as does Cody's mom. The couple's roots are growing deeper in familiar ground.

Cody put it this way: "Moving back home made life simpler. We feel a sense of community and love the effort local people are making to improve our area. Paragould was a good place to grow up in, and there's no other place I want to put my efforts into than my home town. I want to make it an even better place for the next generation."

Cody and Shandelle have wasted no time getting involved. They immediately joined the Chamber of Commerce and partnered with the Local Housing Authority to increase Section 8 Housing units. They've volunteered at various community events and with the help of the CRDC and VA have been willing to offer emergency housing when it is needed, such as for domestic violence victims.

They've also become a referral source for HOPE Hub, a collaborative case management system affiliated with the 100



Families Initiative of Greene County. They are members of the Greene County Landlord Association and recently attended the Arkansas Landlord Association yearly meeting. The intent of both these latter organizations is to improve the quality of housing for Arkansans.

The Browns established Mid-South Modest with a goal to offer high-level quality in lower-cost housing, providing good service, a caring atmosphere and the best possible product at a price point people of limited means can afford. Cody admits it is a long-term effort, but one that is worth the commitment. Improving the lower-level affordable housing pushes everyone at every price point to improve quality, creating better standards across the board. Adequate, affordable housing is a key ingredient in attracting businesses and industries to an area and making sure there is a workforce to staff their needs.

Through Mid-South Modest, Cody and Shandelle partner with people who are willing to support local community growth even if their main offices are located elsewhere. Cody's travel and work in



the corporate world has led him to realize that Arkansas is currently very attractive to business expansion. State laws are set up so that owners have flexibility to grow without undue government interference. Companies recognize Arkansas has a great workforce with people who are willing to better themselves through education and training.

Cody and Shandelle believe in embracing changes that help Northeast Arkansas grow. That includes amenities like city parks, trails, meeting places and a strong medical community. Like many other smaller towns, public transportation is a challenge, as well as a wider variety of food establishments with healthier options.

Cody also cites the lack of financial literacy among many people. He has taken time to sit down with several of their own clients and worked through the process of setting up a household budget and using banking services. Shandelle shared how pleased they are that one of their initial renters is now purchasing his first home.

The Browns are wonderful ambassadors for Paragould. Answers came easily

Continued ➡

Great New Lower Rates

Call for a quote today!

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

www.virginiawalls.com
vw@virginiawalls.com

I'm your one-stop shop for the service you deserve at a price you want. Call me for surprisingly great rates and Good Neighbor service right in your neighborhood.

Like a good neighbor, State Farm is there.®



From Here, We Can Do Anything.

As communities evolve, so do we. We're rooted in what our people need, wherever that may take us.

So, where to next?



Equal Housing Lender | Member FDIC

BANKWITHSOUTHERN.COM

and quickly when I asked them to name some local assets. They praised the Paragould Regional Chamber of Commerce and its commitment to Greene County. That was immediately followed by applauding the many local faith-based organizations that are helping individuals with substance dependency turn their lives around.

After living in larger metropolitan areas both of them mentioned Paragould has not lost the art of face-to-face interaction. Relationships go beyond emails and impersonal text messages, and the people they do business with care about their customers.

Cody and Shandelle sum it up with these words: “There’s a certain sense of peace that comes with living in Paragould. If you want more there are a ton of options for different experiences and amenities less than two hours away. Putting our roots down here allows us to have down time and live life with a more relaxing feel. People look out for each other, and everyone has been so welcoming. Folks seem genuinely glad to have us back. We want to make Paragould a place more people want to move to without losing our hometown feel.”



A STORY TO TELL DISCOVER PARAGOULD

Sometimes you have a story to tell that is just too good to keep to yourself — that is where Paragould leaders found themselves as they looked at their community.

Allison Hestand, CEO of the Paragould Regional Chamber of Commerce and director of economic development for Paragould Forward, said that is where Discover Paragould comes into play.

“Discover Paragould was launched by Paragould Forward to spread the awareness on all the good things happening in Paragould,” she said. “It was determined that Paragould had a great story to tell and it was our time to tell it!”

Allison said Discover Paragould’s purpose is to engage residents and visitors, while also encouraging continued growth.

“Discover Paragould exists to elevate the visibility, vitality and vibrancy of Paragould by promoting the community’s unique assets, sharing its story, and inspiring residents and visitors to engage more deeply with local experiences,” she said. “Through strategic marketing, community pride initiatives and collaborative partnerships, Discover Paragould works to strengthen Paragould’s identity, attract new audiences, and support the economic and cultural growth of the region.”

One of Discover Paragould’s greatest successes has been transforming from a simple initiative into a true community brand; one that Allison said represents momentum, pride, and the spirit of progress that is moving Paragould in the right direction.

“What began as a campaign to highlight local assets has grown into a recognizable identity embraced by residents, businesses and visitors,” she said. “That

Ajax Floor Center
Happy New Year!
Thank you for making 2025 the best!

- Shutters
- Shades
- Water Resistant Laminate
- Luxury Vinyl Plank
- Carpet
- Hardwood
- Tile
- Custom Blinds
- Cabinets
- Counter Tops

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

identity came to life in a powerful way with the new Discover Paragould mural, a vibrant, public expression of the city's energy and optimism."

She said the mural has quickly become a symbol of Paragould's forward movement. "It celebrates where we've been, showcases who we are today, and inspires confidence in where we're headed," Allison said. "It reflects a shared belief that Paragould is rising, evolving and stepping boldly into its future, united under the banner of Discover Paragould."

There is still work to be done, though, and more plans for the future of the Discover Paragould initiative.

"By expanding partnerships with local organizations, enhancing quality-of-life amenities and launching targeted marketing efforts, Discover Paragould will work to increase engagement, boost tourism and support long-term population and workforce growth," Allison said. "Through data-driven strategies and collaborative initiatives, the program will continue positioning Paragould as a vibrant, welcoming place to live, work and explore."



**COME SEE WHAT'S HAPPENING
IN PARAGOULD**

Scan me 

Health Matters

BY KARAN SUMMITT

NEW YEAR SCREENINGS



An Ounce of Prevention

It's January, a time when the goal to lose weight competes with getting finances in order for the top spot in New Year's Resolutions. Weight loss can be a good first step toward improving our health, but there is something else that is often overlooked—scheduling a yearly check-up with age-appropriate screenings that identify unhealthy conditions.

Early detection is a critical factor in the successful treatment of any health issue. The earlier an abnormality or chronic condition is detected, the better it responds to medications and behavior changes, and the more likely it is to be resolved with minimal long-term effects. As Deputy Barney Fife would say, with

routine screenings we have an opportunity to “nip it in the bud!”

While some screenings are part of a yearly check-up, most follow specific age guidelines. In some cases, family history, lifestyle habits or environmental conditions may call for early screenings. Listed below are common screenings and the age at which they are recommended:

Minimal Screenings for All Adults under age 65:

- Weight at least every two years to screen for weight gain
- Blood pressure every two years
- Fasting lipoprotein cholesterol test every 5



- years
- Blood glucose test every 3 years beginning at age 45, more often if you have risk factors for diabetes (After age 65 Medicare provides coverage for checking the above on a yearly basis)
- At least one complete eye exam before age 40, every two to three years afterward
- Regular dental exams
- Check to make sure immunizations are up to date
- Colorectal cancer screening beginning at age 50
- Hearing test every 10 years until age 50, then every 3 years
- Skin exam for early detection of skin cancer

Women:

- Yearly clinical breast exam and mammogram beginning at age 40, possibly younger depending on the recommendations of your physician
- Pap test every 1 to 3 years and a pelvic exam depending on risk level
- Screening for osteoporosis every 2 years beginning at age 65, or at age 60 if you are at a higher risk

Men:

- Discuss the benefits and risks of prostate cancer screening with your health care provider beginning at age 50. African-American men should begin this discussion by age 45

ANYTIME FITNESS
PARAGOULD
Locally Owned

JOIN FOR \$1 & GET THE TRANSFORMATION CHALLENGE FREE.

Offer valid 12/26/25 to 1/31/26. Participating locations only. Each Anytime Fitness location is independently owned and operated. Void where prohibited. Other terms may vary, other fees, conditions & restrictions apply, see <https://www.anytimefitness.com/offer-terms> for full details.

Health screenings by age:

<p>AGE 18-39</p> <ul style="list-style-type: none"> ● Cervical cancer - women every three years ● Cholesterol - once if normal ● Flu vaccine - annual ● Wellness visit - annual
<p>AGE 40-65</p> <ul style="list-style-type: none"> ● Blood Pressure - every two years ● Cervical cancer - women every three years ● Cholesterol - once if normal ● Colon cancer screening - start at age 45 ● Flu vaccine - annual ● Mammogram - women starting yearly at age 40 ● Shingles vaccine - start at 50 ● Wellness visit - annual
<p>AGE 65+</p> <ul style="list-style-type: none"> ● Blood pressure - every two years ● Cervical cancer - women every three years ● Cholesterol - once if normal ● Colon cancer screening - start at age 45 ● Flu Vaccine - annual ● Mammogram - women starting yearly at age 40 ● Pneumonia vaccine - start at 65 ● Shingles vaccine - start at 50 ● Wellness Visit - annual <p><small>Source: CDC</small></p>

Health screenings provide people with an understanding of their current health and recommendations for necessary changes. For instance, hypertension (high blood pressure) is often referred to as a “silent killer” because numbers can be elevated without any noticeable symptoms.

Untreated hypertension can lead to kidney failure, congestive heart failure, stroke and heart attack. Something as simple as having your blood pressure checked may allow you, with proper treatment, to ward off these serious complications. Blood sugar and cholesterol levels can also be unknowingly high, leaving an individual with no awareness they are at risk.

In similar fashion early detection of cancer greatly increases the chances for successful treatment. Recognizing the possible warning signs and taking prompt action leads to early diagnosis. Some early signs of cancer include lumps, sores that fail to heal, abnormal bleeding, persistent indigestion, and chronic hoarseness. Following the recommended guidelines for cancer screenings and a yearly wellness check-up with the family physician can determine whether further testing is needed.

Because they are an important aspect in cost containment, most insurance plans cover a yearly wellness appointment and recommended screenings at the appropriate ages. Many employers now offer insurance premium discounts for employees who take advantage of annual wellness checkups. For the uninsured, community health fairs and mobile units offer blood pressure, cholesterol and blood glucose readings, as well as mammograms for free. Other screenings may also be available.

No matter what condition is diagnosed, early treatment generally leads to better outcomes. As the old saying goes, “An ounce of prevention is worth a pound of cure.” Yearly wellness visits and recommended health screenings are that ounce of prevention.

Karan Summitt is a retired health educator with 25 years experience educating people of all ages on the benefits of a healthy lifestyle. She teaches and writes with a passion for sharing simple, doable strategies that make better health possible for almost everyone.

Ages 2 & Up, Seniors & Veterans



WISHING YOU A HAPPY & HEALTHY NEW YEAR!

1st Choice
HOME CARE
“The Best Choice!”

Providing Compassionate, Award Winning Care Through The Entire State Of Arkansas.

19 Offices To Serve You

Admin	Hoxie
Bentonville	Jonesboro
Blytheville	Marshall
Corning	Monticello
DeWitt	Mtn Home
El Dorado	Newport
Forrest City	Paragould
Harrison	Trumann
Hope	West Memphis
Hot Springs	

870-222-0088

www.1stchoicehomecare.net

NEA BAPTIST
CHARITABLE FOUNDATION

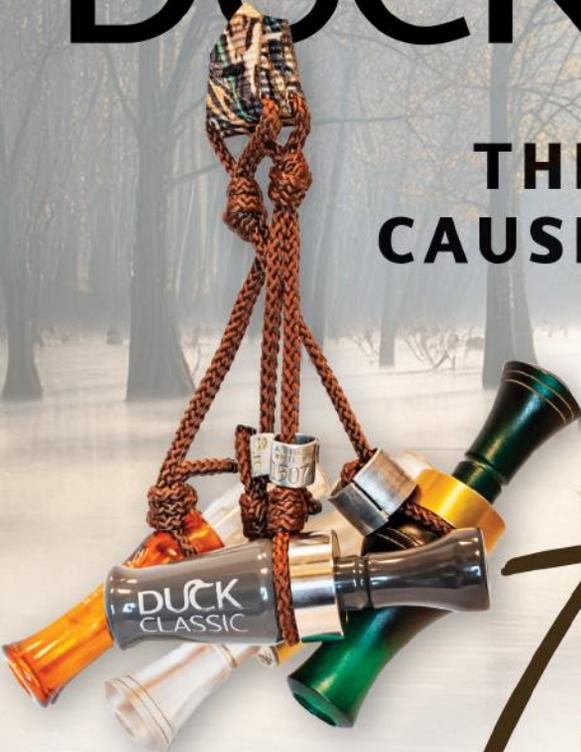
DUCK CLASSIC

THE
CAUSE

NEA BAPTIST

CHARITABLE FOUNDATION

Center for Good Grief • ShareHope • Medicine Assistance Program
HopeCircle • Center For Healthy Children • Wellness Works



Thank You!

DUCK CLASSIC RAISED OVER

\$885,000

**Duck Classic would not be a success without our
SPONSORS • VOLUNTEERS • HUNTERS • ATTENDEES**



2025 Duck Classic

BENEFITS NEA BAPTIST FOUNDATION



The 2025 Duck Classic was held December 11th at First National Bank Arena, raising more than \$885,000 for the NEA Baptist Foundation's programs.



1st Place Team: UA Local 669
Pictured: Cady & Susie Parish, Landon Thomas, Jim Tucker, Pat Tucker, Boston Tucker, Brian Fisher, Charles Petty, Kim Provost and Sam Lynd



2nd Place Team: Right Fiber by Ritter
Pictured: Cady & Susie Parish, Chris Carter, Billy McDaniel, Rickey Holt, Emmanuel Lyons, Jacob Becker, Sam Lynd and Kim Provost



3rd Place Team: Arvest Bank
Pictured: Cady & Susie Parish, Nick Goodrich, Chad Harbison, Zach Fahlberg, Kyle Flannigan, Kevin Hufstедler, Kim Provost and Sam Lynd



PHOTOS BY NICOLE FRAKES



FIRESIDE
HEARTH & STOVE

HAVE A
Warm Home
EVEN IN THIS
Cold Weather

(870) 933-7034 | 781 County Rd 905, Jonesboro, AR
FIRESIDEHEARTHANDSTOVE.COM

PROGRESS

Making NEA Home

PLUGGING IN AND IMPACTING THE COMMUNITY

BY GRETCHEN HUNT

There's no place like home ... but what happens when home is a brand new place. For Bethania Baray-Harrison, who is the director of talent attraction for Jonesboro Unlimited, that is a reality she has lived and now something she strives to help others with in both her professional and personal life.

Born in Mexico, Bethania grew up in New Mexico where she went to college before attending graduate school for opera performance in Arizona. Her voice teacher encouraged her to pursue her plans of becoming a voice teacher herself by studying with a teacher in Memphis.

"I had been living in the southwest my entire life and I was like Memphis – it seemed like so far away," she said. "So, when I auditioned, I was given tuition payment, which was really nice, so I was like OK I'm moving to Memphis. I was super excited." She studied at the University of Memphis and toward the end of her studies there, Arkansas State University called.

"I didn't even know Arkansas State University was only an hour away from Memphis, and that it was in Jonesboro," she said. "I didn't even know that there was a Jonesboro, Arkansas, so close, so I came here, I auditioned here, and they hired me."

For about four years she commuted back and forth, until her husband was promoted with his company to a position that was also in Jonesboro. "We both started commuting from downtown Memphis and we were like, OK if we're both commuting, we might as well just move to Jonesboro."

She said what drew her to Jonesboro in the beginning was a job, but what captured her was feeling like she was making a difference.

"I think that's really important, when we have a job that makes us happy," she said. "I feel like sometimes in bigger cities it's a little harder to make an impact. If you want a career where you feel like your work actually moves the needle or makes an impact, I think that's really valuable and I think that's why I'm so happy here is because I feel like my work can actually move the needle a little bit further than it could in a bigger city."

Having an impact is something Bethania thinks anyone can do in Jonesboro if they want to become involved.

"I think Jonesboro is a city in motion," she said. "I don't feel like we have fully developed our identity. I feel like all of us can help shape that identity, so I feel like all of us really investing and giving to our community and plugging in and helping new residents to plug in — I think that we are creating that culture. It's activating right now. As opposed to a city that already has an

identity and you just try to plug into that identity, we are creating that culture for Jonesboro right now. That's really fascinating, and I think that is a special time."

Bethania took her desire to make an impact a step further when she applied for a job at the Jonesboro Regional Chamber of Commerce. When she made her interest in working to promote the community known, she was presented with the possibility of taking on the talent attraction role.

"Talent attraction is a new position in economic development organizations," Bethania said. "Not a lot of EDOS have a talent attraction person. So this is fairly new, and it's also pretty uncommon for the state of Arkansas to have a position like this – so when they told me about it and they told me kind of what it entailed, that it was more community facing and that it was really going to involve attracting residents, attracting people of high skill, top tier talent to the community, I was all about it and I was really excited."

While a lot of people have asked Bethania how she moved from opera to economic development and if she even likes it, she said in reality it has been the perfect transition.



“With the arts, with the classical arts, with opera, for me the purpose of all of that and what fulfilled me was connection,” she said. “So basically, me on stage or me directing a show it was to create that connection with the audience and to allow people to see different stories, people of different backgrounds, creating empathy, for people to see, oh this is how this person handles something ... it just gives you a broader perspective. So that was what it was for me, creating those connections for people and allowing them to see themselves maybe on the stage.”

Now in her role with Jonesboro Unlimited and the creation of Always Jonesboro, she still sees herself as a connector.

“I get to create connections for people and allow them to feel like they really belong,” Bethania said, “that they can get plugged in. Creating belonging is a really important personal goal for me. To allow people to really feel that they’re not just at the table, but that they belong at the table and that their voice is valued. Because a lot of times, you know, you can be invited to a table, but you know your voice isn’t really as valued. So that’s really important for me.”

Creating that belonging is a big part of the purpose for Jonesboro Unlimited’s Always Jonesboro initiative, which includes the Talent Ambassador program, promoting and hosting local events and welcoming new residents. All of this is personal for Bethania, who remembers what it was like to be a transplant not that long ago.

“When I first tried to plug into Jonesboro, I had just started teaching at Arkansas State, so I didn’t really know anyone,” she



said. “I didn’t know about clubs or groups or anything that was happening in the city. I had no built in network, and I will say that it was really hard for me to plug in.”

She said in other cities, she had been able to turn to social media groups to find ways to plug in, but she struggled when she could not find that information as easily in Jonesboro.

“So, that kind of became a passion project of mine also to create something like that for new residents,” Bethania said. “A lot of people go to A-State and graduate and they have their built-in connections and they go and get a job in Jonesboro and so everyone’s kind of connected already, so when a complete transplant comes in it can be really hard and really difficult to plug in, so this is for them.”

Continued ➡

FOCUS BANK | Delivering experience, service and technology since 1931.

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

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

START THE NEW YEAR OFF STRONG!

Jennifer is here to help!

Jennifer Rollings

PARAGOULD PREMIERE AWARD WINNER 2025



As she looks to the future, Bethania said she sees Jonesboro as a place that's designed for access and connection — a place where every person can thrive, contribute and feel a part of something bigger.

"Jonesboro offers something rare — it offers a chance to build something meaningful, but also live a life where you can balance it," she said. "You can create a fulfilling career but you have that quality of life that makes you feel like you're still grounded."

She said people tend to want to make comparisons between cities or regions, but she said every place is unique and has different resources. For her, the ability to make the most out of what you have is key.

"What I love about Northeast Arkansas and Jonesboro is that we boot strap everything," she said. "Because we don't have those huge families like the Waltons or those Fortune 500s, everyone just boot straps everything."

She and her husband, Evan, have a five-year-old son, and she pointed out that being a parent makes you want to be involved all the more.

"It makes you want to get plugged in, it makes you want to join your PTA and all of that is economic development," she said. "Even people joining the PTA or plugging into their city government. I think, especially new parents, knowing they're about to raise somebody who is going to grow up here, learn about culture and life here, that's when you start finding out there's a lot more available than you think."

SHARING THE STORIES ALWAYS JONESBORO

Progress has many measures — jobs, community projects, infrastructure improvements, business development — along with one of the most important factors of all — people making their homes in the community.

For the city of Jonesboro, facilitating bringing people to Jonesboro and helping them find their place in the community is the focus of Always Jonesboro, an initiative of Jonesboro Unlimited.

Jonesboro Unlimited is a privately-funded economic development organization dedicated to driving long-term economic prosperity in the Jonesboro region. Jonesboro Unlimited focuses on five core areas: talent attraction and retention, workforce development, business retention and expansion, industrial recruitment, and promoting quality-of-life assets that strengthen the city's competitiveness.

Supported by private industry leaders and community partners, Jonesboro Unlimited works to create jobs, support major employers, attract new investment, and position Jonesboro as a dynamic, future-focused city. The organization plays a vital role in shaping economic strategy, supporting local businesses, and ensuring that Jonesboro continues to grow in a sustainable, people-centered way.

Always Jonesboro is a natural extension of that mission: connecting economic development to the human stories, lifestyle amenities and community

experiences that help attract and keep the talent local employers need to thrive.

Mark Young, president and CEO of Jonesboro Unlimited, said Always Jonesboro is a talent attraction and retention initiative created by Jonesboro Unlimited to showcase the quality of life, local opportunities and sense of belonging that make Jonesboro a place where people want to live, work and put down roots.

"Through storytelling, partnerships and community engagement, the initiative highlights what makes our city special, from local businesses and outdoor recreation to arts, culture, and the people who make Jonesboro feel like home," Mark said. "Our goal is to help new residents belong quickly, inspire prospective talent to choose Jonesboro, and support employers in attracting top-tier professionals."

Using Talent Ambassadors to connect with the community is the cornerstone of the Always Jonesboro program. Mark said Talent Ambassadors are true examples of what makes Jonesboro special. "They are professionals, creatives, business owners and community leaders who have chosen Jonesboro as their home and now want to give back by helping others feel connected here," he said. "They demonstrate the heart of this initiative: that community is built through people who care, connect and lift others up.

"Each ambassador represents a unique niche within the community, and every





in quickly, finding their favorite local spots, meeting new friends, and feeling a genuine sense of belonging.”

Looking to the future, Bethania Baray-Harrison, director of talent attraction for Jonesboro Unlimited, said Always Jonesboro plans to continue elevating Jonesboro as a premier place to build a career and a fulfilling life.



one of them has a dedicated reel on our social channels that tells their story, highlights their expertise, and celebrates the part of Jonesboro they’re passionate about,” Mark continued. “Their voices have become trusted guides for both newcomers and long-time residents. The impact has been immediate and inspiring. New residents have attended our social events specifically because they saw our ambassadors’ posts and felt welcomed before they even arrived. Thanks to these ambassadors, people are getting plugged



“In the coming years, we plan to expand our digital storytelling, grow the Always Jonesboro website into a true relocation hub and build more programs that help new residents integrate seamlessly into the community,” Bethania said. “We aim to deepen partnerships with employers, launch new initiatives to support young professionals and families, and continue amplifying the voices that make Jonesboro vibrant, diverse and forward-moving. Ultimately, we want every person who arrives in Jonesboro, whether for school, work or opportunity, to feel welcomed, connected and excited to stay.”

THE BEST OF JBR...ALL IN ONE PLACE!

@alwaysjonesboro

alwaysjonesboro.com

“I’ve lived here for years and had no idea Jonesboro had so much to offer!”

Powered by

Launching Into The New Year

BY CHUCK LONG

IN THE GREAT OUTDOORS



Another new year is upon us! Hopefully you launched into 2026 by celebrating New Year's Day with some football, hog jowl and black-eyed peas. With the big kickoff of the new year behind us, it is time to move forward and that often includes contemplating some resolutions to make the new year the best ever. Increasing exercise and physical activity, following a healthier diet, enjoying positive mental growth, spending more time with family and friends, and learning a new skill are a few things that might be on the list. Here are a few things that can incorporate the outdoors into those activities and possibly help those resolutions become habits.

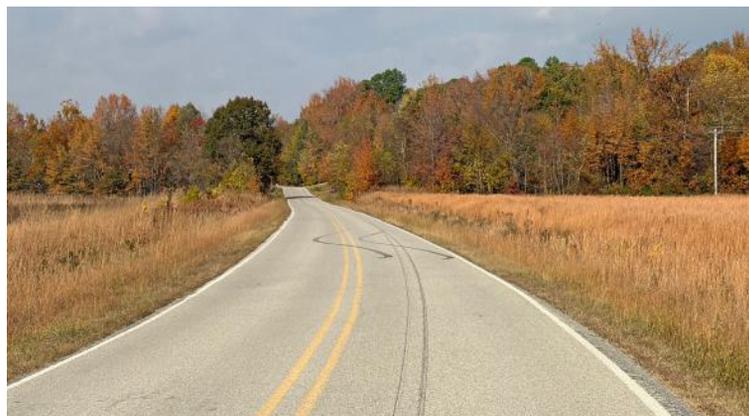
Exercise, physical activity and the outdoors go hand in hand. Arkansas is blessed with lots of opportunities for outdoor activities. An outdoor walk or a more involved hike is a great way to tie together the outdoors, physical activity and time with family and friends. Northeast Arkansas has some great opportunities to enjoy a leisurely stroll or a more involved hike. Our local state parks, Crowley's Ridge State Park near Walcott, Lake Frierson State Park, just a bit north of Jonesboro and Old Davidsonville State Park near Pocahontas offer great opportunities for some time on foot. Lake Charles, just south of Black Rock would be another great recommendation. For more involved hiking opportunities, check out areas in the Ozarks, especially near the Buffalo River.

One way to increase the physical activity of a walk is to carry a backpack, especially one that has some added weight. Be sure to start light and work up to heavier weights. If walking around the neighborhood, the backpack can be weighted with any items that add heft. I use a forty-pound bag of horse pellets. For hikes it could be filled with some necessities like water, first aid supplies or other gear. "Rucking," which is walking or hiking with a weighted backpack, is a growing activity in the outdoor world and there are organized groups that get together to practice this activity, providing fellowship and support from other like-minded participants.

Bicycling and kayaking are two other activities that combine a physical workout with time outdoors. Both activities have a strong following and active groups in Northeast Arkansas. The networking and support of other individuals following the same pursuits is invaluable.

A healthier diet is a top five on most resolution lists, and the outdoors can help with that. The lean meat of a deer or elk or the succulent filets of a crappie or walleye are great on the table, high in protein, low in fat and do not possess the additives that lace much of the food purchased in the store. The meats are delicious and nutritious, and wild game gives the peace of mind that the meat came from a known origin.

Another great way to improve diet in combination with an outdoor activity is gardening. Whether it's a few tomato plants grown in pots, or hundreds of square feet of turned soil, gardening has the benefits of putting food on the table and improving physical and mental health. Gardening has been proven to combine the benefits of a great food source with a good amount of physical exercise and a positive impact on mental health. A salad made from soil tilled by hand is good for the



body and soul!

Hunting and fishing are great ways to tie together many of these resolutions. Let's take a quick look at a few "new" ideas that might generate some added interest in these activities for '26.

Plan a trip to a new hunting area. The research and planning that are involved in going to a new area can be daunting, but it's a great time to network and learn. Big game in the west is considered a dream trip by many, but it is very doable and can be accomplished on a budget with a little preparation and planning. Upland birds in South Dakota or Kansas is also a great trip idea. A trip like this is a great way to spend time with family and friends and will often require efforts to get more physically fit, thus filling many of the common resolutions.

Want to stay in Arkansas? Many folks overlook the small game opportunities in our state. Want to build outdoor skills? Try squirrel or rabbit hunting. With the abundance of deer in our state, many hunters are on the trail of big game early in life and miss the wonderful lessons provided by small game hunting. As well as skills, these animals can provide meat for the table and are very conducive to time with family and friends. Another great option is to chase some of the birds that can be hunted in Arkansas. Ducks and doves are well known, but there are great opportunities for woodcock and snipe (yes, the bird – no bags or flashlights involved!). Another fun option in bird hunting is one of the bird farms that provide opportunities for quail, pheasant or chukar.



LANCE BEASLEY ROOFING

COMMERCIAL & RESIDENTIAL

New Year, New Roof!



Locally Owned & Operated

870-476-1919 

When it comes to fishing, Arkansas has some of the best. Bass, crappie or catfish are at the top of most lists and rightly so. With over two hundred fish species in the state, there are many other great opportunities. One way to become more engaged with fishing is to keep a list of all species landed for the year. A realistic goal is twenty to twenty-five different species from the waters of our state, but with some creativity that list could easily be doubled.

Another option would be to focus on catching some different species. I often field questions in regard to walleye or sauger, for example. Species like this might require trips to specific waters or the use of refined techniques. Want to get even more challenging? Try to catch some of the more unique species like a flier, a redhorse or a mooneye. I want to wish each and every reader the very best for the new year. I hope 2026 is a great year. I am looking forward to the challenges and opportunities that might happen along this year. Good luck keeping your resolutions and good luck with the outdoor pursuits. Please reach out if there are any questions! I hope to see you out there!

Chuck Long is a lifelong Arkansas outdoorsman. Chuck retired from the Arkansas Game and Fish Commission after thirty plus years of service and now enjoys sharing his love of the outdoors through writing, speaking events and social media outlets. Have an outdoor question? Reach out to Chuck at cflong2002@yahoo.com.

A Day In The Life

DIRT IN DECEMBER

BY KATIE ROE



Let me start off by saying I love my husband and my husband LOVES racing. Basically, I married my father's twin in that aspect.

So, our story takes us to St. Louis, Missouri, for the Gateway Dirt Nationals. This is an event they put on every year in December at the Dome. It starts up Thursday and runs through Saturday night ... and you better believe we were there for all that revved up glory.

This track has to be made days in advance. They brought about 330 truck loads of dirt in to make this insane INDOOR track. I promise you we left with a few pounds of dirt in our noses and were covered from head to toe in it. There's really nothing quite like the dirt in your hair, racing fuel in the air, and about 38,000 very "passionate" racing fans all under one roof. It really is crazy to think about all of this being indoors, and, yes, there was plenty of ventilation.

There were over 180 cars combined in both late models and modifieds. I can't really go into detail about the differences in these classes but I assure you my husband, Daniel Roe, would love to tell you all about them ... so please ask him. With there being more than 180 cars entered, that means tons of booths to shop from. I handled that job quite well; we and the kiddos all had to have something ... yes, we had to.

I don't get super excited about racing, especially if it's not my



husband racing or someone we know. I grew up having to watch NASCAR with my dad, and we did not share the same love for it. I quickly became bored of watching 200 left turns. But in married life you gotta make sure you both are getting to enjoy hobbies. Like they say, happy hubby, happy life ... right?

It really is cool to experience this type of thing. Like how many times can you say you saw an indoor dirt track race? Having to build that up for four days and then having to take it all back down is pretty insane.

My husband, being the sweet man he is, took one for the team, and took me to see *Wicked for Good*, plus I got to go to the zoo all before the races on Friday and Saturday. The St. Louis Zoo is one of my favorites and it's free to get in.

Oh, and total chef's kiss on top of it all is that we could see the Arch from our room and some Christmas lights down the street! If you know me, I am obsessed with Christmas lights ... something else you can ask my husband about.

Good weekend away just us two, but we missed our knuckleheads for sure.

I am Katie Roe, a media consultant at MOR Media and bonus mom to 3 rambunctious boys... Knox, Keller, and Kruz (the tiny tornado). I married their dad, Daniel Roe, in downtown Paragould in the fall of 2024. Daniel and I are constantly trying to find new adventures. Whether we are tackling a football game, slinging dirt out at the races, or cruising on Lake Norfolk we are making memories for a lifetime.



CHEERS TO THE GCT BAND!

SONIC

4711 W Kingshighway | 4407 Linwood Drive

Leathers
TRANSPORTATION
TRUCK BROKERS

CONGRATS, GCT BAND!

2200 Grecian Ln #7
Paragould, AR | 870-236-2650

L
LENNOX
INSURANCE

Congratulations, GCT Marching Eagles, from Lennox Insurance!

GET A QUOTE ONLINE!

Commercial Life Home Auto

113 West Court Street | Paragould, AR
870.236.3200 | lennoxinsurancenea.com

Congrats Marching Eagles!

Butterfly Babies LLC
Childcare & Speech Therapy

870-240-0994 318 S. 12th St., Paragould

CONGRATULATIONS MARCHING EAGLES!!

LARRY'S AUTO SALES

INTEREST FREE FINANCING! LAYAWAY AVAILABLE

Since 1976

YOU'LL LOVE BUYING AT LARRY'S

THE MATT (DON'T CALL ME PAT) DREW

THE GIANT WITH A DEAL, BIG JEFF BARNES

LARRYSAUTO.NET

#1 - HIGHWAY 49 NORTH - ACROSS FROM MONROE - 870.239.9328
#2 - HIGHWAY 49 NORTH - AT THE CITY LIMITS - 870.215.0320

Way to go GCT Band! 2025 State Champions!

Arkansas Methodist
MEDICAL CENTER

Lighting the Way for a Healthy Community!

IRONHORSE BBQ & STEAKHOUSE

We do it low and slow

870-236-7207

2108 Linwood Dr. | Paragould, AR

Way to go GCT Band!

2025

State Ch



PREMIERE MAGAZINE
 JACK FM
 PREMIERE MAGAZINE
 JACK FM
 PREMIERE MAGAZINE
 JACK FM

MEDIA
 Incorporated

BAC

Champions



K-TO-BACK CHAMPS



Congrats
GCT
Marching
Band!
2025 State Champs



AtWillmedia

Websites | Digital Marketing | Advertising

www.atwillmedia.com
870.215.6270

Congratulations Eagles!




An Inteplast Group Company



Congratulations
GCT Marching
Eagle Band!

CITY DRUG
Serving Paragould Since 1904
PHARMACY

1512 Linwood Drive, Paragould | 870.236.8501

Congratulations to the GCT Band!



AUTO GROUP & RV
BAYIRDCARS.COM

- Bayird Dodge Chrysler Jeep of Paragould
- Bayird Dodge Chrysler Jeep Ram of Kennett
- Bayird Dodge Chrysler Jeep Ram of Malden
- Bayird Ford Bayird Pre-Owned Supercenter of Jonesboro
- Bayird Dodge Chrysler Jeep Ram of Blytheville
- Bayird Dodge Chrysler Jeep Ram FIAT of West Plains
- Bayird Dodge Chrysler Jeep Ram of Dexter
- Bayird RV Outdoor & Marine of Mountain Home



Member FDIC

Home.

Born here.
Grown here.
Still here.



First National Bank

fnbank.net



A.JAX TITLE SERVICES
1007 W. Court St | Paragould, AR 72450 | 870-236-2929



Congratulations GCT Marching Eagles!

THE ADVENTURES OF

Lester

BY VICKI McMILLAN



Happy New Year from Uncle Lester here! 2026! I thought by 2026 I'd be flying around the galaxy like Astro Jetson. But, I am happy to be here in Northeast Arkansas. My family has been talking lately about making New Year's Resolutions, and that has gotten me thinking. Perhaps I need to make some. I'm sure there are a few areas that need improvement!! Or not.

Lester's New Year's Resolutions:

- Smell everything.
- Be braver around the vacuum cleaner.
- Improve my relationship with Dottie the Doodle down the street.
- Nap daily.
- Continue my DOG'S RIGHTS campaign.

I have been polling my colleagues at the local dog parks lately, and a few out-of-town dog parks. I think I can safely report that we have made a difference for my kind in the egregious area of breaking treats in half. More dog owners appear to be offering whole treats, instead of a crumbled-up mess. The downside is that some of us are getting TRAINING treats which are about the size of a gummy bear. We will continue our fight as long as it takes.

Also in 2026 we will begin our attack on dog owners who hide medicine in yummy food. The term for this at the dog park is being "slicked."

Also we have a task force working on the dishonest practice of letting your dog believe he is going to the park, when actually he is going to the vet. Now, before everybody gets riled up -- we don't mind going to the vet -- just be honest. More about our progress later.

Now on to something less serious: After Christmas the family made a trip to Springfield, Missouri. It's not far from Paragould and well worth the drive. The primary purpose of the trip was to go to the Johnny Morris' Wonders of Wildlife National Museum and Aquarium.



(Johnny is the dog owner that started the Bass Pro Shop business.) It was great fun! Vicki kept saying "immersive and educational," but really it was just fun!

The aquarium was 1.5 million gallons and had 35,000 live animals across all exhibits. That's bigger than Mac's at home. There's about a mile and a half of trails and exhibits. Ol' Lester's advice: Plan plenty of time and wear comfortable shoes, unless you have someone to carry you like I do. It's also pretty dark in there, so don't be afraid.

Also, check out the Discovery Center where you can do all these hands-on science experiments, including some interactive STEM exhibits. When Vicki said we could explore topics like physics, engineering, biology and space, honestly Ol' Lester's first thought was typical Vicki place -- dull. But I was wrong. It made me feel like I had a Ph. D. in science stuff. (Ph. D. is a "pretty handsome dog".)

Springfield also has a military air museum that Mac enjoyed. I skipped it and went with the girls to the Japanese Garden, and when I say it was cool, what I really mean is COLD. But I think it would be relaxing if you weren't freezing.

Make sure you check out the Route 66 Car Museum. Now, I've ridden in a lot of cars in my time and I could probably drive one if necessary, but these cars were famous for their makes and models and who all had owned them. We saw a 1936 Horch, which had been used by Hitler, and a 1939 Packard Safari used by Winston Churchill while hunting big game in Africa. All of the cars here had current Missouri license plates! Wouldn't you hate to be the DMV clerk handling 100+ cars at one time??



If you take a trip to Springfield, Branson is nearby so you can always take in a show or do some shopping!

Well, Ol' Lester is about ready for my daily nap. Keep working on your resolutions. It's also OK to resolve to be the same good person you have always been.

Remember, don't break treats in half, use a pill pocket if you are giving meds so your pup won't think he's been roofed, and check out the local dog parks.

Happy New Year and Beyond!

Lester

New Year, New PAWnsibilities

WITH DR. KRISTIN SULLIVAN

RESOLUTIONS FOR PETS



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

HAPPY NEW YEAR!

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

PAWliday Inn
Book your pet's luxurious stay today!

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

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 thing 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 this food would be ok for your particular pet, as they are all different.

There are a ton of treats on the market, but in lieu of treats you could simply use one bit of their kibble as a treat. Some treats and chews are quite calorie dense and contribute much more to their weight gain than you might think!

There are many reasons why it is important to have your pet at a healthier weight. The most obvious is that it will be more comfortable, especially as they age and may begin to develop arthritis, if it is carrying around more weight than it should, then this will contribute to more pain and discomfort, which will in turn speed up the progression of arthritic disease.

Another medical condition which can result is Diabetes Mellitus; this is especially true for cats, and generally requires injections of insulin twice

a day. The extra work on the cardiovascular system can contribute to heart disease at an early age. Indirect disease processes from dietary indiscretion can also occur.

Pancreatitis is a very common and sometimes fatal disease process that can occur especially to patients that get fatty treats, such as meat from the table like the fat from a steak. Back Disease affecting the discs in between the vertebral bodies commonly occurs in patients with long backs, but if they are overweight, then this disease process can be horribly exacerbated and can even result in paralysis.

I don't want to wrap up this article with the doom and gloom of obesity, but I hope it does reflect the importance of healthy weight and weight management, as well as to pay special attention to the treats you offer for your furry family member.

If you are concerned about your pet's nutrition or want to further discuss options for a healthy diet, reach out to your local veterinarian for advice on what changes may need to occur with your pet's diet to keep it healthy and happy. I hope everyone has a happy and healthy new year!

Dr. Kristin Sullivan is a small animal veterinarian practicing since 2012. She owns ARPets Hospital and PAWliday Inn in Brookland, Arkansas, with her husband Michael Sullivan. She strives to provide the highest quality veterinary care, advocating for her patients, and works to educate the public in animal health care and preventive medicine, while promoting the human-animal bond.

GET INFUSIONS CLOSER TO HOME.

WE OFFER INFUSION THERAPY FOR CHRONIC CONDITIONS SUCH AS:

- Rheumatoid Arthritis (RA)
- Crohn's Disease, Ulcerative Colitis
- Multiple Sclerosis
- Alzheimer's
- Other Autoimmune Conditions

WE ACCEPT THE FOLLOWING INSURANCE:

- Medicare
- Medicaid
- Tricare
- Various Commercial Plans



2908 S. CARAWAY RD., JONESBORO, AR 72401
870-558-4100 REDRIVERAIC.COM

CALL US NOW TO
SEE HOW WE
CAN HELP!

Advice From
PREMIERE
Experts

What does a ketamine treatment consist of?

We offer ketamine via IM (intramuscular injection) and IV (intravenous infusion). The medication is administered under close medical supervision by your provider, not support staff. Each treatment takes place in a private room with a heated/massaging recliner. We dim the lighting and complement it with ambient visual projections, relaxing, calming music and eye masks to enhance introspection.

Ketamine works quickly, so within minutes, you may start to feel light sensations different from your usual state of mind. Most people describe feeling calm, euphoric, deeply relaxed and detached from daily worries. You might feel as though you're in a dreamlike state. The treatment lasts 40 min.



Carrie Tate

Afterwards, you are monitored for an additional 20 min. Some patients may feel a little tired but most feel back to normal. Nausea is rare but we offer Zofran if it does occur.

We make sure you are relaxed and prepared to enjoy the flow of your ketamine experience and we ensure your comfort and safety throughout.



3410 E Johnson Ave, Ste Z
Jonesboro
870-336-1216
viveinfuse.com

Why is it crucial for sole proprietors to file their tax return early?

For sole proprietors, filing your tax return early can take a lot of pressure off both your finances and your mindset. Because taxes aren't withheld from your income throughout the year, filing early helps you see exactly what you owe and gives you time to plan for self-employment taxes instead of facing an unwelcome surprise at the deadline.

If you're expecting a refund, filing sooner means faster access to cash that can be reinvested in your business, used to cover expenses, or set aside as a cushion. Early filing also reduces the risk of errors caused by rushing, lowers the chance of tax-related identity theft, and gives you the flexibility to



Chastity Mott & Anita Soltero

address missing documents, ask questions, or explore payment options if needed.

Overall, it turns tax filing from a last-minute scramble into a more manageable, proactive part of running your business.



Personalized Consultation | Advance Tax Planning
Bookkeeping | Business Formation
2211 Race Street, Jonesboro • 870.819.5330
fullcirclefinancialstrategies.com

I wasn't injured, why do I have shoulder pain?

If you're suffering from shoulder pain and can't recall any injury that could be causing it, the source of the problem may be in your pelvic girdle.

Three bones make up the pelvic girdle, the two hip bones and a triangular shaped bone called the sacrum. When this structure is out of alignment, it can cause strain throughout the body, including the shoulder area.

When the pelvic girdle is out of balance and not supporting your body the way it should, the body tries to adapt as best it can. But this adaptation only causes more problems. What causes the pelvic girdle to get out of balance?

Poor posture may be one cause. A spinal column out of alignment may be another. Only a full



Dr. John Bibb

exam can get to the cause of the problem.

A well-balanced body on a proper foundation is important to your physical health. Shoulder pain may be directly related to a structural imbalance that needs to be corrected before the pain will go away.



870-239-6038
bibbchiropractic.com
1400 W. Court St. Suite 1, Paragould, AR 72450

What kind of vacation can I plan for my family?

Knowing a family's budget is one of the most important parts of planning a vacation – and it's what allows me to create a trip that feels exciting, realistic and completely stress-free.

When I know your budget, I can focus on options that truly make sense for your family and design an experience that delivers the value, memories, and level of comfort you're looking for. Here are some real-life examples:

Punta Cana – A family of four wants to travel to Punta Cana over spring break, with a max budget of \$5,000. Their final package included: all-inclusive resort, roundtrip flights, airport transfers, travel protection, Total: \$4,521.33.

Walt Disney World – Same family, same dates, same \$5,000 budget. I was able to secure: a



Stephanie Hancock

Disney Resort stay, park tickets, memory maker, Disney quick-service dining plan, travel protection, Total: \$4,971.33.

Same budget. Two vacations. Thoughtfully planned to maximize value and fit their travel goals – without financial stress. That's the power of planning with intention



travelmation
travelmation.net/stephaniehancock

Have a Question? Email Us Today at Graphics@mormediainc.com

Is 2026 the year to sell or buy a new house?



Sandra Helley

There are several factors to consider when deciding whether the time is right to sell or buy a new house.

The price of homes is expected to have modest growth in 2026 (between 1-2% nationally), which is something both buyers and sellers should take into consideration.

Mortgage rates are starting to creep down a little (hovering in the low 6% to high 5%), which is also making buyers feel more confident about the market. That is a good sign for both buyers and sellers.

At the end of the day it will always depend on **YOUR NEEDS!** The best time to buy or sell is when you are ready or need to make the change.

Visit with your favorite **REALTOR** to help you weigh the pros and cons.

Should I talk to my PCP before starting a new exercise program?



Casey Weaver
PA-C

That's a great New Year's resolution. I love it when patients take the initiative to make healthy lifestyle changes. For many, this may be the first time they have exercised in a long time, so it's important to schedule an appointment with your PCP (primary care provider) before starting a new program.

During that visit, discuss basics such as blood pressure, heart rate and cardiovascular risk assessment. Ask your PCP to check labs, as abnormal results can affect both your ability to exercise and your ability to lose weight. It's also important to review your current medications with your PCP and discuss how they may affect exercise tolerance, heart rate, blood pressure, hydration or heat sensitivity.

In some cases, easing into an exercise program with physical therapy may be appropriate. Your PCP can provide guidance on warning signs to watch for as you begin your exercise program. Taking this first step with your PCP helps set you up for a safe, confident, and lasting journey toward better health.

Weichert | Home
REALTORS | Source

870-236-3100 | 105 Reynolds Rd, Paragould, AR 72450



Arkansas Methodist

FAMILY PRACTICE

1110 W. Kingshighway, Paragould, AR 72450 | (870) 205-2000

How important are annual skin checks?



Nancy Pemberton
APRN, DCNP

There are several key benefits of having a baseline skin check and follow-ups each year.

EARLY SKIN CANCER DETECTION: Catching cancers like melanoma when they are small and localized dramatically increases survival rates.

MONITORING CHANGES: Establishing a baseline helps your provider spot subtle shifts in moles or growths (size, shape, color, texture) that might indicate cancer.

PROFESSIONAL ASSESSMENT: Dermatological providers use specialized tools (dermoscopy) to see spots invisible to the naked eye, checking hard-to-reach areas like the scalp and back.

IDENTIFYING PRECANCEROUS LESIONS: Screenings can detect actinic keratoses (AKs) and other growths that can develop into skin cancer.

PERSONALIZED PREVENTION: Your dermatological provider offers tailored advice on sun protection, lifestyle and skincare for your specific risk factors (fair skin, sun history, family history).

PEACE OF MIND: Having a skin check reduces anxiety by confirming skin health or addressing concerns promptly.

With an unpredictable economy, how should I craft my 2026 ad message?



Dina Mason

Even in an unpredictable economy, your brand must remain steady and recognizable. A strong marketing strategy should always include two types of messages:

1. Branding ("Always") messages that consistently tell your story and keep your business top-of-mind.
2. Offer ("Act Now") messages that drive immediate response and are easier to measure.

Offer-driven campaigns can let you track redemptions and conversions, but don't underestimate the power of branding.

While most customers now search online for your phone number, address, or hours, make no mistake: Brand visibility is often the reason they looked you up in the first place. Consistent branding is not optional; it's the foundation that ensures your offers work when the time is right.



870-641-SKIN |  
3106 Southwest Dr.
Suite 103, Jonesboro
skindermatologypractitioner.com



870-335-5298
dina@mormediainc.com
400 Tower Drive, Paragould

PROGRESS

Moving Forward

FROM COMPLAINT TO COMMUNITY TRADITION

BY DINA MASON

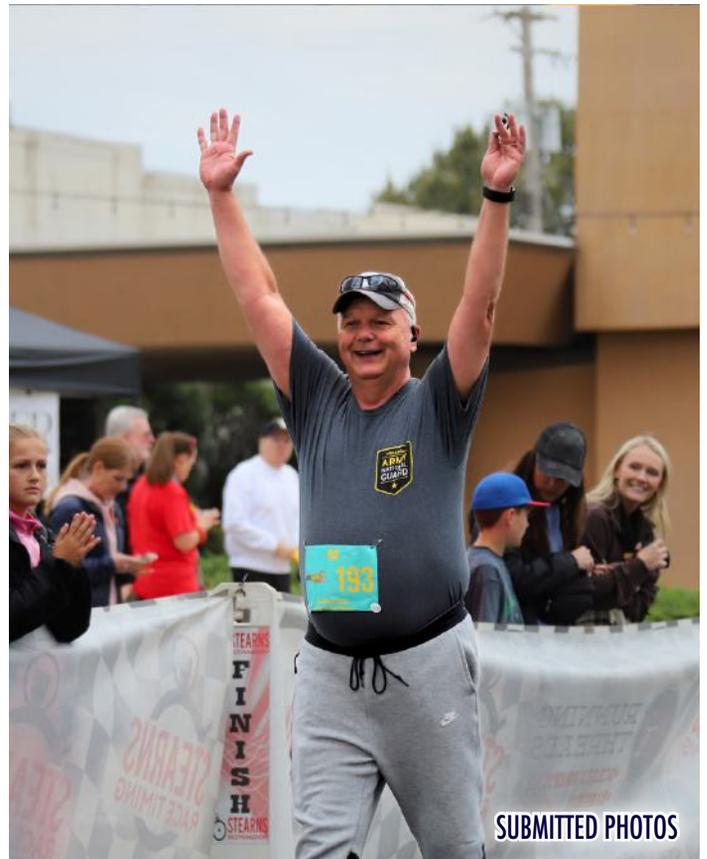
Have you ever wondered how community events come to life? Sometimes it starts with a simple complaint — and two people willing to do something about it. That’s exactly how runners Shawn Goodson and Chris Collier launched the now-beloved Paragould 5K/10K.

Shawn and Chris aren’t lifelong Paragould residents. Shawn and his family moved from Hope, Arkansas, while Chris and his wife, a Paragould native, returned after several years in Kansas City. What they both found in Paragould was community, possibility, and — surprisingly — a lack of local races.

In 2023, the two runners were at yet another out-of-town event when they began talking about how often they had to travel just to enjoy their hobby. By the end of that race, their frustration had turned into inspiration. The idea for a Halloween-themed run — the Paragould 5K/10K, held the Saturday before Halloween — was born.

To support the event and future races, Shawn and Chris launched the Paragould Run Club, a nonprofit dedicated to offering race events that promote healthy lifestyles, family fun, and Paragould itself as a place worth being.

Shawn’s own journey into running started with a major personal transformation and a commitment to a healthier lifestyle. Chris, meanwhile, has long been an avid runner, collecting race medals from Chicago, Kansas City, Little Rock and many places in between. Together, they’ve poured their passion and their experience into creating events they hope others will travel to Paragould to enjoy.



SUBMITTED PHOTOS



Their approach is intentional: Take the best elements from races they've attended and bring them home. Each event is designed to be more than a run — it's an experience. The Paraghoul 5K/10K includes festive costumes, family-friendly activities, and plenty of Halloween-themed "treats." Their endurance race, the Creek Trail Crusher, challenges runners to test themselves over 6, 12, or 24 hours. Participation has grown each year, proving the community's enthusiasm and rewarding the pair's hard work.

Paragould's expanding trail system and

Continued ➡



UNLOCK THE *Best* VERSION OF YOU!

Healthy Life
BY HEATHER



HELPING THE WORLD FEEL BETTER

Helping others balance their busy lives, learn what to eat and how to move, and create sustainable change to live a long, healthy, and confident life.

FREE DOWNLOAD



YOUR WORKOUT, MEAL IDEAS, AND FAT LOSS PLAN



Journey

HEALTH & WELLNESS

BRITTANY BARNETT, APRN

Medical Weight Management & Primary Care



I'd love to be a part of your success story!



Look good ♥ Feel good ♥ Live good

INJECTIONS | IV INFUSIONS | NEOVA MEDICAL-GRADE SKINCARE

♥ 870.403.2214 | WWW.HEALTHYLIFEBYHEATHER.COM ♥

870-336-8022 | 2239 S CARAWAY RD, JONESBORO, AR
JOURNEYHEALTH-WELLNESS.COM

Martin

Employee Milestones:

5 years

John Chandler

Martin Sprocket & Gear
Where Careers are Built to Last.

Join Our Team Today!

Martin Sprocket & Gear congratulates John Chandler for his milestone anniversary, and we invite you to become part of a good company with great people! Join the company that takes pride in doing things the right way – for customers, for the community, and for the great people who work here.

Happy New Year!

Martin Sprocket & Gear, Inc.

1205 South 3rd Ave., Paragould | 817-258-3000 | martinsprocket.com
An Equal Opportunity Employer



quality-of-life improvements also provided inspiration. As Chris recalled, “We moved back to Paragould after hearing the mayor on the Paragould Podcast talking about the 8 Mile Creek Trail. I told Sarah, my wife, ‘Paragould is progressing forward. Maybe it’s time to go back.’”

Looking ahead to 2026, the Paragould Run Club plans to continue both major events, which are scheduled as follows:

- Paragould 5K/10K – Saturday, October 24
- Creek Trail Crusher – Saturday, November 14

True to their commitment to giving back, the nonprofit will again donate proceeds from the Paragould 5K/10K to Agape House, and the Creek Trail Crusher will support the Paragould Police Department in 2026.

And they’re not stopping there. New ideas are already in the works — including the possibility of a Fourth of July run and a Christmas-themed race.

What started as two runners wishing things were different has grown into something that brings health, fun and community spirit to Paragould. And, as Shawn and Chris have shown, sometimes being a “complainer” is just the first step toward becoming a contributor.



MOORE on MANNERS

Oh No, Not Another Meeting

WITH LINDA LOU MOORE



You have just received word about a meeting scheduled for next Thursday. You dread the thought of going. The last meeting you attended droned on and on.

Good manners help to make good meetings. Being prepared for meetings means being considerate of others. Making sure we don't fall into one or more of the following categories can make the next meeting run more smoothly and efficiently.

The No Show: Not attending the meeting can result in postponements and delays. Inform the chairperson or the committee members as soon as possible of a scheduling conflict.

The Late Comer: Arriving late to a meeting can result in disruptions and delays.

The Unprepared: Not reading the agenda or

not being ready with a project assignment disrupts continuity and impedes productivity.

The Interrupter: Constantly interrupting not only disrupts the flow of the meeting, but is annoying to others. Contributing to the conversation may be appreciated. However, constantly interrupting is distracting and often undermines your point.

The Gum Chewer: Chewing and popping gum during a meeting is not only distracting to others, but also unprofessional.

The Cell Phone User: Taking calls during a meeting is distracting and disruptive to others. Turn off the ringer, turn phone to vibrate and check voice mails later.

The Monopolizer: Monopolizing the conversation is counter productive to efficiency. Be brief in your comments or observations.

The Complainer: Constantly complaining during a meeting can often undermine your point. Be positive and use declarative sentences.

The Mister or Mistress of Misreading: Misreading signals, or being oblivious to the

relevant aspects of the meeting, can weaken positions or recommendations. There is a time and place for everything. "Know when to hold them. Know when to fold them."

The Chatterer: Discussing personal subjects or family problems can take time from the schedule. If asked, a short remark about your personal life will usually suffice when trying to keep the meeting on schedule.

The Wanderer: Wandering from the order of business can cause delays.

The Tell All: Discussing private information about the meeting to others that are not on the committee can be damaging and a violation of meeting etiquette.

After reading the list you can probably think of some more that could be added.

Quote of the Day:

"A meeting is an event where minutes are taken and hours are wasted." - James T. Kirk

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 lmooreparagould@gmail.com.

Arkansas Academy OF HAIR DESIGN

3512 E. NETTLETON AVE, JONESBORO • ARKHAIRACADEMY.COM • 870-935-3531

ALL SERVICES ARE PERFORMED BY STUDENTS, SUPERVISED BY LICENSED INSTRUCTORS.

**HAIR SERVICES
SKIN/FACIAL SERVICES
NAIL SERVICES**

INTERESTED IN A CAREER IN COSMETOLOGY? ENROLLING STUDENTS NOW!!

Downtown Paragould

WE ENCOURAGE YOU TO SUPPORT LOCAL BUSINESSES

SOMETHING Sweet BAKERY
AND
Coffee Shop

Try our Keto & Sugar Free Treats!

CAKES • MUFFINS • SCONES • HOT COFFEE • ICED COFFEE

870.565.5169 | 221 S. Pruet St. Downtown Paragould | paragouldsweets.com
Tuesday & Wednesday: 7 AM - 6PM Thursday & Friday: 7AM - 8PM Saturday: 7AM - 4PM

COLLINS THEATRE
The Wessell Building Venue

PRICES START AT ONLY \$150!

THE PERFECT VENUE FOR EVENTS BIG & SMALL!

To book or inquire, email collinstheatremanager@gmail.com TODAY!

118 W Emerson St Paragould, AR
[collinstheatre.com](https://www.facebook.com/collinstheatre.com)

Sparkle is my favorite color!

Your NEW Downtown Prom & Pageant Jewelry Headquarters

Shay Rene's BOUTIQUE

115 SOUTH PRUETT ST. DOWNTOWN PARAGOULD 870.565.0015

CHAMPIONS CGC GYMNASTICS

WANT TO JOIN OUR CLASSES? WANT TO BOOK A BIRTHDAY PARTY?

Call or Check Facebook for Details

Like us on Facebook to stay updated! [f](https://www.facebook.com/championsgymnasticscenter.net)
870-236-3286 | championsgymnasticscenter.net

SOMETHING PAWSITIVE
Cat Lounge next to Something Sweet In Downtown Paragould!

Start the new year with a cat adoption!

223 A S Pruet St.
Tuesday - Wednesday 10-6
Thursday - Friday 10-8
Saturday 10-4

#adoptdontshop

Brought to you by Something Sweet and Ozzie's Legacy

Perfect Touch of PARAGOULD

Find The Perfect Touches For Your Wedding Registry

Wedding Registries:

Megan Dixon & Andrew Tarry Jan. 23, 2026	Hallee Oden & Matthew Wells May 2, 2026
Blair Hampton & Christian Bruner March 21, 2026	Zoe Sloas & Bralyn Owens May 23, 2026
Sadie Pool & Rex Jernigan March 21, 2026	Jenna Brittingham & John Brengard May 30, 2026
Hailey Speaks and Braden Ezell March 21, 2026	Ashley Shepard & Zackery Austin June 27, 2026
Megan Holmes & Wil Gibson April 11, 2026	Addie Parrish & Corban Arnold July 11, 2026

Tues - Fri: 10AM - 5:30PM Sat: 10AM - 4PM | 870-236-6322 | 314 W. Garland St

SHOP DOWNTOWN WINNER



Congratulations to Dana Wilson, winner of the portable generator from Jetton Power Solutions and MOR Media in the Shop Downtown Paragould Generator Giveaway. Numerous downtown businesses served as registration locations as part of the shop local promotion.

More information about Downtown Paragould can be found at downtownparagould.com.

SAVE THE DATE UPCOMING EVENTS

January 9th-11th

Fri/Sat 7:00 p.m.; Sat/Sun 2:00 p.m.

Collins Cinema Presents

Frozen

Downtown Collins Theatre

January 16th

7:30 p.m.

Comedian - William Lee Martin

Downtown Collins Theatre

January 17th

1:00-6:00 p.m.

After Christmas Final

Markdown Sale

Participating Merchants

January 17th-18th

Sat. 6:00 p.m./Sun. 2:00 p.m.

Tchaikovsky's Nutcracker: Natalia

Rayevsky's Dance Studio

Downtown Collins Theatre

NEA'S **PREMIERE** MAGAZINE

Good News For Everyone!




SCAN FOR YOUR
FREE ONLINE
SUBSCRIPTION

CELEBRATE ALL
MONTH LONG!

the *Birthday*
CLUB

SPONSORED BY:



SHADRACHS COFFEE
ROASTING COMPANY



Select your birth month, watch your email
& receive exclusive deals!

THANK YOU



christmas
cash giveaway

SPONSORS!



Christmas Cash

Hunter Kersey was the big winner on December 13th when Jill @ 99.3 and Unico Bank presented him with \$1,000 in Christmas cash. Hunter also opted to have \$1,000 donated to the Food Bank of Northeast Arkansas. Two other lucky winners, Kara Northcutt and Shelly Gossett, were presented with \$100 each at the event, and other sponsors also presented \$100 cash giveaways throughout the Jill's Christmas Cash promotion.



PHOTOS BY GRETCHEN HUNT



PREMIERE

Holiday Happenings



A PUBLICATION OF MOR MEDIA, INCORPORATED

Oh Christmas TREE

Main Street Paragould held its annual Christmas Tree Lighting on Saturday, November 22nd, in Downtown Paragould. The event was the unveiling of a new tree for the community, which was illuminated with help from Santa himself following the singing of Christmas carols by the Greene County 4-H, Paragould First United Methodist Church and the Collins Community Choir. Commemorative Christmas ornaments were also available, along with sweet treats.



Ashlyn Combs, Rylee Smith, Tracy Mothershed, Lindsey Fulton



PHOTOS BY GRETCHEN HUNT



Greene County 4-H



Miranda Reynolds, Drake Wallace



Paragould First United Methodist Church Choir

Glen Sain

GOD BLESS OUR TROOPS





CHEVROLET



BEST PRICE
870.565.4352 | 6345 US 49 | GLENSAINPARAGOULD.COM

BEST SERVICE



Junior Auxiliary of Lawrence County

POLAR EXPRESS

Two magical evenings of train rides, hot cocoa, Christmas crafts and photos with holiday favorites including Santa and Mrs. Claus were offered by the Junior Auxiliary of Lawrence County on December 5th and 6th at Stewart Park in Walnut Ridge. The free event is just one of many community projects the JA chapter undertakes each year.



Parading

THROUGH THE SEASON





For MOR(e) pictures from Northeast Arkansas Christmas parades, check the Premiere Magazine Facebook page!

BRAVA

HOLLY JOLLY



John Mack and Harper Green

BRAVA Creative Arts Collective hosted a Holly Jolly event on Saturday, December 6th, at the Wessell Building in Downtown Paragould. The event included cookie decorating, ornament painting, a hot cocoa bar and photos with Santa and The Grinch.

Anna Creecy, executive director of BRAVA, said they strive to keep all their activities affordable to make it easier for families to participate. Representatives of Real Hope Ministries also volunteered at the event.

Later that day, BRAVA presented the "So This Is Christmas" Variety Show at the Historic Collins Theatre. Anna said they involved other performance groups in the show, as well. "We like having others working together to do things like this," she said.



Dustin and Jana Rowland, Real Hope Ministries; Anna Creecy and Rose Milligan, BRAVA



PHOTOS BY GRETCHEN HUNT



Shiloh Wise

YOUR HOMETOWN CLINIC, NOW ACCEPTING NEW PATIENTS.

Whether you need a primary care physician close to home, a sports physical, or you're simply due for your yearly check-up, our patient-centric team can offer excellent service at a cost-effective rate.

Walk-ins welcome or call to schedule an appointment.

870-239-8503 | 4000 Linwood Drive, Paragould, AR 72450



To learn more visit pdc.stbernards.info





Joy Fest

SPREADING HOLIDAY CHEER

Downtown Jonesboro was transformed into a winter wonderland on Saturday, December 6th, for the annual Joy Fest, hosted by the Downtown Jonesboro Alliance. The event included a holiday market, kids activities, visits with Santa and the Christmas tree lighting.



PHOTOS BY GRETCHEN HUNT



Haisley Jemmott



Isla West



Kevin and Shannon Pearce, Annabeth and Charley

HAPPENINGS

ETTER NEW CEO AT CRAIGHEAD ELECTRIC

Craighead Electric Cooperative Corporation (CECC) and Empower Broadband has announced Justin Etter of Jonesboro as the Chief Executive Officer of both organizations.

Etter joined CECC in July 2011 and has held multiple leadership positions during his tenure, including Vice President of Member Services and, most recently, Executive Vice President and Chief Operating Officer. Justin, his wife Amanda, and their three children reside in Jonesboro.



“Justin has long been a tremendous asset to both our members and our employees,” said Board President Terry Rorex. “For 14 years, he has lived out our mission of being member-driven and service-focused. The Board is confident in his leadership, and we look forward to the bright future ahead under his guidance.”

Etter shared his gratitude for the opportunity to serve. “It is a true honor to continue serving the members of CECC and Empower as CEO,” he said. “The future of our cooperative family is incredibly bright, and I am deeply thankful to the Board for their trust and support.”



Harry Truman Moore, Sydney Simmons Watts, Brad Broadway

MOORE, BROADWAY RECOGNIZED

Harry Truman Moore and Brad Broadway were recently recognized for their longtime service to the bar at the Greene County Bar Association’s annual fish fry. Sydney Simmons Watts, the new president of the association, made the presentations.

Moore was recognized for his 50 consecutive years of service to the local, district, state and American Bar associations. He began his service as secretary of the Greene-Clay Bar Association in April of 1975. His bar leadership positions included service as president of the Arkansas Bar in the 1996-97 bar year, and 28 years as a member of the ABA House of Delegates, including 12 years as State Delegate and a three-year term on the ABA Board of Governors.

Broadway was recognized for his service to the Greene County Bar Association, having served as its president for over 20 years.

CHARITY BALL 2026

TLC
Working with heart

featuring

FEBRUARY 28TH, 2026

JUNIOR
AUXILIARY
of Jonesboro

AN EVENING IN
OZ

The Emerald City
Awards

TEXT CHARITYBALL2026 TO 44834
TO PURCHASE YOUR TICKETS TODAY!

LIVE MUSIC FROM “A NEW DAY” &
DJ SPENCE WITH SUSPENCE ENTERTAINMENT

THOMPSON HONORED AT ST. BERNARDS

Physicians practicing within the St. Bernards Healthcare system awarded Dr. Jon Thompson their 2025 Living The Mission Physician Award, an honor given to a doctor who best represents the St. Bernards mission of providing Christ-like healing. Dr. Thompson serves as a Hospitalist, a role that takes the lead in directing and coordinating comprehensive patient care throughout hospital stays.



Dr. Jon Thompson

The award, announced at St. Bernards Medical Center's annual medical staff meeting on December 8th, involves a unique selection process. A committee selects three finalists from numerous nominations. The medical staff then votes for a winner.

A native of Northeast Arkansas, Dr. Thompson graduated from Harrisburg High School before attending the University of Arkansas for his bachelor's degree, where he graduated Summa Cum Laude. He and his wife, Chelsea, both attended medical school in Hattiesburg, Miss., before returning to Northeast Arkansas to complete their medical residencies with UAMS Northeast. Dr. Thompson officially joined St. Bernards in 2021, with Chelsea joining the following year. Now, they live in Jonesboro with their three children.



PARAGOULD CHAMBER OPEN AT NEW OFFICE

The Paragould Regional Chamber of Commerce celebrated the grand opening of its newly restored historic building in Downtown Paragould on December 11th. Originally built in the early 1900s and long used for retail and professional offices, the fully revitalized space now brings together the Chamber, Paragould Forward, Main Street Paragould, the Paragould Chamber Foundation, and the new Paragould Convention & Visitors Bureau.

Chamber CEO Allison Hestand noted that the restoration strengthens the organization's mission by improving access to resources and fostering greater collaboration. Those attending the grand opening enjoyed walking through the updated building and commemorating its return as a cornerstone of Paragould's business community.

HEALTHCARE THAT

Revolves around you

*Wishing You a
Happy & Healthy
New Year!*

Other Services:

- ✓ Sick Visits/Wellness Check-ups
- ✓ Diagnostic Laboratory & X-Ray
- ✓ Diabetic Screening & Care
- ✓ DOT Physicals & Drugs Screens
- ✓ Insurance Eligibility & More
- ✓ Pre-Employment Services
- ✓ Pediatrics
- ✓ Physicals
- ✓ Behavioral Health
- ✓ Immunizations



**The Heart of
the Community!**
1stchoice-ar.org

Highland • Corning • Paragould • Pocahontas • Salem • Walnut Ridge

DON'T MISS THESE Upcoming Events in NEA



Prom Show

January 25th

In conjunction with their 40th anniversary, Jessica's Bridal and Formal will be hosting a Prom Fashion Show on Sunday, January 25th, at 2 p.m. at the store, located at 520 Main Street in Bay.

The event, which will showcase area high school models, will also raise funds and awareness for autism. For more details, call the store or find Jessica's Bridal and Formal on social media.



Date Night

January 29th

Hope Found of Northeast Arkansas will host its annual Date Night with a Purpose on Thursday, January 29th, with menu options of Chicken Tuscan Pasta, Pasta Vegetable Primavera and Creamy Garlic Butter Steak Pasta, delivered to your door.

A ticket includes two meals, with salad, bread and dessert. Proceeds help Hope Found in the fight against human trafficking. For tickets visit hopefoundnea.org/events.



Polar Plunge

January 31st

The Paragould Polar Plunge will be held Saturday, January 31st, at Crowley's Ridge State Park, located at 2092 Hwy. 168 N.

The event is a fundraiser for Area I Special Olympics. Registration begins at 11:30 a.m. and the plunge will start at 1 p.m.

For more information contact Theresa Book at theresa@specialolympicsarkansas.org or 870-598-4908.



ELITE SENIOR CARE, LLC

"OUR NAME SAYS IT ALL"

ABOUT US

We offer a compassionate hand in helping you find a caregiver who is best fitting for you and your family's needs. Our caring professionals bring specialized knowledge and experience to support you in the comfort of your own home. We proudly serve the entire state of Arkansas. Every one of our aides is certified and fulfill all requirements for background checks, drug screenings, and a continuous professional education.



WE ACCEPT:

Personal Care
AR Choice Waiver
Medicaid
Home Care for Veterans
PASSE: Empower
Arkansas Total Care
Summit
Care Source
Target Case Management
Private Pay

CALL TODAY!

24 HOUR NUMBER:
870-351-0125

OFFICE NUMBERS

FORT SMITH- 1-479-548-3404 MARKED TREE- 1-870-358-1340 NEWPORT- 1-870-240-0559
JONESBORO- 1-870-206-7813 MONTICELLO- 1-870-308-0515 PARAGOULD- 1-870-240-0559
MANILA- 1-870-570-0340 MOUNTAIN HOME- 1-870-580-0256 WEST MEMPHIS- 1-870-629-5200

STRIVING TO BRING
THE BEST IN HOME
HEALTH CARE
SERVICES TO EVERY
INDIVIDUAL IN NEED.



OUR MISSION

"TO PUT OUR CLIENTS FIRST, ALWAYS"

Online at myeliteseniorcare.com

Next Month

Heart for the Arts



Read about how art impacts people and the community as we focus on those with a heart for the arts.

Happy Valentine's Day



February gives a chance for your business to showcase your Valentine's Day specials from flowers, to candies, to jewelry to a romantic dinner for two!

BRAVO



Our Kids Play section has a new look but the same purpose as we share stories and information of interest to NEA families.

A photograph of a modern living room. The floor is made of dark wood planks. In the center is a dark wood coffee table with a white sofa behind it. The sofa has red and white patterned pillows. There are plants and decorative items on the coffee table. The room is bright and clean.

*New Year,
New Floors & More!*

Warehouse Flooring
WOOD | TILE | CARPET | VINYL | WATERPROOF FLOORING
"Make your house new again with floors from Warehouse Flooring"
1709 N. Campground Road | Paragould, AR | 870.236.1754

The Centennial Bank logo is a blue diamond shape with a white star in the center and the words "CENTENNIAL BANK" below it. To the left of the logo is the text "Member FDIC". The background of the advertisement is a blue diamond shape with a photograph of a large, leafy tree growing on a rocky outcrop under a blue sky with white clouds.

**Strength is
No Accident**

Consistently recognized as one of
America's strongest banks.

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



RIDGECREST

HEALTH + REHABILITATION



Caring When it Matters Most.

Ridgecrest Health and Rehabilitation specializes in providing short-term transitional services and long-term care services.

If you or a loved one needs short-term rehabilitation to accelerate recovery and get back on your feet or needs a long-term care setting, then Ridgecrest Health and Rehabilitation is here to help.

5504 East Johnson Avenue • Jonesboro • 870.932.3271



VISION CARE CENTER

OF PARAGOULD

EXPERT • LOCAL • COMPLETE

- Comprehensive Eye Exams
- In-house Optical Shoppe
- Contacts
- and more!



Dr. Corey Craine, Dr. Zac Inboden & Dr. Brandon Rouse

4002 Linwood Dr, Paragould, AR | (870)239-2265
visioncarear.com

NEA BAPTIST 

URGENT CARE Plus

Expanded Services Extended Hours

- Staffed with emergency-trained physicians and instant access to the NEA Baptist Imaging Center on-site

- Allowing for treatment of more critical non-life threatening injuries and illness which cannot be diagnosed or treated in Urgent Care.

Urgent Care Plus is open extended hours for your convenience, because we know that accidents could happen anytime!

- Flu Symptoms
- Lacerations that may need sutures
- Minor orthopedic injuries including minor fractures
- Abdominal pain of undetermined cause
- New onset low back pain
- Productive cough
- Pleurisy
- Nose bleeds
- Inability to urinate or painful urination with or without bleeding
- Persistent nausea and vomiting
- Persistent headache
- Animal bites
- Head injuries without loss of consciousness



3001 Apache Drive • Jonesboro, AR • 870-936-7888
OPEN LATE Every Day • 8 am to 11 pm