

2022

Insider's Guide

BATESVILLE 
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COVER STORY

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Meet the Team



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Behind the Scenes

Welcome!

As the Chief Executive Officer of the Batesville Area Chamber of Commerce, it's my pleasure to welcome you to Independence County. Our community is unique thanks to the award-winning cities, businesses, residents, non-profits, educators, churches, and community leaders who work together as our community grows.

The Batesville Area Chamber of Commerce is one of the largest Chambers in Arkansas, with over 500 members representing over 16,000 employees. Our organization has been a leader and a catalyst for positive growth and development for more than 100 years.

As an advocate for business and community excellence, the Chamber is the leading partner in our economic and community development strategic plan, IMPACT—allowing us to compete in the marketplace as a progressive and developing community.

Learn more about us at experienceindependence.com.

I look forward to meeting you!

CRYSTAL JOHNSON, CHIEF EXECUTIVE OFFICER

**“OUR COMMUNITY IS
UNIQUE THANKS TO
THE AWARD-WINNING
CITIES, BUSINESSES,
RESIDENTS, NON
PROFITS, EDUCATORS,
CHURCHES, AND
COMMUNITY
LEADERS WHO WORK
TOGETHER AS OUR
COMMUNITY GROWS.”**



Communities that thrive have plans to do so. In 2016, Lyon College, the University of Arkansas Community College at Batesville, and the Batesville Area Chamber of Commerce piloted a grassroots strategic planning initiative to develop a vision for the community. Recognizing the success of the initial IMPACT plan, the Batesville Area Chamber of Commerce and the IMPACT steering committee began work to update the plan for the next five years.

Four citizen-led IMPACT committees—Economic Prosperity, Educational Excellence, Healthy Living & Well-Being, and Placemaking—have been formed to develop project objectives to ensure a thriving future for Independence County. The IMPACT plan is the blueprint from which significant developments have been born.

For more information about IMPACT Independence County or if you would like to get involved, contact us at 870.793.2378 or visit impactindependencecounty.com.

BATESVILLE

BY THE NUMBERS

10,771

Batesville Population
16,214 Daytime population

37,757

County Population
39,618 County-wide daytime population

8.5%

Population Growth
Since 2010

16k

Regional Employees

\$48k

Median Household Income

\$124k

Median Home Listing Price

11

Minutes
Avg. Commute Time

817

College Grads Annually
from 56 Post-Secondary
Education Programs

10%

Sales Tax Rate

250+

Acres of City Parks

Largest Industries

1. Manufacturing
2. Education and Government
3. Retail Trade
4. Hospitality/Food Service
5. Health Care and Social Assistance

Major Employers

1. White River Health System
2. Peco Foods
3. Ozark Mountain Poultry
4. White River Area Agency on Aging
5. Bad Boy
6. Batesville School District
7. FutureFuel Chemical Company
8. First Community Bank
9. Intimidator Group
10. Walmart Supercenter





Outdoors

If it's an outdoor adventure you seek, you will find it in the most geographically diverse landscape in the state of Arkansas.

Water Sports & Fishing

POKE BAYOU

Poke Bayou (also known as Polk Bayou, but that's a debate for another time) was the first settlement in the Batesville area, and it remains a hot spot for nature lovers today. The bayou winds through Batesville and spills into the White River. Anglers, kayakers, and canoers enjoy the bayou and its versatile recreational opportunities.

► **WHITE RIVER**

The mighty White River offers an assortment of boating adventures from fishing to skiing. Launch your boat above the dam at Kennedy Park or below the dam on Riverbank Road. Take a walk on the sandbar and skip rocks on the shores of the beautiful White River.

Walk, Hike, Bike, Climb

BATESVILLE GREENWAY

The Greenway is a multi-use trail that accommodates walkers, joggers, runners, and cyclists. The trail system begins at the Batesville Community Center, making a loop through Riverside Park, Batesville High School, and the adjoining neighborhood. In the coming years, the City of Batesville will expand the Greenway to encircle the entire city. Learn more at batesvilleparks.com.

► **JAMESTOWN CRAG**

The Jamestown Crag is a popular sport climbing destination in North Arkansas. With over 100 climbing routes on Arkansas sandstone and miles of hiking trails, the Crag has become a hot spot for outdoor recreation in Arkansas. Find **Jamestown Crag** on Facebook.

► **LYON COLLEGE TRAIL SYSTEM**

Lyon knows there's more to college than just earning a degree. With 5 miles of hiking and biking trails, an 18-hole disc golf course, a bouldering grotto, and a high- and low-ropes course, Lyon has endless adventure opportunities available for its students and the community. Learn more at lyon.edu.



**LYON COLLEGE
MOUNTAIN BIKING TRAIL**

Day Trips

BLANCHARD SPRINGS CAVERNS

Blanchard Springs Caverns is one of the most spectacular and carefully developed caves found anywhere in the world. It is located in the Ozark National Forest and shaped by an active mountain spring that pours into a glassy-surfaced trout pond called Mirror Lake.

GREERS FERRY LAKE

Less than an hour away, you will find Greers Ferry Lake. Visitors flock to the area to enjoy swimming, boating, fishing, and other water activities.

SPRING RIVER & MAMMOTH SPRING STATE PARK

Mammoth Spring State Park is home to one of the world's largest natural springs. Nine million gallons of water per hour overflow into the Spring River, providing one of the most exciting float trips in the state. Outfitters operate along the river, providing guests easy access to the river and shuttles for float trips. Kayak, canoe, or raft your way down the rapids of the beautiful Spring River.



WHITE RIVER



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"With our new production facility, we're able to offer a better product at a better price.
The building has helped us tremendously, but nothing like our people have." - **Robert Foster**

Intimidator Group is proud to build world class products in our state-of-the-art facility located in Batesville, Arkansas. We are committed to the economic growth in our area by offering a variety of jobs and distributing our products around the world.

PASSION

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VISION

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COMMITMENTS

Committed to our Families, Our Partners, and a Higher Purpose.

STRENGTHS

Our People. Our Experience. Our Endless Pursuit for Excellence.





THIS IS OUR COMMUNITY.

Photo by Julie Graves

Experience the beauty of community banking at First Community Bank. Banking local is about doing business with your neighbors and friends - people you can trust. It's the comfort of knowing you have a group of professionals you can count on for all your banking needs. That's the way banking should be!

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firstcommunity.net | 1-888-780-8391

BATESVILLE | 1325 Harrison St. | 3 Eagle Mountain Blvd. | 301 E. Main St.
SOUTHSIDE | 1 Allen Chapel Rd. | **CAVE CITY** | 102 S. Main St.



Leisure

THE COURSE AT
EAGLE MOUNTAIN

BATESVILLE MOTOR SPEEDWAY

The Batesville Motor Speedway provides the fastest entertainment in the area. The summer schedule is packed with family-friendly events and ends with a championship finale in early fall. See the full schedule of events at batesvillemotorspeedway.com.

► **THE COURSE AT EAGLE MOUNTAIN**

The Course at Eagle Mountain's 18-hole championship course appeals to golfers of all skill levels from across the region. The semi-private course offers membership, daily fee play, and residential opportunities. Learn more about the Eagle Mountain Country Club at tcaem.com.

HISTORIC MAIN STREET BATESVILLE

Downtown Batesville is home to the oldest existing Main Street in Arkansas. With its beautiful streetscape, pocket park, historic homes, churches, antique stores, clothing boutiques, historic movie theater, and one-of-a-kind dining experiences, Downtown Batesville is a must-visit destination.

THE MARK MARTIN MUSEUM

Get a glimpse into the life and career of Independence County native and NASCAR Hall-of-Famer Mark Martin. Starting from the local dirt track in 1974 and being inducted into the NASCAR Hall of Fame in 2017, Mark has accumulated hundreds of trophies and accolades during his 40 years of driving. The museum offers visitors the chance to see how it all started.

THE MELBA THEATER

The Melba Theater, Arkansas's first cinemascope theater, was originally constructed in 1875. In 2016, the theater was restored to its art deco style and upgraded to state-of-the-art technology. The Melba offers an "Experience to Remember" with low ticket prices and fun experiences for guests. Learn more at melbatheater.com.

OAKS 7 VIP CINEMA

Batesville's newly renovated multiplex theater features luxury high back rockers with reserved seating. Learn more at oaksvipcinema.com.

OLD INDEPENDENCE REGIONAL MUSEUM

The museum presents the history of a 12-county region. The museum's exhibits are frequently updated to reveal the unique history of its home county and the surrounding area. Learn more at oirm.org.

PAUL H "ROCKY" WILLMUTH SHOOTING SPORTS COMPLEX

The shooting sports complex is a three-field combination skeet and trap range with a static archery range. The range is fully supervised, open to the public, and features a voice-activated release system. The complex hosts Arkansas Youth Shooting Sports Program events and club competitions.

SPRING MILL

Newly remodeled Spring Mill is the oldest water-powered mill in operation in Arkansas. Located 5 miles north of Batesville, Spring Mill is a premier events destination.

TOMAHAWK CHOP COMPANY

The Tomahawk Chop Company offers family-friendly ax-throwing entertainment. The Chop, located in Historic Downtown Batesville, is ideal for a fun family day or an adventurous evening with friends. Learn more at tomahawkchop.com.

Arts & Culture



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COUNTY LIBRARY



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VOLUNTEER OPPORTUNITIES
BOOKSTORE
CAFÉ



267 E. MAIN STREET
BATESVILLE, AR 72501

BATESVILLE AREA ARTS COUNCIL

The Batesville Area Arts Council is a non-profit organization dedicated to providing community access to the arts. They work to increase awareness of the arts in Batesville and surrounding areas through educational programs, art exhibitions, workshops, and community art projects. Learn more and get involved at batesvilleareaartscouncil.org.

BATESVILLE SYMPHONY LEAGUE

The Batesville Symphony League partners with area supporters to showcase the talents of local string, wind, and percussion musicians.

GALLERY 246

Gallery 246 is located on Main Street. Their mission is to bring together artists—professionals to amateurs—to improve Batesville's beloved Downtown. Learn more at gallery246.com.

INDEPENDENCE COUNTY LIBRARY

The library provides programs and services to the residents of Independence County and is governed by a five-member library board. Learn more at indcolib.com.

LYON COLLEGE

Lyon is an arts and cultural hub in its own right. Students work to bring high-quality productions and performances to life. The College's bands, choir, bagpipers, theater, and art students have presentations and shows throughout the year. The Kresge Gallery showcases artwork from students and professional artists from around the globe. Learn more at lyon.edu.

NORTH ARKANSAS DANCE THEATRE

The North Arkansas Dance Theatre provides Arkansas communities and schools with a rich cultural experience through the fine art of classical ballet and other dance forms. Learn more at nadt.info.



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Dining

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RISTORANTE

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meals-now.com | 870.569.8110

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Blue Moon Coffee brews a great cup of coffee served with speed and a smile. Blue moon makes espresso, lattes, frappuccinos, cold brew, and more with Onyx Coffee.

1455 Myers St., Batesville, AR | 870.805.5282

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kona-ice.com | Location varies | 501.281.3999

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(Formerly known as Main Street Nutrition)
870.925.1142

MORNINGSIDE COFFEE HOUSE

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616 Harrison St., Batesville, AR | 870.793.3335

NOVA JOE'S

Nova Joe's combines the warmth and energy that food and coffee bring with the quick convenience of a drive-thru experience.

2100 Harrison St., Batesville, AR
1959 Batesville Blvd., Southside, AR

THE TEA CRATE

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614 St. Louis St., Batesville, AR | 870.569.4118

TROPICAL SNO

If you're looking for a ten-minute vacation, an affordable luxury, a bit of self-indulgence, or a retreat from the heat, Tropical Sno is the place for you. We can't take you there, but we can give you a taste.

Location varies | 870.834.0241

Local Faves

BIGS OF BATESVILLE

Located in Main Street's iconic Hail building, BIGS serves amazing grilled sandwiches, hot dogs, and burgers.

101 E. Main St., Batesville, AR | 870.569.4986

COLTON'S STEAKHOUSE

Colton's has built a reputation in Batesville for serving quality hand-cut mesquite-grilled steak dinners in a unique western atmosphere.

coltonssteakhouse.com | 1553 St. Louis St., Batesville, AR | 870.793.7427

FRED'S FISH HOUSE

Fred's has something for everyone—famous catfish and hush puppies, hamburgers, steaks, prime rib, bar-b-que, sandwiches, and more!

3777 Harrison St., Batesville, AR | 870.793.2022

LAS PLAYITAS

350 Harrison St., Batesville, AR | 870.569.4339

LOS COCOS

1600 Batesville Blvd., Batesville, AR | 870.569.8131

MEMES BURGERY

One of Batesville's most popular food trucks, Memes Burgery, turns out some of the best burgers and hand-cut fries around.

Location Varies

NATALIE'S CAFÉ

Trip Advisor's highest-rated restaurant in the Batesville Area, Natalie's Café serves up a daily plate special from Natalie's vast collection of made from scratch recipes.

whodatnat.com | 3050 Harrison St.
Suite S, Batesville, AR | 870.698.0200

THE RIVER

With quite possibly the best view of any restaurant in Arkansas, the River is one of Batesville's most well-known dining destinations.

50 Riverbank Dr., Batesville, AR | 870.793.7000



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**STELLA'S BRICK OVEN
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2065 Harrison St.
Batesville, AR | 870.569.7999

SOUTHSIDE'S BACKWOODS STEAKHOUSE & GRILL

Southside's newest and only steakhouse offers a wide variety of menu options for everyone.

39 Jones Dr., Batesville, AR | 870.251.9932

► **TAVOLO ITALIAN RISTORANTE**

Tavolo serves authentic and delicious Italian cuisine in an intimate setting, focusing on customer satisfaction.

3000 Jennings Lane
Batesville, AR | 870.569.8569

TADPOLE'S CATFISH BARN

Shrimp, BBQ, catfish, and fried chicken are pillars of this buffet of authentic comfort food.

6201 Batesville Blvd.
Pleasant Plains, AR | 870.345.3474

WHISTLE STOP CAFÉ

Whistle Stop Cafe proudly serves breakfast all day! Stop by for breakfast, lunch, and dinner, or take a break for pie and coffee.

300 Lawrence St., Batesville, AR | 870.793.0997

By the Slice

U.S. PIZZA

At U.S. Pizza, it's all about life, liberty, and the pursuit of really great pizzas, salads, and sandwiches.

uspizzaco.net | 60 Batesville Blvd.
Batesville, AR | 870.569.4894

► **STELLA'S BRICK OVEN PIZZERIA & BISTRO**

Located in the heart of Historic Downtown Batesville, this upscale Pizzeria and Bistro provides Neapolitan style fresh pizza, excellent sandwiches, and salads.

stellasbrickoven.com | 250 E Main St.
Batesville, AR | 870.805.3045

Fast & Delicious

FREDDY'S FROZEN CUSTARD & STEAKBURGERS

freddysusa.com | 1190 S St. Louis St.
Batesville, AR | 870.569.8171

MCDONALD'S

mcdonalds.com | 1220 S St Louis St.
Batesville, AR | 870.793.1130

SONIC DRIVE-IN

50 Stanley Wood Dr., Batesville, AR | 870.251.3200
2920 Harrison St., Batesville, AR | 870.307.0338
715 St. Louis St., Batesville, AR | 870.698.1500

SUBWAY

subway.com | 10 Eagle Mountain Blvd.
Batesville, AR | 870.698.9955

TACO BELL

1102 St. Louis St., Batesville, AR | 870.793.7111

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LESLEY MILTON,
MARY KATHERINE HARDIN,
AND KAREN COLTHARP

Putting down roots

*Business
owners
find home,
community
support in
Batesville*

BY KELBY
NEWCOMB

BATESVILLE IS MORE THAN A GREAT PLACE TO CALL HOME. IT'S ALSO A GREAT PLACE TO START A BUSINESS.

Thanks to support from the city and the community, both transplants and local women have launched successful careers in Batesville and become leaders in their fields.

Karen Coltharp is a Batesville native who owns Clara Jane & Jax, a store where people can find something special to celebrate a new baby, find the perfect outfit for pictures, or a unique gift without any pressure to buy anything. Although she has lived and worked in other towns and states, something “always draws [her] back” to Batesville.

“It is cliché, but Batesville is home,” Coltharp said. “I often describe my store as ‘my happy place,’ and the happiest days aren’t necessarily dictated by sales, but by connections and moments.”

Seeing how supportive her hometown was of small businesses is how she knew she wanted to have her store here.

“This is where I’ve made friends I now consider family,” Coltharp said. “In supporting my small business, Batesville gives me the opportunity to play a small part in some of the happiest moments in a family’s life.”

Dr. Lesley Milton, owner of Tooth Be Told Pediatric Dentistry and co-owner of Sweet Tooth Frozen Delights, initially moved from Wynne, Arkansas, to Batesville to attend Lyon College.

During her undergraduate studies, she was amazed at how involved the local community was in events like the college's annual Service Day.

"The impact the community made during my time at Lyon helped cement my decision to come back to the area and open a dental office," Milton said. She said the Batesville community has been so supportive during the opening of both of her businesses.

"All of the healthcare providers have been so welcoming and supportive," Milton said. "It is a wonderful feeling to be able to take a collaborative approach with other healthcare providers and to be able to offer the best care for the pediatric population."

Originally from Monroe, Michigan, local artist Carly Dahl was unsure what to expect when she and her husband, Dustyn Bork, moved from the Midwest to Arkansas in 2010 after he accepted an art teaching position at Lyon College. Dahl worked part time as the director of the Kresge Gallery at Lyon before joining the Batesville Area Arts Council (BAAC) board of directors shortly after. Dahl now serves as the executive director of the non-profit.

"Batesville and the Lyon College community were so friendly and welcoming, we quickly felt at home."

She said BAAC has been fortunate to have the support of local businesses and individuals, which they rely on as a non-profit organization.

"The community members see the importance of the arts and the value it can bring to Batesville and the surrounding area," Dahl said. "I love being a part of a community where I can make a difference and the impact is appreciated."

Dahl said the Batesville community has so many passionate leaders and business owners that "consistently work together to move the community forward."

Mary-Katherine Hardin said the Batesville Area Chamber of Commerce has been an essential partner to STARS Academy. The academy is an early intervention day treatment clinic that provides occupational, physical and speech therapy services to children ages zero to six.

It also offers developmental treatment and specialized nursing services to children who have unique developmental differences.

"The Chamber does an amazing job of connecting us to other local businesses to provide enhanced services to our community," Hardin said.



"Batesville is consistently at the top when it comes to Arkansas communities. I love the forward-thinking and desire to lead that this community maintains."

LESLEY MILTON



KAREN COLTHARP



MARY KATHERINE HARDIN



CARLY DAHL



She said STARS Academy can reach out to local businesses for help anytime they have families in need.

“The local school districts are also extremely wonderful to work with to provide the best services to our patients and their families,” Hardin said.

She chooses to do business in Batesville because it is home.

“This community, led by our Chamber, is deeply invested in improving the quality of life of all our residents, but especially our children,” said Hardin.

Paige Hubbard, owner of Real Goods Market and Eatery, grew up in Batesville and returned after college. Although she has traveled often and made connections all over, she said there is nowhere she would rather be at this time in her life than in Batesville.

“Our community has proven time and again

that we look out for one another and support one another in good times and bad,” she said. “We’re honored to get to serve our community through the market.”

Hubbard’s organic and natural food store offers groceries, specialty foods, prepared foods, and health and beauty supplements. Real Goods Market and Eatery loves supporting local artisans and offering their products, and Hubbard said their “customer friends” support and encourage them as well.

“Batesville is consistently at the top when it comes to Arkansas communities,” Milton said. “I love the forward-thinking and desire to lead that this community maintains.”



“Our community has proven time and again that we look out for one another and support one another in good times and bad.”

PAIGE HUBBARD

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Batesville, Arkansas



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Shopping

MAIN ATTIRE

The Look

BELLABIRD

BellaBird is a unique boutique that carries the hottest brands in women's and children's apparel.

shopbellabird.com | 2485 Harrison St.
Suite 1, Batesville, AR | 870.213.8284

BLUSH SALON, SPA, AND BOUTIQUE

Blush is a fashionable women's boutique, salon, and a full-service spa.

blushboutiqueonline.shop | 3050 Harrison St.
Batesville, AR | 870.569.4916

CLARA JANE & JAX BABY BOUTIQUE

For adorable clothing for babies and toddlers, look no further than Clara Jane and Jax.

clarajaneandjax.com | 120 East Main St.
Batesville, AR | 870.805.1976

FACTORY CONNECTION

Retail clothing, junior, misses, young men's, plus, ladies shoes, and more!

factory-connection.com | 3050 Harrison St.
Suite Q, Batesville, AR | 870.251.7995

FRINGE SALON

The Fringe Salon shop has unique gifts that are perfect for that special person.

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Quality and care, Jonathan's offers jewelry repair, appraisals, customization, loose diamonds, and beautiful pieces of fine jewelry.

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Batesville, AR | 870.793.8287

▶ **MAIN ATTIRE & SALON**

A trendy, stylish boutique located on historic Main Street that also features a full-service salon.

shopmainattire.com | 187 East Main St.
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Karen Shaw
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POWER Women

seeks to 'open doors' for others

BY KELBY NEWCOMB

POWER (PROFESSIONAL ORGANIZATION OF WOMEN EMPOWERING RELATIONSHIPS) IS A NEWLY-FORMED GROUP OF PROFESSIONAL WOMEN IN THE BATESVILLE AREA THAT MEETS REGULARLY TO SHARE ADVICE, MENTOR EACH OTHER, AND MAKE NEW CONNECTIONS IN THE COMMUNITY. THE GROUP HOPES TO MAKE THE PATH EASIER FOR THE NEXT GENERATION OF WOMEN IN BUSINESS.

Luanne Gregory, a financial associate with Thrivent, started brainstorming about the new organization after learning about a similar group in town that primarily serves men in business.

"They do great, wonderful things," she said, "but I realized we don't have an organization for women to support other women."

Gregory started writing down names of accomplished women and began taking them to lunch to discuss ideas for the group. Karen Shaw, executive vice president and chief financial officer for The Citizens Bank, was one of the first to attend.

"It kind of grew from there," Shaw said. "We're still in the creation phase and drafting our mission."

She said the first meeting had 25 professional women present, and they discussed their passions and hopes for what the group could become. This included discussion about empowering each other, mentoring young women and supporting community members who are just starting their careers.

"We're trying to take those ideas and narrow the focus," Shaw said, "Our goal is to help others in the community and pay forward what people have invested in us."

Gregory has been pleased by the strong turnout. She was worried the women might not see the value in the group, but every single woman saw the need for a group like POWER.

"If everybody already knew all the answers," Gregory said, "then there would be no need for POWER. However, there are women already in their professional journeys who need support and advice from other professional women."

"Sometimes that's us," she said, laughing. "It doesn't matter how far along you are."

“Our goal is to help others in the community and pay forward what people have invested in us.”

LUANNE GREGORY

POWER WOMEN MEETS
AT THE CITIZENS
BANK AT 7 A.M. ON
THE THIRD TUESDAY
OF EVERY MONTH.

*For more information,
contact Karen Shaw at
karens@thecitizensbank.net.*

The members of POWER want to use the knowledge and experience they have gained in their career journeys to make the path easier for the next generation of women.

“People believed in us, and we want others to know someone believes in them,” Shaw said, “and you can be whatever you want to be.”

Gregory said she and Shaw have been fortunate to have women in their lives who supported them in their career journeys.

“I am one of nine children, and my mother was an amazing mentor to me,” Gregory said, “but she wasn’t a professional. She didn’t work outside of the home until after my dad died.”

Her mom made sure all of her children, whether girls or boys, understood that they could do whatever they set their minds to as long as they backed it up with hard work.

Shaw was raised by a single father, and her grandmother was her inspiration because of how much she valued hard work.

“My grandmother instilled in me that you can be whatever you want to be, but you may have to work twice as hard as everybody else to get your opportunity,” she said. “She encouraged me to always tell the truth and to always help others because that will help you as well.

Gregory had several “fabulous mentors” in her work environment as well, but she also ran into detractors, women who did not support other women.

“The ones who supported me were amazing. They gave me opportunities and didn’t see my youth as something to be scorned. They appreciated my energy and fresh ideas.”

“When I began my career in public accounting, there were more men than women in my field,” Shaw said. “We had to find those few women who were blazing a trail and had the career-life balance so they could help us get there.”

That spirit of collaboration over competition is exactly what Gregory and Shaw hope POWER can offer local professionals.

“We want to be mentors and help others,” Shaw said.

Gregory said POWER has been grateful to have the support of area businesses, such as Citizens Bank, while developing their organization’s mission. The bank has provided a meeting space for the group’s 7 a.m. meetings and encouraged their efforts.

“Citizens Bank supports their women employees,” she said. “At many banks, the vast majority of employees are women, but Citizens Bank is different in that women make up a lot of the leadership as well. That is rare in banking.”

Sandy Starnes, POWER member and vice president and director of marketing at Citizens Bank, confirmed that 60% of the bank’s executive leadership is women.

“That is unheard of in community bank sectors, particularly in this region,” she said. “Citizens recognizes that women carry skillsets that are unique, diverse points of view, and different approaches to creative problem-solving.”

POWER’s membership is very diverse as well. The group features women business owners and women who work in banking and finance, human resources, healthcare, fine arts, manufacturing, and education.

“There are only a few women in our group who have the same profession,” Gregory said. “We all bring different skills to the table. We’re trying to assemble a diverse group so we can address needs from an informed perspective.”

POWER’s goal is not to recreate programs that already exist in the community. Rather, they hope to amplify the messages of these programs and make them more accessible.

Shaw said membership in POWER is not exclusive either. The group spans the boundaries of each member’s network.

“Each of us reached out to those we thought would make the group successful and contribute to the mission.”



City Parks

CITY OF BATESVILLE COMMUNITY
CENTER & AQUATICS PARK

CITY OF BATESVILLE COMMUNITY CENTER & AQUATICS PARK

The Community Center and Aquatics Park features a 25,000-square foot gym for athletic and community events. The indoor aquatics center features a competition pool, a children's pool, and a heated therapy pool. The outdoor aquatics park is sure to amaze with two-story spiral slides, a lazy river, tanning decks, and much more.

EAST MAIN SPORTS COMPLEX

The East Main Sports Complex is Batesville's newest and finest soccer facility. You'll find numerous soccer fields, a pavilion, a horse arena, a concession stand with accessible bathrooms, and a playground.

KENNEDY PARK

Located on the south side of the White River, Kennedy Park is home to the Mark House Memorial Boat Ramp and Pavilion. After a full day at the park, exploring the dam and sand bar, unload your boat and watch the sunset on the beautiful White River. Kennedy Park's playground is located under a grove of trees and is perfect for the little ones on sunny summer days.

MAXFIELD PARK

Located in Downtown Batesville, Maxfield Park is the newest addition to the Batesville Parks family. The park features a stage for live music and a unique playscape for children made from reclaimed equipment and materials.

MUNICIPAL GOLF COURSE

This quaint nine-hole course is located near the White River and is enjoyable for new and experienced golfers. With two different sets of tees to complete the 18-hole track, you are afforded a second chance at the course if you faltered at first.

PAUL H. "ROCKY" WILLMUTH SHOOTING SPORTS COMPLEX

The complex consists of multiple skeet, trap, and archery fields. The range also includes voice-activated release systems.

RIVERSIDE PARK

Riverside Park is located alongside the beautiful White River and is a local favorite, with its playgrounds, walking paths, pavilions, dog park, a large amphitheater, and plentiful green space. The park is home to several events and festivals throughout the year, including the White River Wonderland Christmas lights display.

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This complex contains seventeen baseball and softball fields to suit your needs, from t-ball to adult leagues.



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Each winter, the light display that earned Batesville recognition as the Christmas Capital of Arkansas™ takes over Riverside Park. The show features over a million lights and welcomes thousands of visitors each year. Beyond the lack of admission cost, the feature that makes the display so unique is the variety of ways visitors enjoy it.

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Want to experience the beauty up close? The entire display is walkable, with illuminated trails throughout the park. Guests can take it a step further and enjoy ice skating. Learn more at whiteriverwonderland.com.

KIWANIS CHRISTMAS PARADE

The Kiwanis Christmas Parade is a treasured tradition, held annually on historic Main Street in the heart of downtown Batesville. Try your hand at catching candy thrown to you by little leaguers, enjoy seasonal magic as snow falls from the sky, and catch a glimpse of Santa.

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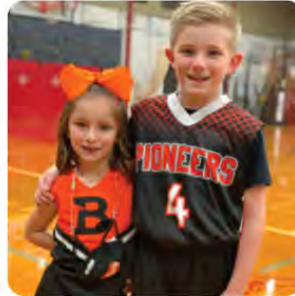
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Anna Shults is a resident of the Batesville community and receives supports and services provided by Network of Community Options, Inc. including community based waiver services as well as day treatment services at New Directions. New Directions' curriculum includes computer skills, functional math and reading, social and communication skills, budgeting, home safety and maintenance, physical fitness and nutrition, along with a variety of other activities.

Network of Community Options, Inc., incorporated in 1974, is a non-profit organization licensed by Arkansas Department of Human Services, Division of Developmental Disabilities. The agency networks with Federal, state, and local governmental agencies as well as the private business sector to provide community based services to children and adults with intellectual challenges.

NCO, Inc. will fulfill its mission by providing services based on the following core values: PRIDE: Patience, Respect and Responsibility, Integrity, Dignity, Empowerment.

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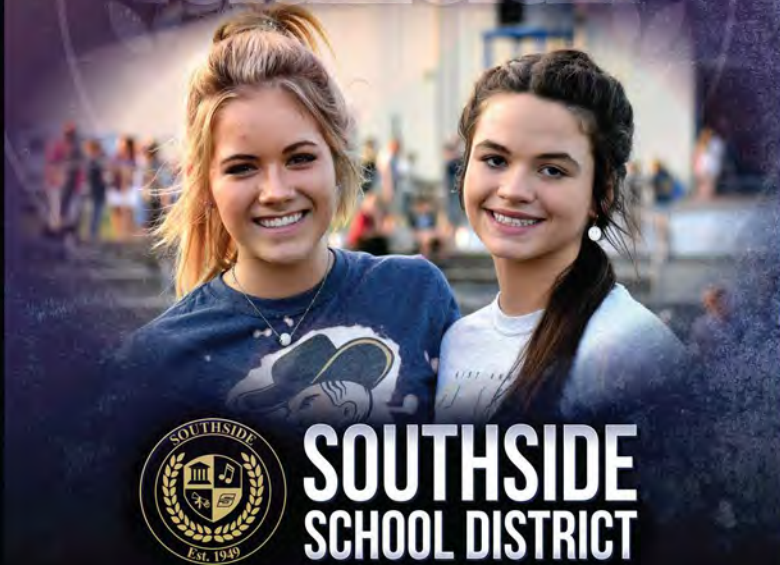




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