CONWAY+

2019 Community Profile & Resource Guide

LEARNING FROM THE BEST

City officials visit high-performing peer cities for ideas, best practices

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Downtown Conway's dining scene features international flavors

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+ONE CITY FITS ALL

Our trendy college town is also an ideal destination for retirees

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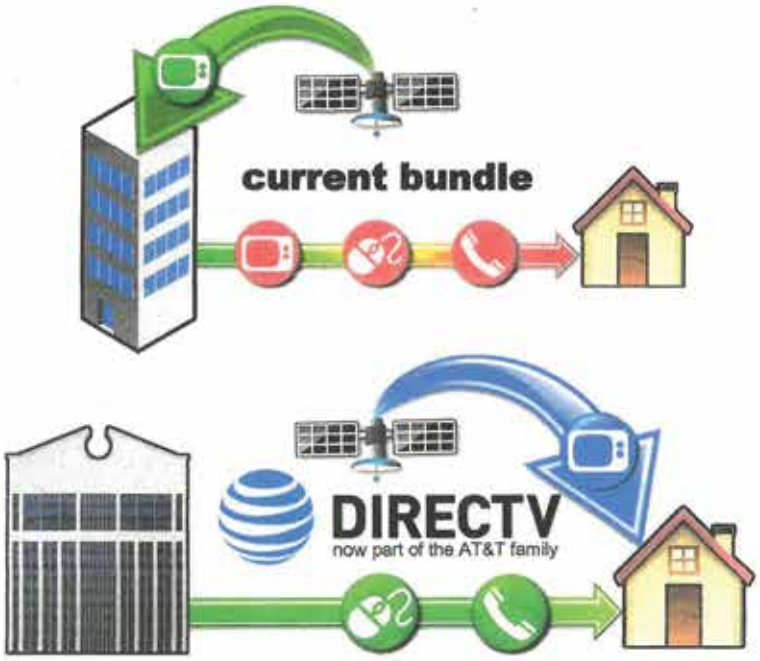

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Best in Nation

Faulkner County Based Business wins "Best in Nation" Again.

H&R Block earned the award for the second time in three years

H&R Block named Patrick and Susan Taft the Featured Franchisee of the Year for a second time in three years! This honor is a first for H&R Block; no franchisee has ever received the award twice. The award is based not only on numbers but also on community involvement and being ambassadors for the brand. The Tafts joined H&R Block in 2009 in Greenbrier and purchased the H&R Blocks in Conway at the end of 2016.

"With the Tax Cuts and Jobs Act passed last year, taxpayers are going to need more help than ever," said Patrick Taft. "Our staff is trained and ready to offer that help."

The Tafts have worked to change the image of what you think of when you hear the name H&R Block. "While everything starts with the tax return, we do so much more, including bookkeeping, payroll, and tax resolution," said Susan Taft. In 2018, Susan was featured in *Women's Inc.* magazine for her successful work negotiating with the IRS on behalf of clients, saving over one million dollars for local taxpayers who had gotten behind with the IRS and needed a fresh start.

While the Tafts now have 26 offices throughout Arkansas, they still consider Conway and Greenbrier home. Their children attend or have graduated from Conway Public Schools. After first winning the award in 2016, the Tafts were able to purchase the H&R Block locations in Conway. "I fought for many years to be able to own the offices in Conway," Patrick said. "I had offices all over the state, but I wanted to be able to help clients in my hometown. We have a tremendous staff in Conway, and I could not be prouder of the team we've built since purchasing those offices."

When asked what makes the difference in the way the Tafts manage their offices to earn them such a prestigious award not once but twice, Patrick explained: "There is more than one way to do a tax return; our job is to find the *best* way. H&R Block's motto is to look at your life through taxes and find a way to help. That's what we do. We take the time to invest in our clients. Our goal is to add value and to save our clients money on taxes—not to cost our clients money. Too much is left on the table every year by people who don't take advantage of the tax laws. Whether it's a tax return or bookkeeping, we are here every day to make sure our clients don't overpay their taxes."

If you have not tried H&R Block in a while, maybe it is time to try them again.

To learn how Patrick and Susan Taft and the team a H&R Block can help with your tax needs, just call or visit any of their offices in Conway or Greenbrier. Their offices are open year-round.

Call 501-679-6388

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ON THE COVER
This statue of a larger toad reading to a smaller toad is a nod to the Toad Suck Daze festival, which has provided more than $1.8 million to education initiatives in central Arkansas.

CONWAY
Area Chamber of Commerce
GETSMART

900 Oak Street
Conway, AR 72032
501-327-7788
GetSmart@ConwayArkansas.org

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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Dr. Brittanie Hagen

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Dr. Curtis Boyd and the team at Baptist Health Women's Clinic-Conway are pleased to welcome a new provider, Dr. Brittanie Hagen. Our care team ensures each patient receives the personalized care she needs. Baptist Health Women's Clinic-Conway delivers the care you need at any stage of life.

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- Vaginal Delivery
- Forceps/Vacuum Assisted Delivery
- Cesarean Delivery
- Tubal Ligation
- Colposcopy
- Endometrial Biopsy
- LEEP
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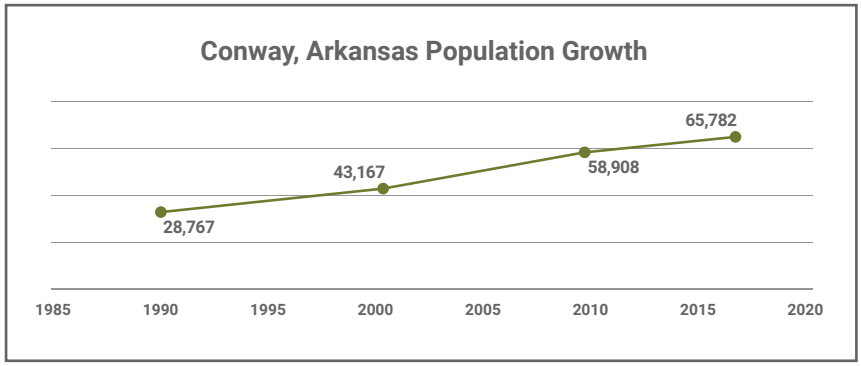
WHO WE ARE

GROWING Community

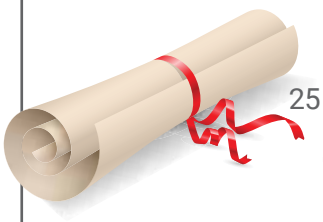


Conway: 65,782

Faulkner County: 124,654

Little Rock-North Little Rock-Conway Metro Area: 734,381

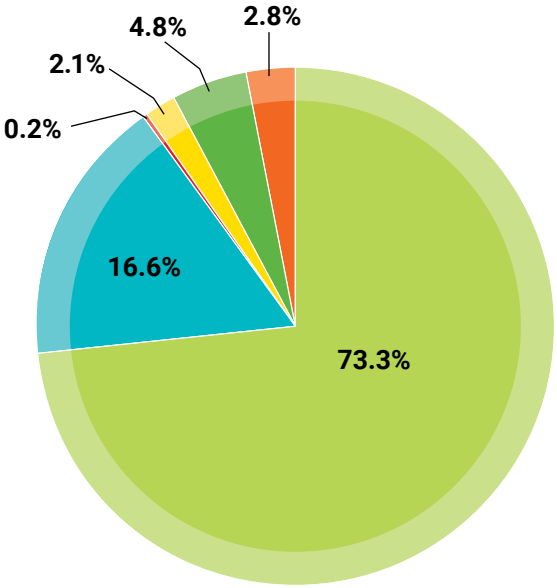
EDUCATED Community



38%
25 or older possess a bachelor's degreenor higher
(National Average: 33%)

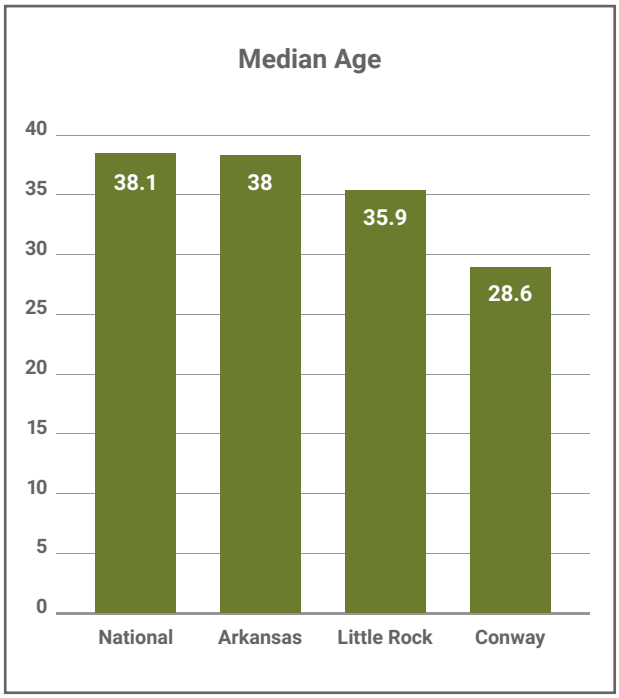
93.6%
high school graduation rate
(National Average: 84%)

DIVERSE Community



- White
- Black or African American
- American Indian and Alaska Native
- Asian
- Hispanic or Latino
- Two or more races

YOUNG Community



WHAT SETS US APART

AFFORDABILITY

30% CHEAPER
electricity and water rates compared to other cities in Arkansas

$773
average cost of rent

$163,500
value of housing units

$1,249
median mortgage

$46,741
median household income

	Dallas, TX	Nashville, TN	Conway, AR
Groceries	97.6	90.3	92.4
Housing	80	134	73
Utilities	120	99	91
Transportation	99	116	102
Health Care	117	107	83
100% Composite Index	95	109.26	88.3
Commute Time	26.8 min.	24.6 min.	20.2 min.

Cost of Living Index Published since 1968, the Cost of Living Index, published by the Council for Community and Economic Research (C2ER), has been the most consistent source of city-to-city cost comparisons available. COLI data is recognized by the U.S. Census Bureau, U.S. Bureau of Labor Statistics, and CNN Money. (via coli.org/about)

DYNAMIC & DIVERSE ECONOMY

LARGEST EMPLOYERS

Employer	Industry	Number of Employees
University of Central Arkansas	Education	1,500
Acxiom Corporation	Information Technology	1,450
Conway Human Development Center	Institutional Care	1,320
Conway Public School District	Education	1,150
Conway Regional Health System	Health Care	1,094
Nabholz Construction Corporation	Construction	850
Walmart	Department and Grocery Store	825
DXC Technology	Information Technology	600
Virco Manufacturing	School, Office and Institutional Furniture	500
City of Conway	Government	415

EMPLOYMENT BY INDUSTRY

Industry Category	Number of Employees
Educational Services | Health Care and Social Assistance	8,716
Retail Trade	4,456
Arts, Entertainment and Recreation | Accommodation and Food Services	3,357
Professional, Scientific and Technical Services | Management of Companies and Enterprises | Administrative and Support and Waste Management	3,181
Manufacturing	2,543
Finance and Insurance | Real Estate and Rental and Leasing	1,903
Construction	1,557
Other Services (except Public Administration)	1,454
Transportation and Warehousing | Utilities	1,364
Public Administration	1,017
Information	943
Wholesale Trade	817
Agriculture, Forestry, Fishing & Hunting | Mining	628

PILLARS OF SUCCESS

Health Care: The city continues to develop a large health care community with the recent addition of Baptist Health Conway's $175 million hospital and Acadia Healthcare's new $40 million behavioral health facility. Conway Regional Health System recently announced a $50 million expansion of their campus.

Technology: Conway was the third city in the nation to acquire broadband availability for its residents. The city was at the forefront again for adopting the latest technology through the Data District. Powered by Conway Corporation, the Data District provides internet speeds up to 1 GB to downtown Conway's job cluster.

Conway has seen significant growth in its white-collar employers. Fortune 500 companies DXC Technology and Insight Enterprises are both expanding their Conway operations. The city expects several hundred new jobs between the companies over the next two years. IPG's purchase of local tech company Acxiom (Conway's second largest employer) has resulted in growth of the Conway campus with nearly 100 job openings at present.

Education: Known as the "City of Colleges," Conway is home to three institutions of higher education, all of which have been in the city since the late 1800s.

WHERE WE'RE LOCATED

DISTANCE TO CONWAY, ARKANSAS FROM REGIONAL METROPOLITAN AREAS

Metro Area	Hours
Memphis	2.5
Fayetteville-Rogers-Springdale	2.5
Tulsa	3.5
Oklahoma City	4.5
Dallas-Fort Worth	5
Greater St. Louis	5.5
Nashville	6
Kansas City	6
Greater Birmingham	6
New Orleans-Metairie-Kenner	7
Greater Houston	7
Atlanta	8
Greater Austin	8.5

WHY CONWAY IS THE SMART CHOICE

National Rankings

Of course, we think Conway is great, but don't take our word for it. National media outlets have recognized Conway and the surrounding area at nearly every metric: from the generosity of our residents to our affordable cost of living.

Jetty
#17 Best Metro Areas for Millennial Job Seekers (2019)

CBS NEWS
#8 10 Cheapest Places to Live in the U.S. (2018)

ZIPPIA
#1 in Arkansas
The Best Cities to Start Your Career in Each State (2018)

AARP Travel Center powered by **Expedia**
#4 The Best Small Towns to Visit, According to Travelers 45+ (2018)

smartasset
#1 Easiest City to Sell a Home in Arkansas (2018)

Forbes
#3 7 Places in the U.S. So Cheap You Can Afford to be an Entrepreneur (2017)

Southern Living
#7 South's Best College Towns (2016)

travelocity
#2 Most Giving Cities in the U.S. (2016)

College Values Online
#45 50 Best Small College Towns in America (2015)

nerdwallet
#51 out of 961
Best Small Cities for Working Parents (2015)

The Washington Post
#1 in Arkansas
The Fastest-Growing City in Every State (2014)

The Simple Dollar
#3 The Most Affordable College Towns (2014)

Road Trips from CONWAY

Out on the Open Road

With its central location in The Natural State, Conway is just a short drive from some of the region's most popular tourist towns, giving you the perfect excuse for a day trip or weekend getaway.

Little Rock

Drive Time: 30 min.
Don't Miss: River Market

Hot Springs

Drive Time 1 hour 22 min.
Don't Miss: Garvan Woodland Gardens, Magic Springs Theme and Water Park

Memphis

Drive Time: 2 hours 26 min.
Don't Miss: Beale Street

Fayetteville/NW Arkansas

Drive Time: 2 hours 28 min.
Don't Miss: Dickson Street
Crystal Bridges Museum

Oklahoma City

Drive Time: 4 hours 37 min.
Don't Miss: Bricktown

Dallas

Drive Time: 5 hours 3 min.
Don't Miss: Professional Sports
Theme Parks

Nashville

Drive Time: 5 hours 38 min.
Don't Miss: Live Music

New Orleans

Drive Time: 7 hours 26 min.
Don't Miss: French Quarter

EVERYBODY WINS

Regional approach sets table for economic growth

Conway, Maumelle and Morrilton are textbook cases for economic development.

Although they have a healthy sense of competition, the cities benefit from each other in a "one-for-all, all-for-one" mentality to create a strong regional draw.

Jamie Gates, executive vice president for the Conway Area Chamber of Commerce and Conway Development Corp., said it's a relationship that benefits all three.

"When we're working on attracting people to the region — Maumelle, Morrilton and Conway — they all have different strengths. We complement each other well," he said.

Conway is the largest of the three cities with a population of 65,000. Known as the City of Colleges, it's home to the University of Central Arkansas, Hendrix College and Central Baptist College.

Students from Conway, Maumelle and Morrilton are among thousands who walk the campuses.

Conway also has two hospitals — Conway Regional Health System, established in 1921, and Baptist Health Medical Center-Conway, which opened in 2016. Conway Regional in December announced a $40 million building project to start in 2019. Those entities alone pack a big economic punch.

The Meadows Office and Technology Park, described by Chamber President Brad Lacy as "our sweet spot in the economic-development world," is home to top-tier companies. Those include DXC, Insight, both Fortune 500 technology companies, and Crafton Tull, an engineering, architecture and surveying firm. Conway is home to internationally known data company Acxiom; home-grown Nabholz Corp., a national, multi-service contractor; and many others.

A buzz has been building for years about Central Landing, a 150-acre mixed-use development on the site of Conway's former airport. The first project is underway — construction of a luxury apartments complex on 18.7 acres of the property, a $70 million investment.

Conway is already considered a shopping mecca for many in the region, with its mixture of big-box stores and locally owned boutiques. Lewis Crossing and Conway Commons shopping centers are booming.

Economic development isn't just brick and mortar; city leaders talk about quality of place. For example, visitors come to Conway during the holidays to see the 54-foot lighted Christmas tree in downtown, take a carriage ride and eat a meal. In the summer, they enjoy the new splash pad in Laurel Park or watch live performances at the state's only Shakespeare festival, which makes UCA its home.

Maumelle and Morrilton are making strides and strengthening the economic impact of the area, too.

Gates said the University of Arkansas Community College at Morrilton's $15 million Workforce Training Center, which opened in April 2018, "is an incredible asset to employers from around the region."

The biggest project in the college's 55-year history, it offers technical training in a variety of areas. About half of UACCM's 1,900-plus students commute from Faulkner County.

Morrilton also is known for the beauty of nearby Petit Jean Mountain, which attracts residents and visitors alike, and the University of Arkansas System's Winthrop Rockefeller Institute, which sits atop the mountain and hosts educational summits and offers collaborative experiences.

Conway and Morrilton have the only two K-12 Catholic schools in Arkansas. Sacred Heart School in Morrilton made significant additions to its church and elementary school in the past year.

The South Conway County School District in Morrilton opened the $11.3 million Devil Dog arena in 2017.

Morrilton Mayor Allen Lipsmeyer pointed out that the top four employers in the city of 6,700 are longtime family-owned businesses: Green Bay Packaging-Arkansas Mill; Petit Jean Meats, the official meat of the Dallas Cowboys, no less; Koontz Electric and Wayne Smith Trucking.

He said Conway's and Maumelle's success bolsters Morrilton's value. "There are advantages to all three being strong," Lipsmeyer said. "The bigger area we've got to pull a workforce from, the better that is. Regionalism is a big deal."

Judy Keller, director of community and economic development for Maumelle, said the city's residents work in Conway and vice versa.

"We do take a pretty big labor pool — so people from Conway, Vilonia and Greenbrier, and we have people from Searcy and Russellville who drive here every day — so it's extremely regional."

Maumelle, population 17,163, is the newest of the three cities. The 5,000-acre planned community was developed in the 1970s as a "new hometown coming true" and was incorporated in 1985. Its residents are educated, too — right at half its population has a bachelor's degree or higher.

The city has two lakes, walking trails, an aquatic center and a recently expanded library.

Keller said the city's ever-expanding industrial park is "kind of amazing." She ticked off the list of premier businesses — BEI Precision Systems & Space Co. Inc., Kimberly-Clark manufacturing facilities, Dillard's distribution center and Molex.

"When someone buys Huggies baby wipes anywhere in the world, they were made and packaged at Kimberly-Clark's facility in Maumelle," she said. "When someone orders from Dillard's online, whether they're in Japan or anywhere ... it comes from Maumelle's distribution center.

A new Interstate 40 interchange for a third entrance/exit to the city has been approved, and officials said that could be a launching pad for commercial development.

Keller said Maumelle is in the 12-county Metro Little Rock Alliance with Conway and Morrilton. The three cities shared a consultant for a day during a FAM, or familiarization tour.

"From a workforce perspective, people have a choice of at least three different communities," Gates said. "Someone coming from another part of the country may prefer living in one over the other. It always helps to give people choices. It's good for us that they're connected so conveniently with Interstate 40 and other infrastructure."

Lipsmeyer agreed. He said that when Morrilton lands a company, its employees are more than likely going to live in Conway.

However, the first of a three-phase subdivision in Morrilton is nearing completion.

The mayor said that although Morrilton doesn't have a Target or Belk, "you can get in a car and be there in 15 minutes" at the Conway Commons shopping center. "It's a draw for us to have that kind of retail close to us."

Lipsmeyer said he has a unique perspective, because before he moved to Morrilton, he lived in Conway and was a member of the Conway City Council. He has an affinity for the city and built lasting relationships.

He said he talks to Conway Mayor Bart Castleberry regularly, and they've discussed ideas for partnerships.

The Conway Development Corp. has partnered in the past with the Morrilton Area Chamber of Commerce and the Conway County Economic Development Corp. to work on mutually beneficial projects.

Keller said she doesn't hesitate to call Gates or Lacy when she needs help with a project or has a question.

If a company is requesting information from Conway, Little Rock, Maumelle and Morrilton, Keller said the cities work together and divide the responsibility of filling out pages of documents.

"If it's a company coming to Arkansas, we all work on getting them here," Keller said. "We use our resources to get them here."

Keller said a division of Molex recently left Maumelle and relocated to Conway to start a design center in a state-of-the-art building. She wasn't thrilled, but she wasn't devastated, either.

"The state didn't lose them; the region didn't lose them," she said.

If Maumelle couldn't have the company, Keller said she was happy it was Conway the company chose. She would have felt the same about Morrilton. "We're really just an extension of each other," she said.

Everyone wins. ■

The arch in downtown Conway was inspired by a similar structure in Carmel, Indiana.

LEARNING FROM THE BEST

Conway tops many best-of lists, and its "secret sauce," as one city official called it, is the benchmarking trips led by the chamber of commerce.

Actually, it's not a secret; it's a specific strategy, said Brad Lacy, president and CEO of the Conway Area Chamber of Commerce and Conway Development Corporation.

"Why would you try to reinvent the wheel if someone has already done it and done it well?" Lacy said.

He said chamber executives are "unapologetic" that they have borrowed ideas from the best of other cities to incorporate into Conway.

Benchmarking trips, typically one a year, have been made to cities such as Franklin, Tennessee; Greenville, South Carolina; Fort Collins, Colorado; and, the most recent, Carmel and Indianapolis, Indiana.

Conway residents and visitors see the results of those trips, even if they don't realize it.

"The downtown arch is probably the most recognizable thing, and that is a direct steal from Carmel," Lacy said.

The full benchmarking trip was in 2018, but he had gone to Carmel to make sure it was worth their time. He brought the arch idea back to Conway, and it's a landmark now.

"Our philosophy is, in order for us to continue to improve and to be competitive in the world of economic development, we need to compare ourselves to the best places, because that's honestly how you figure out where you are," Lacy said. "What has always been the case, as far as I'm concerned, is that we find out that we do some things really well."

> **"We need to compare ourselves to the best places."**

Although Conway has a reputation for its prolific roundabouts — it has about 25 — Carmel, Indiana, has at least 100, Lacy said.

"They've been doing it longer. We purposely pick places that are just further ahead than we are; they're aspirational in nature. That could be because they have seen more commercial development than we have ... some are more affluent. Those places tend to have stronger design guidelines and have had them for a longer period of time. You kind of get to see the finished product, where we may be in the middle of doing those things."

The entourage on these benchmarking trips includes chamber and city employees, along with community and business leaders.

The trips are packed full of meetings to pick the brains of every official available in those host cities on issues that Conway wants to learn more about, Lacy said.

"I think sometimes what you get is more of an idea, maybe not something as specific as the arch, but what you will get is strong design standards are important and here's why, because these people started 15 years before we did.

"I guess often what these trips do is you visually understand that this place looks a certain way, but what you don't understand is, what are the mechanisms by which it looks that way? Who's taking care of it? How much does it cost to make it look this way?"

That's what Shelia Isby, a Conway city councilwoman, likes about the trips.

"It's a sharing of information; it's seeing things other communities are doing that we could incorporate," she said.

For example, she said developers who went on one of the benchmarking trips modeled Centerstone Apartments in Conway to ones they'd seen in a host city.

"We meet with city council members, the developers, and see the developments that have taken place. It gives our developers the opportunity to talk to their developers; our architects the opportunity to talk to their architects."

Although she said Carmel was beautiful, it was almost like a city in a fairy tale. Indianapolis was more down to earth and relatable, she said. "They had some great things there. Their downtown had some neat things ... they had incorporated art," she said, which Conway also does in its downtown. The alleyways in downtown Indianapolis were covered and had a mechanism that released pleasant scents.

"It [benchmarking trips] gives us new ideas, and it offers me in most cases gratitude for what we have here in Conway," she said.

Conway Mayor Bart Castleberry went on his first benchmarking trip in October to Indiana. "They're a well-thought out city," he said. "I took one of our street engineers with us so he could study traffic flows, parking, sidewalks and, as compared to Carmel, we are doing quite well ourselves.

"They took some streets — what comes to mind is Oak Street here — and moved utilities off the streets, widened the roads, put sidewalks in, and a divider along the middle with planters. The main function is to move traffic, but it looked nice," Castleberry said.

"I've said many times the job of the city is service — not just police, fire and sanitation — it's also having nice things, having things that make Conway unique."

Lori Case, an experienced marketer, has been to South Carolina and to Indiana with the chamber groups. "It helps to see how other people do it and gives you a lot of inspiration — every one of them has something similar to Conway and then something unique," she said.

She relishes the opportunities "just to sit down and ask how they did it — how on earth did they build that big thing? Where did that money come from?"

The Conway group was eclectic, Melton said. "Everybody seemed to have their purpose. We had the variety of business leaders, architects, engineers, and event people and that sort of stuff, so you could really get some synergy going between all kinds of different-minded people."

"It's always just interesting, and I enjoy being with other city leaders to just brainstorm and get their ideas. Then I feel like we can work better together when we come back," she said.

Johnny Adams, president of the Conway market for First Security Bank, agrees with Case. He has traveled with the chamber to Tennessee, South Carolina, Colorado and Indiana and sees many benefits to the trips.

Downtown Carmel, Indiana

Free parking garage in Franklin, Tennessee

"Great cities are planned; they don't just happen."

"I think they're great; you get some super ideas that you see how people in communities are using public-private partnerships to push the city forward," Adams said. "You also see some things on all the trips that you think would work in Conway. You get some ideas on small businesses you think would work."

His gears start turning thinking about how his bank could help with financing similar projects in Conway.

"Great cities — I truly believe this — great cities are planned; they don't just happen," Adams said. "I think when we come back, we're amazed at how Conway compares in a lot of ways to that."

All desirable cities create a quality of life, Adams said, which is "the real key to economic development — it's not the only key." A prepared and available labor market and competitive wages are needed, too. "But quality of life — what's it's going to feel like to live there — is important. We have a great downtown and a great school. As I look over 25, 30 years in Conway, one thing that has helped us was the public school system," he said.

Lacy said Carmel has the right mindset. "They put a stake in the ground on quality of life, quality of place. They want to be the best part of Indianapolis; we want to be the best part of metro Little Rock."

Castleberry said that's the bottom line, and it helps to talk with other city officials.

"That's what it's about, is making it a city that people want live in. It's not just what the [host] cities have done, but what would they do differently?

"We not only learn, but look at things we did in the past ... and replan them."

He praised the work of the Conway Area Chamber of Commerce, the Conway Downtown Partnership and other community groups.

Lacy said the benchmarking trips serve to engender confidence in city leaders.

"We can talk about things a lot, but there's always going to be a little bit of doubt that creeps in our minds: 'Is this possible?' You go to somewhere else and see they did it and find out how they did it. It might be a way you've never considered before."

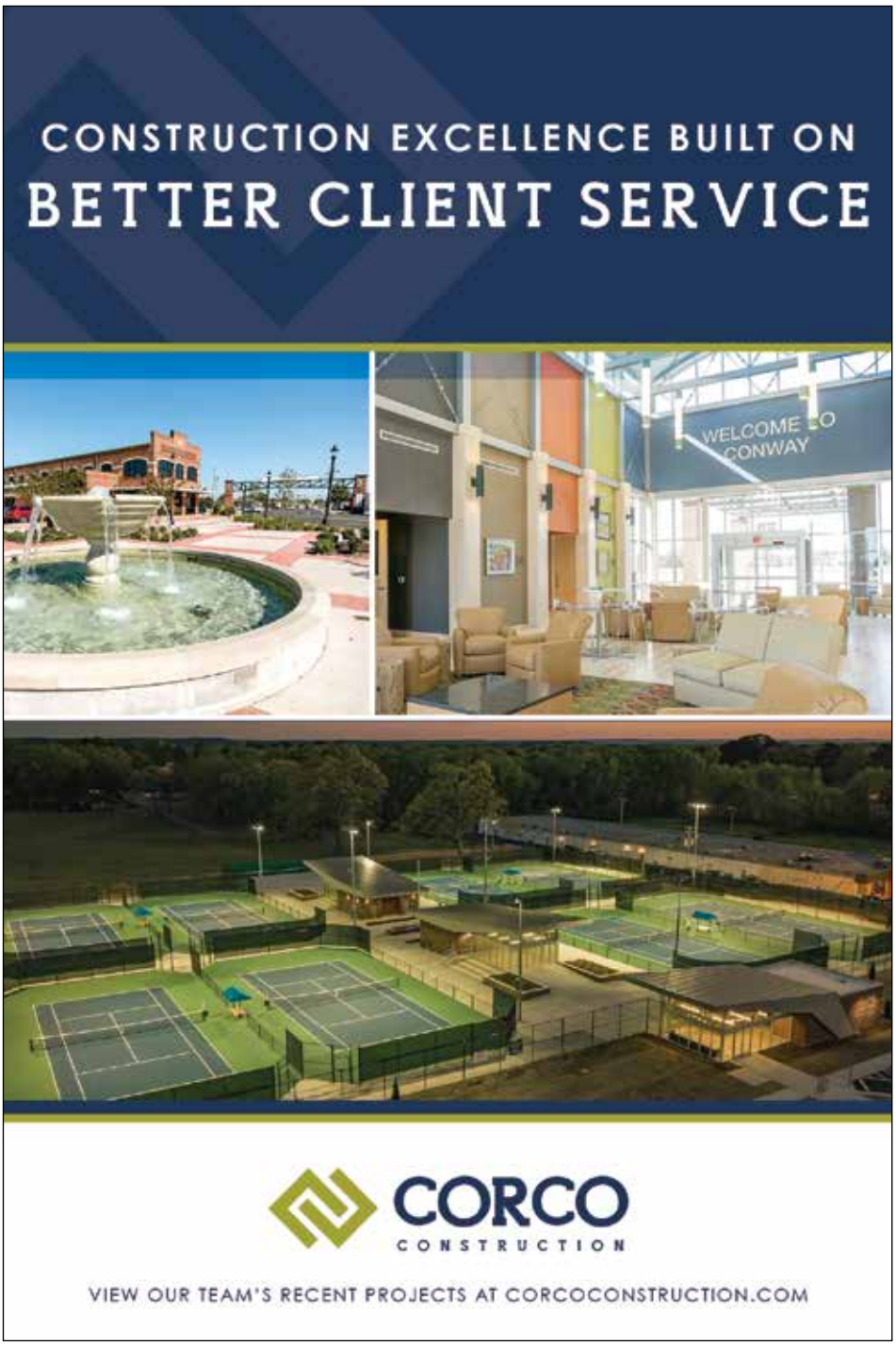
Conway is a city that others aspire to be, too.

"Last year, we hosted a group from Bloomington, Normal, Illinois. They brought a group of 20 down," he said. Those leaders wanted to learn how the Conway chamber's economic development office works and learn how the Conway Development Corporation owns property.

Lacy said Indiana was the only benchmarking trip in 2018, and he's researching places to go in 2019.

"Frankly, I think it's probably the most valuable thing we do as a group of city and business leaders," he said.

The leaders echoed the same sentiment, though: There's no place like home. ■



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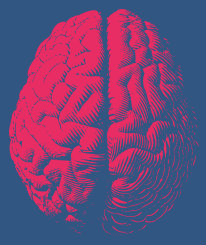

FOCUS ON BEHAVIORAL HEALTH

New facility means local treatment for an illness that "affects everyone."

As Conway has emerged as a destination for health care, the scope of practices available locally has grown. In late 2017, Conway Behavioral Health became Conway's third hospital. The 80-bed specialty hospital brings a new array of psychiatric services to the region.

Dr. Thomas Stinnett is the medical director for Conway Behavioral Health. Dr. John Leach directs the facility's adolescent program. Drs. Stinnett and Leach gave us some insight into this new facility and the frequently misunderstood field of behavioral health.

Describe the broad nature of psychiatry and behavioral health. How are people likely to intersect with a behavioral health professional or psychiatrist over a lifetime?

DR. JOHN LEACH: Mental illness affects over half the people in the world directly and affects everyone indirectly in addition to that. It is twice as prevalent as hypertension but treated half as much. In a perfect world, everyone would have access to a mental health professional. Whether it is supportive therapy, couples counseling, family therapy, addictions treatment, or medication management, the behavioral health disciplines are there to help you in your time of need.

What are some of the reasons you've chosen to affiliate with Conway Behavioral Health?

DR. THOMAS STINNETT: The opportunity to provide a level of quality psychiatric care not available elsewhere in this state. I was also very excited to have the opportunity to be involved in the development of a program from the ground up.

DR. JOHN LEACH: First, Conway offered the opportunity to build a patient-centered, top-notch child and adolescent program for the youth of our state in a state-of-the-art behavioral health facility. A place where young people could come to safely get the help they need and move on to enjoy a more functional childhood. Second, Conway offers the opportunity to use novel treatments for those that traditional medication management struggles to help.

What are the exciting developments in treatment?

STINNETT: The newest trends in psychiatry are treatments that do not involve daily medications or which become effective very rapidly. Transcrainial Magnetic Stimulation (TMS) is a series of treatments that use a strong and precisely directed magnetic field. Ketamine infusions can reverse suicidal behavior in as little as a single treatment in some individuals. We have the capacity to provide both of these modes of treatment at Conway Behavioral Health.

What do you wish more people knew about behavioral health?

LEACH: That it is a physiological disorder with psychological symptoms. This is no different than the physiologic disorder of a broken arm causing the psychological symptom of pain in the broken arm. Someone dismissing a mental disorder by telling you that "it's all in your head" is no less absurd than to tell someone with a broken arm "it's all in your arm." In other words, it isn't something you "just think you have." These are real, debilitating disorders that can be significantly improved with evidence-based treatment.

STINNETT: Unfortunately, some people still view psychiatric illness as an indication that one is mentally "defective," or has weakness of character. This couldn't be further from the truth. Psychiatric illness is composed of a collection of conditions that are just as much true medical illnesses as any other. Whether these symptoms originate from a primary neurochemical or brain condition, or are due to severe environmental stressors, they are true physiological manifestations and are amenable to medical treatments.

What should people do to evaluate, preserve, or improve their own mental health?

LEACH: The most proactive thing someone can do to preserve and improve their own health is to eat right, exercise, and socialize. Nutrition and exercise are just as vital for mental health as they are for heart-health. Socialization provides us with the opportunity to network and support one another emotionally. It's our individual community that will go on to support us in our times of need and recognize and tell us when those times have come.

STINNETT: I believe that denial and fear of the unknown are the two greatest elements which prevent individuals from receiving the care and attention that they need. People need to listen to their minds and bodies and be aware of the vario -us warning signs of psychiatric illness. The first step toward seeking treatment is the most difficult, but most people never regret taking it. ■

"The first step toward seeking treatment is the most difficult, but most people never regret taking it."

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 11 p.m. on Tuesdays. Orders are delivered to St. Peter's Episcopal Church and can be picked up every Friday between 4-6 p.m. 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 718 Parkway Avenue 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.

Did You Know?

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To sign up for the free service, visit oem911.net/code-red.

Front: Lisa Martin, APRN; Linda Post, APRN; Kelly Staley, MD; Debbi Wingfield, APRN; Dawn "Pebble" Sutherland, MD; and Shauna Tankersley, APRN. Back: Kirsten Kravitz, APRN; Chris Killingsworth, MD; and Misty Birdwell, APRN.

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Conway is a place that values lifelong learning. The "City of Colleges" is home to three nationally ranked colleges, two top-notch private and parochial schools, a high-performing public school, and a three-day festival benefiting educational initiatives from pre-K to higher ed. The institutions and the people who make them up are recognized continually at the state, regional, and national levels.

Best Colleges

The University of Central Arkansas ranks #26 in the 2019 U.S. News and World Report Top Public Schools category of regional universities in the South, which is the highest ranking among other Arkansas regional public universities.

U.S. News and World Report ranked Central Baptist College #55 among Regional Colleges in the South for 2019. CBC also made the top 100 nationally ranked regional colleges list in 2018.

Hendrix College placed #76 on the 2019 U.S. News & World Report "Best National Liberal Arts Colleges" list, consistent with its ranking for 2018. As in previous years, Hendrix remains the only top 100 nationally ranked liberal arts college in Arkansas.

National Merit Semifinalists

Six students from Conway High School were named semifinalists in the 2019 National Merit® Scholarship Program. The seniors now have the opportunity to continue in the competition for 7,500 National Merit Scholarships worth more than $31 million. The National Merit® Scholarship Program is a nationwide standard for academic achievement. Congratulations to these students!

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Hunter Fleming
Kendon Moline

Academic Signing Day

Each spring during Academic Signing Day, the Conway Area Chamber of Commerce recognizes high school seniors who have received significant academic awards and substantial scholarships. Students from Conway High School, St. Joseph High School, Conway Christian High School, and those home-schooled in the Conway School District are eligible to apply. Honorees have maintained a cumulative GPA of 3.8 or higher on a 4.0 scale and have been recognized in one of five areas:

1. the recipient of a top scholarship from the four-year accredited college or university they plan to attend;
2. a National Merit Scholar or National Merit Finalist designation;
3. acceptance into a U.S. Service Academy;
4. the winner of a state or national scholarship program; and
5. the recipient of a Governor's Distinguished Scholarship or Governor's Scholarship.

In 2018, 54 high school seniors – the largest group in the history of the event – were honored at a special ceremony. One by one, each student stated where they plan to attend college, signed a placard indicating their choice, and received an award.

TOAD SUCK DAZE, DISCOVERY NETWORK FORM PARTNERSHIP

A new partnership between Toad Suck Daze in Conway and the Museum of Discovery in Little Rock is creating a big jump in the excitement of STEM-related education in 24 elementary schools in central Arkansas.

The schools joined the Discovery Network, the museum's statewide program that aims to make hands-on, interactive science, technology, engineering and mathematics learning more accessible to schoolchildren and their families. It conducts outreach education at museums, libraries and schools around the state.

Sharon Cone, library media specialist at Ida Burns Elementary School in Conway, wanted her school to be part of the Discovery Network and approached the Conway Area Chamber of Commerce for help in finding a business to fund it. "They saw an opportunity to help many schools, not just one," she said.

Chamber officials recruited sponsors, Acxiom and First Arkansas Bank & Trust, that provided $60,000 worth of Discovery Network memberships for 24 schools to participate in the unique collaboration.

Schools receive "tinker kits," primarily geared toward students in second through fourth grade, and Museum of Discovery staff trains the teachers on how to use the kits.

Cone said she serves as a liaison between the Discovery Network and member schools. But it's what she sees happening every week at Ida Burns that impresses Cone. "The children are getting to explore, collaborate and problem-solve using these hands-on learning activities," she said. "The students are learning about everyday application of STEM concepts and how they affect their lives."

Nora Turner, 9, a fourth-grader at Ida Burns, already sees the importance of STEM education. "It's teaching me a lot of new things I never knew about, and I think it's going to help me in the future," she said.

Nora said her favorite tinker kit was the Makey Makey. It's an electronic invention machine that students connect to the internet and use circuits to conduct different functions. "My favorite app with the Makey Makey was the piano. You could use Play-Doh or tin foil [as piano keys] to play the piano with it," she said.

Cone said one of her favorite tinker kits allowed students to create robots out of toothbrushes and pool noodles, and the list goes on.

Another school participating in the Toad Suck Daze-Museum of Discovery partnership is Maumelle Charter Elementary.

Susan Fielding, a fifth-grade teacher at the school, said she was drawn in by the promise of free, hands-on teaching materials for science. "My students and those throughout the school are enjoying and learning from these kits," she said. "My own grandchildren enjoyed the origami activities, as well as the Tinkerfest activities that involved making water flow."

Kelley Bass, CEO of the Museum of Discovery in Little Rock, said that after experimenting with the kits, area students demonstrated some of the cool things they had learned during Tinkerfest, sponsored by Acxiom at Toad Suck Daze 2018. Bass said Tinkerfest was "a huge hit that we'll do in an event format next May."

Not just about eating chicken-on-a-stick and racing toads, the festival was a perfect backdrop for Tinkerfest, officials said, because its proceeds have provided almost $2 million to education, including scholarships and pre-K and STEM-education programs.

The Toad Suck Daze partnership goes perfectly with the Museum of Discovery's mission, Bass said, "to ignite and fuel a passion for science, technology, engineering, arts and math through dynamic, interactive experiences."

Bass and Cone are excited about opportunities to expand the partnership.

"I would absolutely love to see more projects from the Museum of Discovery in the future," Cone said. "The team members working for that organization are the most dedicated, intelligent and generally nice people one could ever hope to work with. They are all passionate about STEM education and are dedicated leaders in helping our schools develop programs that offer amazing learning opportunities for our students. They have so much to offer and are an incredible resource for our teachers and students."

"The support of the Conway chamber – and the companies that sponsored the engagement with the Discovery Network – allowed us to go into so many schools and execute our mission," Bass said. "The financial support made doing this possible."

Alison Cowles, director of talent acquisition for Acxiom, said the company is honored to partner with the chamber and Museum of Discovery.

"Acxiom has a strong commitment to giving back to the community and really valuing the opportunity to champion STEM-education concepts," she said. "Acxiom has deep roots in Arkansas — we were founded here in 1969 and have always maintained our headquarters in central Arkansas. We not only work here, but raise our families here, and we see tremendous value in doing all we can to ensure central Arkansas remains a hub of great STEM talent, not just for Acxiom, but for all the businesses that are located here."

Bass said more schools are expected to join the Discovery Network in 2019, which means more students like Nora will potentially develop a lifelong love of STEM activities.

Cone said not only are students having fun with the STEM activities, the experiences could have a bigger impact. "They are also learning about STEM careers that would involve the very concepts they are learning through the use of these activities," she said.

Nora already has a career goal: "I want to be an engineer," she said. Cone cheered. That's the best endorsement she's heard, yet. ■

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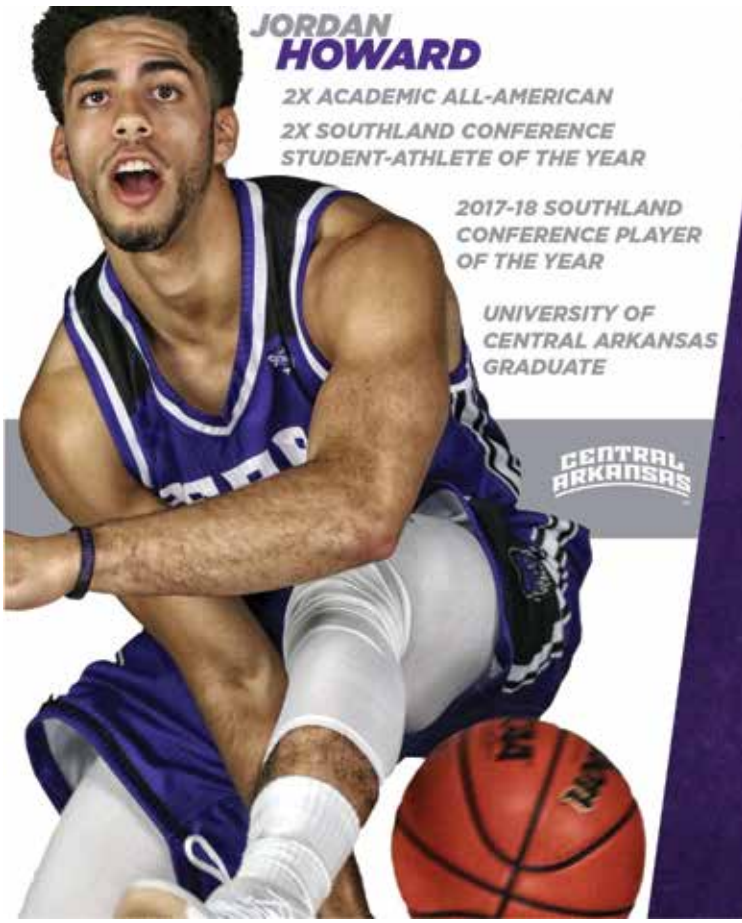

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STEVE IBBOTSON

An interview with the Director of the Conway Parks and Recreation Department

Since 2010, Steve Ibbotson has led the Conway Parks and Recreation Department. Along with more than 30 full-time employees, Ibbotson maintains more than 20 parks and recreational facilities. Conway Parks also runs more than a dozen sports programs for kids and adults.

In 2018, Conway Parks and Recreation opened two new high-profile facilities: the splash pad at Laurel Park and the Conway Tennis Center. Ibbotson told us about the work and community collaboration that led to those two projects.

The Parks Department was busy with the opening of the Splash Pad and the Conway Tennis Center this year. What went into opening those two amenities?

The Tennis Center was a collaborative effort between the local Conway Tennis Association (CTA) and the Conway Parks Department. With the help of CTA, we were able to formulate the number of courts needed to rehab the aging courts at Laurel Park, which had become unplayable. The facility was situated to avoid encroaching on the open space at the park. The facility features eight lighted courts, two viewing rooms and a tennis pro shop.

The Office of the Mayor had received numerous requests for a splash pad. Mayor Castleberry during his first year hired Candy Jones as the Grant Administrator whose top priority was to secure funding for this project. In January, 2018 the City of Conway was awarded a 50/50 Outdoor Grant from the Arkansas Parks & Tourism. After looking at some other splash pads in other municipalities, the City sent out a request for proposals and then began construction of the splash pad in Laurel Park along with an adjacent pavilion.

The parks department worked with members of the cycling and biking community to open the "bunny slope" and "pump track" along the Tucker Creek Trail. What did that partnership look like?

The cycling and biking community is a great partner. On these projects, the Parks Department provided the materials and the biking community provided the expertise and manpower to make these projects happen. We are very pleased with the success of the projects.

What are the next parks destinations or amenities the city is planning?

The Parks Department is continuing to expand Stone Dam Creek trail with the pedestrian overpass on Dave Ward Drive as well as working on extending the trail to South German Lane. We're working with designers on a mountain bike layout at the old landfill property. The city will also open a new splash pad at Fifth Avenue Park in 2019. ■

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UNITED WE WIN.

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United Way of Central Arkansas, Inc.

UNITED WAY OF CENTRAL ARKANSAS PROGRAMS

CHARITY TRACKER: United Way of Central Arkansas administers this program to over 130 non-profits, schools, churches and government agencies to keep track of resources given to our community and also take care of needs that may fall between the cracks.

VITA—FREE TAX PREP: United Way of Central Arkansas offers Free Tax Preparation for households that are income eligible.

FINANCIAL OPPORTUNITY CENTER: United Way of Central Arkansas offers assistance with budgeting, job retention, credit counseling and a variety of classes for financial stability.

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ADCOCK FAMILY FOUNDATION

Team Sports

Think your days playing organized team sports are over? Think again. The City of Conway Parks and Recreation Department offers programs in a variety of sports for both youth and adults. Visit conwayparks.com for details on each program, schedules, and standings.

ADULT PROGRAMS

Adult Winter Basketball
Season: January – February
10-game season plus single-elimination tournament

Adult Summer Softball
Season: April – June
14-game season plus single-elimination tournament

Adult Summer Basketball
Season: July – August
6-game season plus double-elimination tournament

Adult Kickball
Season: July – August
8-game season plus single-elimination tournament

Fall Adult Softball
Season: August – September
8-game season

Volleyball
Season: October – December
14-game season plus single-elimination tournament

YOUTH PROGRAMS

Youth Summer Baseball
Season: April – June
12-game season plus single-elimination tournament

Youth Summer Softball
Season: April – June
12-game season plus single-elimination tournament

Coach Pitch/T-Ball
Season: April – May
6-game season

Braves Baseball
Season: April – May
5-game season

Youth Flag Football
Season: July – August
8-game season plus Super Bowl

Youth Fall Baseball
Season: September – October
8-game season

Youth Fall Softball
Season: September – October
8-game season

City of Conway Parks | conwayparks.com

Facilities	Basketball	Baseball/ Softball	Pavilion/ Picnic Area	Playground	Restrooms	Soccer/ Football	Tennis/ Racquetball	Volleyball	Walking/ Jogging/ Biking	Water Sports/ Splash Pads
Airport Park *425 6th Street*	●	●	●	●						
Bainbridge Park *80 Kensington Drive*	●		●						●	
Beaverfork Lake Park *20 Kinley Drive*		●	●	●	●			●		●
Cadron Settlement Park *6200 Highway 319*			●		●				●	●
Centennial Soccer Park *5200 John W. Allison Road*					●	●				
City of Colleges Park *1025 East Siebenmoregen Road*		●		●	●					
Conway Expo Center & Fairgrounds *2505 East Oak Street*			●		●					
Conway Station Park *1501 Robins Street*		●			●					
Curtis Walker Park *1700 Museum Road*		●	●	●	●	●				
Don Owen Sports Complex (Indoor) *10 Lower Ridge Road*	●	●	●	●	●		●		●	
Fifth Avenue Park *600 5th Avenue*	●	●	●	●	●		●	●		●*
Gatlin Park *2325 Tyler Street*	●	●	●	●	●		●		v	
Laurel Park *Robinson Avenue & Prince Street*	●	●	●	●	●		●		●	●
McGee Center (Indoor) *3800 College Avenue*	●				●		●		●	
Pine Street Park *690 Pine Street*	●		●	●						
Pompe Park *2550 Prince Street*									●	
Simon Park *805 Front Street*			●							
Tucker Creek Walking/ Bike Trail *275 Salem Road*			●						●	

*under construction

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.

FEBRUARY

Freezin' for a Reason
Benefits Arkansas Children's Hospital

Distance: 10K, 5K, Lap for Life

freezin4areason.org

APRIL

Heroes for Hope Race
Benefits Children's Advocacy Alliance

Distance: 1.31K, 5K, 10K

hopeandjustice.org

MAY

Tour de Toad
Benefits Literacy Action of Central Arkansas

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

facebook.com/tourdetoad

Toad Suck Daze 10K/5K Run
Benefits local nonprofits in Faulkner County

Distance: 10K, 5K, Tadpole Trot

toadsuckrun.com

MAY

Women Can Run/Walk 5K
Benefits the Children's Tumor Foundation and the Women Run Arkansas Running Club

Distance: 5K

womenrunarkansas.net

OCTOBER

Soaring Wings Half-Marathon and 10K
Benefits Soaring Wings Ranch

Distance: Half Marathon, 10K, Kids Run for Kids

swmarathon.com

NOVEMBER
(Thanksgiving Morning)

Turkey Trot
Benefits United Way of Central Arkansas

Distance: 5K

uwcark.org/turkey-trot

CREATING A CYCLING COMMUNITY

While some communities just spin their wheels, Conway has gone the extra mile for bicyclists.

The city was recognized in 2012 as a Bike Friendly Community by the League of American Bicyclists, a national organization. Since then, Conway has added amenities to serve bicyclists of all ages and abilities.

"I think Conway's got a little bit for everybody," said Wesley Pruitt, a member of the Conway City Council. "You've got everything from really fun, difficult mountain biking to 'Hey, my 5- and 6-year-old can ride on this trail.'"

He should know — the married father of five and his family all ride bicycles.

Pruitt was a member of an initial task force that developed a bicycle master plan and worked to gain the bicycle-friendly designation.

Pruitt also is an assistant coach on the youth National Interscholastic Cycling Association mountain-biking team, which Terry Coddington of Conway founded two years ago.

Coddington has been a driving force in the cycling community since he moved to Conway in 2011, and he praised the city's efforts. "More and more people are coming to the sport; that's a testament to what the city is doing," Coddington said.

Bike trails have been created in city parks, bicycle lanes have been painted on miles of streets, and yellow Share the Road signs have been posted. Cyclists are considered in planning new developments, such as wide sidewalks and buffered bike lanes.

The city launched a bike-share program in 2017 and cruiser bikes for rent are conveniently placed throughout Conway, and the University of Central Arkansas implemented the same program.

Coddington said the bike rentals are popular, especially in the warm weather. "It's a great thing to do for the community, and it's one less car on the road," he said.

Having plenty of places for people to ride is key to creating a vibrant bicycle culture.

"We want to do more connecting trails ... and connect different parts of the city with trails. That's the vision we have — more or less to get more folks out riding their bikes."

Some of the newer bike trails include a pump track at Gatlin Park, and Coddington said it's perfect for beginners or advanced riders. "You can do circuits or laps on it, and it has these technical features and berms. The object is, you can build up speed until you don't have to pedal anymore," he said.

With designated biking trails and a bike-share program, Conway has gone the extra mile for cyclists.

One of the trails that is attracting a fan following is the beginner-friendly bunny trail north of the Walmart Supercenter on Dave Ward Drive.

The youth mountain-bike team athletes and coaches built both of these.

The composite mountain-bike team is for male and female students in sixth through 12th grades in homeschool and public schools in Faulkner County. "It's really youth development, but we just happen to race mountain bikes as part of it," Coddington said.

Students are taught bicycle maintenance, fitness, nutrition — and then they get to race.

In only its second year, the Conway Bearcats (the students named the team for the UCA Bears and Conway High Wampus Cats) won five of seven grade-level races in a field of 26 Arkansas teams.

It's not just about winning.

"If I can get the kids to maybe join the mountain bike team, we're going to bring up a whole generation of cyclists," Coddington said.

A happy byproduct of the team is that many of the parents want to learn mountain biking, too, so they can keep up with their kids. "It's a very social sport, so I think that's what people are falling in love with," Coddington said of cycling. "You're going to have recreational cyclists who will just ride Tucker Creek trails and the surrounding area, and some ride for fitness and sport who will do more mileage."

Coddington is one of those "more-mileage" guys. He rides 8,000 to 10,000 miles a year.

He's a member of the Central Arkansas Off-Road Group, a nonprofit organization of volunteers who have built and improved trails at Cadron Park. "You're out in nature there. The great thing about Cadron is I can ride my bike to Cadron, and I feel like I'm disconnected. I'm out in the woods having a blast, but I'm a half mile outside of town," he said.

Another organization that promotes cycling in the city is Conway Advocates for Bicycling, a nonprofit organization. The CAB website is www.cycleconway.com. According to the website, "Our vision is a community where all safe and legal manner of bicycling is encouraged and enjoyed."

Peter Mehl, associate dean of the College of Liberal Arts at UCA, is a longtime member. He often rides his bicycle to work or hits Faulkner County roads for long rides on the weekends — 30 to 50 miles.

He pointed out the $2 million pedestrian-and-bicycle bridge being built across Dave Ward Drive, which will connect Stone Dam Creek trail and the Jewel Moore Nature Reserve trail at UCA.

"It's going to be a great thing for UCA and for people to get farther south," he said.

Mehl — who is chairman of the Conway Bicycle and Pedestrian Advisory board, a city board — said it was the vision of former Mayor Tab Townsell for Conway to become a cycling community, and Mayor Bart Castleberry is committed to continuing the effort.

"I think we're still making progress," Mehl said.

For the most part, motorists have embraced cyclists in Conway, he said, and the city is helping to make it a safer sport.

State law gives cyclists 3 feet on the roads, but Mehl said Conway is going beyond that in many instances with buffered bike lanes to give cyclists more space between them and motorists.

"For example, on Sixth Street, the overpass across the interstate to Conway Commons shopping center has double lines," he said.

Heather Edwards of Conway said she and her husband, Brian, take their three children — Gordon, 10; Gray, 8; and Bennett, 1 — on leisurely rides around their neighborhood, as well as on city streets.

"I really like all the bike lanes that keep me a little bit protected," she said.

They bookend their children as they ride.

"We had a baby last year, and so my ability to work out kind of diminished. We all got bikes," she said. "We put the baby in a trailer

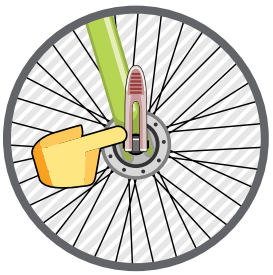
Check Before You Ride

Check tires and spokes.
Tires must be properly inflated.

Check front and back brakes.
Squeeze brake levers to make sure they stop your bike.

Check your handlebar to make sure it's set at the right height and angle.

Check to make sure your seat is set at the correct height.



Check wheels' quick release skewer.
Make sure they are closed.

Check bicycle chain and gears.
If chain squeaks when you pedal, clean and oil it.

Check your helmet.
Make sure there are no cracks on the surface.

Check front and back lights.
You should always ride with lights.

and hooked him to mine or Brian's bike. That's our family time. We get exercise as a family."

They also ride every city bike trail they can get their wheels on. "I think they're great. I'm new to that. I'm not from a place that had anything like that," she said.

Edwards also ventures out on her own. She participates in Women Bike Arkansas with founder Tara Leamon.

Leamon and her husband, Erik, own The Ride, a bicycle shop in Conway, and their names are synonymous with cycling in the community.

Erik Leamon said the cycling culture in Conway has "changed immensely" in the past 15 or so years.

"There is definitely more awareness of cycling in Conway, more opportunities. It's great to see the city really getting behind the idea of cycling and seeing its importance to a vibrant community," he said.

Another perk of cycling is the impact it can have on economic development, Coddington pointed out. It would not be unusual for a family to visit Conway to ride their bikes, then eat a meal and buy gas.

Conway has more bicycling amenities in the works. A conceptual plan has been created by a professional trail-building organization, and the city is seeking grants to repurpose land on Blaney Hill Road as a bicycle park.

Leamon has been involved for several years in the effort to launch the project. "It's great to see the city get involved," he said, and to make it a priority.

Coddington agreed. "As you build more things like that in the community, you're going to attract more people who are going to want to live here for that style of living," he said. "It's becoming more mainstream — road biking, more fitness-based riding, all that."

He would love to see Conway on the map as a cycling community, especially in mountain biking. "I want people to see what we have in central Arkansas," he said.

"Conway's getting there," he said. "We're better than most." ■

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With its location in the heart of The Natural State, Conway is a great place for an outdoor adventure. Possibilities for fishing, boating, swimming, or other water sports are just a short drive away, as are hiking trails, picnic areas, and camping grounds.

Fairfield Bay

Drive Time: 45 minutes

Nestled on Greers Ferry Lake, this community offers swimming, fishing, golf, hiking, tennis, and more. Annual events attract visitors year-round.

Pinnacle Mountain State Park

Drive Time: 40 minutes

Minutes from Little Rock. Scenic hikes with sweeping views of central Arkansas.

Petit Jean Mountain State Park

Drive Time: 53 minutes

One of Arkansas's premier state parks. Tons of trails, waterfalls, camping, and lodging options.

Little Red River

Drive Time: 1 hour 15 minutes

Home to world-record brown trout, full-service resorts, and easily accessible fishing.

Mount Magazine State Park

Drive Time: 1 hour 45 minutes

The highest point in Arkansas and one of the highest in the central United States. Resort-quality lodge, hiking trails, and climbing.

Greers Ferry Lake

Drive Time: 1 hour 8 minutes

40,000-acre lake with camping sites, cliff diving, and public beaches.

Buffalo River

Drive Time: 2 hours 16 minutes

America's first "National River." 500-foot cliffs line this 150-mile waterway that sees tens of thousands of visitors each year.

Woolly Hollow State Park

Drive Time: 36 minutes

Only 12 miles north of Conway, this park has a 40-acre lake, campsites, and miles of hiking and mountain bike trails.

Cadron Settlement Park

Drive Time: 19 minutes

Scenic overlook of the Arkansas River Valley. Mountain bike trails, pavilions, and historic markers minutes from campus.

Hiking | Climbing | Mountain Biking | Fishing | Sightseeing | Swimming | Boating | Canoeing

ARTS AND CULTURE

WINTER

Christmas Open House
This Sunday afternoon event kicks off the holiday shopping season. Enjoy special deals and discounts from downtown merchants.

Moonlight Madness
Take advantage of extended hours at your favorite downtown stores during the semiannual Moonlight Madness shopping event.

Illuminate: A Downtown Christmas
Celebrate the holiday season in downtown Conway. The entire family can enjoy amusement and horse-and-carriage rides around downtown Conway, home to the 54-foot-tall Christmas tree.

Dazzle Daze | November 21-23, 2019
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.

Conway Christmas Parade | December 2019
Conway's annual Christmas Parade benefits the American Cancer Society Relay for Life of Faulkner County.

SPRING

Toad Suck Daze
A free-admission, family-friendly festival, Toad Suck Daze takes place on the streets of downtown Conway during the first weekend of May.

Farmers Markets
From May to October, get a variety of fresh produce, baked goods, and handmade crafts at one of Conway's two outdoor farmers markets.

You don't have to live in a big city to experience and appreciate the arts and celebrate your community's culture. With three colleges, a symphony, thriving arts organizations, and a vibrant downtown, there's always something going on in Conway.

Experience our city's culture with these special events throughout the year.

YEAR ROUND

Conway Symphony Orchestra
Beginning with a free outdoor community concert in September, CSO performs a full season of six concerts.

UCA Public Appearances
From the fall until the spring, enjoy a variety of performing arts programming in UCA's Donald W. Reynolds Performance Hall.

SUMMER

Arkansas Shakespeare Theatre
The state's only professional Shakespeare company produces a selection of the Bard's plays along with other productions during its annual summer festival.

Moonlight Madness
Take advantage of extended hours at your favorite downtown stores during the semiannual Moonlight Madness shopping event.

FALL

EcoFest and ArtsFest
September/October 2019
Organized by Conway Alliance for the Arts, ArtsFest is a citywide celebration of the arts. The event is held in conjunction with EcoFest, an annual festival dedicated to making incremental changes in Conway and central Arkansas through conservation, sustainability, and innovation.

Faulkner County Fair & Parade
September 2019
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.

Taste of Conway | October 17, 2019
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.

ComiCon-way | November 2019
This literacy-based annual event hosted by the Faulkner County Library is Arkansas's premier comic, sci-fi, anime, and gaming convention.

Turkey Trot | November 28, 2019
Take part in fitness before your Thanksgiving feast while benefiting United Way of Central Arkansas. Complete with food and a costume contest, this 5K run and walk is fun for the entire family.

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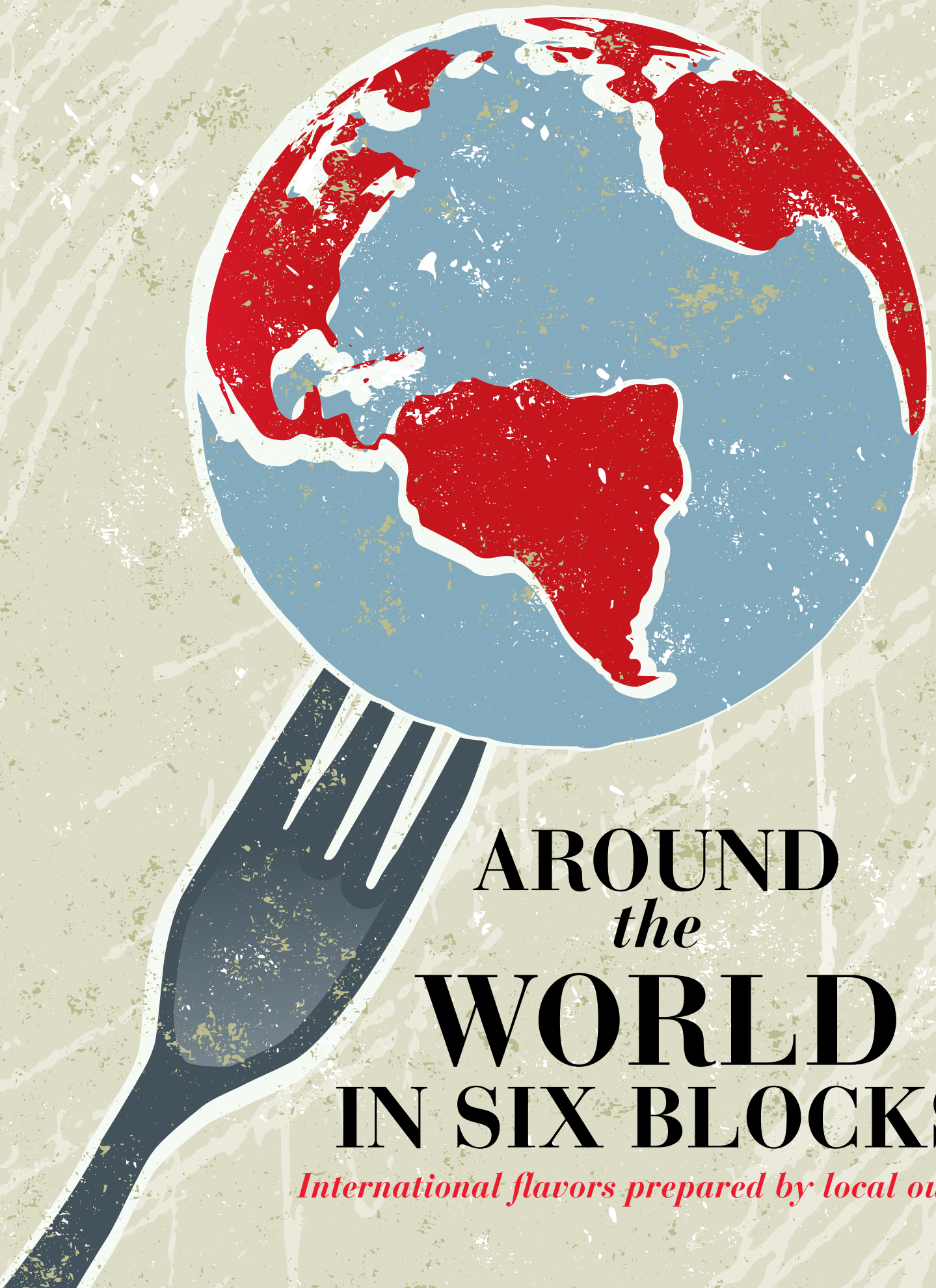

AROUND *the* WORLD IN SIX BLOCKS

International flavors prepared by local owners

The next time the travel or adventure bug bites, your remedy might be closer than you expect. A short walk is all that separates you from a world tour of authentic international cuisine—all prepared locally in downtown Conway.

Recently, downtown Conway has been home to an explosion of new dining establishments that feature tastes from around the world. These new businesses—combined with some tenured establishments—give visitors to downtown Conway an extremely dense, and diverse, buffet of options.

Katmandu MOMO / 1018 Oak Street
Himalayan and Asian cuisine offering soups, dumplings, and more.

- **Try:** the momo, steamed dumplings with a variety of regional fillings.

WunderHaus / 900 Locust Avenue
European kitchen dedicated to "Haus-made" fine foods sourced from local farms.

- **Try:** local-ingredient-heavy seasonal specials or any of the extra hearty Germanic entrees.

Las Delicias / 1120 Oak Street
Specializing in homemade cold treats like paletas and horchata. They also have a variety of traditional savory snacks, such as tamales and street corn.

- **Try:** non-traditional ice cream flavors like sweet corn or Gansito.

Streetside Creperie / 1321 Oak Street
Blend of multiple cuisines. Locally sourced menu of sweet and savory crepes, coffee.

- **Try:** locally roasted coffee with whatever is in season (strawberries in the spring, apples in the fall, etc.) or a savory crepe with locally sourced protein.

Poke Hula / 1115 Oak Street
Poke is a traditional Hawaiian meal of diced raw fish frequently served over rice or another starch.

- **Try:** one of their five "signature" poke bowls OR build your own recipe from the 36 ingredients behind the bar.

Blackwood's Landing and Tavern / 803 Harkrider
Gyros, hummus, and other Greek faves share the menu with sandwiches and burgers at this homey spot.

- **Try:** the "Mediterranean Combo," a generous appetizer featuring a variety of Mediterranean standards (and the burgers are great, too).

SEARCHING FOR SOLUTIONS

Chief Programs and Marketing Officer Janet Harris gives a bird's-eye view of the Winthrop Rockefeller Institute's transformative programs.

The Winthrop Rockefeller Institute opened in 2005. Located on Petit Jean Mountain, the Institute's mission is to bring people together to solve problems collaboratively in order to create lasting change and positive impact. Janet Harris is the Chief Programs and Marketing Officer and has been at the Institute since 2016. In this role, she oversees program development, execution, and evaluation, as well as supervising the IT and Marketing departments.

What does a typical day at the Institute look like?

Days at the Institute vary greatly depending on what programs are occurring or what groups are gathering on the mountain. On a day when the Institute is convening a program, you'll find staff in our conference rooms facilitating discussions and exercises designed to help participants work through a problem or tackle an issue. We break often for meals together, and at the end of a program day we usually offer the opportunity for participants and staff to relax and enjoy our beautiful campus, whether that means making s'mores at one of our firepits or enjoying a casual dinner together at the boathouse.

What might visitors expect during a stay or daytrip to the Institute?

Every visitor should prepare to be struck by the beauty of Petit Jean Mountain and Gov. Winthrop Rockefeller's homestead. The Institute is such a productive place to collaborate for many reasons, but the easiest one to see and feel is the peaceful energy that comes from working amidst the scenery and away from the office. If our visitors don't know much about Gov. Rockefeller, they will have several chances to learn about his background by walking through our Legacy Gallery or viewing historical and contemporary videos in the Legacy Theater. Winthrop served Arkansas as a cattleman, economic developer, and governor. All of the work that we do ties back to his generosity and deep belief in the power of working together.

What services does the Institute offer business or organizations?

Early in 2019 we will launch an expanded slate of offerings, such as facilitation and meeting design services, so other organizations can use the tools we do to encourage people with different viewpoints to come together to work toward solutions. One of those offerings is currently available; "Walks with the Governor" is designed to be a leadership development experience using lessons drawn from the Governor's life. "Walks" takes small groups around our campus, combining a tour and history overview while encouraging participants to reflect on their own leadership style. It's a memorable and unique program for team-building. We continue to offer the services our conference guests have enjoyed for years, such as comfortable rooms, delicious food, and breathtaking views down to the Arkansas River Valley.

What are some of your favorite activities or sights on Petit Jean Mountain?

There is a lovely one-room church across the road from the Institute at the Petit Jean Mountain Lutheran Camp.

Institute programs tie back to Governor Rockefeller's generosity and deep belief in the power of collaboration.

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The church was built in 1886 and has been simply and lovingly restored. I sometimes spend quiet time there in reflection and prayer when I need to step away from a particularly busy or challenging day. My family and I enjoy the petting zoo and trail rides on the mountain, and of course a walk or hike anywhere on Petit Jean, whether on our campus or elsewhere, is good for the body and soul.

What history about the Rockefellers or the location might people be surprised to learn?

When Winthrop lived atop Petit Jean, he entertained a number of famous guests, including Bob Hope and the King and Queen of Spain, but one of the facts I enjoy most is that Winthrop opened up the grounds of his home and farm to local residents on Saturdays and invited them to enjoy swimming and boating on Lake Abby (named after his mother) and rambling around the property. ■

Choosing a VENUE for Your Next Meeting or Event

Whether you're looking for meeting space in the heart of the city or in a peaceful setting on a mountaintop or river, you can find a number of venues in the North Metro area that will suit your group's needs.

Bring Your Team Together in an Immersive, Natural Setting

For daylong meetings, team-building events, or overnight retreats, consider the spacious and relaxing accommodations available in venues built around the natural environment.

The Winthrop Rockefeller Institute offers a variety of meeting facilities and lodging options on a historic farmstead atop Petit Jean Mountain. The Ozark Conference Center on Jenkins Mountain in Solgohachia features a retreat and meeting center with lodges that overlook the Arkansas River Valley. Both venues are located in nearby Conway County, less than an hour's drive from the city of Conway. Lindsey's Resort on the Little Red River in Heber Springs provides event and meeting space in its River Retreat Conference Lodge, which can accommodate up to 200 people.

Meet in Conway for Convenience and Proximity to City Attractions

If you like the convenience of your group being close to shopping, dining, and the other attractions Conway affords, consider hosting a meeting or event in one of the city's well-appointed hotels. Comfort Suites, Holiday Inn Express & Suites, and Country Inn & Suites all provide meeting space that can accommodate groups ranging from 30 to 100.

Customize Your Special Occasion for an Unforgettable Experience

Those planning formal events for a special occasion have options in Conway – both historic and new, either nestled downtown or situated on several acres with room to roam. The historic Brick Room in downtown Conway is a blank canvas waiting to be transformed to create the perfect atmosphere for your next event. The newly constructed Legacy Acres is a simple, elegant, and timeless venue ideally located on 40 acres of beautiful land in Conway.

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

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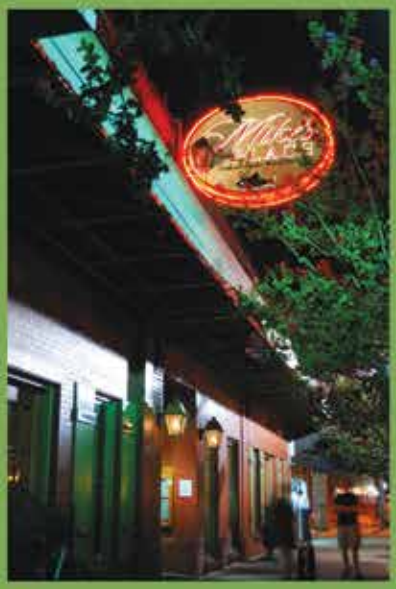

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CONWAY: RETIREMENT DESTINATION, YOUNG TRENDY TOWN, OR BOTH?

Special Contributor: Dr. Roger Lewis

As the epicenter of retail, health care, and employment for approximately 300,000 North Metro residents, Conway offers several amenities and attractions for retirees, families, and young professionals alike.

With three colleges, tech companies, manufacturing, financial institutions, and expanding retail, Conway is an affluent, progressive, growing community. Compared to most communities around Arkansas and the nation, the city boasts a young, educated population.

The median age of Conway residents is 29.6 – a full eight years younger than the state median. Of the residents 25 and older, 38 percent hold a bachelor's degree or higher compared to 21.5 percent for Arkansans 25 years of age and older.

Although it is best known as a college town, Conway has a significant number of retirees. The 2017 U.S. Census population estimate for Conway is 65,780 with 9.4 percent – or approximately 6,200 residents – age 65 and older. The majority of those over 65 were employed in Conway and remained in the city after retirement, even though they may not have been Conway natives. Many raised their children here, and then those children stayed here to raise their families, giving the grandparents a reason to stay.

AMENITIES & ATTRACTIONS

A major reason Conway is an attractive option for retirees is its status as the trade center for north-central Arkansas, also known as the North Metro. As the epicenter of retail, health care, and employment for approximately 300,000 residents, Conway offers several amenities and attractions for retirees, families, and young professionals alike:

- A variety of medical specialists, two well-equipped hospitals, and numerous medical and dental clinics
- Proximity to Little Rock, which provides services beyond local capabilities, such as a national airport and the University of Arkansas for Medical Sciences
- Location on Interstate 40 with five interchanges for convenient travel
- Low rate of violent crime
- A viable and thriving downtown
- Convenient shopping with numerous options
- Restaurants offering a wide selection of cuisines and levels of service
- Churches of nearly every major denomination
- Cultural opportunities through UCA Reynolds Performance Hall, Conway Symphony Orchestra, Arkansas Shakespeare Theatre, and public programs at Hendrix College and Central Baptist College
- An excellent public library with a variety of programs for all ages
- College sports, including Division I athletics at UCA
- Two, no-cost, indoor sports centers
- Outdoor amenities within the city and just outside its borders, including walking and bicycling trails, golf courses, and lakes
- The Ola and John Hawks Senior Wellness and Activity Center

Retiree Testimonials

A Welcoming Community

My family and I moved to Conway from Katy/Houston, Texas, at the end of September 2015 for a job opportunity I had been offered with Southwestern Energy. We found Conway to be the most welcoming and cordial city we've ever lived, and we've lived many places, including Texas, Oklahoma, and California.

We were warmly welcomed into our church, as well as several "newcomer" groups, the Conway Symphony Guild, book clubs, community outreach groups, and other similar endeavors.

Among Conway's many attributes are its three colleges. The students add vigor, while the professionals with these schools contribute to the informed and/or intellectual climate of this wonderful city.

I have since retired. We intend to remain in Conway.

– Dave Daugherty

A Strong Arts Scene with Small-Town Charm

My wife and I moved to Conway from Magnolia, Arkansas, in January 2018 after I retired from Southern Arkansas University, where I served as professor of music, dean of the College of Liberal and Performing Arts, and vice president of Academic Affairs.

We relocated to Conway to be closer to my daughter who lives in Bolivar, Missouri, and to have more access to physicians and the arts. We initially considered Little Rock but ultimately chose Conway because my wife grew up in Conway and housing was more reasonable. While Conway is much larger than Magnolia, it is not as large as Little Rock but still has many commercial and arts advantages.

– David Crouse

A Variety of Home Teams to Root For

My husband and I have lived in Conway since February 2015, relocating from the community of Blevins in Hempstead County, Arkansas, near Hope. I worked as an educator for 34 years, first as a high school teacher, then as a counselor. My husband, Paul, was a basketball coach for 32 years before becoming a student relations officer at the University of Arkansas Community College at Hope.

We wanted to downsize our home and yard and relocated to be near our daughter and son-in-law, who live in Little Rock. We considered moving to Bryant, but Conway was more attractive to Paul because of the multiple high school and college ball games he could attend.

– Joan and Paul Noesser

Centrally Located

We moved to Conway from Montgomery, Alabama, in March 2015 to be closer to family members. Our daughter lives in Little Rock, our grandson lives in Sherwood, our daughter who lives in Cincinnati has in-laws in Benton and Rogers, and our granddaughter who lives in Virginia has in-laws in Greenbrier. Also, Conway is an easy, one-day drive to Iowa to visit extended family.

Before retirement, I worked in industrial sales and sales management in Montgomery for 16 years. Prior to that, I was a plant manager. When we decided to relocate, we visited Hot Springs Village and Little Rock. Conway's three colleges made it an attractive option because theyngive the city a youthful feel.

– Paul Taber

AARP has developed criteria for age-friendly communities. Age-friendly, or livable communities, have walkable streets, housing and transportation options, access to key services, and opportunities for residents to participate in community activities. Conway compares favorably in all areas except for transportation. Public transportation in Conway has been studied and may come to fruition as part of a regional transportation plan.

AFFORDABILITY

The cost of living in Conway is 22 percent below the national average according to ACCRA, a nonprofit research organization. Most of this savings is in housing and utilities, which are 35 percent and 18 percent, respectively, below the national average. Conway Corporation, a city-owned utility, provides electric, water/wastewater, cable, internet, telephone, and security services at price and a level of service that is unmatched in Arkansas.

HOUSING

Many retirees desire home ownership but don't want to be bothered by maintenance. A patio home on a small lot with landscaping and lawn maintenance provided through an association fee appeals to this demographic. These homes typically range from 1,200 to 2,000 square feet. The Village at Hendrix, Sherman Heights, Garden Ridge, Stonebrook Cove, and Palm Springs neighborhoods have approximately 200 single-family patio homes combined. Palm Springs, in the Centennial Valley subdivision, is a combination of single-family homes, duplexes, and triplexes with individual ownership. Carriage Court is one of the few neighborhoods in Conway offering condominiums – multi-family complexes with individual ownership.

Conway has several independent and assisted living complexes for senior citizens. College Square, owned by the University of Central Arkansas, provides independent living while other complexes provide both independent and assisted living facilities.

Ridgemere, a $20 million retirement center under construction on Prince Street, will include 20 independent living cottages and 48 assisted living apartments along with a memory-care complex. The Conway Housing Authority has several housing complexes for low-income seniors, and there are several privately owned housing complexes that restrict occupants to 55 years of age and older. As investors and developers see the retirement potential in Conway, the city is bound to see more subdivisions and housing units catered to this demographic. ■

Conway is an ideal destination, no matter what stage of life you are in.

TIPS FROM A PRO

MELVIN'S PAINTING

How to save money on painting your home

Melvin Gonzalez, owner of Melvin's Painting, says there are a number of ways homeowners can save money when planning an interior or exterior paint job. Knowing what to ask for or offer is the key to getting your best deal.

- Limit the number of colors used. Ideally use one color for multiple rooms.
- A willingness to make the home unoccupied or vacant during painting can cut costs from 15%-20%.
- Only paint walls (ceilings and cabinets benefit from paint but walls offer the biggest "bang for your buck").
- Combine interior and exterior paint jobs. Doing both at the same time means less travel and setup for the crew. It will save time and money.
- Do your interior paint jobs in the winter. Because exterior jobs aren't an option, many painters price more competitively during cold-weather months.

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www.LakePointe.apartments

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www.WestlakeConway.apartments

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300 South Donaghey
1-Bedroom Starting at $440
2-Bedroom Starting at $535
Furnished Apt Options
www.FoxRun.apartments

Germantown Apartment Community 501.329.0767
955 South German Lane
1-Bedroom Starting at $445
2-Bedroom Starting at $515
www.Germantown.apartments

Salem Park Apartment Community 501.329.5900
2840 Dave Ward Drive
1-Bedroom Starting at $455
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www.SalemPark.apartments

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CONWAY+ GUIDE

How many elementary schools are in Conway? How can I volunteer or donate to nonprofits in the area? Where can I view and purchase works of art from local artists?

In the following pages, you can find answers to these questions and more in the *Conway+* Guide.

Education

PUBLIC SCHOOL SYSTEM

Conway Public Schools
2220 Prince Street
501-450-4800
ConwaySchools.org
@ConwaySchools

District Overview:
Founded: 1878
Mascot: Wampus Cat
School Colors: Blue & White
Number of Schools: 16
Pre-K through 12th Enrollment: 9,975

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.

Preschool

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

Elementary Schools
(K–4th)

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
501-450-4825
ibes.conwayschools.org

Jim Stone
4255 College Avenue
501-450-4808
jses.conwayschools.org

Julia Lee Moore
1301 Country Club Road
501-450-4830
jlmes.conwayschools.org

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

Theodore Jones
1800 Freyaldenhoven Lane
501-450-6645
tjes.conwayschools.org

Woodrow Cummins
1400 Padgett Road
501-513-4417
wces.conwayschools.org

Middle Schools
(5th–7th)

Bob and Betty Courtway
1200 Bob Courtway Drive
501-450-4832
bc.conwayschools.org

Carl Stuart
2745 Carl Stuart Road
501-329-2782
cs.conwayschools.org

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

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

Conway Junior High
(8th–9th)
1815 Prince Street
501-450-4860
cjhs.conwayschools.org

Conway High School
(10th–12th)
2300 Prince Street
501-450-4880
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.

PRIVATE & PAROCHIAL SCHOOLS

St. Joseph Catholic School

502 Front Street
501-329-5741
StJosephConway.org
@SJSBulldogs

District Overview:
Founded: 1879
Mascot: Bulldog
School Colors: Purple & Gold
Grades: Pre-K through 12th grade
Pre-K through 12th Enrollment: 531

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

District Overview:
Founded: 1992
Mascot: Eagles
School Colors: Blue, White & Red
Grades: Pre-K through 12th grade
Pre-K through 12th Enrollment: 531

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 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

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

1501 College Avenue
501-329-6872
CBC.edu
@CentBaptCollege

Founded: 1952 (predecessor Central College founded in 1893)
Mascot: Mustang
School Colors: Blue & Gray
Enrollment: 734
Degrees Offered: 40 bachelor's degrees, 6 associate degrees, 24 minors

Hendrix College

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

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

Founded: 1876
(moved to Conway in 1890)
Mascot: Warrior
School Colors: Orange & Black
Enrollment: 1,208
Degrees Offered: 33 undergraduate majors,35 minors, 15 pre-professional programs

University of Central Arkansas

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

201 Donaghey Avenue
501-450-5000
UCA.edu
@UCABears

Founded: 1907
Mascot: Bear
School Colors: Purple and Gray
Enrollment: 11,177
Degrees Offered: 86 undergraduate degrees, 35 master's degrees, 12 post-master's certificates, 11 graduate certificates, 7 doctoral degrees, 3 associate degrees, 2 certificates of proficiency, 2 technical certificates, 1 specialist program

Outreach & Nonprofits

United Way of Central Arkansas
1110 Oak Street
501-327-5087
uwcark.org

United Way of Central Arkansas serves as an umbrella fundraising agency for partner agencies in Faulkner, Perry, and Van Buren 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.

The organizations listed below are members of the Conway Area Chamber of Commerce and/or are financially supported by United Way of Central 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

The Harbor Home for Women
501-499-8622
theharborhome.com

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

Programs for Children & Youth

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

Center for Exceptional Children
1004 B. Street (Perryville)
501-889-1295
centerforexceptionalchildren.org

Central Arkansas Fellowship of Christian Athletes
centralarkfca.org

Child Care Aware of Northcentral Arkansas
4255 College Avenue
501-450-4808
jses.conwayschools.org

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

Choosing to Excel
1200 Bob Courtway Drive
501-730-0205
choosingtoexcel.org

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

Community Service Inc.
818 North Creek Drive
501-327-9788
csiyouth.com

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

Conway Juniors Volleyball Club
conwayjuniors.com

Deliver Hope / Deliver Hope Work Crew / Glenhaven Ministries
1403 Robinson Avenue
501-358-6306
deliver-hope.org

Faulkner County Juvenile Court
501 South German Lane
501-328-5922
faulknercounty.org

KLIFE of Conway
1800 Hillman Street
501-329-4929
conway.klife.com

Marine Corps Reserve Toys for Tots
501-625-9407
toysfortots.org

Shine Xpress
2415 Donaghey Avenue
501-327-7742

The CALL
thecallinarkansas.org

Van Buren County Juvenile Court
1414 Highway 65 South, Suite 128 (Clinton)
501-745-8566
faulknercounty.org/circuit-court

Programs for Seniors

Faulkner County Chapter Alzheimer's Arkansas
501-733-2457

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

Perry County Senior Adult Center
107 N. Magnolia Street (Perryville)
501-354-8044
mhrcinc.org

Van Buren County Aging Program
311 Yellowjacket Lane, Suite 2 (Clinton)
501-745-2244

White River Area Agency on Aging
258 Joe Bowling Road #8 (Clinton)
800-382-3205
wraaa.comHealth & Wellness

Health & Wellness

American Cancer Society
cancer.org

Arkansas Hospice
1105 Deer Street
501-328-5400
arkansashospice.org

Arkansas One Call System Inc.
501-328-2500
arkonecall.com

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

Counseling Associates
350 Salem Road, Suite #9
501-336-8300
caiinc.org

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

Hope and Compassion Ministries
501-514-1625
hopeandcompassion.org

Renewal Ranch
501-269-4306
therenewalranch.org

Education

AETN
350 S. Donaghey
501-682-2386
aetn.org

Arkansas Preschool Plus
105 Center Street
501-472-6395
arpreschoolplus.org

Conway Area Leadership Institute
900 Oak Street
501-327-7788
conwayarkansas.org/leadership

Conway EcoFest
422 Conway Boulevard
501-328-3915
conwayecofest.com

Faulkner County Historical Society
501-329-8584
faulknerhistory.org

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

Lifeword Media Ministries
611 Locust Street
501-329-6891
lifeword.org

Literacy Action of Central Arkansas
1900 Tyler Street
501-372-7323
literacyactionar.org

Single Parent Scholarship Fund of Faulkner County
501-420-4638
aspsf.org

St. Joseph School Endowment & Charitable Trust
1315 College Avenue
501-329-1818
sjse.org

Physical & Developmental Disabilities

Birch Tree Communities Inc.
132 Lower Ridge Road
501-315-3344
birchtree.org

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

Disabled American Veterans–John H. Dunn Chapter #10
dav.org

Friendship Community Care
800-463-1793
fccare.org

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

Milestones Services Inc.
1700 South Boulevard
501-329-8102
milestonesconway.org

Community Outreach

Arkansas Community Foundation of Faulkner County
1315 College Avenue
501-932-0390
arcf.org

Center for Healing Hearts & Spirits
2416 South Chester (Little Rock)
501-372-3800
hhscenter.org

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

Conway Morning Optimist Club
501-679-3601

Conway Pride
1605 Robinson Avenue
501-269-3340

Crawfish Cares LLC
505 East Main (Plumerville)
501-339-8658

Junior Auxiliary of Conway
501-472-4068
jaconway.org

Ozark Conference Center
102 Ozark Mountain Road (Solgohachia)
501-254-3959
ozarkconferencecenter.org

Ozark Opportunities Inc.
1563 Highway 65 South B (Clinton)
870-715-8485
ozarkopp.org

Student Mobilization
888-467-8866
stumo.org

Poverty and Hunger Alleviation

Conway Ministry Center
766 Harkrider Street
501-358-6098
conwayministrycenter.org

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

See page 95 for more outreach and nonprofits listings.

The Salvation Army Family Store
2125 Harkrider, Suite 12
501-329-1712
salvationarmyaok.org/conway

Water for Christ
240 Skyline Drive #204
501-329-1400
waterforchrist.com

Arts & Culture

Arkansas Shakespeare Theatre
501-852-0702
arkshakes.com

Conway Symphony Orchestra
conwaysymphony.org

Faulkner County Fair & Livestock Association
faulknercountyfair.net

Toad Suck Daze Committee
900 Oak Street
501-327-7788
toadsuck.org

Van Buren County Fair
501-745-8566

Economic Opportunity

Arkansas Research Alliance
1125 Oak Street, Suite 301
501-450-7818
aralliance.org

Arkansas World Trade Center
arwtc.org

Central Arkansas Planning an Development District
capdd.org

Conway Downtown Partnership
900 Oak Street
501-327-7788
downtownconway.org

Public Service

Faulkner County Democratic Party
faulknerdemocrats.com

Faulkner County Republican Committee
faulknergop.org

Faulkner Forward PAC
faulknerforward.com

Houses of Worship

Antioch Baptist Church
150 Amity Road
501-329-5153
antiochconway.com

Calvary Church
1832 Robinson Avenue
501-329-5125
calvarychurchofconway.com

Central Baptist Church
3333 Dave Ward Drive
501-329-9283
conwaycentralchurch.org

City Church
766 Harkrider Street
501-313-0802
citychurch.tv

Conway Cowboy Church
501-327-4033

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
fwcconway.org

Grace United Methodist Church
1075 Hogan Lane
501-329-6056
graceconway.org

New Hope Baptist Church
1232 Watkins Street
501-358-5054
newhopefamily.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

Rock Solid Church
550 Central Landing Boulevard
501-329-2152
therocksolidchurch.com

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

Health Care

Baptist Health Medical Center – Conway

1555 Exchange Avenue
501-585-2000
baptisthealthconway.com

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 260,000-square-foot facility features 111 beds and eight operating rooms. Baptist Health Medical Center – Conway 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.

Although it is new to the area, Baptist Health has worked with various educational institutions and nonprofits to promote health and wellness in Faulkner County and the surrounding communities

Conway Behavioral Health Hospital

2255 Strugis Road
501-858-3048
conwaybh.com

In December 2017, Conway Behavioral Health held an open house at its new facility. The 80-bed, 65,000-square-foot behavioral health hospital will employ approximately 150 and will open in early 2018.

The mental health treatment center will include an inpatient acute treatment program for adults upon opening. Other programs will be added in phases, including an inpatient substance abuse program for adults, an inpatient acute program for adolescents, and a Transcranial Magnetic Stimulation (TMS) program.

Conway Behavioral Health is part of the Acadia network, 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.

Conway Regional Health System

2302 College Avenue
501-329-3831
conwayregional.org

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.

In addition to its 150-bed, acute care medical center, Conway Regional Health System features 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.

Arts & Culture

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.

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.

Appreciate art.

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

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.

**Independently owned art galleries display and sell the works of local artists and host special events and classes.*

Black Earth Art Studio*
1025 Front Street, Suite 1
833-234-4278
blackearthart.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.

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 elementar and intermediate schools and has many ensemble performances throughout the year.

Palmer Music Company
501-327-8129
palmermusic.co

Palmer Music Company is a full-service musical resource for central Arkansas, offering private music lessons, quality instrument sales, and instrument repair. Owner Preston Palmer and student musicians from Palmer Music Company are available to perform at special events in the community.

Unleash your creativity in Conway.

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.

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

Conway Institute of Music
945 Carson Cove, Suite 103
501-450-2931
conwayinstituteofmusic.com

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

Stage Door Dance Arts
575 Club Lane, Suite 102
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

The Studio by Lauren
1058 Front Street, #102
501-733-6972
studiobylauren.com

Art classes.

Black Earth Art Studio
1025 Front Street, Suite 1
833-234-4278
blackearthart.com

Utilities & Public Services

City of Conway Department of Sanitation
4550 Highway 64 West
501-450-6155
conwaysanitation.org

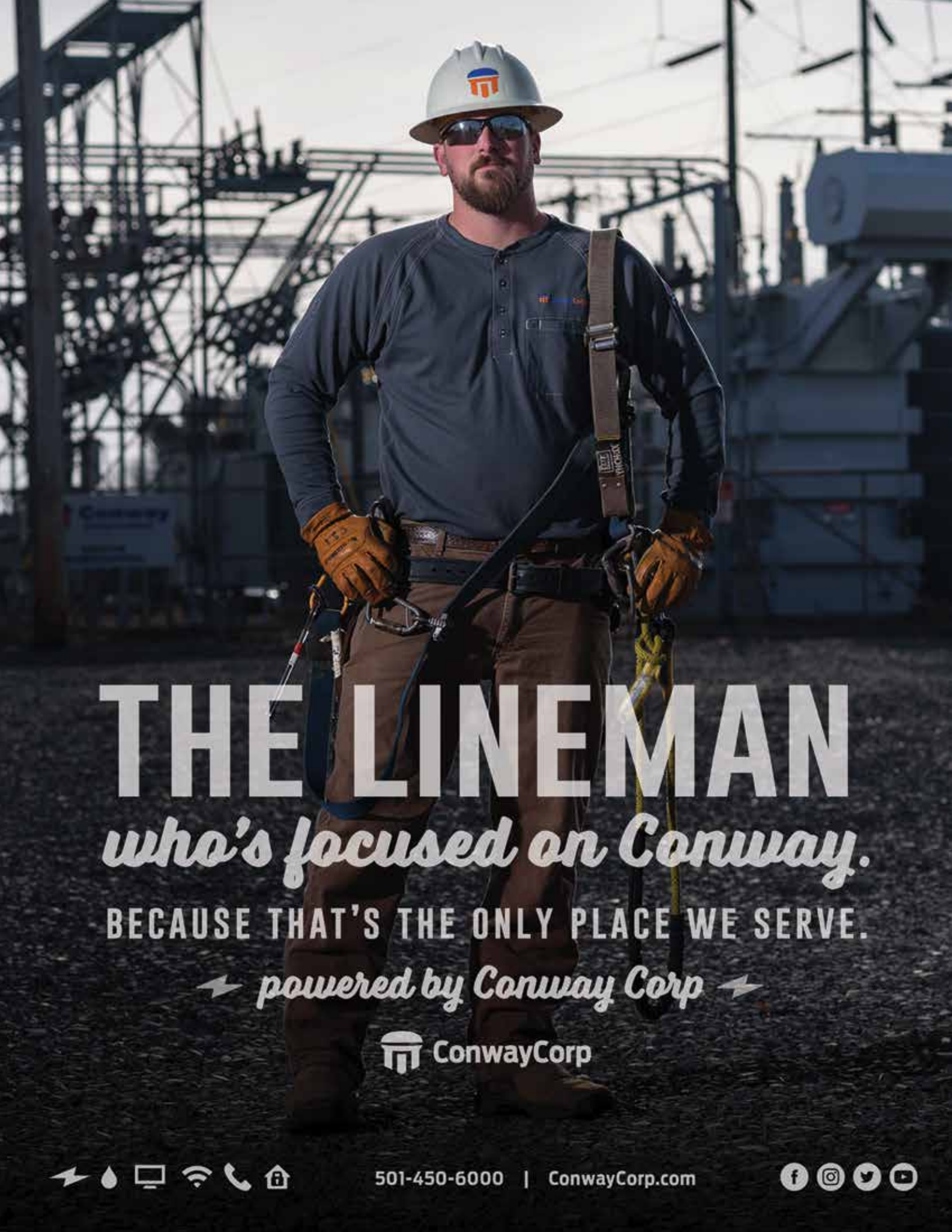
The City of Conway's Department of Sanitation provides trash pickup, yard-waste collection, and free recycling service to Conway homes and businesses

CenterPoint Energy
817 North Creek Drive
800-992-7552
centerpointenergy.com

CenterPoint Energy provides natural gas services to residential and business customers in Conway.

Entergy Arkansas
112 Oak Street
800-368-37492
entergy-arkansas.com

Entergy Arkansas provides electricity to residences outside of Conway's city limits.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501-450-6000 | ConwayCorp.com

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Results from the Log Cabin Readers poll

fsbank.com | onlyinarkansas.com

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#1 Hospital in the State for Patient Safety in Orthopedic Care (2018)*

#1 Hospital in the State for Medical Excellence in Women's Health (2018)*

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In addition to our full and dedicated team, we would like to thank you, our patients, for continuing to trust Conway Regional for your health care needs.

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