

CONWAY+

2017 Community Profile & Resource Guide



CONWAY

+ *THE SOUTH'S BEST COLLEGE TOWNS*

Spoiler alert: Conway makes the cut
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Looking Back

*Three retiring bigwigs
talk leadership, lessons
learned, and legacies*

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CONWAY IN TRANSITION

*From leadership to
infrastructure, the city
is poised for change*

p.14

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900 Oak Street
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501-327-7788

GetSmart@ConwayArkansas.org



ON THE COVER
Conway on
the Move:
2017 marks
a sea change
in Conway's
leadership,
infrastructure,
and economy.

While every effort has been made to ensure accuracy in this publication, the Conway Area Chamber of Commerce cannot guarantee the correctness of all information or the complete absence of error or omissions. For changes or to submit your comments, please contact the Chamber.

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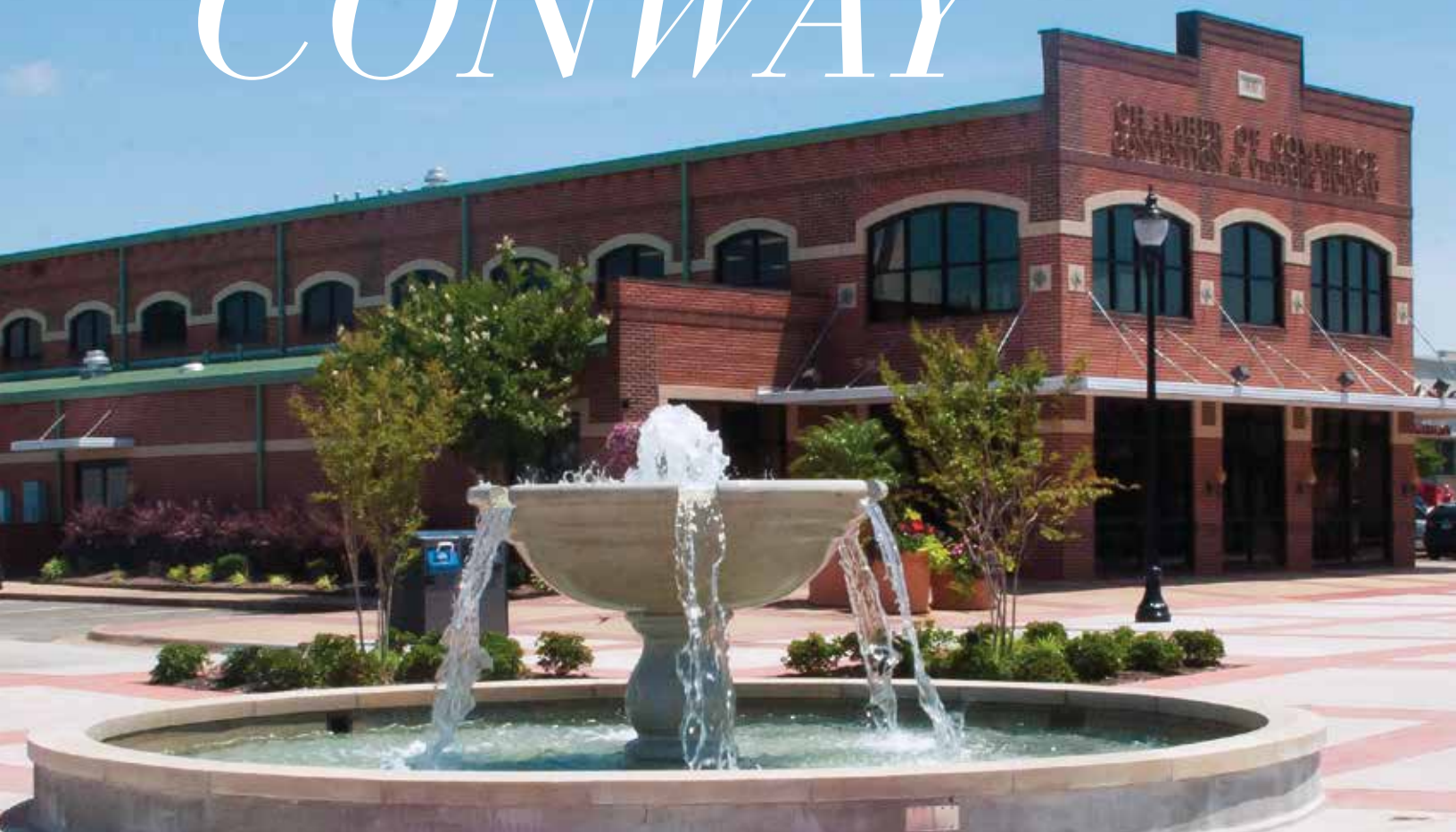


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ABOUT
CONWAY

WELCOME TO CONWAY



People discover Conway in a number of ways – some during their freshman year at one of our three college campuses. Some find Conway along their career path. Others are the latest of generational Conway residents.

Regardless of when or how a person discovers Conway, what they discover is the same: Conway is a growing city – rooted in education – with a diverse economy and a visible sense of community.

A wise choice

A group of local business leaders made a strategic decision 125 years ago to pursue institutions of higher learning as a means of growing the Conway economy. That choice has paid countless dividends ever since. As the colleges have grown, so has their economic impact. Perhaps more importantly, over time they have laid the foundation for Conway's modern workforce.

The presence of Hendrix College, the University of Central Arkansas, and Central Baptist College is without a doubt the reason Conway has such a remarkably young (median age 27.3) and educated (almost 40 percent with at least a bachelor's degree) population. Those two qualities stand out nationally as the city competes for jobs in today's economy. The result is a regional economy that has been recognized as one of the most diverse in the nation.

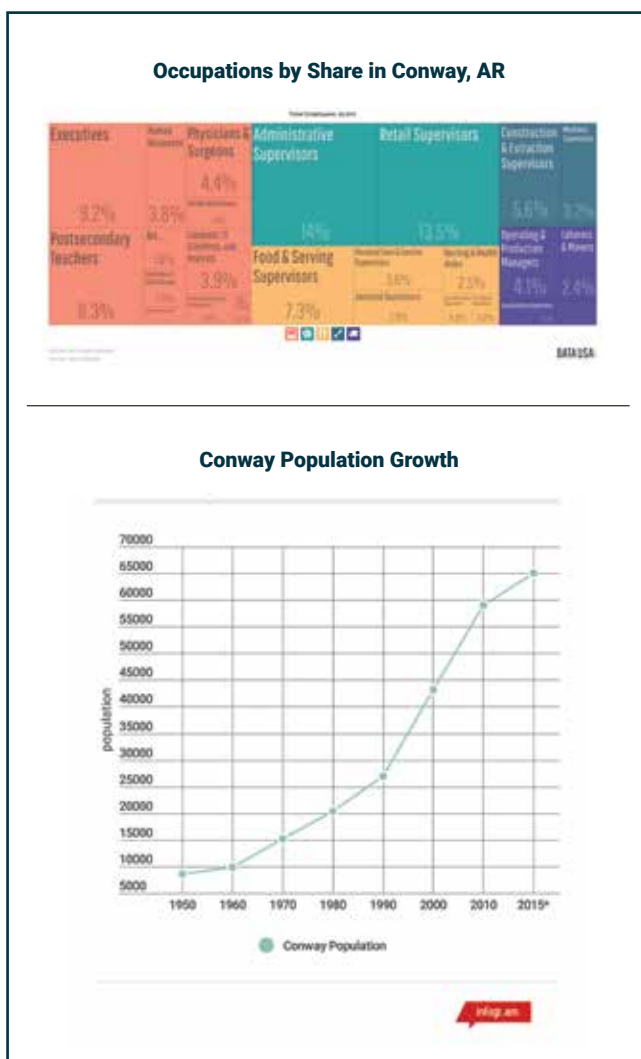
Sustained growth

Conway has enjoyed a decades-long reputation for growth. With an estimated 2015 population of 64,980, the city has doubled in size since the mid-1990s. It is among the nation's top 20 percent of fastest growing cities with populations over 50,000. Conway's growth has been driven by its regional economy, central location, public school system, and young population. As the city has added people and amenities, its regional influence has also grown. Conway's labor, retail, and health care trade area now includes Russellville (45 miles west), Heber Springs (40 miles north), and Maumelle (20 miles south).

Commitment to community

When Travelocity recognized Conway as No. 2 on their "Most Giving Cities in the U.S." list, they were telling the world something people here already knew. For Conway residents – new and established – giving, volunteering, and celebrating with each other is a way of life. Whether it's a special election to invest in schools and infrastructure or a private capital campaign to benefit a nonprofit, Conway has a demonstrated record of success. The residents here continuously plan for and invest in improvements to the place they call home.

Together, the dynamics of growth, education, and community-mindedness create a town that is ready to meet people where they are. Professional, educational, and civic opportunities are around every corner. Discovering and seizing those opportunities is an experience every Conway resident should share.





THE TEAM BEHIND THE SCENES.

The city of Conway has a coalition of community and economic development organizations working together daily on its behalf. While each organization has a slightly different focus, they all work in partnership to thoughtfully improve the lives of Conway area residents.

Conway Area Chamber of Commerce

Founded: 1891

Who they are:

A nonprofit organization made up of approximately 1,200 area businesses working to grow the local economy. The chamber is governed by a 33-member board of directors.

What they do:

- Plan and organize networking events.
- Offer advertising and sponsorship opportunities.
- Advocate job-creating infrastructure and policies.
- Provide business consulting, lead generation, and referrals.

You may have seen:

They're the organizers of Toad Suck Daze. They also host large events like Business Expo and Taste of Conway.



Conway Development Corporation (CDC)

Founded: 1959

Who they are:

A nonprofit organization whose mission is to grow the area economy, mainly through job creation. The CDC is governed by a 14-member board of directors.

What they do:

- Recruit new businesses to Conway.
- Help existing businesses expand.
- Pursue state economic development incentives on behalf of local companies.
- Develop and market job-creating real estate.

You may have seen:

They own and developed the Meadows Technology Park – home to Hewlett Packard Enterprise and the new Acadia behavioral health facility.

Conway Convention and Visitors Bureau

(Advertising and Promotion Commission)

Founded: 2000

Who they are:

Created by the city council to facilitate tourism and the promotion of the City of Conway, the Advertising and Promotion commission collects taxes on hotel/motel accommodations and levies taxes on all prepared food and beverages. The board consists of seven members, each of whom serves a four-year term. The A&P Commission does business under the name “Conway Convention and Visitors Bureau.”

What they do:

- Advertise and promote events taking place in the city to regional audiences.
- Recruit sporting events, conferences, and other events from around the country to Conway.
- Administer annual grants to local tourism-related events.

You may have seen:

They've recruited and sponsored many of the youth sporting events held in Conway, including the high school All-Star games.

Conway Downtown Partnership

Founded: 2001

Who they are:

A nonprofit organization focused on the redevelopment and continued growth of downtown Conway. They are governed by a 14-member board of directors.

What they do:

- Market downtown Conway as a destination for investment and jobs.
- Promote downtown events.
- Advocate for and execute public space improvements (landscaping, “streetscaping,” etc.).

You may have seen:

They've partnered with the city to develop downtown Conway's streetscape and the renovation and redevelopment of multiple historic buildings.

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CONWAY IN TRANSITION

2017 marks a sea change in Conway's leadership, infrastructure, and economy.

Leadership

- When Mayor Tab Townsell announced he would not seek a fourth term, it meant Conway would have a new mayor for the first time in 18 years. In January 2017, former fire chief and current permits and inspection director Bart Castleberry was sworn in as Conway's new mayor.
- In November 2016, UCA announced Dr. Houston Davis as the 11th president in the school's 109-year history. Davis replaces President Tom Courtway who has guided the university for the last five years.
- Over Conway Corporation's 85-year history, only five individuals have held the position of CEO. In August 2016, Richie Arnold announced that he would retire after 18 years leading the utility. Arnold will officially retire in the spring of 2017. A nationwide search is currently underway for his replacement.

Transportation

- When the "southern interchange" at mile marker 132 opens in early 2017, it will be only the second time Faulkner County has added an exit since Interstate 40 opened in the 1960s. The new exit will put those drivers commuting to Pulaski County less than 15 miles from I-430 and only 22 miles from downtown Little Rock.
- In mid-2017, a new overpass connecting the former airport site with Conway Commons will open. The new overpass is expected to immediately take several thousand cars per day off Oak Street.
- Residents of northern Faulkner County (Wooster, Greenbrier, etc.) will have a new connection to the interstate in 2017. Next spring, Highway 25 will be relocated west to connect with exit 124 on Interstate 40. The new route will provide direct access to the interstate and shave approximately 1.5 miles off the current trip.

Health Care

- In late 2017, Acadia Healthcare will open an 80-bed, 65,000-square-foot behavioral health hospital that will employ 150. Acadia broke ground on the \$24 million Sturgis Road facility in October 2016.
- Baptist Health's Conway Medical Center opened in September 2016. The 111-bed facility offers comprehensive care, including labor and delivery, surgical care, cardiac care, orthopedic care, imaging services (MRI and CAT), respiratory care, physical therapy, and emergency services.



King of the Road

Finley Vinson is City Engineer for the City of Conway. He has worked for the city for seven years and is entering his third year as director of the Street and Engineering Department. We spoke with Finley about roadwork in progress and future plans for improvements.

Give us some sense of history of scale of the construction projects that are currently underway.

The first project the city ever undertook that was large enough to require the purchasing of additional right-of-way was the widening of Prince Street from Salem to Western. That was a three-year project costing over \$3 million and was, incidentally, the first project I worked on for the city.

The city will have about 10 times that amount invested in the current roadway projects, all of which will be completed in only two years. Completing this amount of work in such a short period of time with only temporary roadway closures has been nearly insurmountable for our local contractors.

Of the projects currently underway, which do you think will have the biggest impact?

The 6th Street overpass will easily have the most significant initial impact. It will provide a much-needed additional east-west route across I-40. Long term, the southern interchange will encourage growth to the south, which will be slower, but no less significant.

What changes do you see coming in roadway design for Conway? Any goals in particular?

It's no secret that Conway residents love roundabouts, and I share their love for them. We learn something new with every roundabout we build, and each one is better than the last. The operational efficiency of a roundabout makes installing one a much better investment than traditional roadway widening, and I hope to see a lot of congested signals replaced with roundabouts in the next 5 to 10 years.

What are the pressing future needs for Conway roadway system?

Conway's population has more than doubled in the last 25 years. We've been busy widening roads and haven't spent much time improving them. We've now hit a tipping point where our roads are aging, and we need to spend more money preserving our infrastructure in order to prevent some significant problems in the future.



Photo by Mike Kemp Photography

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Photo courtesy of Hendrix College

EDUCATION

The Cornerstone of Conway's Economy

Conway has been committed to quality education since its incorporation in the 1870s. Captain W.W. Martin, the first president of Conway Area Chamber of Commerce (known then as the Conway Board of Trade), was instrumental in recruiting Hendrix College to the city in 1890.

In 1929, Conway Corporation, the city-owned utility system, was established to promote education and to aid educational institutions located in Conway. Even Toad Suck Daze has its roots in education. The three-day festival provides funds for college scholarships and pre-K education.

Today, Conway offers a variety of educational opportunities to suit any need. Its top-notch public and parochial elementary and secondary schools – together with its three colleges – have enjoyed much success over the years.

PUBLIC SCHOOL SYSTEM



CONWAY PUBLIC SCHOOLS | 2220 PRINCE STREET
501-450-4800 | ConwaySchools.org | [@ConwaySchools](https://twitter.com/ConwaySchools)

FOUNDED: 1878 | MASCOT: Wampus Cat | SCHOOL COLORS: Blue & White
NUMBER OF SCHOOLS: 16 | 2016 ENROLLMENT: 9,920

Conway Public Schools consists of a preschool, nine elementary schools, four middle schools, one junior high school, one high school, and a career center. The district has established a reputation for high performance. Over the last decade, six out of nine elementary schools have spent time at the top of academic rankings – from benchmark exams and state-assigned letter grades to National Blue Ribbon achievement awards.

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Sallie Cone Preschool Center
 1629 South Boulevard
 501-450-6693
sallieconepreschool.weebly.com



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Carolyn Lewis
 1805 Old Military Road
 501-450-4835
cles.conwayschools.org

Ellen Smith
 1601 South Donaghey Avenue
 501-450-4815
eses.conwayschools.org

Florence Mattison
 2001 Florence Mattison Drive
 501-450-4820
fmes.conwayschools.org

Ida Burns
 1201 Donaghey Avenue
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ibes.conwayschools.org

Jim Stone
 4255 College Avenue
 501-450-4808
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Julia Lee Moore
 1301 Country Club Road
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jlmes.conwayschools.org

Marguerite Vann
 2845 Carl Stuart Road
 501-450-4870
mves.conwayschools.org

Theodore Jones
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 501-450-6645
tjes.conwayschools.org

Woodrow Cummins
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Bob & Betty Courtway
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 501-450-4832
bc.conwayschools.org

Carl Stuart
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 501-329-2782
cs.conwayschools.org

Raymond & Phyllis Simon
 1601 East Siebenmorgan
 501-513-6120
si.conwayschools.org

Ruth Doyle
 800 Padgett Road
 501-450-6675
rdi.conwayschools.org



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1815 Prince Street
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cjhs.conwayschools.org

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chs.conwayschools.org

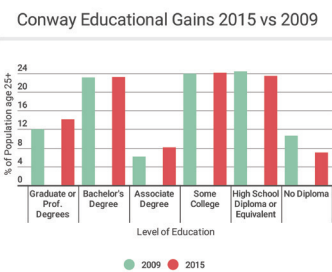
CONWAY AREA CAREER CENTER

2300 Prince Street
 501-450-4888
cacc.conwayschools.org

The Conway Area Career Center fosters learning through career and technical education. Programs of study include architectural drafting and design, cosmetology, culinary arts, photography, and welding, among others. The Career Center is located on the Conway High School campus but serves students attending high schools throughout Faulkner, Van Buren, Cleburne, Perry, and White counties.

EDUCATION by the numbers

Consistent with the trend nationwide, more people in Conway are completing high school and college than ever before. The following graph compares the educational attainment rate of adults 25 or older over a five-year span.



Because many college graduates stay in the area after graduation, Conway's educational attainment rate is pretty impressive. More than 40 percent of Conway's adults have a post-secondary degree.

Conway Educational Attainment

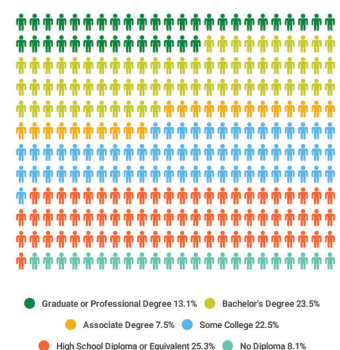




Photo courtesy of St. Joseph Catholic School.



Photos courtesy of Conway Christian School.

PRIVATE & PAROCHIAL SCHOOLS



ST. JOSEPH CATHOLIC SCHOOL

502 Front Street | 501-329-5741
St.JosephConway.org | @SJSBulldogs

FOUNDED: 1879 | **MASCOT:** *Bulldog*

SCHOOL COLORS: *Purple & Gold*

GRADES: *Pre-K through 12th grade*

2016 ENROLLMENT: 524

St. Joseph School has provided quality, Catholic education to students in Conway since 1879. Its ultimate goal is to integrate faith and learning in order to develop the whole person: soul, mind, and body. St. Joseph Catholic School is accredited by the Arkansas Nonpublic School Accrediting Association and is under the direction of the Diocese of Little Rock.



CONWAY CHRISTIAN SCHOOL

500 East German Lane | 501-336-9067
ConwayChristianSchool.org | @ConwayChristian

FOUNDED: 1992 | **MASCOT:** *Eagles*

SCHOOL COLORS: *Blue, White, & Red*

GRADES: *Pre-K through 12th grade*

2016 ENROLLMENT: 496

Conway Christian School, established in 1992, provides a comprehensive educational program for students. The interdenominational, college preparatory school strives to provide an environment where students can grow spiritually, mentally, and emotionally. Conway Christian School is accredited by the Arkansas Nonpublic School Accrediting Association and the Association of Christian Schools International.

HIGHER EDUCATION

Conway is the proud home of three institutions of higher learning, earning it the distinction as the “City of Colleges.” Central Baptist College, Hendrix College, and the University of Central Arkansas consistently produce graduates who stay in the area and enter the workforce. This is part of the reason Conway surpasses the state and national averages when it comes to the educational attainment rate – more than one-third of Conway’s adults age 25 or older have a bachelor’s degree or higher.



CENTRAL BAPTIST COLLEGE
1501 College Avenue | 501-329-6872
CBC.edu | @CentBaptCollege

FOUNDED: 1952 (predecessor Central College founded in 1893) | **MASCOT:** Mustang
SCHOOL COLORS: Blue & Gray | **FALL 2016 ENROLLMENT:** 832
DEGREES OFFERED: 42 bachelor’s degrees, 6 associate degrees, 25 minors

Central Baptist College is a four-year, private, liberal arts college owned and operated by the Baptist Missionary Association of Arkansas.



HENDRIX COLLEGE
1600 Washington Avenue | 501-329-6811
Hendrix.edu | @HendrixCollege

FOUNDED: 1876 (moved to Conway in 1890) | **MASCOT:** Warrior
SCHOOL COLORS: Orange & Black | **FALL 2016 ENROLLMENT:** 1,328
DEGREES OFFERED: 33 undergraduate majors, 38 minors, M.A. in accounting

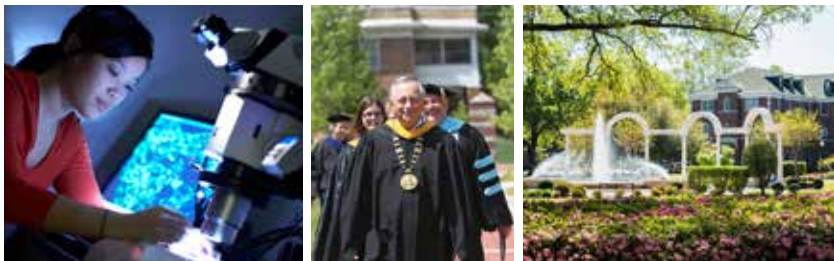
Hendrix College is a four-year, private college of liberal arts affiliated with the United Methodist Church.



UNIVERSITY OF CENTRAL ARKANSAS
201 Donaghey Avenue | 501-450-5000
UCA.edu | @UCABears

FOUNDED: 1907 | **MASCOT:** Bear | **SCHOOL COLORS:** Purple & Gray
FALL 2016 ENROLLMENT: 11,487
DEGREES OFFERED: 84 undergraduate degrees, 31 master’s degrees, 11 post-master’s certificates, 10 graduate certificates, 6 doctoral degrees, 3 associate degrees, 2 certificates of proficiency, 2 technical certificates, 1 specialist program

University of Central Arkansas is a four-year, state-run institution granting bachelor’s, master’s, specialist, and doctoral degrees.



Photos courtesy of Hendrix College, Central Baptist College, University of Central Arkansas

a top college town

The South’s Best College Towns

SouthernLiving.com

Southern Living named Conway one of the South’s Best College Towns as a city with a population of less than 350,000 whose college (or colleges, in Conway’s case) is “a driving force in the character of the town.”



ALABAMA

Auburn: Auburn University
Florence: University of North Alabama
Huntsville: University of Alabama Huntsville
Tuscaloosa: University of Alabama



ARKANSAS

Conway: University of Central Arkansas, Hendrix College, and Central Baptist College



FLORIDA

St. Augustine: Flagler College
Winter Park: Rollins College



GEORGIA

Rome: Berry College
Dahlonega: University of North Georgia
Savannah: Savannah College of Art and Design



KENTUCKY

Danville: Centre College



MISSISSIPPI

Jackson: Millsaps College
Oxford: University of Mississippi



NORTH CAROLINA

Davidson: Davidson College
Boone: Appalachian State University



SOUTH CAROLINA

Greenville: Furman University



TENNESSEE

Knoxville: University of Tennessee
Murfreesboro: Middle Tennessee State University



TEXAS

Georgetown: Southwestern University



VIRGINIA

Williamsburg: College of William and Mary
Lexington: Washington and Lee University



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The graphic features a dark purple background with a large, stylized bear head silhouette on the left. The text is in white and grey, with the main title in large, bold, sans-serif font. The Central Arkansas logo is in a stylized font, and the website and social media handles are in a smaller, bold font. The bottom line of text is in a small, all-caps font.

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HEALTH

In 2016, Conway's second full-service hospital opened its doors, and construction began on a new behavioral health facility, furthering Conway's status as a regional destination for health care.

Residents of Conway and the surrounding area are able to choose among numerous family doctors, dentists, behavioral health specialists, chiropractors, physical therapists, and other health care professionals for their family's medical needs. In addition, a number of health care organizations in the area provide low-cost medical care to the underinsured.



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PATIENTS ASSISTED IN THE ER IN 2015: 42,766

EMPLOYEES: 1,200+ | VOLUNTEERS: 100

PHYSICIANS ON THE MEDICAL STAFF: 200+

PATIENTS CARED FOR: 44,926

(through the primary care network)

Conway Regional Health System provides inpatient and outpatient health care services to Faulkner County and the surrounding area. As a not-for-profit health system, Conway Regional is committed to reinvesting in health care services that benefit the communities it serves.

The health system works with numerous philanthropic organizations throughout the community to provide programs that benefit people of all ages and income levels. Conway Regional also offers support programs to help families and patients through difficult situations, such as cancer treatment, diabetes management, and the tragic loss of an infant.

Additional components of the Conway Regional Health System include 3D mammography, an all-digital outpatient imaging center, an outpatient surgery center, a freestanding rehabilitation hospital, several primary care clinics, and one of the largest hospital-owned fitness centers in the nation.



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CONSTRUCTION PROJECT: \$130 million

PROJECTED EMPLOYMENT: 400

TOTAL SQUARE FEET: 264,000 | ACRES: 37

BEDS: 111 | OPERATING ROOMS: 8

As the largest, not-for-profit health care organization in the state, Baptist Health has delivered quality health care to Arkansans for more than 90 years. Its ninth and newest hospital location, Baptist Health Medical Center – Conway, opened in September 2016.

Located on the west side of Interstate 40, the hospital offers a full spectrum of comprehensive services, including labor and delivery, surgical care, cardiac care, orthopedic care, imaging services (MRI, PET, and CAT), respiratory care, physical therapy, and emergency services.

Baptist Health is expanding its footprint in Conway. The health care system is constructing a four-story, \$15 million medical office building located behind the Conway hospital at 625 United Drive.

ACADIA HEALTHCARE *breaks ground on new hospital*

In October 2016, Acadia Healthcare broke ground on a new behavioral health hospital in Conway. The 80-bed, freestanding inpatient behavioral health facility will employ approximately 150 and will open in the fourth quarter of 2017. The 65,000-square-

foot facility will cost approximately \$24 million.

Acadia is a provider of inpatient behavioral healthcare services. Acadia operates a network of 591 behavioral healthcare facilities with approximately 17,800 beds in 39 states, the United Kingdom,

and Puerto Rico. Acadia provides behavioral health and addiction services to its patients in a variety of settings, including inpatient psychiatric hospitals, residential treatment centers, outpatient clinics, and therapeutic school-based programs.



Here's to Good HEALTH

Healthy Eating

In recent years, individuals and organizations across the country have embraced the local food movement to counteract American society's reliance on fast and processed foods. "Locavores" advocate eating locally produced foods as a way to make healthier food choices, conserve energy, and support local farmers, among other reasons.

CONWAY LOCALLY GROWN

Established in 2008, **Conway Locally Grown** is an online farmers market that coordinates with local farmers to provide Conway with fresh, high-quality produce, eggs, meat, and dairy throughout the year.

All products sold at Conway Locally Grown are produced within 150 miles and many are organic. Customers can place orders from 6 p.m. on Sundays to 10 p.m. on Tuesdays. Orders are delivered to St. Peter's Episcopal Church every Friday. For more information, visit Conway.LocallyGrown.net.

FARMERS MARKETS

Conway also has two outdoor farmers markets. The **Conway, Arkansas Farmers Market** is open biweekly at 150 Amity Road and features more than 20 vendors, including local farmers, artisans, and live music. The market opens the second week of May and runs through October.

The **Downtown Conway Farmers and Crafts Market** is located at 1132 Front Street and offers a variety of vegetables, baked goods, and handmade crafts. Its season also runs from May through October.

ACTIVE LIVING

Those looking to get in shape or maintain their active lifestyle can choose from several gyms and fitness centers that fit a variety of schedules, activity levels, and budgets. Conway also has a strong walking and running community.

The volunteer-based **Conway Running Club** is a member of the Road Runners Club of America and is dedicated to promoting running, walking, and other fitness-related activities in the Conway area. Runners of all paces and skill levels meet at regular times during the week for group runs. The cost of membership is \$15 per year and covers the entire family.





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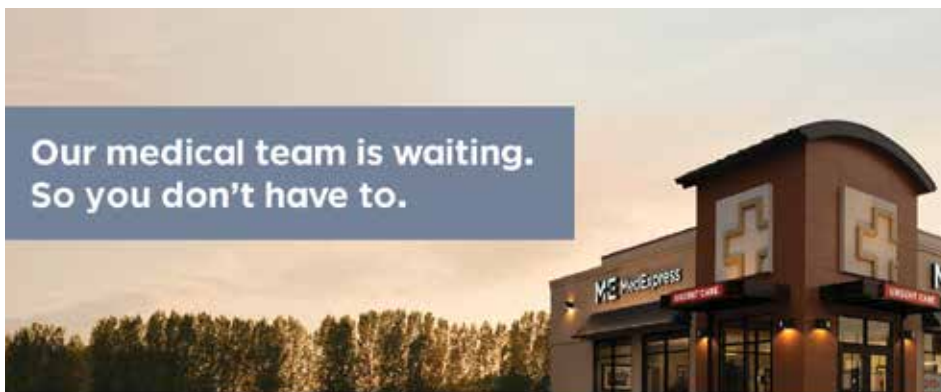


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(left to right): Heather White, APN; Brandie Martin, MD; Josh Ward, MD; Debra Lawrence, MD; Amy Johnson, MD; and T.J. Moix, APN.



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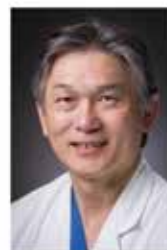
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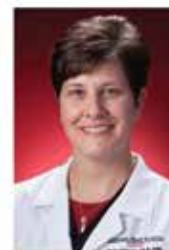
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LEFT TO RIGHT: Dr. Mohamed Tolba, Dr. Krishnappa Prasad,
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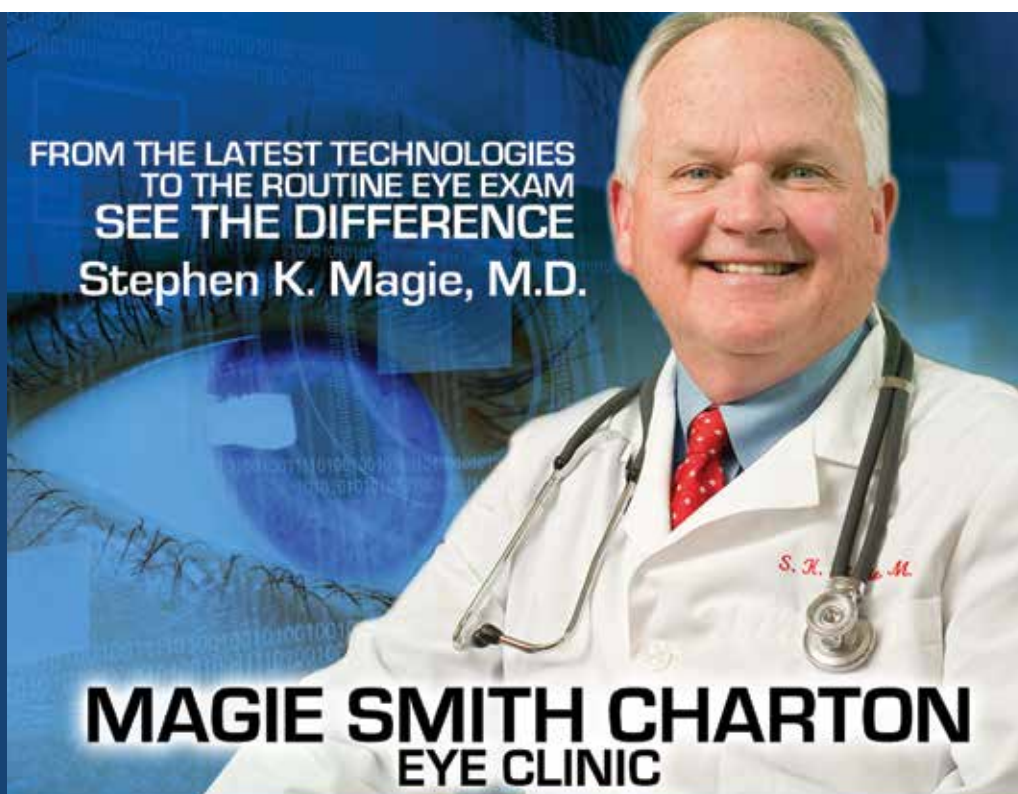
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LESSONS IN
LEADERSHIP

LOOKING

A Conversation with Tab, Tom, and Richie

*Outgoing UCA President
Tom Courtway, Conway
Mayor Tab Townsell,
and Conway Corporation
CEO Richie Arnold
talk leadership, lessons
learned, and legacies.*



BACK



Portions of this interview were edited for length and clarity. To see a longer version of the interview, visit ConwayArkansas.org or scan the QR code.

Looking Back

Over the next few months, Conway will welcome a new mayor, a new university president, and a new utility CEO. We sat down with the three men who have a combined 40+ years of experience leading these three Conway institutions.

What is something you learned early on the job that has held through as long as you've been CEO?

Richie Arnold: Well, I'm going to go back, actually to when I joined Conway Corporation in 1978. I went to work for James H. Brewer. Jim took me into the office one day, the day I started, and sat me down and said, "Richie," back then, we operated the water, the electric, and the wastewater systems, he said, "we are a monopoly but we will not act like one." And what that was all about was really the culture of service that he saw as important and really what Conway Corporation was all about. We were a monopoly in those days, but of course since then, we do video, and data, and voice, and other things that are competitive products. So that culture of service that was in existence in 1978, when I went to work there, is important even today because we are in competitive services.

Tab Townsell: I learned a couple of things quickly. I didn't have the benefit of being part of city government before I stepped into office. and I learned if it's not in the budget, it's not city policy. Become a master of the budget, but if you're going to do anything, you better have the money to do it, or you really can't be successful in trying to solve people's problems.

What was the biggest surprise in the job? What did you not expect?

Tom Courtway: A lot of it. I had never seen the school budget. So that. And also, just how many different people you had to talk to in a day. I wasn't ready for that. When you have a small part in a large organization, you're used to doing your job and that's about it. But when you get to these levels,

at a CEO level, it's one of the few places in the organization that you see everything. And you're getting conflicting advice, often, and you're hearing different stories, so your brain, all the time, has to become a filter, and you've got to listen. You've got to think about it, and you have to try to arrive at the right result. So you have to be a quick study. Some of us are quicker than others and some days are better than others, but all in all, it has been very worthwhile and very rewarding.

Tab: Probably one of the biggest surprises is exactly what Tom said. I couldn't believe how many people tried to communicate with me my first few months in office. We had those little notepads that had the pink slips, and Mr. So-and-So called and here's the number, and here's the issue. And I had this large desk and I had these little pink things all over the desk and I would take one, and I had to go ask somebody or read up on it, and I'd come back, and where it was, there would be five more there. I was just swamped. I had no idea that was going to happen. In terms of getting things done, the one thing that surprised me was how long things took. I was in disbelief before I got there. But when I got there and realized that it had a pace of its own, and if you're going to move the airport, wonderful—we'll see you next decade or the decade after that. Those kinds of things just took an incredibly long period of time. The first thing I dealt with was Dave Ward Drive. And I cut the ribbon on it a year, to the day, after my re-election the first time. So five years on something that was just a front-and-center project for the highway department my first year in office. The length of time was astounding.



*Richie Arnold – Conway Corp CEO 1998-2017
Tab Townsell – City of Conway Mayor 1998-2016
Tom Courtway – UCA President 2011-2016*

If you had the opportunity for one more major project, what would it be?

Tom: That's a great question. Number one, I'd like to have more time and I wish I had done more to increase retention rates and graduation rates at UCA. That is a huge problem we have in the state and we're making great strides at UCA on that. I'm proud of that but I really hope it continues, and I know it will under Dr. Davis and the new administration. Then a capital campaign to really set the school apart. To get some endowed funds and then also to raise some capital to build a couple of new buildings. But I'm sure Dr. Davis and the board, as they move ahead, will do that. Those are things that I think would be great for UCA and Conway.

How has the job changed? How has the climate, or the day-to-day activities, or just how has the work changed since you started?

Tab: I think that the way that we communicate with citizens has changed dramatically. Primarily, when I first took office, when I first campaigned, we communicated with the citizenry by the *Log Cabin Democrat*. It was a very high profile paper, you had to have a high profile presence in the *Log Cabin Democrat*, and what I've seen over the 18 years I've been in office, was the diminishment of the role it plays in the community. It's not read as much, there's not much to read, and I think that's huge. And with the rise of the internet, and online presence, and other sources of information, nationally and state-wide, people don't come to that one lick

log, where they can get the one source of information that they're used to.

Richie: Following up on that a little bit, I've thought a lot about it recently, many people don't watch the evening news. I, for many years, read the paper in the morning, watched the evening news in the evening, and that was just the way I got my information. I don't think that's the case anymore. You mentioned the newspaper—to some degree, television news is not watched as much. More people are getting their information on their smartphones, and from different sources, and sometimes not all that reliable of news sources. But that is a huge change and I'm not sure how that bodes well for our informed electorate sometimes—that kind of concerns me. But that's the world we're in.



Tom: Following along with what they said, the thing that I've noticed—I've flipped in and out of this job for the last eight years—is the speed at which people form an opinion, I think is much, much faster, even than it was eight years ago. With all the things that are coming at them, and with Twitter, Instagram, text messages, and all that, the whole process is too fast, in my opinion. Number two, especially with the demographics on the college campus, they're getting their information from so many different sources; we struggle daily on how to communicate with them. Because now, even email has become almost a dinosaur to them. Sometimes text messages don't even work anymore. So you have all that going on and many times,



“You’ve got to move on, you’ve got to do the best you can do, and do the right thing...”



things happen, and you have to make a decision like that. And that is very hard sometimes for someone of my generation to grapple with. So I think the speed at which information is transmitted, and the speed to which opinions are formed, sometimes, without any kind of discussion or thought—I'm not saying they're always wrong—but they're quick. It's just so quick and that's something that I struggle with daily. This level is the phone call or the come down to the office and let's talk. My children's generation, and certainly my grandchildren, they work with their thumbs. And that's just the way it is.

What piece of advice would you leave to your successor? All of these institutions are not going away and the role that they play within the community has probably grown since you first started. Knowing that, what will you leave in the desk for the next person?

Tom: Real simply, a couple things. Number one, have thicker skin than I do. Number two, don't take it home with you at night, because I'm the world's worst at that. And then number three, fundamentally know that you're coming to a community that is as good as a community for higher ed institutions as there is anywhere in America.

Richie: One of the hardest lessons you learn, I think, is you want every transaction to end on a positive note. And you realize some days that there are some that will not, and you can't take that home



with you. You've got to move on, you've got to do the best you can do, and do the right thing and move on. And once you do that, you'll be happier in these roles. The other thing—and I told my daughter Natalie this, when she asked me about what do you do—I said it's pretty simple: you hire good people, you train them in the Conway Corp culture, you get out of their way and let them do their job, and you support them when they call you. That's really the recipe for success. And following up on what [Tom] said, too, from my perspective on Conway, you can't ever forget how important higher education is to Conway. And that's why Conway Corporation was founded—to support and preserve some higher education back in 1929. And I told Tom this many times over



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the years, that's something that, at Conway Corp, and really as a city, we cannot forget. It is probably the most important economic engine we've got.

Tab: I would say to a future Mayor, or any future Mayor, is you're the Mayor, not just for the people that elected you, not just for the people who cut you checks, because getting the word out anymore, in today's environment, is expensive. You're the mayor of everybody—the wealthy, the not wealthy, all races, all religions, all the people that supported you, your opponents, and the people that supported

them as well. Take that approach. Look at it as a community that we're all in this together, and also have goals. Have something you want to do, something you want to achieve. It's the parable of the talents brought down to city government level. Don't be given a talent and bury it in the backyard of day-to-day operations. Multiply it, compound it, do something with it. You've been given a great city; make it greater. Have goals, and bring everybody with you. Be the rising tide that raises all ships. That's what I tell any future mayor. ■

LOOKING

In February, Dr. Houston Davis will become the 11th president of the University of Central Arkansas. Dr. Davis and his wife, Jenny, will be moving to Conway from the north Atlanta metro where Dr. Davis has most recently been interim president of Kennesaw State University.

After the interview process and a few trips back, what are your first impressions of Conway?

Jenny and I are impressed with the collective energy and effort put into making Conway a great place to live and a destination for innovative and creative spirits. Cities all around the country talk about shaping their futures; Conway's leaders and citizens are making it happen.

What stands out in particular?

We are struck by how family-centered the community is and how major entities rally to the goal of improving quality of life. From UCA, to the school system, to the health systems, to the Chamber and business interests, and others, we consistently have heard local leaders projecting the role that their community asset plays in making Conway a great place to live, work, and play.

How does it compare to other places you've lived?

Conway compares very favorably. We have been very fortunate to live and work in a couple of communities that remind us of Conway and those experiences explain much of our excitement about being a part of growing and developing our city. Edmond, Oklahoma, and Roswell, Georgia, are communities that are types of sister-communities to Conway. Those positive experiences led us to discover Conway and see that it has all the same markers – striving for excellence in education, economic development, health, public infrastructure, quality of life, etc. – that leading communities possess.

What excites you most about UCA?

UCA is poised to be a destination university in the state. A university that is a first-choice institution – especially for students that are seeking a personalized, high-quality classroom experience that is complemented by rich experiences like internships, co-op's, experiential learning, undergraduate research, etc. The location of the university, the vibrant community development of Conway, and the good foundation of educational offerings provide conditions for enrollment growth and greatly improved retention and graduation rates.

CONTINUED ON PAGE 44

A portrait of Dr. Houston Davis, a middle-aged man with grey hair and a beard, smiling. He is wearing a dark suit, a white shirt, and a yellow tie. The background is a solid dark blue.

Dr. Houston Davis
President of the University of Central Arkansas

FORWARD

In January, Bart Castleberry will take over as mayor of the city of Conway. Castleberry has been a city employee for more than 35 years. After serving as Conway Fire Chief for 20 years, he moved into his current role as head of the permitting, inspections, and code enforcement department.

Castleberry is a Conway native. He and his wife of 37 years, Melissa, have three adult sons and two grandchildren. We talked to the mayor-elect about his plans for 2017 and his first term as mayor.



Bart Castleberry
Mayor of the City of Conway

What's the first order of business as mayor?

I will spend a lot of time meeting with and listening to stakeholders in our city's future. I'll also be meeting with city department heads as we set our course for the future.

What personal goals do you have for your time as mayor?

I want to do everything I can to leave the city in a better overall position than I found it. That means financially, economically, and from a development standpoint.

What was the biggest surprise to you during the campaign and after the election?

The number of people who were not only friends but new acquaintances that reached out and were supportive.

How do you think your time as a city employee has prepared you for the mayor's job?

It gave me the opportunity to work hand in hand with every city department. I think it gave me a good idea as to what their functions and capabilities are.

You've spent your whole life in Conway. What's the first thing you think a new resident should know about Conway?

Conway is a great place to call home. It's a great place to raise your children. And it's a place where opportunity abounds for the future. ■

LOOKING FORWARD

Continued from page 42.

What is your first order of business as President?

Listening. I will be meeting with key leaders throughout the university – faculty, staff, and students – to better understand challenges and opportunities for growth. I will be meeting with local and state leaders to better understand UCA's role in regional and state development. I'll be meeting with key donors and friends of the university to understand their interests in UCA and their passions for the difference that higher education makes in students' lives.

On a personal front, what are you looking forward to with a move to central Arkansas?

We love the outdoors and are excited about being in the heart of great opportunities to explore. Hiking, kayaking, canoeing, and standup paddle-boarding are all things that we do that are in play in Conway and the area. I am personally looking forward to finally learning to fly fish. While I have done some stream and river fishing, I am the first to admit that I have never learned to do it right. I bet I can find someone who will give me a lesson or two and get me on the right path.

What one thing do you want central Arkansas residents to know about UCA?

That the university is on an upward trajectory. Tom Courtway deserves a big thank you for his service to the university and leading it through some tough stretches. From here, we are going to make certain that our decision making is guided by a commitment to student success and providing a quality and affordable college education. ■

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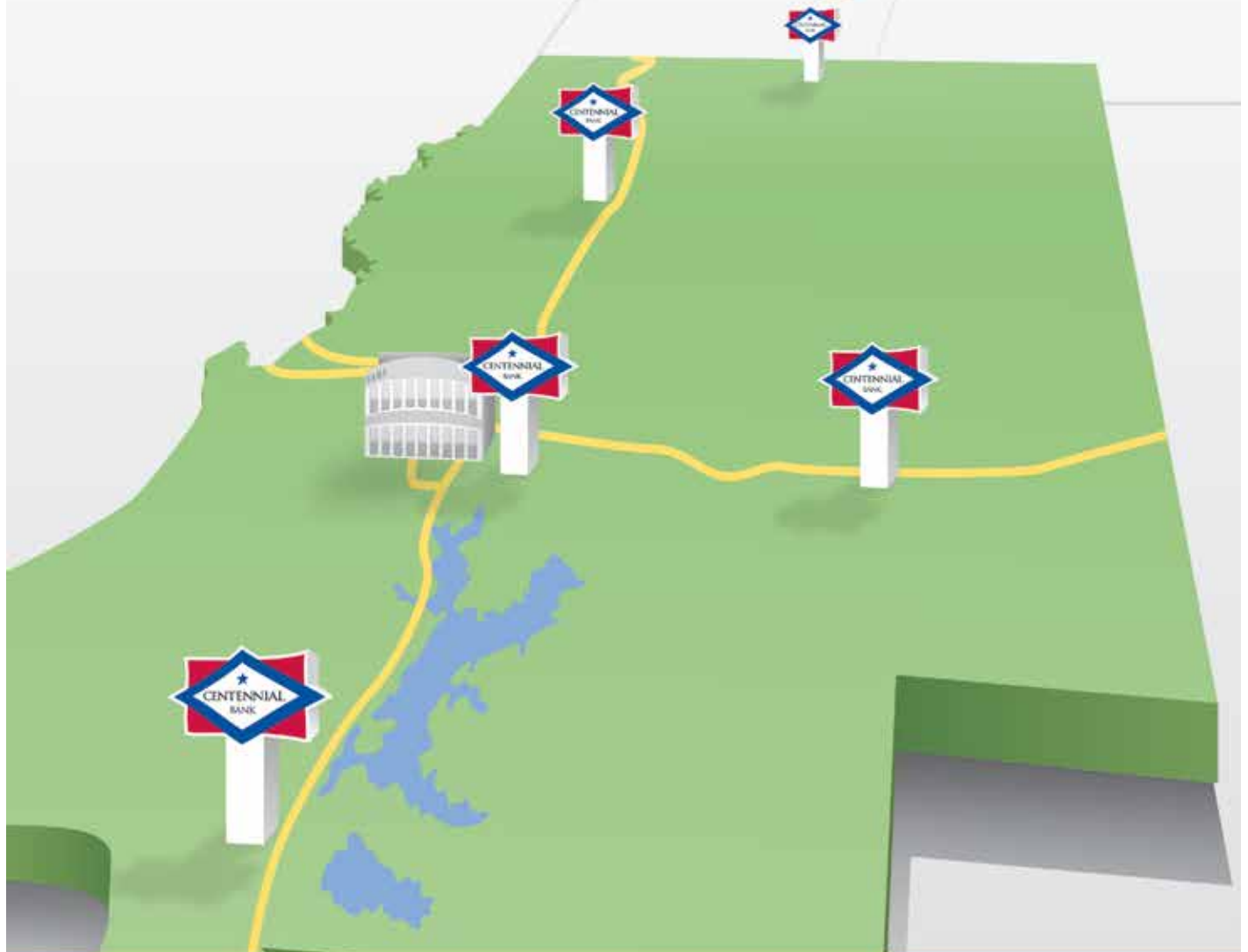


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LESSONS IN
LEADERSHIP

RIK SOWELL





Rik Sowell opened Sowell Architects in October 1995. During the last 20 years, Sowell Architects has designed hundreds of buildings in Arkansas. But the majority of his work has taken place in Conway. Every day, thousands of Conway area residents live, work, play, learn, shop, and worship in buildings designed by Rik and his team.



Portions of this interview were edited for length and clarity. To see a longer version of the interview, visit ConwayArkansas.org or scan the QR code.

RIK SOWELL



Conway has changed a lot during your 20 years in business. Tell us what you've seen and how your business has changed along with it.

Rik: It's come a long way. And we've been blessed to have an opportunity to actually affect the way Conway has changed. We got in at the point where Conway was really developing. A lot of things were going on. We had the opportunity to plug into a number of places in retail, the medical field, education, and business. At this point, after 20 years, we probably have more than 100 buildings here in Conway that we've done. We've seen the growth of Conway expand from 40-something thousand to 60-something thousand in just a few years.

What's something you learned early on in your career that still holds true?

I've been at this a long time, so I've learned a lot. The thing I discovered very early on is that there's a budget associated with every project. Architects like to think they've got a lot of freedom to design; in fact, your freedom is very limited. You're limited by budgets on every project. You're limited by building codes; by clients' wants, needs, desires, and their expectations for the building. So there are a lot of things that are limiting your design.

What's something that you learned over time?

Treat a client well and treat them like theirs is the only project in your office. Make them feel like they're getting all the attention they need. Then they'll be a very pleased client. Our intent is that when a building is complete, and we walk into it with the client, the client looks around and sees

the building and says, "This is exactly what I wanted. This is exactly what I needed," which is basically saying this is not the architecture, this is the client's dream.

Your business has changed a lot over the last 20 years. What excites you most about the future?

The field of architecture has changed tremendously, as you can imagine, just like every other field over the last 20 years.

Technology is primarily the reason for that change. With the technology that we have now – the ability to create realistic images, the ability to go online and pick the exact brick we're going to use on the building, and then put that into the image that we're producing – we can come up with a very realistic image. So the client has really no question as to what the building is going to look like.

We have a program we can do right now where everything is created on a computer, and you can walk into an empty space and hold your iPhone up in front of you, and look in that empty space and actually see what the finished product will look like upon completion. Pretty exciting stuff. I've got two young architects in their early 30s; they're very versed in technology, and they do an outstanding job putting these realistic images together.

And finally, I'd just like to say it's been a pleasure being in Conway. It's been a honor. We are grateful to the clients we have who have entrusted their work to us and I will add this: we've been around 20 years, we're set up for another 20 years, and hopefully it will go beyond that, too. ■



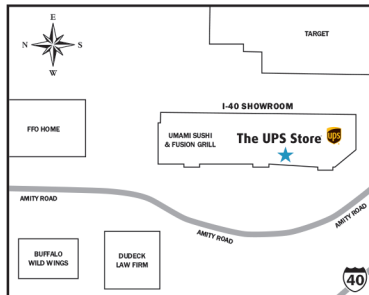
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Joel F. Hawkins, CPA
 Brittain W. Garrett, CPA

www.hgcpcaconway.com

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 spot in the 2018 guide.

501-327-7788





OUTREACH

One of the best things about Conway is the way its people reach out to each other, whether in the face of crises or long-term need. From the numerous community service organizations that organize fundraising events to the many churches whose members gather and deliver food and clothing to families in need, Conway residents prove time and again that generosity is a passion the community takes seriously.

Conway tops list of country's MOST GIVING CITIES



Photo courtesy of United Way of Central Arkansas.

In November 2016, Travelocity compiled a list of the “25 Most Giving Cities in the U.S.” The online travel agency scoured the Web for social-media posts that used the hashtags #charity, #donate, and #volunteer to find out which cities had the most people talking about – and engaging in – philanthropic activities.

According to the data, Conway is the second most generous town in the nation! Travelocity ranked the cities from the most hashtag usage per capita to the least. Here’s why they said Conway is a charitable destination for travelers:

“While Conway may be a short drive from Little Rock, most of its residents don’t commute to the state’s capital for work, preferring to reduce their carbon footprint. They even celebrate their environmental friendliness with an annual EcoFest to promote sustainable energy and increase “green” awareness. Along with entertainment that includes everything from musical acts to magicians, fest-goers can work their way through a recycling maze, learn about animal rehabilitation, and interact with experts in a variety of environmental disciplines. You’ll undoubtedly learn something to help your own town reduce its environmental impact, too.”



Ways You Can Help
VOLUNTEER CONWAY
VolunteerConway.org

Volunteer Conway makes it easy for residents to find ways to help others. The organization connects volunteers, nonprofit organizations, and the community by coordinating service activities that benefit good causes.

Volunteer Conway maintains VolunteerHub, an online tool that allows any community member to choose when, where, and for whom they would like to volunteer. Volunteer Conway also organizes the annual “Big Event” each fall, a community-wide volunteer effort.

25 Most Giving Cities in the United States

1. Casper, Wyoming
2. **Conway, Arkansas**
3. Albuquerque, New Mexico
4. Lincoln, Nebraska
5. Atlanta, Georgia
6. Melbourne, Florida
7. Nome, Alaska
8. Dayton, Ohio
9. West Palm Beach, Florida
10. Orlando, Florida
11. Augusta, Georgia
12. Washington, D.C.
13. Los Angeles, California
14. Casa Grande, Arizona
15. Sherman, Texas
16. Childress, Texas
17. Cleveland, Ohio
18. San Diego, California
19. Sacramento, California
20. Tampa, Florida
21. Paso Robles, California
22. Fort Collins, Colorado
23. Tucson, Arizona
24. New York, New York
25. Athens, Georgia



United States of America -
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OUTREACH ORGANIZATIONS

Local Nonprofit Organizations

United Way of Central Arkansas
1120 Oak Street
501-327-5087
uwcark.org

United Way of Central Arkansas serves as an umbrella fundraising agency for partner agencies in Faulkner and Perry Counties. United Way works to advance the common good by focusing on education, income, and health. It conducts major fundraising events each year, including Jeans & Bling and the Turkey Trot 5K, to raise money for numerous services in these areas.

**Denotes organizations financially supported by United Way of Central Arkansas in 2016-2017.*

Disaster Relief

American Red Cross of Greater Arkansas
813 Parkway Avenue
501-329-3571
redcross.org/arkansas

Shelters & Housing Assistance

***Bethlehem House**
1115 Parkway Avenue
501-329-4862
bethlehemhouse.net

Habitat for Humanity of Faulkner County
825 Parkway Avenue, Suite A
501-513-3244
habitatfaulknerco.wordpress.com

***HAVEN House**
(Help for Abuse Victims in Emergency Need)
501-327-1701
caiinc.org/faulkner.htm

Soaring Wings Ranch
501-849-2253
swranch.org

***Women's Shelter of Central Arkansas**
501-329-7405
conwaywomensshelter.com

Programs for Children & Youth

Big Brothers Big Sisters of Central Arkansas
1105 Deer Street, Suite 14
501-336-9505
bbbsca.org

Boy Scouts of America – Quapaw Area Council
3220 Cantrell Road (Little Rock)
501-664-4780
quapawbsa.org

***Boys & Girls Club of Faulkner County**
1405 Robins Street
501-329-8849
bgcfaulkner.org

***Child Care Aware of Northcentral Arkansas**
870-793-5233
ccana.org

***Children's Advocacy Alliance of North Central Arkansas**
574 Locust Street
501-328-3347
hopeandjustice.org

***Community Connections**
2740 College Avenue
501-733-1627
communityconnectionsar.org

***Community Service Inc.**
818 North Creek Drive
501-327-9788
csi youth.com

***Conway Cradle Care**
2400 Prince Street
501-730-0017
cradlecare.org

***Faulkner County Juvenile Court**
501 South German Lane
501-450-4924
faulknercounty.org

Girl Scouts Diamonds of Arkansas, Oklahoma and Texas – Faulkner County Chapter
501-758-1020
girlscoutsdiamonds.org

Programs for Seniors

***Faulkner County Council on Aging (Conway Senior Wellness & Activity Center)**
705 East Siebenmorgen Road
501-327-2895
fcseniors.com

Health & Wellness

CHI St. Vincent Interfaith Clinic
830 North Creek Drive
501-932-0559

Life Choices Inc.
609 Locust Street, 2nd Floor
501-329-5944
lifechoicesinc.org

Developmental Disabilities

Conway Human Development Center
150 East Siebenmorgen Road
501-329-6851

Faulkner County Council on Developmental Disabilities
1301 North Museum Road
501-327-3037

***Faulkner County Day School**
1700 South Boulevard
501-329-2164
fcds-conway.org

Independent Living Services
615 East Robins Street
501-327-5234
indliving.org

Education

***Arkansas Preschool Plus**
501-472-6395
arpreschoolplus.org

***Blackbird Academy of Arts**
1058 Front Street, Suite 102
501-336-8200
blackbirdacademy.org

***Single Parent Scholarship Fund of Faulkner County**
870-466-4202
aspsf.org

Community Outreach

City of Hope Outreach
608 East Robins Street
501-205-1614
cityhopeoutreach.com

***Community Action Program for Central Arkansas**
707 Robins Street, Suite 118
501-329-0977
capcainc.org

***Hope and Compassion Ministries Inc.**
1105 Deer Street
501-514-1625

Donations

Humane Society of Faulkner County Companions Thrift Store
2219 Washington Avenue
501-932-4444
fixingfaulknercounty.com

The Salvation Army of Conway Thrift Store
950 Carson Cove
501-329-1712
salvationarmyusa.org

The Louise & Anne Thrift & Flea Market at St. Joseph School
1313 College Avenue
501-513-6899
stjosephconway.org

***The Ministry Center**
766 Harkrider Street
501-358-6098
ministrycenter.org



Photos courtesy of United Way of Central Arkansas.

HOUSES OF WORSHIP

Conway is home to numerous churches offering traditional and contemporary worship styles in different denominations. This list includes local churches that are members of the Conway Area Chamber of Commerce.



Calvary Church

1832 Robinson Avenue
501-960-5200
calvarychurchofconway.com

Conway's First Baptist Church

1719 Robinson Avenue
501-329-5648
conwayfbc.com

First United Methodist Church

1610 Prince Street
501-329-3801
conwayfumc.org

Four Winds Church

2005 Dave Ward Drive
501-329-FOUR
fwconway.org

Grace United Methodist Church

1075 Hogan Lane
501-329-6056
graceconway.org

New Life Church

633 South Country Club Road
501-328-5433
newlifechurch.tv

OneChurch

1073 Front Street
onechurchconway.com

Peace Lutheran Church

800 South Donaghey Avenue
501-329-3854
peaceconway.org

Second Baptist Church

2600 Dave Ward Drive
501-327-6565
2bc.tv

St. Joseph Catholic Church

1115 College Avenue
501-327-6568
sjparish.org

St. Peter's Episcopal Church

925 Mitchell Street
501-329-8174
stpetersconway.org

The Summit Church

1905 Dave Ward Drive
501-205-2920
thesummitchurch.org

True Holiness Saints Center

198 Highway 286 East
501-327-8770
trueholiness.net

CIVIC CLUBS OF CONWAY

Conway Kiwanis Club

Meeting Time:
Wednesday at noon
Meeting Place: China Town
201 Skyline Drive #12A
conwaykiwanis.org

Conway Noon Optimist Club

Meeting Time:
Tuesday at 11:45 a.m.
Meeting Place: Golden Corral
814 Oak Street
optimist.org

Conway Noon Rotary Club

Meeting Time: Thursday at noon
Meeting Place: The Hole in the Wall at The Old Gin
1016 Markham Street
conwayrotaryclub.org

Conway Morning Rotary Club

Meeting Time: Tuesday at 7 a.m.
Meeting Place:
UCA Christian Cafeteria
201 Donaghey Avenue
conwaymorningrotary.weebly.com



NEW TO CONWAY?

These tips can help your home search

East to West = Old to New

If you start on Locust Street at the edge of town and head west, as a rule, the homes get newer.

“**Old Conway**” is bound by Locust Street on the east and Donaghey Avenue on the west. It includes a variety of architectural styles representing the 1910s to the mid-century. It’s adjacent to downtown and close to all three colleges. It’s also conveniently close to all of the shopping and dining options along Interstate 40.

“**Midtown**” is approximately bound by Donaghey Avenue on the east and Country Club on the west. The Bainbridge, Oak Forest, Tucker Creek, Parkwood, and Smoking Oaks subdivisions all offer traditional home styles from the 1970s and 80s. Other subdivisions like Windcrest, Scherman Heights, and Adamsbrooke are mingled in and were developed in the 1990s. The commercial development along Prince Street and Salem Road offer instant access to everyday conveniences.

“**West Conway**” has dozens of subdivisions with homes ranging in price from the mid-100s to over one million dollars. Subdivisions like Centennial, Sunderlin Park, Westin Park, St. John’s, Chapel Creek, and many more are all in west Conway. West Conway is the most purely residential part of town, but there are some commercial options along Hogan Road.

Look south for a convenient commute

In 2017, a new interstate exit will open just south of Conway. This means an easier commute for those residents who travel back and forth into Little Rock. The Cresthaven, Richland Hills, Southwind, Catherine Place, and other subdivisions south of Dave Ward Drive may all want to start taking advantage of a three-mile “head start” on their morning drive.

Don’t shop elementary schools

If you’ve got school-aged children, where they go to school is a big deal. But in Conway, it’s almost impossible to pick an elementary school you won’t be happy with. Over the last 10 years, six out of our nine elementary schools have

spent time at the top of our academic rankings. Benchmark exams, state-assigned letter grades, Blue Ribbon achievement awards – the recognition has been spread around. Changing district lines and overall district health make picking the “best” elementary school a fool’s errand. Pick the house you love and know there is a great school just around the corner.

These tips hopefully will let you start orienting yourself to the Conway house hunt. There are so many other great places to live beyond what’s mentioned here. Go to ConwayChamber.org and find a real estate agent to help you make a home in Conway.



Love Where You Live & Play



Conway Apartment Guide



501.450.7056

1705 South Salem Road

1-Bedroom Starting at \$545

2-Bedroom Starting at \$660

Furnished Apt Options — Executive Suites Available



501.205.8230

3300 Pebble Beach Rd

1-Bedroom Starting at \$545

2-Bedroom Starting at \$660

Furnished Apt Options



501.513.0000

3400 Irby Dr, Bldg A

1-Bedroom Starting at \$540

2-Bedroom Starting at \$625

Furnished Apt Options — Executive Suites Available

**Centennial
Valley I/II**
Apartment Community

501.513.2555

1601 Hogan Lane

1-Bedroom Starting at \$490

2-Bedroom Starting at \$560

Furnished Apt Options — Executive Suites Available

Lake Pointe

Apartment Community 501.336.0900

2695 Dave Ward Drive

1-Bedroom Starting at \$435

2-Bedroom Starting at \$515

Westlake

Apartment Community 501.513.9392

1600 Westlake Drive

1-Bedroom Starting at \$480

2-Bedroom Starting at \$525

Furnished Apt Options

Fox Run

Apartment Community 501.327.8739

300 South Donaghey

1-Bedroom Starting at \$425

2-Bedroom Starting at \$520

Germantown

Apartment Community 501.329.0767

955 South German Lane

1-Bedroom Starting at \$425

2-Bedroom Starting at \$500

Salem Park

Apartment Community 501.329.5900

2840 Dave Ward Drive

1-Bedroom Starting at \$430

2-Bedroom Starting at \$505

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ARTS & CULTURE



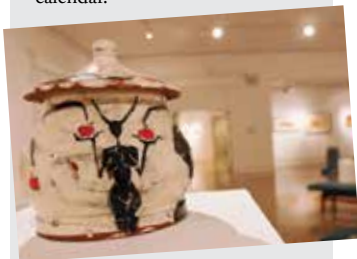
With three colleges and a growing population, Conway is ripe for having a thriving arts scene. Residents and visitors appreciate opportunities to attend diverse events hosted by a number of Conway-based arts and cultural organizations.

ARTISTIC AND CULTURAL OPPORTUNITIES

Expand your knowledge.

Faulkner County Library
1900 West Tyler Street
501-327-7482
fcl.org

In addition to its wide range of books, research materials, electronic media, and other collections, Faulkner County Library hosts a variety of programs for children and adults. Panel discussions; musical programs; book discussions; story time; crafts; and classes in sign language, yoga, and knitting are just some of the regular programs you'll find on the library's calendar.



Appreciate art.

Baum Gallery
201 Donaghey Avenue
501-450-5793
uca.edu/art/baum

The Baum Gallery is an educational art museum located in the west wing of McCastlain Hall at the University of Central Arkansas. The gallery, which is open to the public, develops free exhibitions and events that invite interaction and encourage dialogue about visual art and relevant topics.

ART GALLERIES

Independently owned galleries display and sell the works of local artists.

Art on the Green
1100 Bob Courtway Drive,
Suite 1
501-205-1922
conwayartgallery.com

Carmen's Art and Antiques
1022 Oak Street
501-327-6978

See live performances.

Arkansas Shakespeare Theatre
501-428-4165
arkshakes.com

Arkansas Shakespeare Theatre, the state's only professional Shakespeare company, brings to Conway professional performers from around the country and provides opportunities for local performers as well. AST produces a selection of the Bard's plays, along with other productions, during its annual summer festival. The company operates under the aegis of the University of Central Arkansas Foundation.

Conway Community Arts Association – The Lantern Theatre
1021 Van Ronkle
conwayarts.org

Conway Community Arts Association is a volunteer-run, live theater group that provides professional and dynamic theatrical experiences throughout the year. The productions take place at The Lantern Theatre, and roles are filled by open audition.

Red Curtain Theatre
913 Oak Street
501-499-9776
redcurtaintheatre.com

Red Curtain Theatre offers performance opportunities through community theatre, workshops, and private instruction, including acting coaching, vocal coaching, and piano lessons.

Reynolds Performance Hall – UCA Public Appearances
201 Donaghey Avenue
501-450-3682
uca.edu/publicappearances

UCA Public Appearances is an annual series under the auspices of the University of Central Arkansas College of Fine Arts and Communication. The organization develops and presents performing arts programming to Conway and the central Arkansas community. Performances take place in the 1,200-seat Donald W. Reynolds Performance Hall. Since it opened in 2000, Reynolds Performance Hall has hosted numerous celebrities as well as presented national and international tours.

Hendrix College Special Events
1600 Washington Avenue
501-329-6811
hendrix.edu/events

Hendrix College hosts a variety of artists and performances throughout the year through a program called "Hendrix Special Events: Programs in the Fine and Performing Arts." The performances are free to the campus community and the public. The many student productions, student recitals, and faculty recitals at Hendrix are also open to the public.

Explore the history of The Natural State.

Faulkner County Museum
801 Locust Street
501-329-5918
faulknercountymuseum.org

Faulkner County Museum displays the history of the area from prehistory to the present. Exhibits on sports memorabilia, antique tools, Native Americans, a model railroad, agriculture, and politics can be found in one of two historic buildings on the museum grounds.



ARTS & CULTURE CONT.



Listen to the music.

Conway Symphony Orchestra
501-269-1066
conwaysymphony.org

Conway Symphony Orchestra performs a full season of six concerts, including a free outdoor community concert, a holiday performance, and a children's concert. The CSO also offers a classroom program to local elementary and intermediate schools and has many ensemble performances throughout the year. Read our interview with Conway Symphony Orchestra conductor Israel Getzov on page 62.

Community Singing Groups

The Conway Men's Chorus and the Conway Women's Chorus are made up of individuals who share the love of singing. Both groups rehearse regularly and perform in concerts open to the public.

Conway Women's Chorus
501-339-7401
faulkneracademyofarts.org

Conway Men's Chorus
501-327-5151
conwaymenschorus.org

Unleash your creativity.

Whether you're interested in honing your or your child's talent or simply want to dabble in a new hobby, you can find several opportunities for lessons in the performing and visual arts.

COMPREHENSIVE ARTS EDUCATION

Blackbird Academy of Arts
1058 Front Street, Suite 102
501-336-8200
blackbirdacademy.org

PERFORMING ARTS

Central Arkansas Baton Twirling
1089 Front Street
501-733-1131
arkansasbatontwirling.com

Conway Institute of Music
945 Carson Cove
501-450-2931
conwayinstituteofmusic.com

Faulkner Academy of Arts
501-758-1020
2201 Washington Avenue, Suite 12
501-339-7401

Preston Palmer Studios
2105 Harkrider Street
501-513-9459
prestonpalmerstudios.com

Red Curtain Theatre
913 Oak Street
501-499-9776
redcurtaintheatre.com

Stage Door Dance Arts
900 Alford Street, Suite 4
501-336-7306
stagedoordancearts.com

Sonshine Academy
2415 Donaghey Avenue
501-327-7742
sonshineacademy.com

Take the Lead Academy
255 East German Lane
501-329-2233
taketheleadacademy.com

ART CLASSES

Art on the Green
1100 Bob Courtway Drive,
Suite 1
501-205-1922
conwayartgallery.com

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501-205-1280
branchoutconway.com



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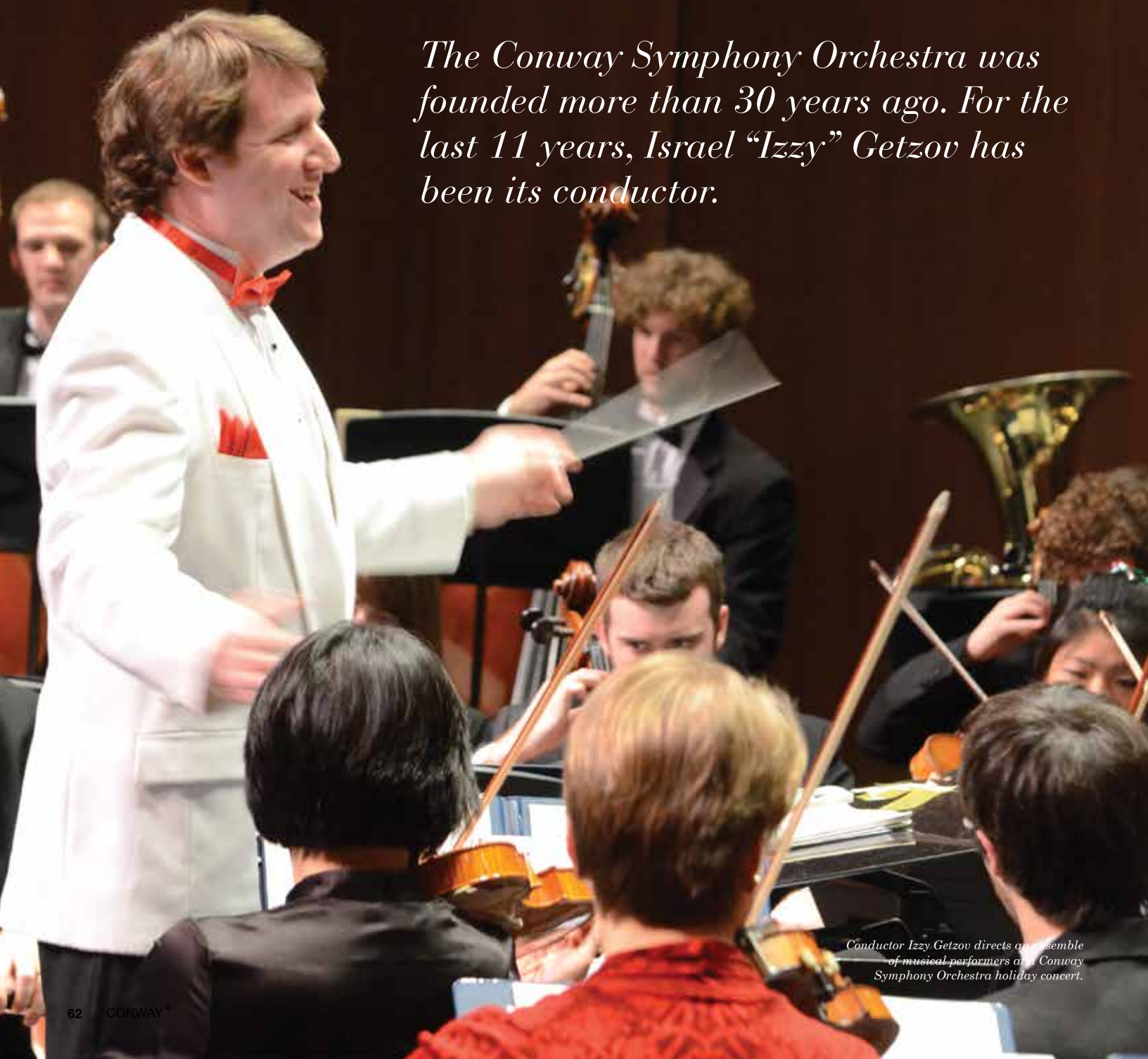
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COUNTRY
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ISRAEL GETZOV

The Conway Symphony Orchestra was founded more than 30 years ago. For the last 11 years, Israel “Izzy” Getzov has been its conductor.



Conductor Izzy Getzov directs an ensemble of musical performers at a Conway Symphony Orchestra holiday concert.



Portions of this interview were edited for length and clarity. To see a longer version of the interview, visit ConwayArkansas.org or scan the QR code.



ISRAEL GETZOV

How has the Conway Symphony Orchestra evolved since you began?"

I started back with the orchestra in 2005, so it's been a while now, and I think the ensemble has my stamp on it by now. They're a great orchestra, a big part of my life, and a big part of Conway.

The Conway Symphony was borne out of a number of different local musicians here in Conway who wanted to form a place for them to play. And it's just grown from there. It's grown in size and it's grown in quality, and now it's a really fine ensemble.

The orchestra is made up of the top professional musicians in the state of Arkansas, along with the top collegiate student musicians at UCA. So we have this sort of dual constituency, and we have the old guard teaching the young bucks. And this, if you put these two elements together, it makes for really exciting performances. We have people playing Beethoven's 5th Symphony for the first time sitting next to people who have played it 100 times. And I think the person who's played it 100 times is just as inspired by the first-timer and vice-versa.

Tell us about the symphony's history of partnership.

The Conway Symphony was really formed as a partnership between UCA and Hendrix College. Basically, collaboration is in our DNA. We are used to partnering with different groups. We'll have local dancers, we'll have singers, we'll have actors. And this is sort of a big part of what we do.

We don't just play two hours of music. We like to make things interesting and relevant for our audience. We do a lot of popular music through our partnership with UCA's Public Appearances.

We recently did a concert with the Disney people featuring a huge screen and live Disney singers from Orlando and New York. We've partnered with Randy Newman and had him in to play his music from Toy Story. And we're looking forward to presenting a concert of Tim Burton's movie music. So we play Beethoven and we play things that you see on the big screen.

What else are you doing to get people excited about classical music?

Well, at Conway Symphony, you're not going to see your traditional stuffy symphony concert. I come out and usually I'm talking directly to the audience, and before we play a piece of music, we're going to tell you what it's about, what's important, maybe even play a couple of the main themes or ideas. So you're going to be really prepared – not just to know what's in the piece, but to enjoy the piece of music. It's really fun and rewarding for me to be able to connect with my audience and then run into the grocery store, and have people coming up to me saying, "Jeez, Izzy, what you said before the concert, when you took us on a little tour of that symphony, it really made things come alive and I was involved and invested the whole way through."

How does the symphony contribute to Conway's quality of life?

I think any great community needs a great symphony. And quite honestly, there aren't that many great orchestras in Arkansas. But Conway is a place that should have one and does have one. And we have a lot of connections to our community, to different arts groups, dance groups, to UCA, to the Arkansas festival ballet in Little Rock. And we really are one of the oldest and one of the staple arts institutions in this town and we're very proud of that. ■





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You don't have to live in a big city to experience and appreciate the arts. Take advantage of the many arts and cultural opportunities right under your nose.

- ☒ See a play in a downtown theater.
 - ☒ Take a painting class with friends.
 - ☒ Participate in a program at the Conway Public Library.
 - ☒ Learn about the history of the area at the Faulkner County Museum.
 - ☒ Visit an art gallery.
 - ☒ Watch a live performance at Reynolds.
 - ☒ Attend a Conway Symphony Orchestra concert.
 - ☒ Volunteer at ArtsFest.
 - ☒ Enjoy an outdoor performance from Arkansas Shakespeare Theatre.
-



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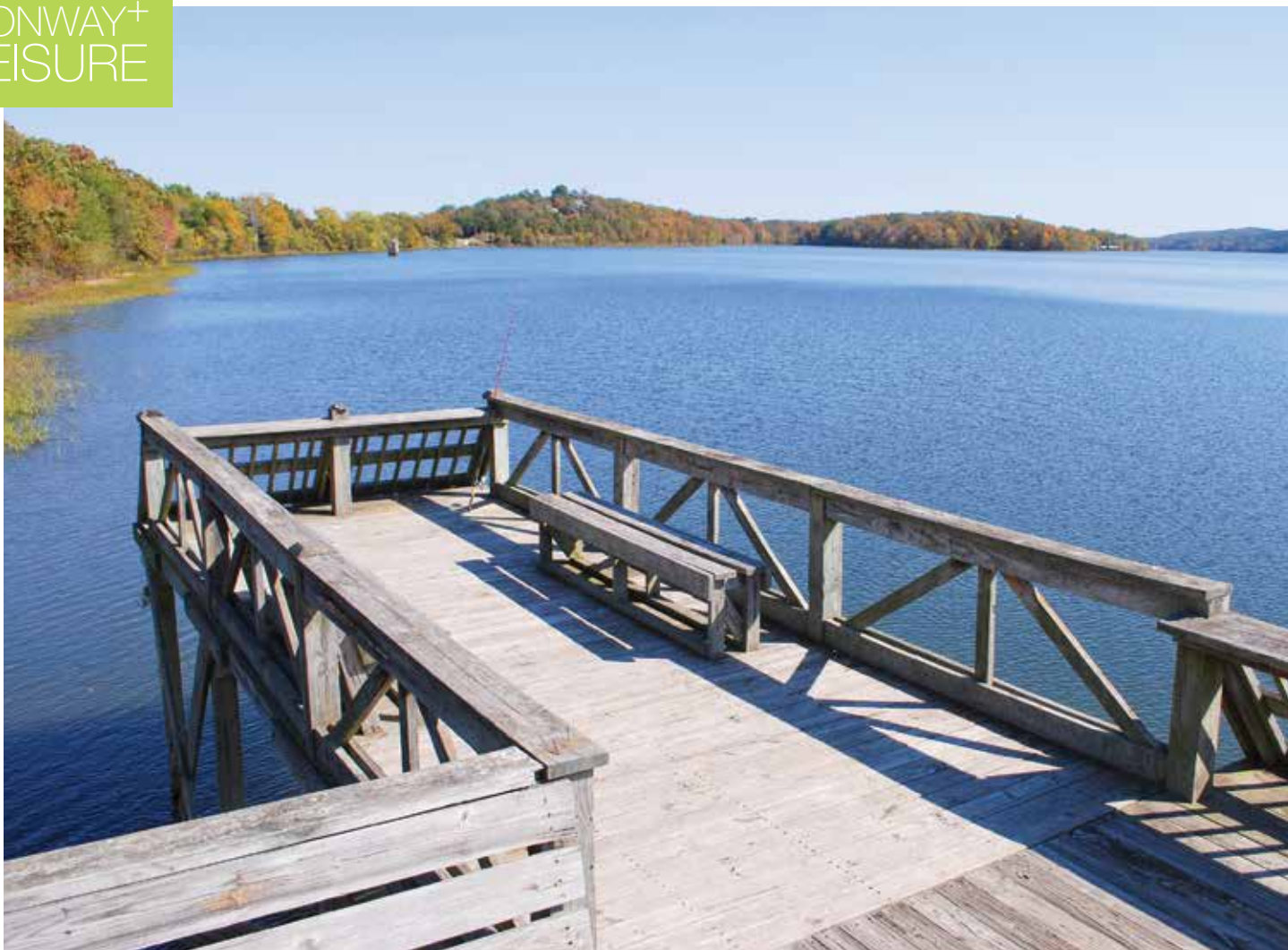
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PARKS & RECREATION

With well-maintained parks scattered throughout the city, two indoor sports centers on the east and west sides of town, and an expo center and fairgrounds, Conway's Parks and Recreation Department has something for everyone. No matter where you find yourself in the city, you're never too far from an opportunity to explore the great outdoors, be active, or simply sit and enjoy nature.

City of Conway Parks

Facilities	Basketball	Baseball	Pavilion/ Picnic Area	Playground	Restrooms	Softball	Tennis	Volleyball	Walking/ Jogging/ Biking	Water Sports
Airport Park 425 6th Street	x		x	x		x				
Bainbridge Park 80 Kensington Drive	x		x						x	
Beaverfork Lake Park 20 Kinley Drive		x	x	x	x			x		x
Cadron Settlement Park 6200 Highway 319			x		x				x	x
City of Colleges Park 1025 East Siebenmoregen Road				x	x	x				
Conway Station Park 1501 Robins Street		x			x					
Curtis Walker Park 1700 Museum Road		x	x	x	x					
Don Owen Sports Complex (Indoor) 10 Lower Ridge Road	x		x	x	x	x			x	
Fifth Avenue Park 600 5th Avenue	x		x	x	x	x	x	x		
Gatlin Park 2325 Tyler Street	x	x	x	x	x		x			
Laurel Park Robinson Avenue & Prince Street	x	x	x	x	x		x		x	
McGee Center (Indoor) 3800 College Avenue	x				x				x	
Pine Street Park 690 Pine Street	x		x	x						
Pompe Park 2550 Prince Street									x	
Simon Park 805 Front Street			x							
Tucker Creek Walking/Bike Trail 275 Salem Road			x						x	





EVENTS & FESTIVALS

Several events, festivals, and expos take place in Conway throughout the year, many of which benefit charitable causes and organizations. The following list is by no means exhaustive, but it provides a look at some of the community's most established annual events.

10 ANNUAL COMMUNITY EVENTS

1

Toad Suck Daze

📅 May 5-7, 2017 📍 Downtown Conway 🌐 ToadSuck.org

Founded in 1981, the award-winning Toad Suck Daze festival provides funding for education initiatives in Faulkner County.

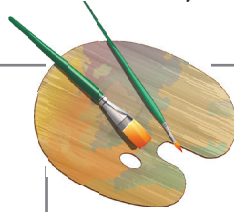


Faulkner County Fair and Parade

📅 September 2017
📍 Conway Expo Center & Fairgrounds
2505 East Oak Street
🌐 faulknercountyfair.net

A parade through downtown Conway kicks off the festivities. During the weeklong fair, exhibits featuring livestock, food, crafts, art, and photos will be on display, along with other fair favorites.

3



ArtsFest

📅 September/ October 2017
📍 Various locations around Conway
🌐 artsinconway.org

ArtsFest is a citywide, weeklong celebration of the arts organized by Conway Alliance for the Arts (CAFTA).

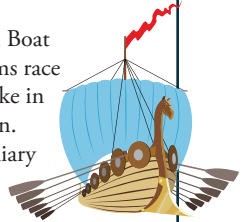
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2

Conway Dragon Boat Festival

📅 August 26, 2017
📍 Beaverfork Lake Park
20 Kinley Drive
🌐 jaconway.org

At the annual Conway Dragon Boat Festival, local and regional teams race dragon boats on Beaverfork Lake in this family-friendly competition. The event benefits Junior Auxiliary of Conway.



EcoFest

📅 October 2017
📍 Laurel Park
2310 Robinson Avenue
🌐 conwayecofest.com

EcoFest is an interactive and educational community event designed to explore ways to experience and enjoy nature while learning how to practice good stewardship of the environment.

5



6

Taste of Conway

📅 October 5, 2017
📍 Conway Expo Center & Fairgrounds | 2505 East Oak Street
🌐 conwaychamber.org

Taste of Conway is part of the Conway Area Chamber of Commerce's Business Expo. Local restaurants offer up a wide variety of samples from their menus.

8

Conway Christmas Tree Lighting

📅 November 25, 2017
📍 Downtown Conway
🌐 conwayarkansas.org

The ceremonial lighting of Conway's 54-foot-tall Christmas tree coincides with Small Business Saturday and includes other attractions on Rogers Plaza.

7

Dazzle Daze

📅 November 16-18, 2017
📍 Conway Expo Center & Fairgrounds
2505 East Oak Street
🌐 conwayregional.org/dazzledaze

Dazzle Daze is the annual fundraiser for the Conway Regional Women's Council. This three-day shopping extravaganza features more than 85 merchants from around the country.



9

ComiCon-way

📅 December 2017
📍 Faulkner County Library
1900 Tyler Street AND
Conway Expo Center & Fairgrounds
2505 East Oak Street
🌐 comicon-way.com

This literacy-based annual event hosted by the Faulkner County Library is Arkansas's premier comic, sci-fi, anime, and gaming convention.

Conway Christmas Parade

📅 December 2017 📍 Downtown Conway

Conway's annual Christmas Parade benefits the American Cancer Society Relay for Life of Faulkner County.

10

Toad Suck Daze Tidbits

Since 1982, the Toad Suck Daze festival has been a springtime tradition in the Conway, Arkansas, area. It began on the banks of the Arkansas River in a nearby township named "Toad Suck" before moving to its current location in downtown Conway 25 years ago.

Each year during the first weekend in May, more than 100,000 people gather in the streets of downtown Conway for Toad Suck Daze. The free-admission, family festival has something for all ages: local and national musical entertainment, retail vendors and arts and crafts booths, carnival

rides, children's activities, and of course, the World Championship Toad Races starring our amphibious friends. Several festival-sanctioned events sponsored by local nonprofit organizations take place throughout the weekend as well, including a 10K/5K race and the Tour de Toad bicycle race.

"Leave it to Conway to find a way to send kids to college, children to preschool, Shakespeare to high schools, and hanging baskets to downtown. The lowly toad does some pretty cool things in a pretty cool town."

—Brad Lacy, president and CEO, Conway Area Chamber of Commerce

Popular Concessions

Toad Suck Daze kicks off festival season in Arkansas, giving central Arkansas residents their first taste of fair food since the fall. We combed through the data and found the most popular concession items (based on amount sold) during the 2016 festival. Did your favorite make the list?



10 Candied/Caramel Apples
865

9 Snow Cones
Shaved Ice
1,418



8 Chocolate-Covered Bananas
1,433

7 Nachos (all varieties)
1,451



6 Kettle Corn
1,704

5 Chicken-on-a-Stick
1,748

4 Turkey Legs
1,788

3 Funnel Cakes
4,248



2 Corn Dogs
6,673

1 Lemonade
7,738

Giving Back to the Community



311

Toad Suck Daze Community Service scholarship recipients since 1985

\$26,000

total donated to Conway Parks & Recreation Department

\$1.63 Million

amount contributed to education initiatives in Faulkner County, including scholarship endowments and pre-K education

\$30,000

received by Central Baptist College, Hendrix College, and the University of Central Arkansas for various projects

\$70,000

total invested in downtown Conway from 2011-2016





Moving for a Mission

Individuals of all skill levels and abilities can participate in a number of races in Conway that benefit charitable organizations. Whether your goal is to crush your PR (personal record) or simply cross the finish line, your entry fee to these races helps support charitable causes in the area while keeping you active.

Here are seven local races to put on your calendar for 2017.

FEBRUARY 4, 2017

Freezin' for a Reason

Benefits Arkansas Children's Hospital

Distance: 10K, 5K, Lap for Life

freezin4areason.org

APRIL 8, 2017

Heroes for Hope Race

Benefits Children's Advocacy Alliance

Distance: 1K, 5K, 10K
hopeandjustice.org/events/heroes-for-hope-race

MAY 6, 2017

Tour de Toad

Benefits Literacy Action of Central Arkansas

Distance: 50 miles, 25 miles, or family 10 mile-ride (cycling)

facebook.com/tourdetoat

Toad Suck Daze 10K/5K Run

Benefits local nonprofits in Faulkner County

Distance: 10K, 5K, Tadpole Trot

toadsuckrun.com

MAY 13, 2017

Women Can Run/Walk 5K

Benefits the Children's Tumor Foundation and the Women Run Arkansas Running Club

Distance: 5K

womenrunarkansas.net

OCTOBER 2017

Soaring Wings Marathon

Benefits Soaring Wings Ranch

Distance: Marathon, Half Marathon, Two-Person Half Marathon Relay, Kids Run for Kids

swmarathon.com

NOVEMBER 23, 2017 (Thanksgiving Morning)

Turkey Trot

Benefits United Way of Central Arkansas

Distance: 5K

uwcark.org/turkey-trot



Photos courtesy of United Way of Central Arkansas.

Something for Everyone



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Monday – Thursday
Lunch: 11 a.m. – 2 p.m.
Dinner: 5 – 9:30 p.m.

Friday & Saturday
Lunch: 11 a.m. – 2 p.m.
Dinner: 5 – 10 p.m.

Sunday
Lunch: 11 a.m. – 2 p.m.



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DOWNTOWN DID YOU KNOW?

Art is all around

Downtown Conway is home to multiple murals; life-sized sculptures; traveling art exhibits; and temporary, large-scale installations. City Hall at Oak and Front Streets has the mural “Aurora Rising” on its southern exterior wall. Inside City Hall, you will usually find seasonal artwork from Conway students.

Diverse tastes abound

Downtown Conway is home to award-winning Greek, Italian, Mexican, pizza, and seafood. A five-minute walk offers almost anything to satisfy your cravings. On Monday nights, you can “Rock, Paper, Scissors” your server at US Pizza (710 Front Street) for half off your pizza.

What’s that sound?

Live music is alive and well downtown. Kings Live Music (1020 Front Street) has regular live acts Wednesday through Saturday. JJ’s Grill (1010 Main Street) has free live music nightly.

Look what I found!

Oak Street between Harkrider and Parkway Streets offers four blocks of walkable, first-class retail. Locally owned retailers offer clothing, jewelry, antiques, gourmet foods, art, novelties, and more. Fletcher Smith Jewelers (1115 Oak Street) is the oldest jewelry store in Arkansas. They opened in downtown Conway 110 years ago!

Something fresh ground

You don’t have to walk far to get a great cup of coffee in downtown Conway. Or maybe you want to take advantage of free Wi-Fi and a cool vibe away from the office. Try Zetêo Coffee (911 Oak Street) or Blue Sail Coffee (1028 Front Street).





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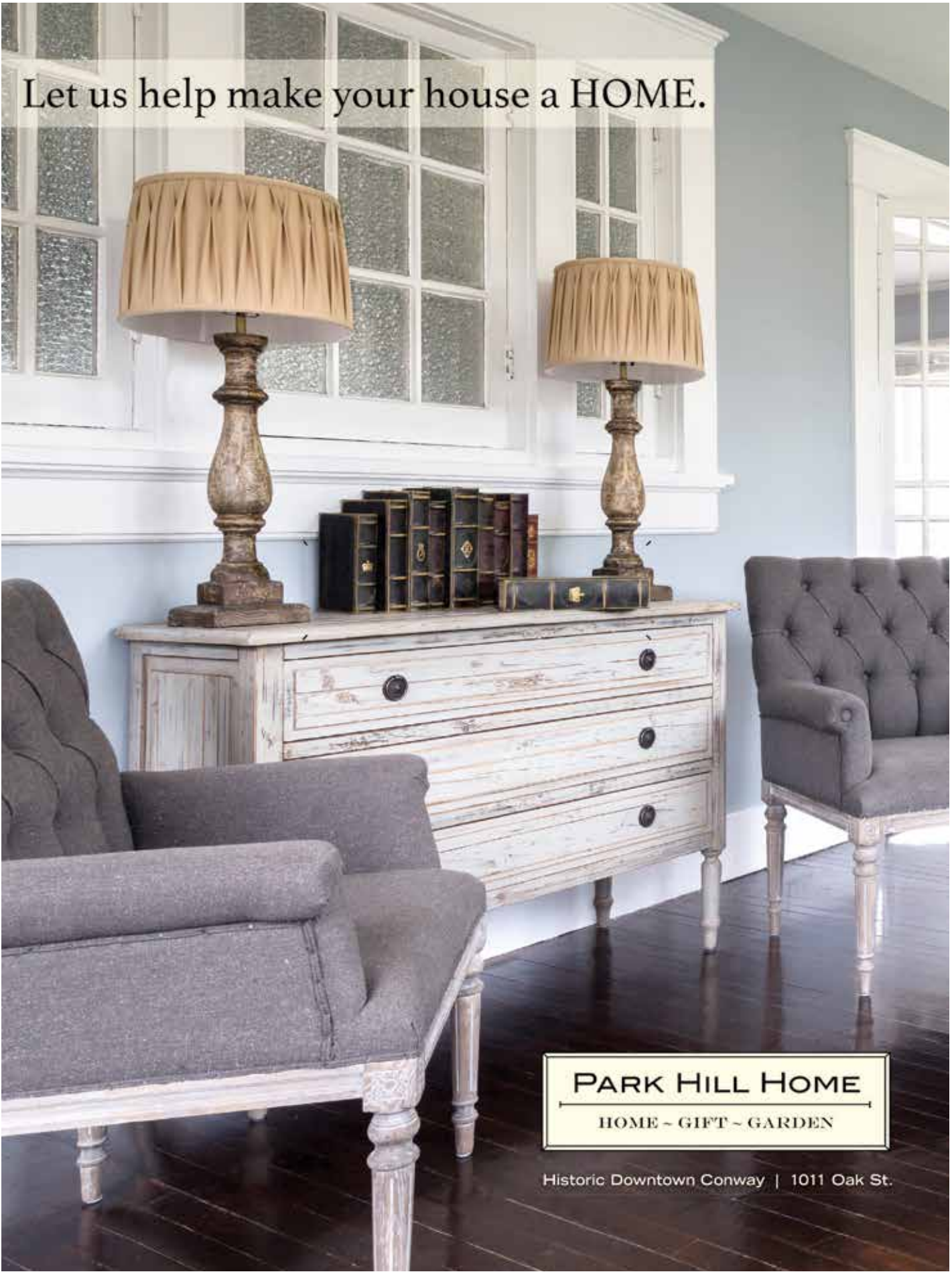
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A photograph of a rustic interior. In the center is a long, distressed wooden console table with three drawers and four legs. On top of the table are two identical lamps with wooden bases and beige pleated shades, and a row of small, dark wooden boxes. Flanking the table are two tufted armchairs with dark grey fabric and light-colored wooden legs. The background features a large window with white frames and a light blue wall. The floor is dark wood.

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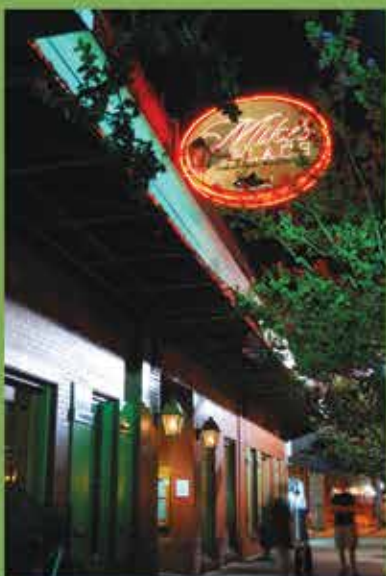
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MIDTOWN



Large employers, dense residential population anchor the 1.5-square-mile community

As Conway's boundaries continue to expand, the area formerly referred to as "west Conway" can now be described more accurately as "Midtown."

- The University of Central Arkansas, Conway Regional Health System, Conway High School-West, Tucker Creek Trail, and Laurel Park are all located in Conway's Midtown neighborhood.
- In the 1.5 square miles bound by Prince Street, Salem Road, Donaghey Avenue, and Dave Ward Drive, you will find established subdivisions, parks and trails, shopping and dining, and more than 3,000 jobs.
- Midtown is eight to 10 blocks west of historic downtown and two miles west of interstate 40. It's an exciting part of Conway as accessible to visitors as it is to residents.

Subdivisions



Adamsbrooke
Brookhaven
College Oaks
Heritage
Parkwood
Pickwicket
Scherman Heights
Smoking Oaks
Timberpeg
Westgate
Westport

Shopping Centers



Covington Crown Plaza
The Plaza at Centerstone
Saddletop
Shopping Center
Salem Shopping Center
Scherman Heights

Parks



Laurel Park
Tucker Creek Trail
Pompe Park

Points of Interest



University of
Central Arkansas
Conway High School
(west campus)
Conway Regional
Health System
Conway Regional
Health & Fitness Center

Conway's Neighbors

Conway is surrounded by growing communities in Faulkner, Conway, and Pulaski counties. The nearby cities of Greenbrier, Maumelle, Mayflower, Morrilton, and Vilonia are just a short drive from Conway and offer great schools and affordable living.

Morrilton

Population: 6,799
County: Conway
Median Home Price: \$110,000

Greenbrier

Population: 5,111
County: Faulkner
Median Home Price: \$114,000

Vilonia

Population: 4,226
County: Faulkner
Median Home Price: \$133,000

Maumelle

Population: 17,736
County: Pulaski
Median Home Price: \$195,000

Mayflower

Population: 2,234
County: Faulkner
Median Home Price: \$114,000



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