

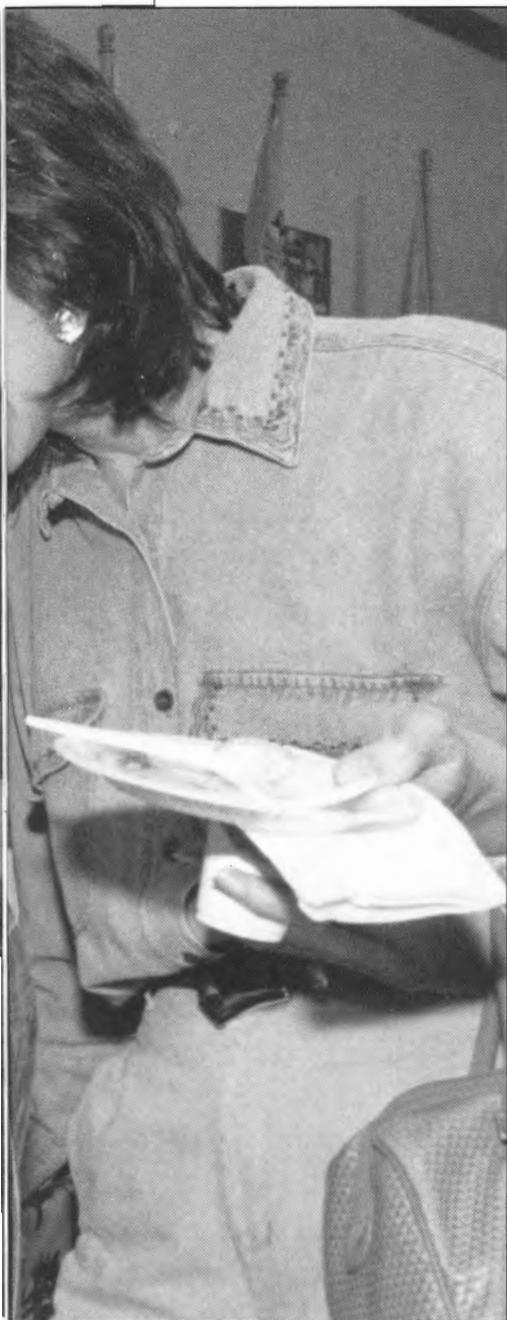
COMMUNITY



photo by Guy Lyons

The conversations of students and merchants, business professionals and church representatives filtered through the air in Grant Plaza on the evening of August 22. Suddenly, the canopy of noise was interrupted by the voice on the microphone saying, "It's time for the Stuart-Pedigo Jewelers drawing."

REACHING his hand into the glass jar, a student pulled out a card with the name of the winner of a \$200 gift certificate. Free gifts and free food signified the arrival of the University's second annual "Spotlight on Arkadelphia."



The evening served as a linkage between the family inside and the family outside the wall of campus. A record 59 businesses, churches, and other organizations from the area moved **BEYOND** the walls of their locations to reach out to students and acquaint them with their services.

In the midst of the hustle and bustle of the evening, the area merchants and professionals learned that they were not the only ones who had something to offer. The door had been opened for students to begin building relationships in the community. They would volunteer around town at **THE** Courage House and Group Living. And in a climax of unity between the campus community and the local community, the clubs and organizations on campus combined their talents to host a Christmas party for area children. Students had learned to give something back to what the community had to offer.

It was the generosity of one woman in particular who helped us learn this lesson. Bernice Young Jones reached beyond her comfort zone to provide the necessary funds to advance the University.

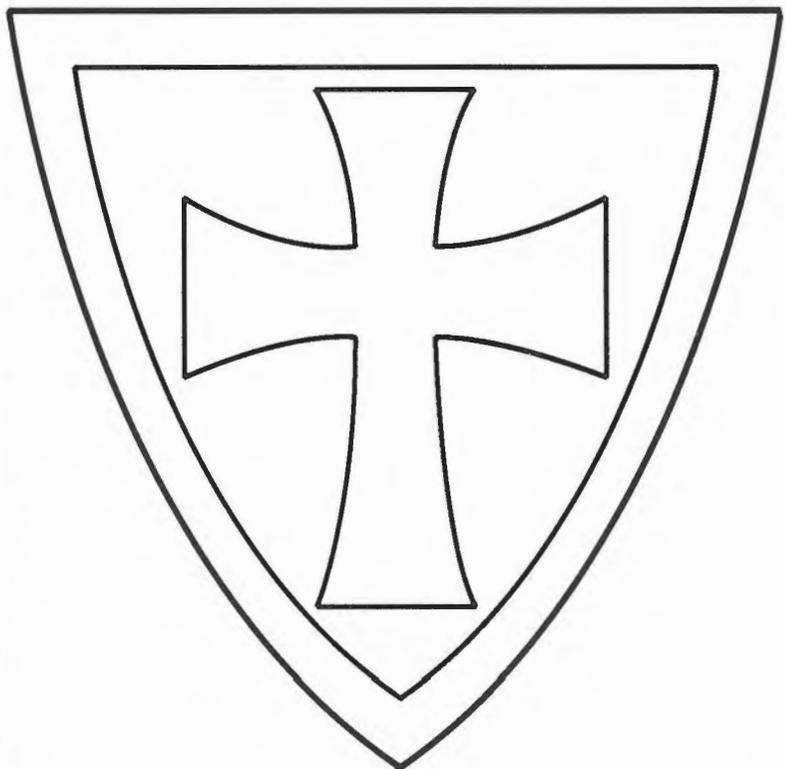
Faculty and students alike were encouraged to grasp the experience offered inside the **WALL** and incorporate the lessons learned from community involvement so that we could make a difference in the world outside.

Dr. Isaac Mwase, assistant professor of religion and philosophy, shows some residents of Arkadelphia some artifacts from his native land of Zimbabwe during the International Food Fest. Each year, the International Students Association hosted the International Food Fest as part of the Christian Focus Week activities. This event, among others, drew faculty and students from campus as well as residents of the community, serving as a link between the people on both sides of the wall.

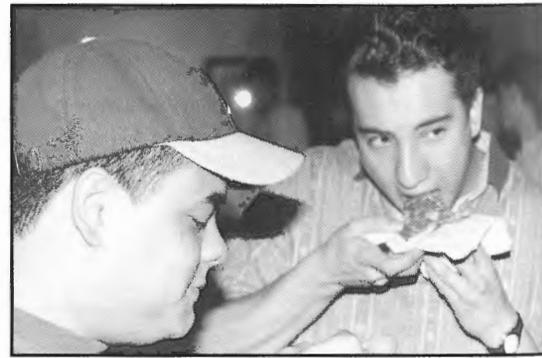
Beta Beta



Men's Social Club



FREE PIZZA— Juan Carlos Pereira and Edilberto Moreno, both sophomores, enjoy free pizza from one of the local businesses. Many businesses participating in Spotlight on Arkadelphia offered students free samples, coupons, and discounts. • photo by Jim Yates



Community businesses take CENTER stage

Music playing over the loud speakers went unnoticed as students gathered at the foot of the steps of Evans Student Center to catch up on gossip and look around for freebies. The night before classes began,



IN FASHION— Three students model the latest fashions from Maurices. Over 50 businesses shared their merchandise at the evening's activities. • photo by Jim Yates

over 50 businesses and churches participated in Spotlight on Arkadelphia.

In three weeks, senior Chad Brinkley and Heather White organized Spotlight on Arkadelphia.

"We took a list of businesses that participated in it last year and then brainstormed other businesses that we could invite," Brinkley said. "Then we went to each business personally and asked them to come. There were 30 more businesses that came this year, and it will continue to grow."

The businesses were told that they could

not sell anything, but they could give things away.

"It was good for businesses because it was free advertising, and it gave all the new students an idea of what Arkadelphia has," Brinkley said.

Businesses were excited to participate in it because it gave them a chance to promote their businesses.

"It was a good opportunity," Tanya Ruble, manager of TCBY, said. "We gave out a lot of coupons and free yogurt. It was fun because so many people were there."

Upperclassmen knew Arkadelphia, but new students had not yet learned what Arkadelphia had to offer.

"We wanted to get out circulation and business for the store," Kelley Harris, the Taco Bell representative said. "It was a good way to meet the freshmen and the transfers."

In coordination with freshman orientation, Spotlight on Arkadelphia was designed for the freshmen and transfers to get to know the businesses in town.

"I thought it was great because a lot of people participated in it, and it was a great way for the community to welcome us,"

freshman Sarah Robbins said.

Freshman Wayne Landers liked all of the free things businesses gave away like Subway sandwiches, snow cones, TCBY yogurt, and cokes. Some businesses gave away coupons and had discounts for those who dropped by their booths. Others had drawings. Collier's jewelry store gave \$100 off anything in their store to the student who correctly guessed the weight of a diamond.

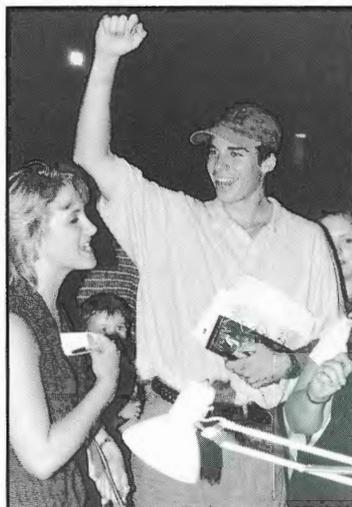
Brinkley said that success was based on the business turnout, but overall the student turnout was most impressive.

"Everybody was there, and it gave you a chance to talk with all your friends that you hadn't seen over the summer," Beth Ann Richardson said.

Upperclassmen saw advantages of both local businesses and the student body by having Spotlight on Arkadelphia in Grant Plaza. "I really think it benefited the students and the businesses," Mark Conine said. "It gave the students a chance to get acquainted with the community of Arkadelphia. And I met a lot of people I didn't know by working Elk Horn Bank's booth." • by Becky Herndon

LUCKY GUESS—

Senior Larry Hurta cheers as he is awarded a \$100 gift certificate for guessing most accurately the weight of a diamond. Collier's Jewelry was just one of the many community businesses that took part in the evening that introduced new students to the area. • photo by Jim Yates



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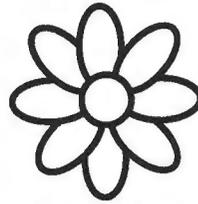
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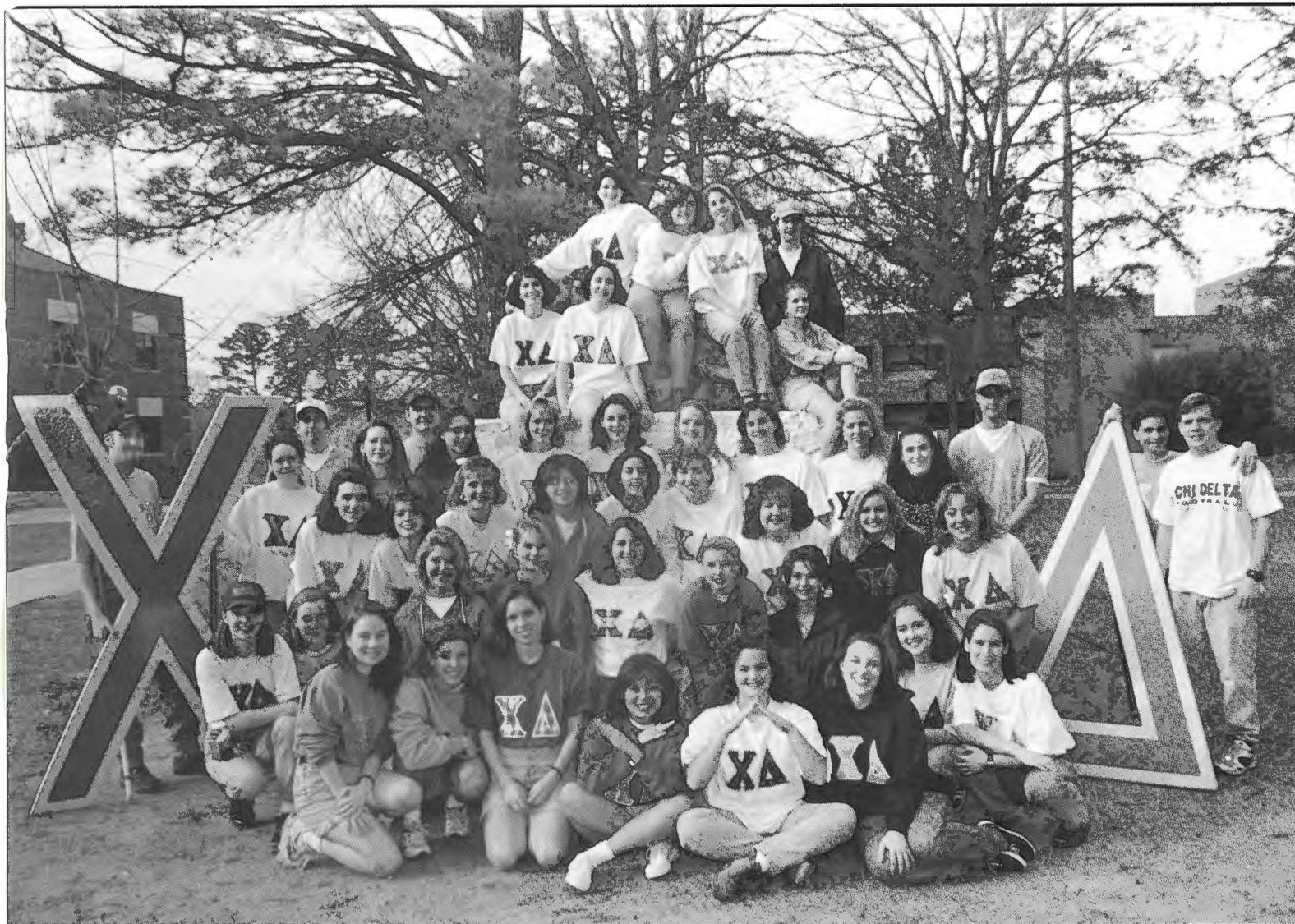
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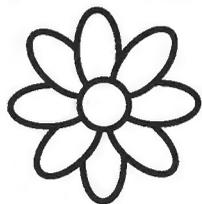
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Touching lives with a SHARING hand

Everyone knew of Jones Performing Arts Center and had heard of Mrs. Bernice Young Jones, but few understood the depth of caring that emanated from the individual responsible for so many breathtaking



SHARING— Mrs. Bernice Jones speaks to the crowd at a Decade of Progress ceremony. The Jones family contributions had allowed the University to complete the Jones Performing Arts Center, begin the Harvey Jones Science Center, and create the Bernice Jones School of Fine Arts. *•photo by John Barber*

progressions made on campus. Mrs. Jones thought enough of others to give of herself. She had truly “made a difference” in the lives of many.

Born in 1905, Bernice Young’s character developed early as she grew up on a farm outside of Springdale, Arkansas. The fondest memories of childhood held by Mrs. Jones included days spent relaxing on the front porch of her family’s home, “listening to the wind in the trees.” She might have never dreamed, in those days, where her life would have led or the kind of man she would meet and marry.

When Bernice Young first caught the eye of Harvey Jones as she passed him in a Springdale train station, he remarked to a

friend that he would one day marry her. He did not know how or when, but he knew eventually they would be together. Months later they met through a mutual friend, and in 1938 the couple married.

Mr. Jones opened a trucking company several years before meeting Mrs. Jones when he “hitched two mules to a wagon and began carrying goods between Fayetteville, Springdale, and Rogers.” However, throughout their marriage, the two made up the “board of directors” for Jones Truckline. Mr. and Mrs. Jones spent countless evenings discussing business ventures and financial strategies. The two partnered each other and together they built the truckline into the largest independently owned trucking company in the United States. The Jones’ company maintained that status from 1948 until 1980, when they sold the business.

A picture of financial success could not begin to accurately portray the Jones’. Mr. and Mrs. Jones had always been very civic minded. Harvey Jones worked in the creation of Northwest Regional Hospital, served on the local school board, and participated in countless other community organizations. Bernice Jones supported him in all his efforts, and she volunteered a great deal also.

After Mr. Jones’ death in 1989, Mrs. Jones searched for ways to help people on an even greater scale. She looked for worthwhile organizations where her help could provide the greatest good. She said

she felt a call from God to use her resources in this manner praying daily, “Lord, I want to do what you want, when you want, and if I’m not, stop me.”

Helping Arkansas colleges and universities became one of Mrs. Jones’ projects. University president, Dr. Ben Elrod said, “Mrs. Jones’ involvement with Ouachita was the beginning of a new day for our institution. She has been a singular factor in Ouachita’s becoming a regionally recognized university.” Many other organizations also benefitted from Mrs. Jones’ generosity including Arkansas Children’s Hospital and the University of Arkansas for Medical Sciences.

Anyone given the opportunity to meet Mrs. Jones found a warm and caring lady who kept other people as her first priority. Dr. Elrod commented, “She is one of the most unselfish people that I have ever known. Sharing her financial blessings with others occupies almost every waking minute of her life. Only eternity will measure her contribution to the lives of young people, in the meantime, we all owe her a tremendous debt of gratitude.”

Mrs. Jones said that the best advice she could give was “to care about others.” This remarkable woman dedicated her life to following that advice. She invested her life in caring for others. Her warmth, her smile, her countenance proved that caring for others was the utmost in worthwhile pursuits. *•by Rebecca Roe*

THANK YOU— Dr. Ben Elrod thanks Mrs. Jones for her support of the University. Mrs. Jones’ gifts touched the lives of students not only here, but also at institutions like Arkansas Children’s Hospital and the University of Arkansas for Medical Sciences. *•photo by John Barber*





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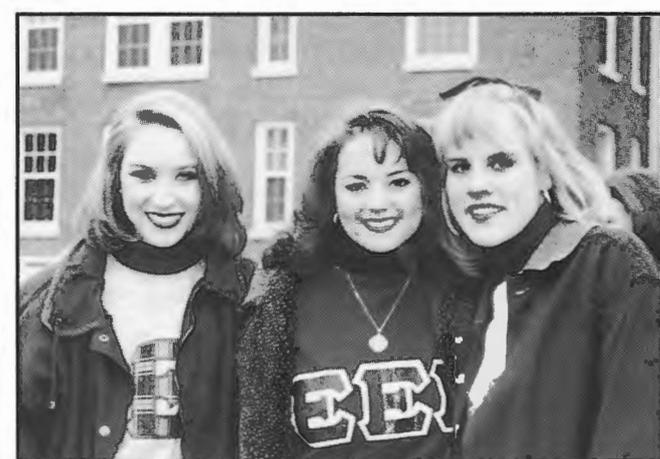
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He stepped up to the white line, glanced at his opponent, and swung at the air with a practice hit. Then with lightening quick speed, he bounced the fuzzy ball and struck it with all his might to serve an ace for the match. The indoor courts of the Heflin Tennis Center were a perfect

sports complexes by the United States Tennis Association. The award was given to honor those universities that had established high standards in tennis facilities while also encouraging increased community and student involvement in tennis.

The Heflin Tennis Center was named in honor of the Johnny Heflin family of Little Rock, Arkansas. A member of the class of 1967, Heflin not only generously shared funds to complete the tennis center, but he also shared his time as he served as the chairman for the University's Board of Trustees. Other family members also contributing to the tennis center included, Heflin's wife Sharon of the class of 1967; Jay and Lynn Heflin; Dr. Boo and Mary Heflin; Jay, class of 1993, and Andrea, class

of 1994, Heflin; and Marc, class of 1995, and Billie, class of 1994, Heflin.

Complete with four indoor courts, six outdoor courts, and indoor viewing area, the Heflin Tennis Center served as the home courts for the University's men's and women's tennis teams. Continuing in the strong tradition of success at the University, last year's men's team took seventh place at the NAIA Tournament, and the women's team ranked fifth in the AIC.

The Heflin Tennis Center courts were also host to many community activities. Tennis fans could find tournaments, leagues, and lessons open to players of all ages. Senior Larry Hurta said, "The tennis center offers people from Arkadelphia a place to enjoy tennis, and it gives the team a great place to play." •by Salinda Russell



HOME COURTS—The Heflin Tennis Center is home to the University's tennis teams. The teams upheld a longstanding standard of excellence on the indoor and outdoor courts. • photo by Jim Yates

setting to a satisfying victory.

The Heflin Tennis Center was recently named as one of the top three collegiate



FOR THE FANS— A tennis fan watches a match from the Tennis Center's upstairs viewing area. The Heflin Tennis Center provided an indoor setting for players and spectators to enjoy the game. The Center was open to students and the community. • photo by Jim Yates

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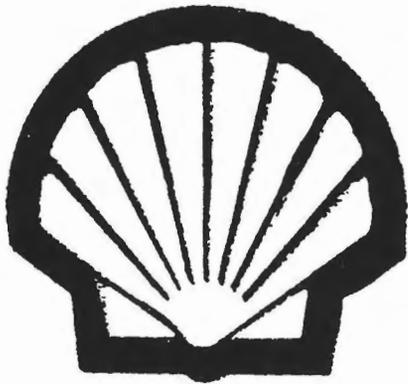
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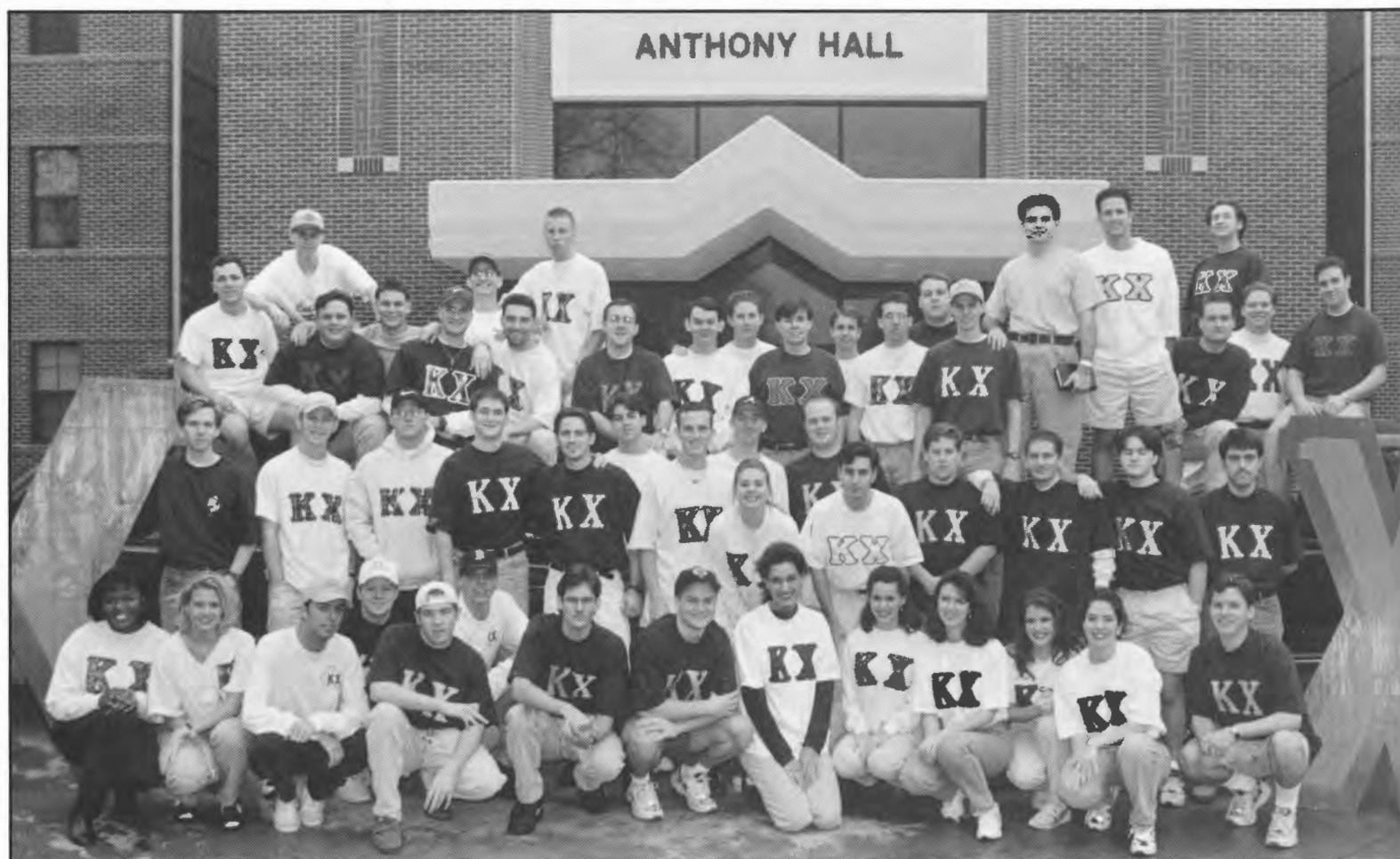
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Students spread a little CHRISTMAS cheer

She anxiously stared at the gold package while she twisted the green ribbon with her little fingers. The minutes seemed like hours before she could finally open the package Santa Claus pulled from his huge red bag. When the moment finally arrived she quickly ripped the metallic paper open to find a beautiful doll. A small tear ran down to a huge smile as she cuddled her new friend.

Participating students also made new friends at a Christmas party for many children in the community. Despite the hectic schedule before finals, they took a few hours to create smiles on faces who do not see Christmas every year. "It was so exciting to see the looks on their faces when they opened the gifts," said Allyson Roy.

The social clubs joined together to provide gifts for the under privileged children. Along with the donations and time of the social clubs, Student Senate also pitched in to create Christmas. Circled

around the light covered tree, everyone sang carols led by Jon Shirley and Zac Murtha. In addition to the hard work of the students, Dr. Ben Elrod dressed in the big red suit to portray Santa Claus. Elrod's spare time added the magic of imagination for the children.

Without a special vision from Randy Odom, the party could not have happened. Odom touched many lives at the local Boy's and Girl's Club until the doors closed to the children. Despite the shut down of the organization, Odom still wanted the children to enjoy Christmas. "I would see the kids at Wal-Mart and they always asked when we were going to have the party," said Odom. "Just because the club closed down didn't mean we couldn't help."

Local elementary school counselors helped Odom locate the names of children who needed help during the holiday season. Odom said many of the kids were from the Club. However, many other children were

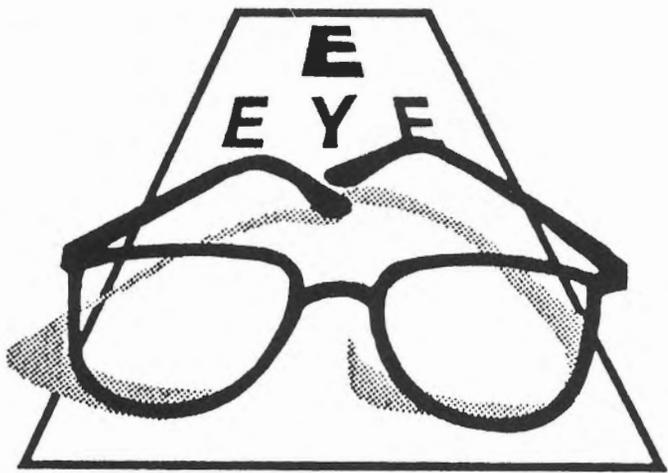
also able to share in the joy of Christmas. "It was a good way to help the community,"

said Bridget Birdsong. "I enjoyed helping the kids find a way to be happy."

With time that students sacrificed during finals and the holiday rush, the children enjoyed the food, music, Santa's gifts, and the love from the students. Whether the children took a new friend home or left one behind, everyone felt loved. Some gave and some received, but the joy of Christmas filled many hearts. *• by Marci Phillips*



PRESENTS!— Santa Claus, portrayed by Dr. Ben Elrod, passes out gifts to children. Social clubs not only donated the gifts, but also their time in sponsoring the party. • photo by Carol Price



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STORY TIME— Senior Randy Odom reads a Christmas story to young boys and girls. Odom's wish to bring Christmas to underprivileged children was fulfilled with the Christmas party sponsored by the Student Senate and the University's social clubs. • photo by Jim Yates

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