



# Bryant Business Chronicle



*A Bryant Chamber of Commerce Publication*

March 2009

## Welcome New Members

### **Papa Murphys**

Cary Marlow  
3121 N. Reynolds Road  
Bryant, AR 72022  
847-6565/FAX847-6560  
papa.murphys.ar.19@gmail.com  
*Take and bake pizza, salads, and cookie dough.*

### **Zaxbys**

Angela Cox  
2207 Reynolds Road  
Bryant, AR 72022  
847-3800/FAX 847-3889  
acox@zaxark.com  
*Restaurant. Try the chicken wings, sampler platter of sandwiches and fried mushrooms.*

### **Liberty National Life Insurance**

Matt Carter  
2213 N. Reynolds Road, Suite 7  
Bryant, AR 72022  
425-7025/FAX 479-419-5873  
carter.libnbat@gmail.com  
www.libnat.com  
*Life & supplemental health insurance for individuals & businesses. Whole life, term life, cancer, accident, intensive care & group term life to age 100 in cafeteria plan.*

### **Pre-Paid Legal**

Marilyn Wilcox  
2615 N. Prickett Road, Suite 7  
Bryant, AR 72022  
350-0887/FAX 847-1113  
marwilcox@wildblue.net  
www.prepaidlegal.com  
*Memberships for credit restoration as a result of identity theft and access to the legal system through an attorney.*

### OPINION

## How You Can Help the Economy

The local economy needs your help. Forget what you are seeing and reading about the national or international economy. Like all good things in this country, the fixing of the economy starts at a grassroots level, at home.

The first thing you can do is buy local. Each time you buy local you are helping to stimulate the economy by which you and your family are most impacted.

In order to buy what you want to purchase locally, you may have to put forth some effort to get your preferred store, supplier or office to come to Bryant. While the Chamber's Economic Development committee may be asking the store or business to come here, those stores need to hear from their customer base that they are wanted in the community. What about your employer? Would it make sense for your company to have a branch in Bryant?

Think about what might draw them here. How are they connected to something that is happening here? Could they benefit from one of our community initiatives?

Here are some things that might be of interest to mention:

❖Our Bryant School District has two L.E.E.D. certified schools. They are building energy efficient buildings. Several developers are following suit and building energy efficient homes.

❖Our Bryant Parks Department is building a community center, sport complex, aquatic pool and competition pool to be open in 2010.

❖Industrial concerns might want to look at the industrial park (600 acres) around our new Saline County Regional Airport at Bryant.

❖We have a reputation for sports excellence. We are the hometown of the World Series Babe Ruth 13 year old champs. Is there a business tied to baseball that might want to locate here?

❖Midtown Bryant is working on the new urbanism concept of development. This incorporates businesses to be within walking distance of the neighborhood customers that will frequent them. Do you know a business that fits that model?

Be ready to give directions and answer questions for visitors. You never know when they might be a real estate developer or someone scouting the next location for a big - or small -- businesses you would want here in Bryant. Be sure they know they can pick up a free map from the Chamber and that the Chamber has demographics on the area and can answer questions for them.

## Chamber Board Supports Center & Housing Ads

Two initiatives, one to support a series of ads on buying houses in Saline County and one to support a regional events center, have gained approval from the Bryant Area Chamber of Commerce Board of Directors.

The advertising campaign, which will emphasize that Saline County homes have held their value and now is a good time to buy, will begin in April.

The event center to be located on Saline County land at the old fairground location will include an arena able to seat as many as 8,000 and is expected to host a variety of events including horse shows, concerts, car shows, reunions, graduations, etc.

Both initiatives are partnerships with others in the local area to better the economic advantage for all.

# FINDS OF THE MONTH

(A "find" is a service or product that a Chamber member offers that is not what they are known for -- or is a special value or brings recognition to Bryant and the area.)

## Letter From DECA

To Whom It May Concern:

Bryant High School Deca is an organization that seeks to provide an interactive, hands-on learning environment for marketing students. It places students in positions of responsibility for management and operations. We provide an opportunity for student to learn entrepreneurial and retail skills, group problem solving and effective decision making. We encourage creativity and innovation and help students learn a broad range of academic and career-oriented skills. We provide an opportunity for students to learn about a member of aspects of the business, not just the specifics of a particular job within that business.

Several DECA students competed at the Arkansas State DECA competition in Automotive Services, Accounting Applications, Business Services, and Internet Marketing. They qualified to go to the nationals by placing in the top 3 of their division. Now, we have the opportunity to represent Bryant High School and the State of Arkansas at the ICDC (International Career Development Conference) in Anaheim, California from April 28 to May 2, 2009. We are attempting to raise money in order to compete at this conference.

Any funds would be greatly appreciated. Please make your mark by helping us make ours. Thank you for support of Bryant High School DECA!

Sincerely

Alena McNew  
Bryant High School DECA

*Editor's Note: You can e-mail Alena at [amcnew@bryantschools.org](mailto:amcnew@bryantschools.org)*

## Navigating Job Change

Keeping in step with the times, First Southern Baptist Church is offering to help those who have lost their jobs.

"Navigating Job Change" is the topic they will discuss on Wednesday, March 18, 2009 at 7 p.m. at the Bryant Fire Station Conference Room, 312 Roya Lane.

"We have a great opportunity to help those in our church families deal with job terminations, downsizing and consolidations. Our goal is to help individuals and families navigate through these difficult adjustments. With the help of some of our members who are currently walking through this process, we want to offer to our community assistance for navigating job changes," said Paul Williams, Minister of Education and Outreach for First Southern Baptist Church.

For more information, call First Southern at 847-3014 or e-mail [paul@1stsouthern.org](mailto:paul@1stsouthern.org).

## Springhill Health Fair

Springhill Elementary School is holding a health fair Saturday, April 4 from 10 a.m. to 1 p.m.

Guests from different community resources will be there with helpful information.

This is open to everyone!

## Second LEED in District

Hurricane Creek Elementary School became the second L.E.E.D. certified school in the Bryant School District on Thursday, March 8.

The school is certified at the silver level as an energy efficient, green design that is also built with environmental factors that impact learning in mind.

The first school in the district to be certified was Bethel Middle School.

The two school are the first in Arkansas with the L.E.E.D. designation.

## Community Meetings

### Bryant School Board

Monday, April 20 • 6:00 p.m.  
Professional Development Room

### Bryant Water Commission

Tuesday, April 14 • 5:30 p.m.  
City Complex, 210 SW 3rd

### Bryant Planning Commission

Monday, April 13 • 6:00 p.m.  
City Complex, 210 SW 3rd

### Bryant Parks Commission

Monday, April 20 • 6:30 p.m.  
City Complex, 210 SW 3rd

### Bryant City Council

Thursday, April 9 • 7:00 p.m.  
City Complex, 210 SW 3rd

## April Calendar



- 4-2.....Civic & Government Affairs, 1:30 p.m., Chamber
- 4-2.....Beautification/Revitalization Action Team, 6:30 p.m. Chamber
- 4-3.....Legislative Breakfast, 7 a.m., Saline Memorial Hospital
- 4-6.....Recycling Action Team. 6 p.m. Chamber
- 4-7.....Economic Development, noon, Chamber
- 4-8.....Board Meeting, noon, Chamber
- 4-9.....Ribbon Cuttings
- 4-10..... Chamber office closed, Good Friday
- 4-11.....1st Annual Mayor's Easter Egg Hunt at Alcoa 40 park.
- 4-14.....Fall Fest Committee, noon, Chamber
- 4-16.....Highlight Bryant Lunch, noon
- 4-21.....Arkansas Scholars presentations, Bryant Middle School, all day
- 4-22.....Arkansas Scholars presentations, Bethel Middle School, all day
- 4-23.....Ribbon Cuttings
- 4-28 ....Membership Drive, noon-4, Chamber
- 4-29 ....Membership Drive, noon-4, Chamber
- 4-30....Taste of Bryant, 3 p.m., Chamber

## Bryant 20/20 Action Teams

### Plan for future meetings

#### Beautification/ Revitalization (5 on team)

FOCUS: Clean up around commuter lot and overpasses. Possibly landscape.

LEADERS: Deanna/Jeff Porter

MEETING: First Thursday of the month, beginning in April (April 2)

PLACE: Chamber office

TIME: 6:30 p.m.

How communicate? E-mail

#### Recycling (16 on team)

FOCUS: City wide Schools?, City Hall?, Missouri? More locations and easier access. City Service? One Company? Economics. Education for Citizens. What is recyclable? Where to take it Where does it go?

LEADER: Jim Erwin

MEETING: Kickoff, March 16, then first Monday of the month, Apr. 6

PLACE: Chamber office

TIME: 6:00 p.m.

How communicate? E-mail

#### Welcome (8 on team)

FOCUS: Visitor Packets for Restaurants, Hotels, Service Stations, Spanish/English.

LEADER: David Hannah

MEETING: End of March, beginning of April

PLACE:

TIME:

How communicate? E-mail

#### Youth Programs (11 on team)

FOCUS: Neighborhood parks

LEADER: Derek Phillips

MEETING: Tuesday, March 31

PLACE: Parks & Recreation

Office,

TIME: 6:00 p.m.

How communicate? E-mail

*NOTE: Safety team did not form but could still form if anyone is interested.*

***Please feel free to join any of these teams you would like to join. More team members are always welcome.***

# Website Ads Renew

Chamber members currently reap the benefits of an online presence through the ChamberMaster program on our Website, [www.bryant-ar.com](http://www.bryant-ar.com).

The Chamber and the City of Bryant are currently heavily advertising that site.

ChamberMaster representatives will be here in March and early April to tell members how other advertising on the site might benefit your company.

Currently Chamber members are in the searchable business directory. Members can enter a description of the business, hours of operation and 8 key words by which a customer can search and find them.

For a charge of \$5 each, members may post online coupons in "Hot Deals". Job openings can be posted free of charge.

Enhanced listings begin as low as \$29 a month which will place your logo next to your listing in the business directory. This level also allows you to place 8 photos on site in addition to expanding other features.

A category leader sponsor in the next level at \$69. This gives your company top placement in your category or fields of business.

A premium visibility sponsor adds Google search optimization and map upgrades for \$129 a month.

A complete website sponsorship is very limited in availability but is a presence on the premier page of the business directory. Banner ads are available there.

If you would like an appointment, call the Chamber or respond to an e-mail you will be receiving soon to schedule your appointment.

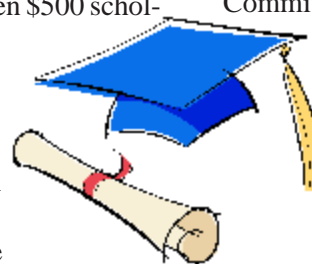
## Scholarship Drive Halfway

Half of the fifteen \$500 scholarships for graduating seniors --the goal of the Bryant Area Chamber of Commerce Education Committee -- have been pledged.

Businesses are asked to support at the \$50, \$250 or \$500 level. Those who have committed to date are:

- Everett Buick Pontiac -- \$500
- Rineco -- \$500
- Granite Mountain Quarry -- \$500
- Heartland Community Bank - \$50
- Wally Hall tournament -- \$2,500

Chamber scholarship are selected by a three member committee which is appointed by the Education



Committee. The selection criteria is a 2.75 grade point average, financial need, evidence of community service, a desire to further their education in Arkansas and residency in the Bryant School District.

Those who sponsor the scholarships will be invited to the awarding of the scholarships at Bryant High School the first Friday in May, May 1 this year. If you are unable to attend, Rae Ann Fields will present for your company.

Your company name will also appear on congratulatory certificates for award winners at the Middle Schools. Those certificates will be given out by school officials or by the Chamber staff if invited.

Call 847-4702 to learn more.

# *Fall Fest Includes Outdoor/Sports Areas*

Fall Fest Committee has added a “Sports Pen:” for the 2009 Fall Fest on Saturday, Sept. 26. One major focus is to grow the Outdoor Adventure Area and make it bigger and better.

The Tennis Court area will become an area focuses on youth sports. Local sports clubs and trainers will be asked to participate.

The pavilion becomes the Outdoor Adventure Area. Previously this area was set up as a stage with various “outdoor” presentations. More interest was shown for booth spaces than demonstrations, so the committee has decided to convert the area to booths that will be under a roof and out of the sun. Additional space for booths will surround the pavilion and be covered with camouflage netting for shade.

Some suggestions for businesses that would be a natural for the outdoor area:

Archery  
 ATV dealers  
 Biking  
 Canoeing  
 Camping  
 Farmer’s market  
 Fishing  
 Gardening  
 Golf  
 Hiking  
 Hunting goods stores  
 Kite Flying  
 Outdoor cooking  
 Paintball  
 Running  
 Skateboarding  
 Yard ornaments



## **Bryant Chamber of Commerce**

109 Roya Lane  
 P.O. Box 261  
 Bryant, AR 72089

# FALL FEST EXHIBIT BOOTH REGISTRATION

Saturday, September 26, 2009 • Mills Park in Bryant • 8 a.m. - 4 p.m.



**Fun for the entire family!!**  
CAR SHOW IS BACK! • Free Admission and Parking  
Live Music & Entertainment • Games • Arts & Crafts • Parade  
Business Booths • 14,000 Attendance • Food Court • Kidzland

**10 x 10 booth spaces - bring your own table or equipment**

Please order more than one booth if your set-up will take any additional space. (Example: a truck)

**If you are selling or serving food or drink of any kind you will need the Food Vendor Form!!  
NOT THIS FORM!**

**Chamber Members: \$60.00 for first 10 x 10 space (half price on additional spaces after 1st)**  
**Non-Chamber Members: \$85.00 for first 10 x 10 space (half price on additional spaces after 1st)**  
**Spaces with electricity - add additional \$15.00 for each 10 x 10 space (no discounts)**  
**includes vendor parking pass (return to Chamber booth for \$5 refund)**  
**PARKING PERMITS REQUIRED TO PARK IN VENDOR PARKING AREA**

**Set UP BY 8 A.M. NO CORDS RUN ACROSS CORRIDORS.**

THE FALL FEST COMMITTEE RESERVES THE RIGHT TO REFUSE ANY APPLICANT AT ANY TIME. YOU **WILL** BE REFUSED IF YOU TRY LATE SET-UP. **ALL ITEMS REMOVED BY 6. P.M. Sat., Sept. 26, OR WE WILL CLAIM THEM.**  
**Anyone passing out fliers, literature, buttons, displaying logo signs in vehicles etc., will be billed a booth fee.**

**NO RAINOUT DATE/NO REFUNDS**

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone #: \_\_\_\_\_ Cell # \_\_\_\_\_ Fax #: \_\_\_\_\_

Business Name: \_\_\_\_\_ Items for Sale <sup>(must be filled out!)</sup> or Nature of Business \_\_\_\_\_

Booth with Electricity? No \_\_\_ Yes \_\_\_ How many? 110 \_\_\_ 220 \_\_\_ Amps \_\_\_

Booth Space Preference: 1st choice \_\_\_ 2nd \_\_\_ 3rd \_\_\_

How many 10x10 spaces are needed? \_\_\_\_\_



- Yes! I will furnish a door prize for drawings
- Yes! Send me a Car Show Application
- 

**NO RAINOUT DATE/ NO REFUNDS**  
**CALL 847-4702 FOR RECORDED**  
**INFORMATION IF RAINOUT LIKELY**

Returned checks will be turned over to the prosecutor

**Mail to:**  
Bryant Chamber of Commerce  
P.O. Box 261  
Bryant, AR 72089  
501-847-4702

*\* Note: Newletters recipients can go to [www.bryant-ar.com](http://www.bryant-ar.com) to view a map.*