

# WHAT'S TO *Love* TXK

a WeeklyLIFT brought to you through the Leadership Initiative for Texarkana

A program of Leadership Texarkana



Week of December 18-31+, 2017 • Holiday 2-Week Edition • Good news and good ideas for everyone!

## Enjoy regular updates on What's to Love TXK in the WeeklyLIFT!

It's a fact: The more we all know, the more we all care, so help us build our WeeklyLIFT readership, growing the numbers of folks eager to be a part of all that makes our community great.

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## Texarkana USA:

**A thriving center for business, education and culture that attracts—and serves—us all.**

*Citizens committed to Working Smart for Excellence,  
Educational and Cultural Riches, Community Pride,  
Economic, Social and Personal Well-Being.*

.....  
Speaking of Second to None...

## Texarkana College's Institutional Advancement Team Wins Advertising Awards



Members of Texarkana College's Institutional Advancement team

recently earned two top awards for their advertising work.

"Our team is excited to announce that TC won two Gold Medallions at the National Council for Marketing & Public Relations District 4 regional conference for our entries in the print advertisement and TV commercial categories of their advertising and marketing competition," Irwin said. "We are honored to receive these awards, which are judged by professionals in our field, and to represent TC among our peers."

Team members Traci Pitman, Emily Fruge, and Suzy Irwin designed and produced the commercial and print advertisement in-house to establish greater brand awareness for TC and to promote TC's Alumni & Friends campaign.

Irwin said NCMPR is the only organization of its kind that exclusively represents marketing and PR professionals at community and technical colleges. As one of the fastest-growing affiliates of the American Association of Community Colleges, NCMPR has more than 1,500 members from nearly 600 colleges across the United States, Canada and other countries. NCMPR's District 4 is comprised of two-year colleges in Arkansas, Colorado, New Mexico, Texas and Wyoming.



Thanks to our WeeklyLIFT Partners for investing in "What's to Love TXK!"

## STEPPING UP TO MAKE A DIFFERENCE



### Fred R. Norton, Jr.

Attorney, Norton and Wood, LLP  
Leadership Texarkana Board of Directors  
Leadership Texarkana Class of 1985

Fred has chaired LT's LIFT Program: Leadership Initiative for Texarkana/ LIFT since its inception in 2011. On December 12, LT, as part of LIFT, hosted its fifth annual joint city leader lunch for the elected officials and city managers of Texarkana, AR and TX.

Leadership Texarkana initiated the annual LIFT luncheon tradition the December after hosting the community supported LIFT City Leaders Summit in 2013 as an opportunity for the elected officials of the two Texarkanas to come together in an unofficial social situation where our generous community representatives could annually renew and refresh personal connection among the individuals on both teams. As a plus for all participants, the luncheon is held in conjunction with the December session of the current year's Leadership Texarkana Class to afford everyone in the LT Class the opportunity to meet and greet and get to know the same officials, as inspiration for the personal involvement of each in public service going forward.

LT's LIFT Advisory Team also includes Bob Nelsen (LT 1989), Buddy Allen, Curt Green (LT 1981), Brenda Rochelle (LT 2004), James Henry Russell (LT 2001), Emily Cutrer, Mike Malone, Gary Stading (LT 2018), with Cory Floyd (LT 20017), Chris Karam, and Shelby Brown.

## A T-TOWN TOP TEN



### HOLIDAY 2-WEEK EDITION

## THINGS TO DO IN TEXARKANA December 18-31+, 2017

1

### Shop Local

In those remaining few days before Christmas and shop local. Golden Rule It. Imagine Texarkana is YOUR business, because it is! As your business goes, so go you! From meals, treats, to stocking stuffers and gift cards, shop local and support friends and neighbors.





2

## CREATE MEMORIES WITH YOUR FAMILY



### Attend Candlelight Services at St. James Day School

TUESDAY & WEDNESDAY, DEC.  
19-20 • 6 P.M.

### Enjoy Story Time at the Ahern House

SATURDAY, DEC. 23 • 1-3 P.M.

Share the readings all the beloved traditional holiday stories with your young ones. Texarkana Museums System.



### Swing through Bethlehem at St. Luke's Methodist Church

TUESDAY, DEC. 19



Also...

- **View the Christmas Lights.** Pack up the family with some hot chocolate and drive around town to see all the beautiful Christmas lights!
- **Attend Christmas Eve Services** throughout the community. Take the family. Relish the blessing. Pick any church and give them a call... Every hour of that day - Sunday, Dec 24.
- **Sing carols** with family and friends.



New for your calendar!

3

### PGISD State Championship Game

FRIDAY, DEC. 22 • 3 P.M.

AT&T (AKA COWBOYS) STADIUM

Support the team as PGISD takes the field at Cowboy Stadium to make district history when they play for the 4A Division II FOOTBALL TEXAS STATE CHAMPIONSHIP as the culmination of their record no-loss season. Root for the HAWKS to join the ranks of the other three in-city districts who have worn the state football crowns. Go Hawks!

SIGN UP FOR THE EMAIL VERSION OF THE WEEKLYLIFT AT [LEADERSHIPTEXARKANA.COM](http://LEADERSHIPTEXARKANA.COM)!

## 4 AFTER CHRISTMAS: Time to get out of the house!

- **(RE)Discover Downtown's Unique Treasures!** Take your kids and out-of-town company on a "Who Knew" Tour, including:



- **Dinosaurs: Fossils Exposed** exhibit at **Discovery Place Children's Museum**. Now through January 21 .
- **Regional Arts Center** - beautiful exhibits at the home of the Texarkana Regional Arts and Humanities Council. FREE



- **Perot Theatre** - Call to arrange a personal tour. FREE.

- Visit the **Museum of Regional History** and tour the **Ace of Clubs House**



- **Antique Auto Museum** - [LINK](#) for hours and availability
- Check out what's new at the **Texarkana Public Library**, then take the kids over to play at **Kidtopia** and the **Skate Park**, where you can defy the odds, or just observe
- While you're downtown, enjoy local favorites **TLC Burger**, **Verona's Italian**, **Zapatas Mexican**, **Joe's Pizza**, **Pecan Point Brewery**, **Johnny B's** comfort food, **Mother Kelly's** soul food..
- **Discover Texarkana** CDs available at the Texarkana Chamber of Commerce Office.
- Contact attractions for **HOLIDAY HOURS!**

5

## TRAHC's Winter Art Camp for Kids



WEDNESDAY-FRIDAY, DEC. 27-29

Sign up the kids! Arts on Main - Ages 5-7 with Lindsay Foster; Ages 8-12 with Megan Griffin.



## 6 More fun for the holiday break

- Take advantage of all of the blockbuster holiday movies at **Cinemark Theatre**.
- **Holiday Bowl!** with Arcade, Bowling and now Laser Tag. A sure way to burn some sugar and energy during the Holiday break. Any day.

## 7 FIRST CLASS and FREE! Go Outside!

Enjoy our beautiful Texarkana weather at one of our many city parks and trails in AR and TX, or at one of our local lakes. Teach a child to fish!

## 8 Give Back

Christmas is the season of giving. So, in the midst of all the shopping and busyness, or after the dust has settled, take time out of your day to volunteer to those less fortunate.



## 9 Tai Chi

THURSDAY, DEC. 28

Get a head start on New Year's Resolutions. Seniors Living Well.

## 10 RING IN THE NEW YEAR on December 31!

Jr. League Gatsby Party at Ben and Jane Collins Home - and benefit the Open Hearts Food Pantry.



## Check-out the Community Calendar in the Texarkana Gazette

Reporter Aaron Brand always has an up-to-date listing of what's going on where!

## TOTALLY T-TOWN Food Faves

**"My favorite is the herbivore pizza from Gusanos."**



**GARY STADING**

*Dean, College of Business, English & Technology  
Texas A&M University-Texarkana  
LT Class of 2018*



**"I love the puffy tacos from Zapata's."**

**LORIE SUN**

*Director of School, Williams School  
LT Class of 2018*