



Arkansas Cattlemen's Association

# Convention & Trade Show

JULY 26-27, 2024

*Hot Springs, Arkansas*



# *Welcome to our ACA Convention & Trade Show!*



Allow me to introduce myself, I am Ron Carter a member of the Independence/Jackson County Cattlemen's Association and your Convention Chair for 2024. I have been active in ACA and served as an officer or board member ever since the '80s when I lived in White County and was groomed by the late Vernon McFalls on how to write memberships and we took the county membership to one of the largest in the state.

I relocated to Independence County in 1996 and Tom Williams, another pioneer in ACA, asked me to take over the Independence/Jackson County Association as president, and through the years of competing with White County, we became the largest association in the state. God has blessed me and my family as we live on the farm that has been in our family since 1852.

I am happy to welcome you to the Annual ACA Convention & Trade Show! Vendors from across the region are set up to provide valuable information about their products and services along with providing giveaways and door prizes. As cattlemen, we support these businesses daily, and in turn, they support us in meeting sponsorships and by providing the inputs we need in our operations. It is a good time to visit with them one-on-one and a great

time to schedule them to come to one of your local meetings as a sponsor and present their program to your association.

Once again, our Premier Convention Sponsor is Greenway Equipment, and we offer them a great big THANK YOU for their continuing support of our association. They put a lot of time, money, and effort into doing this, and be sure to thank them while you are at the convention and at their local stores. Returning this year as the Premier Trade Show Sponsor is Kubota Equipment. I know they are excited about the opportunity to continue to support us at this level and we look forward to a long-term relationship with them.

We are excited about the lineup of speakers for the Cattlemen's Colleges and expect to learn something from each of them to help us in our everyday business. This year, we are putting a strong focus on making these educational for your benefit. For the ACA Awards Banquet on Saturday night, we will have the normal awards presentation to those who have gone above and beyond with their time and talents to help our association to be what it is.

We have revised our program this year and going back to having a benefit auction on Friday night with the proceeds benefiting both the Arkansas Cattlemen's Foundation and the Arkansas Cattlemen's Association. We are adding entertainment to the social hour before the auction and immediately afterward with Arkansas native Cory Jackson, a country singer and songwriter. He is sponsored by First Community Bank, Batesville and Farmers Bank and Trust of Magnolia.

On Saturday, we welcome all FFA members and 4-H'ers to attend the trade show. All members wearing their FFA jackets or 4-H Club shirts will get into the trade show for free along with the parents that brought them. This is a great opportunity to expose these youth to our organization and make them the leaders of tomorrow.

Thank you for attending and supporting the ACA. I am excited to visit with you all!

# Schedule of Events

## FRIDAY, JULY 26, 2024

- 9:00 a.m. – 10:00 a.m.**     **Arkansas Cattlewomen's  
Business Meeting**  
*Room 205*
- 9:30 a.m. – 5:00 p.m.**     **Registration Open**  
*Hall B*
- 10:00 a.m. – 11:00 a.m.**     **Opening General Session -  
Market & Weather Outlook**  
Featuring Dr. James  
Mitchell & Joe Goudsward  
*Rooms 201-202*
- 11:00 a.m.**     **Trade Show Open**  
*Halls B-D*
- 11:00 a.m. – 12:00 p.m.**     **Arkansas Cattlemen's  
Foundation Meeting**  
*Room 205*
- 12:15 p.m. – 1:15 p.m.**     **Allied Industry Lunch**  
*Halls B-D*

- 1:30 p.m. – 2:30 p.m.**      **State Board of  
Representatives Meeting**  
*Rooms 201-202*
- 2:30 p.m. – 3:15 p.m.**      **Cattlemen’s College I -**  
Ticks, Cows, and Cattlemen:  
How Ticks Can Affect Your  
Herd and Your Health  
*Hall E*
- 3:30 p.m.**      **Arkansas Livestock &  
Poultry Commission**  
**Meeting**  
*Room 205*
- 3:30 p.m. – 4:15 p.m.**      **Cattlemen’s College II -**  
Optimizing Cattle  
Management: Insights  
from BQA  
*Hall E*
- 4:30 p.m. – 5:15 p.m.**      **Cattlemen’s College III -**  
Direct-to-Consumer  
Beef Marketing Panel  
*Hall E*
- 5:00 p.m. – 6:00 p.m.**      **Social Hour with**  
**Musician Cory Jackson**  
*Halls B-D*
- 6:00 p.m. – 8:00 p.m.**      **Dinner/ACF Benefit**  
**Auction**  
*Halls B-D*

## **SATURDAY, JULY 27, 2024**

- 8:00 a.m. – 1:00 p.m.**      **Registration Open**  
*Hall B*
- 8:00 a.m. – 2:30 p.m.**      **Trade Show Open**  
*Halls B-D*
- 9:00 a.m. – 9:30 a.m.**      **Cowboy Capers**  
*Hall B*
- 9:00 a.m.**                      **Arkansas Beef Council**  
**Meeting**  
*Room 206*
- 9:30 a.m. – 10:15 a.m.**      **Cattlemen's College IV -**  
Best Practices for  
Maintaining a Healthy Herd  
*Hall E*
- 10:30 a.m. – 11:15 a.m.**      **Cattlemen's College V -**  
Creating the Century Farm:  
Financial, Tax, and Estate  
Tips to Preserve Your  
Legacy  
*Hall E*
- 11:00 a.m.**                      **Silent Auction Closes**  
*Halls B-D*
- 11:15 a.m. – 12:15 p.m.**      **County Officers Meeting**  
*Rooms 201-202*

- 12:30 p.m. – 1:45 p.m.**      **Lunch/Cattlemen's  
College VI -  
Producer Profitability  
Panel**  
*Halls B-D*
- 2:30 p.m.**      **Exhibitor Move-Out**  
*Halls B-D*
- 2:00 p.m. – 3:00 p.m.**      **General Membership  
Meeting**  
*Rooms 201-202*
- 3:30 p.m. – 5:00 p.m.**      **Overcoming Hardships  
Panel & ACLC/YCLC  
Networking**  
*Rooms 201-202*
- 5:00 p.m. – 6:00 p.m.**      **Happy Hour**  
*Convention Center  
Grand Lobby*
- 6:00 p.m. – 8:00 p.m.**      **ACA Awards Banquet**  
*Rooms 207-209*



Premier Convention Sponsor



Together we do more.®

Premier Trade Show Sponsor

# *Cattlemen's College Series*

## **PRODUCER PROFITABILITY PANEL**

### **CREATING THE CENTURY FARM: FINANCIAL, TAX, AND ESTATE TIPS TO PRESERVE YOUR LEGACY**

Presented by Cornerstone Capital Management and Pinnacle Legacy Law

### **TICKS, COWS, AND CATTLEMEN: HOW TICKS CAN AFFECT YOUR HERD AND YOUR HEALTH**

Presented by Dr. Emily McMermott, University of Arkansas

### **BEST PRACTICES FOR MAINTAINING A HEALTHY HERD**

Presented by Meg Harrington, Nashville Animal Hospital

### **OPTIMIZING CATTLE MANAGEMENT: INSIGHTS FROM BEEF QUALITY ASSURANCE (BQA)**

Presented by Dr. Maggie Justice, University of Arkansas

### **STRATEGIES FOR DIRECT-TO-CONSUMER MARKETING PANEL**

Sponsored by the Arkansas Beef Council



### **LONG-RANGE WEATHER FORECAST AND MARKET OUTLOOK**





# Maximize Your Hay Production with the New John Deere 1 Series Baler

Join us at the Greenway Booth for  
Demonstrations during the following times:

**Friday, July 26th**

**1:30 P.M.**

**Saturday, July 27th**

**9:00 A.M. & 11:30 A.M.**

Learn about features like Net Lift Assist, Gen 5  
Display & John Deere Operations Center  
equipped on the new 1 Series Baler & how they  
can benefit your operation.

# Friday Evening Entertainment



The ACA Convention Committee has decided to bring back the ever-popular auction and entertainment on Friday night of our event! We're excited to host the Arkansas Cattlemen's Foundation Benefit Auction, which kicks off with a happy hour and Arkansas's own Cory Jackson!

Bridging the gap between today's modern country music and the classic country sounds of the past, Arkansas-born Cory Jackson is an independent singer,

songwriter, and entertainer who showcases contemporary compositions with a story-telling performance.

Born in Jonesboro, Arkansas in 1995, Cory's life has been spent in a small, rural farming community, which he often alludes to in his music. Gifted with a guitar from his grandpa, Cory began to explore music at age 16, which fostered his dream of performing on a big stage as a career. Thousands of concerts later, Cory now feels right at home on the stage.

He further solidified his music path and fandom in 2018, when he received the Arkansas Country Music Association (ACMA) "Coun-



try Artist of the Year” award. Cory is most famous for his national debut on Season 17 of NBC’s *The Voice*, where his 3-chair turn performance allowed him to work and learn under Blake Shelton.

He retains the ability to connect with his fans, stay true to his country roots, and create music that defines who he is. Whether it be a laid-back acoustic show or a high energy large stage production, Cory never ceases to find that special connection with others through the music that first inspired him to sing and song write himself. For more information, visit [coryjacksonmusic.com](http://coryjacksonmusic.com).



# *Best Practices for Maintaining a Healthy Herd*



**MEG  
HARRINGTON**  
Nashville Animal  
Hospital

Meg Harrington BS, CVT, VTS (PAIM) is a veterinary technician specialist who specializes in livestock consulting and production animal care for Nashville Animal Hospital. Growing up on a cow/calf operation in southern Indiana, she has always had a passion for the cattle industry. She graduated from Purdue University School of Veterinary Medicine with a bachelor's degree in Veterinary Technology in 2010. Meg, her husband Cody, and daughter Hadley run a herd of registered SimAngus cattle on their ranch in Sheridan. Meg has a strong desire to educate and develop herd health programs specific to the needs of their producers through risk assessment and disease surveillance, in addition to helping them see the economic benefit of utilizing certain products to boost production through weight gain, increased reproductive performance, and facilitate ways to decrease morbidity and mortality in high-risk cattle.



# *Creating the Century Farm*

## **FINANCIAL, TAX, & ESTATE TIPS TO PRESERVE YOUR LEGACY**

Presented by Cornerstone Capital  
Management and Pinnacle Legacy Law



**ALAN SPRAGGINS**  
Cornerstone Capital  
Management

Alan Spraggins believes in the power of independent financial guidance and having a professional team who works in your best interests to recommend strategies to pursue your goals. He enjoys getting to know his clients, their hopes for the future, their concerns, their passions. This helps him design a plan that puts them on the path toward their goals and lets them enjoy life because they're confident about their financial future.

Alan has been in the insurance and financial services industry since 2013 and holds the series 7 and 66 with LPL Financial as well as the AAMS® and AFFP® and is a fiduciary. Alan and his wife Mandy have 4 children.



**SARAH FENDLEY**  
Pinnacle Legacy Law

Sarah Fendley is a native of Hot Springs, Arkansas. She was a member and associate editor of the UA Little Rock Law Review and an editorial assistant for the Arkansas Real Estate Review and Arkansas Probate and Trust Law Review. Sarah comes to Pinnacle Legacy Law with a passion for helping people preserve their legacies for future generations.

Sarah's practice is focused on estate planning and asset protection. Sarah strives to provide unique planning solutions to fit each of her clients' needs. In her spare time, Sarah enjoys working with her cows on her family farm.

**JOIN US AND SUPPORT EDUCATIONAL AND  
DEVELOPMENTAL PROGRAMS FOR BOTH THE  
ARKANSAS CATTLEMEN'S ASSOCIATION AND THE  
ARKANSAS CATTLEMEN'S FOUNDATION!**

*Live Auction*  
**FRIDAY AT 6 P.M.**

*Silent Auction*  
**UNTIL SATURDAY AT 11 A.M.**

# *Ticks, Cows, and Cattlemen*

## **HOW TICKS CAN AFFECT YOUR HERD AND YOUR HEALTH**

Presented by the University of Arkansas



**DR. EMILY  
MCDERMOTT**

University of  
Arkansas

Dr. Emily McDermott is an Assistant Professor of Medical and Veterinary Entomology at the U of A Dept. of Entomology and Plant Pathology. Her research focuses on the biology/control of arthropod vectors of pathogens that cause disease in livestock. She is interested in the role that different tick species play in spreading cattle diseases. It is her goal to develop new tools and recommendations for producers to manage these pests in their herds. She will speak about the biology of the most common tick species found on cattle in Arkansas and how these arthropods cause damage for cattle producers. She will also discuss how ticks on cows should be considered a threat not just to livestock but also to cattlemen.



*What educates consumers about  
how beef cattle are raised and  
how beef quality is like no other  
protein?*

**Your Dollar Does.**



[ArkansasBeef.org](http://ArkansasBeef.org)



[BeefBoard.org](http://BeefBoard.org)

# *Optimizing Cattle Management*

## **INSIGHTS FROM BEEF QUALITY ASSURANCE**

Presented by the University of Arkansas



**DR. MAGGIE  
JUSTICE**  
University of  
Arkansas

Maggie Justice joined the University of Arkansas Division of Agriculture System as an Assistant Professor- Beef Cattle Extension Specialist in May 2023. Her focus areas include beef cattle husbandry and integrated resource management for beef-forage systems. She also serves as the Arkansas Beef Quality Assurance (BQA) State Coordinator. Justice is a native of South Carolina where she grew up on her family's commercial beef cattle operation. Her love of the industry was born out of working on the farm and being active in the 4H Livestock and Equine program. Justice earned her B.S. and M.S. in Animal Science at Clemson University and her Ph.D. in beef

cattle management and nutrition from Auburn University.

The BQA Program offers producers a variety of resources including manuals, assessments, videos and training but it goes beyond that. BQA certification demonstrates a commitment to best management practices, which can help consumers feel more confident in the beef they buy. Improving cattle management will enhance production efficiency and ultimately revenue for producers. Join us for this Session as we dig deeper into how management can impact our herd's health, production and overall efficiency.



## *County Officers Meeting*

**SATURDAY AT 11:15 A.M.**

**ROOMS 201-202**

Meet with ACA staff and leadership to hear what we're working on for the next membership year and to share your thoughts with how ACA can help your county in the future!

# Producer Profitability Panel



**JIM MOORE**  
Moore Cattle  
Company



**LANNY FORD**  
LBJ Cattle  
Marketing



**MEG  
HARRINGTON**  
Nashville Animal  
Hospital





# Market Outlook



**DR. JAMES  
MITCHELL**  
University of  
Arkansas

Dr. James Mitchell joined the Department of Agricultural Economics and Agribusiness at the U of A in 2020 as an assistant professor. He is also the livestock marketing extension specialist for the University of Arkansas System Division of Agriculture. James has a B.S. and M.S. degree from Oklahoma State University and a Ph.D. in Agricultural Economics from Kansas State University.

James leads integrated extension and research programs that address issues that span the livestock and meat supply chain. Some of Mitchell's recent research focuses on cattle traceability and identification, price discovery in cattle markets, extreme weather and crop basis, and highly pathogenic avian influenza effects on poultry and egg markets. His extension programming primarily focuses on livestock marketing and risk management.



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\*Award based on 2021 Progressive Farmer Reader Insights Tractor Study.

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# Long-Range Weather Forecast



## JOE GOUDSWARD

NOAA National  
Weather Service

Joe Goudsward graduated from Lyndon State College in Vermont with a degree in meteorology and after a brief television career, joined the National Weather Service in 1993. After stops in Colorado, New York, Maine and Montana, he made his way to Little Rock where he has been since 2001,

He is currently a senior forecaster and incident meteorologist (IMET) and he is the office's fire weather specialist, having received specialized training in how weather affects wildland fire behavior. He currently resides in rural northeast Pulaski County with his partner of 24 years. In our spare time they enjoy hiking and traveling.



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# STAND OUT FROM THE HERD

Stand out from the herd with a professional, user-friendly website tailored to your operation's unique needs and goals.

ACA members receive an exclusive **25% discount** on all small business website packages.

We offer a range of customizable website packages, built for every budget and with beef producers in mind. Take your operation to the next level by scanning the QR code below to learn more about this offer, or to request a complimentary audit on the performance of your current website.



Scan with your  
smartphone to  
claim your discount



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# *Strategies for Direct-to-Consumer Marketing Panel*

Sponsored by the Arkansas Beef Council





**MICHAEL LEE**  
Flying C Ranch



**KENNY SIMON**  
Simon Farms



**MIKE WILSON**  
Ferguson  
Packing Co.



**KIM HUFFMAN**  
Huffman Family  
Farms

# Cowboy Capers

Cowboy Capers is an exciting relay that combines ag events, each testing to see who will go home as the ultimate ranch hand. Prizes will be awarded Saturday at lunch. This event will be a laugh for the whole family! If you would like to participate or just watch, it will begin at 9 a.m. on Saturday on the Trade Show floor!



**CHOOSE THE LENDER  
WHO UNDERSTANDS  
YOUR OPERATION.**



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# Convention Sponsors



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Electric Cooperatives  
of Arkansas





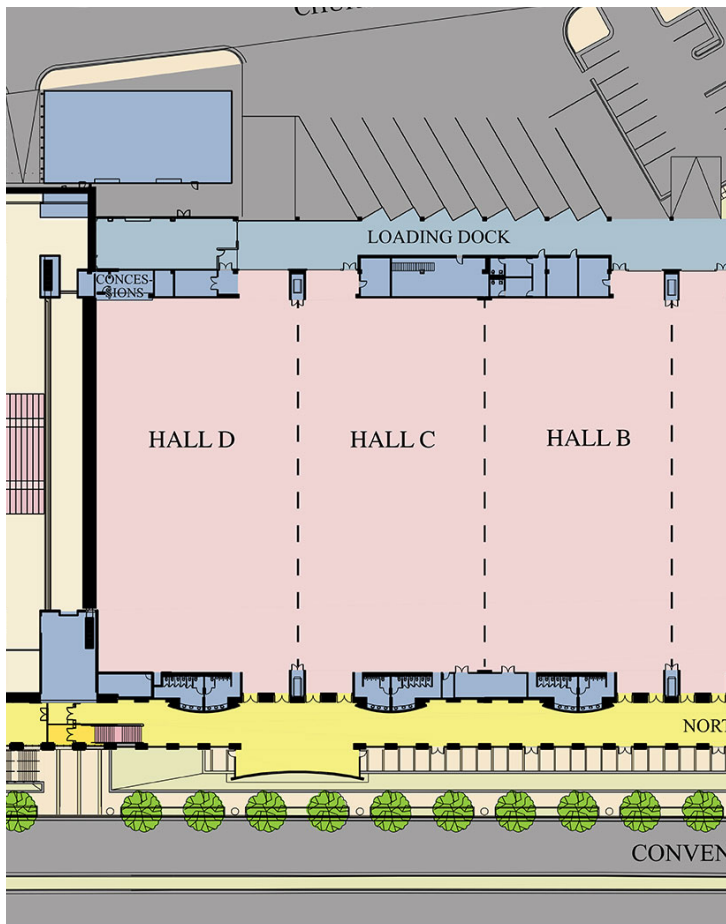
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Marketing | Public Relations



AMERICAN BRAHMAN  
BREEDERS OF ARKANSAS



# Convention Center Map







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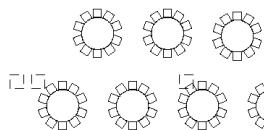


# Trade Show Map

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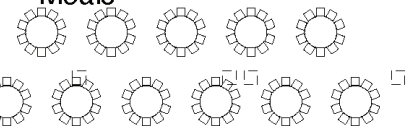
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| 23 | 20 |
| 22 | 21 |

Cowboy Capers  
Kids Corner

SHOW STORAGE

8

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1

# Trade Show Exhibitor Key

**26.** 101 Livestock Auction

**44.** 777 Farms

**16-17.** A1 Cattle Feeders

**102.** Adams & Creasy  
Insurance Agency Inc.

**66.** ADM Animal Nutrition

**84.** Agoro Carbon Alliance

**1.** American Brahman  
Breeders of Arkansas

**31.** American National  
Insurance

**65.** Arkansas Angus  
Association

**81.** Arkansas Beef Council

**4.** Arkansas Beefmaster  
Breeders Association

**101.** Arkansas Cattle  
Auction

**64.** Arkansas Cattlemen's  
Graduate Course

**C.** Arkansas Cattlemen's  
Leadership Course

**5.** Arkansas CattleWomen's  
Association

**82- 83.** Arkansas  
Department of Agriculture

**74.** Arkansas Grazing  
Lands Coalition

**3.** Arkansas Hunger Relief  
Alliance

**56.** Arkansas Mobile  
Butchers

**72.** Arkansas Soybean  
Promotion Board

**14.** Arkansas State  
University

**15.** Arkansas Tech  
University

**48.** Arkansas Women In  
Agriculture

- 76. Arvest Bank
- 38. Big Branch - Cooper Cattle
- 85. Big D Ranch
- 47. Biozyme
- 58. Boehringer Ingelheim Animal Health
- 77. Calf Creek Creations
- 69. Callicrate Banders
- 67. CDP Brangus
- 100. Cornerstone Capital Management
- 75. Corteva Agriscience
- 54. Elanco
- 60-61. Farm Credit Associations of Arkansas
- 63. Farmers Association
- 46. FERA Diagnostics & Biologicals Corp.
- 40. Gallagher NA - Animal Management
- 88. Genepus Brangus
- 18. Globelife/Liberty National
- 108-110. GoBob America's Farm & Ranch Equipment
- B. Greenway Equipment
- 89. Gro-Tec, Inc.
- 50-51. Joplin Regional Stockyards
- 7. Kranjec Valley Angus Farm
- A. Kubota
- 2. LeafFilter Gutter Protection
- 49. Livestock Nutrition Center
- 24. Lynn Walters Ins. Agency United Health Care
- 25. Lynn Walters Ins. Agency Wellcare
- 104-107, 115-116. McLehaney/4M Equipment
- 23. Medgene
- 86. Merck
- 19. MirTech Harvest Center
- 59. Nashville Animal Hospital Consulting
- 68. National Cattlemen's Beef Association
- 57. Neogen
- 41. Norbrook Inc.
- 80. OKC - West Livestock Market LLC
- 90-91. Oklahoma National Stockyards

**78-79.** Oklahoma Steel & Wire Co., Inc.  
**8.** ORR Auto Mall  
**99.** Pinnacle Legacy Law  
**53.** Preferred Livestock Products  
**55.** Premier Select Sires  
**70-71.** Premier Trailer Sales  
**34-35.** Priefert  
**62.** Purina Animal Nutrition  
**37.** Ragland Mills, Inc.  
**87.** RCK Genetics  
**21.** Riser Chrysler Dodge Jeep Ram  
**92-93.** Risk Associates  
**22.** River Valley Seed & Feed  
**111-114.** Ross Rogers Equipment  
**20.** SAgE Southern Ag. Exchange  
**45.** Santa Gertrudis Breeders International

**103.** Silveus Insurance Group, Inc.  
**30.** Solar Feeders  
**27.** Southwest Ag Center  
**73.** The Communications Group, Inc.  
**39.** Tri-L Precision Manufacturing  
**28.** UAM Collegiate Cattlemen's Association  
**94-97.** University of Arkansas Animal Science & Extension  
**36.** USDA/NASS  
**98.** USDA-ARS Dale Bumpers Small Farms Research Center  
**52.** Watkins Cattle Co.  
**29.** Williams Baptist University  
**6.** WSR Insurance  
**32-33, 42-43.** WT Equipment



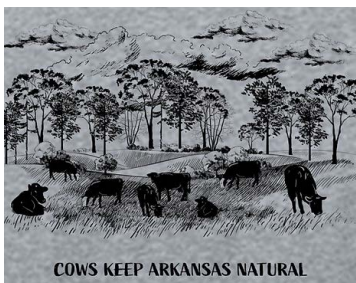
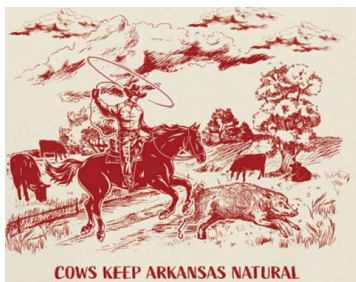
**Kubota**

Together we do more!

Premier Trade Show Sponsor

# Cattlemen's Merchandise

REMEMBER TO PICK UP YOUR PRE-ORDERED  
ACA MERCHANDISE IN THE ACLC BOOTH  
ON THE TRADE SHOW FLOOR!



# Officers & Directors

## EXECUTIVE COMMITTEE

|  |                |
|--|----------------|
| President – Scott Sullivan                 | (870) 584-8990 |
| First Vice President – Justin Smith        | (870) 557-8419 |
| Second Vice President – Don Hubbell        | (870) 612-7100 |
| Secretary/Treasurer – Marcus Creasy        | (501) 206-2281 |
| Area 1 Vice President – Patrick Taylor     | (479) 738-7580 |
| Area 2 Vice President – Sam Cecil          | (479) 264-6655 |
| Area 3 Vice President – Luke Alston        | (479) 234-1376 |
| Area 4 Vice President – Jerry Stamps       | (870) 901-1503 |
| Area 5 Vice President – Brad Henley        | (870) 370-1758 |
| Area 6 Vice President – Kay Casey          | (501) 337-6286 |
| Area 7 Vice President – Michael Lee        | (501) 339-5677 |
| Area 8 Vice President – J.E. Murphy        | (870) 955-8109 |
| Area 9 Vice President – Rickey Goff        | (870) 528-3060 |
| Immediate Past President – Phillip DeSalvo | (501) 208-6119 |
| Past President – W.A. Blackmon             | (501) 730-4553 |
| Ex-officio member – Jerry Christie         | (870) 845-7778 |

## ACA STATE OFFICE

310 Executive Ct., Little Rock, AR 72205

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# BEEF UP your cattle with the power of protein-packed SOYBEANS.

With its high-quality protein profile, soybean meal is an efficient option for meeting the nutritional needs of livestock. **Each year, US cattle producers feed more than 1.3 million tons of soybean meal.** That's equivalent to almost 55 million bushels. Feeding soybean meal not only helps cattlemen produce high-quality lean beef, it adds to their bottom line.

Learn more about the benefits livestock producers can expect when they supplement their herd's nutrition with soybeans at **[TheMiracleBean.com](https://www.themiraclebean.com)**.



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| Delta Association – Tommy G. Brown     | (870) 355-2240 |
| Desha/Drew – Brian Gibson              | (870) 866-3940 |
| Eastern Arkansas – Margy Cannon        | (870) 633-2290 |
| Faulkner – Jim Tapley                  | (501) 479-9926 |
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| Garland – Thomas James                 | (501) 317-7835 |
| Grand Prairie Assoc.                   | n/a            |
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| Hot Spring – Dave Strizinger           | (501) 337-6642 |
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| U of A                           | n/a            |
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