



# West Conway Living

A Social Publication for residents of Westin Park, Westin Estates, Paddington Estates, Fieldstone, Bristol Circle and Huntington Estates

January 2018



## 2017 Year In Review

*Inside This Issue: Two Of Our WCL Sponsors, The Blue Focus And Impact Life Coaching, Share How And Why They Started Their Businesses!*

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The residents!

We are always looking for residents to follow up on leads, find great stories and send us ideas. Let's celebrate the great things happening in our community! No contribution is too small. Please email micah.tarrants@n2pub.com with your pictures, suggestions, or requests.

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## sponsor spotlight

By Abigail Brougher

# IMPACT LIFE COACHING

***When Selena Ulasewich was soul searching for her next move she got back to the basics: “The common thread, and my favorite parts, about all of the places I’ve worked, has been working with and leading women in issues of faith, family, and career.” She channeled this focus and forged a path she’s truly passionate about: her own life-coaching business.***

Selena grew up in Florida and graduated from the University of Florida. Jobs brought she and her family to Conway -- her husband is the pastor of First Presbyterian Church of Conway, and two years ago their family, including their three kids, Beka, Glendon, and Lena, moved their life to Arkansas.

Selena started off as an elementary school teacher, teaching second-fourth grade for 15 years. During that time she started as an Independent Distributor for Premier Designs Jewelry, where she learned and grew as an entrepreneur for 10 years. Through that process, she became more passionate about working with women and getting more involved

at women’s ministries at church. “I am passionate about helping women find harmony in their lives so they can make a positive impact.”

She brings a range of experiences. “I have had the experiences of being a stay at home mom, full time working mom and part-time working mom. I know how it feels to be in each of those positions and the struggles that moms face every day in trying to meet everyone’s expectations.” She helps women identify goals and values and focus on them slowly but surely until they become a reality.

“A life coach helps you bridge the gap of where you are to where you want to be. Let me help you make a plan, set achievable and motivating goals, and be your cheerleader along the way!”

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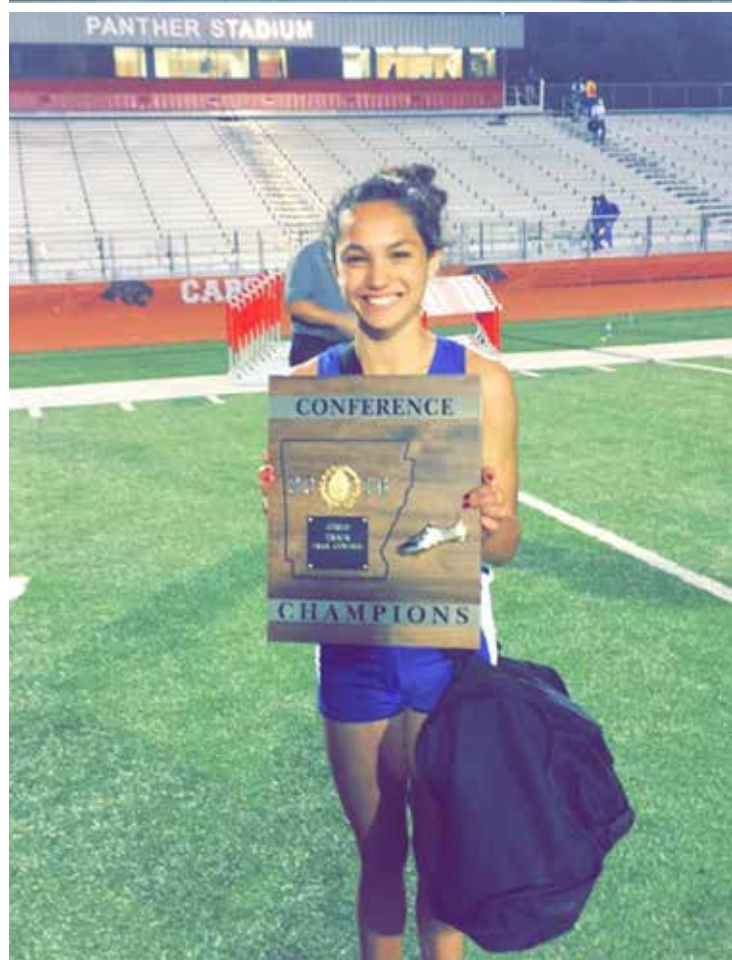


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# HARRY POTTER

## resident book review

When I received the first three novels of J.K. Rowling's Harry Potter series, illustrated edition, as a gift from my husband, I was elated. These stories are flawlessly brought to life with the pictures inside. *Harry Potter and the Prisoner of Azkaban's* illustrations stand out to me the most. Jim Kay, the



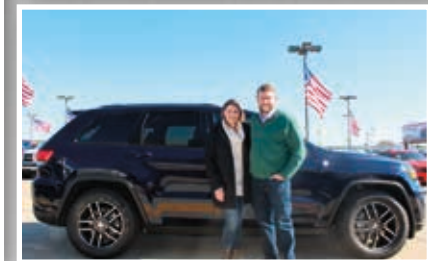
By Erika Easley

illustrator, vividly represents the actions of Harry, Hermine, and Ron, but I have to admit, I love his depiction of the Hippogriffs in Chapter Six and of the Post Office Owls in Chapter Eight. The owls are in charge of delivering letters and they are portrayed with such personality. Ryan (my husband), Anderson (my son), and I analyzed the picture and chose which owl we would trust with our mail; moreover, there is also a random frog hanging out with the flying beauties. This story is still about Hogwarts and the children's journey as they try to help Hagrid from being dismissed over a mistake that was made between his Hippogriff and Draco Malfoy.

They also come across the mysterious nature of Sirius Black and the connection he has with Harry's new teacher, Professor Lupin. Why does Lupin regularly drink potion created by the infamous Professor Snape? Why is everyone surprised at the end about Black and Lupin? They are connected deeper than anyone ever thought. Is Sirius Black truly evil, or misunderstood? Will Harry come face to face with a Dementor?



Why is Hermine randomly popping up in places? Find out when you read this amazing illustrated novel.



"We took a 2018 Jeep Grand Cherokee Trailhawk Edition (Color was Pearlcoat Patriot Blue) on a fun adventure over the weekend. Tyler Gray, a Superior Sales Manager, happens to be a longtime friend of ours and was so friendly and helpful when we arrived on the lot. Since he knows us personally, he had really good insight as to what would be a good fit for us and took that into account. My family has always driven Jeeps, so I love them. Landon is very high tech and appreciates all the extra "smart car" features. Tyler knew this specific vehicle would be the perfect fit for what we both wanted.

When Tyler first described the vehicle to us, he used the term "luxurious". After being in the vehicle for 10 seconds, Landon and I both had to agree! Not only was the interior beautiful with black leather and red stitching, but there were a few features that instantly caught our attention. It had a double sun roof, heated and cooled seats (and heated steering wheel), adjustable lumbar support in both driver and passenger seats, and an incredible amount of safety features we didn't even know existed.

By far, the safety features were our most favorite thing. The backup camera is just incredibly useful for everyday situations, from parking to making sure you don't run over the trashcan at the end of your driveway (not that I'm guilty...). There was also a feature called "lane sense". The car detects if you veer between the white and yellow lines and ever so slightly nudges you back to the center of the lane. The cruise control was incredibly smart and would automatically slow down if you come up behind a car that is travelling slower than you, and then speeds up once you have gone around the car or the car has turned. This prevents you from having to reset your cruise control and breaking frequently. But the best feature hands down was the hands free parking. PSA: You no longer have to live in fear of parallel parking in Downtown Conway! The Jeep could detect if you needed to park either parallel or perpendicular. You still control the gas and break, but the car essentially takes over the steering wheel and positions itself into the parking space perfectly for you. It does take some getting used to (because watching your car practically drive itself is freaky), but it is so cool and works like a charm.

We drove to dinner at John Daly's (which by the way is incredible if you haven't been yet). There happened to be a Christmas parade the night we went to dinner so we had to park a little further away from the restaurant than anticipated. Landon had connected his iPhone to the vehicle beforehand, so when we entered the restaurant, he received a text from the Jeep that dropped a pin and let us know exactly where the car was parked. This would be so useful for tailgating, parking at a concert, or really any situation in which you had to park far from your final destination. The weather happened to be lovely the weekend of our test drive, so we also drove to Petit Jean to enjoy a hike. We really got to enjoy the special cruise control features and appreciate how smooth the car felt while driving on the interstate.

We would absolutely consider purchasing this vehicle. We are going to be in the market for a new car within the next few months. Up until the test drive, we had our minds set on a Subaru. Driving the Jeep Grand Cherokee made us realize we should open our minds to other possibilities of cars that could be a good fit for us. Aside from the Grand Cherokee being beautiful and comfortable, the main reason we would consider purchasing this particular vehicle are the new safety features. We both joked that you would almost have to be trying to wreck the car in order to actually wreck it. We absolutely loved driving it and could see ourselves driving it permanently in the future.

**Thanks Superior!!**  
West Conway Living residents, Allie and Landon Bagby

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Happy New Year! A day we have happily celebrated for hundreds and even thousands of years. The earliest known New Year's was celebrated 4,000 years ago by the Babylonians in ancient Mesopotamia. They would flood the streets parading around statues of Gods in honor of the historic day. Celebrations nowadays are clearly different marked with hopeful new year's resolutions. How did we get from such contrasting ways to celebrate? Well, it all started with different cultures, however one we can personally thank are the ancient Romans. The early Roman Calendar was made up of 10 months and 304 days created by the founder of Rome. Sadly over the centuries the calendar fell out of sync with the sun. Therefore the renowned Julius Caesar created a new calendar marking January 1 the first day of the year. Romans would offer sacrifices on this day hoping to gain good fortune. Civilians would decorate their houses and attend parties for the very same reasons. Thankfully nowadays we do not offer sacrifices however we do offer ourselves to face a challenge for the year. Remember to have fun, be safe, and get to those resolutions. Have a happy New Year!

2018



words  
from  
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By Zailey Chaffin



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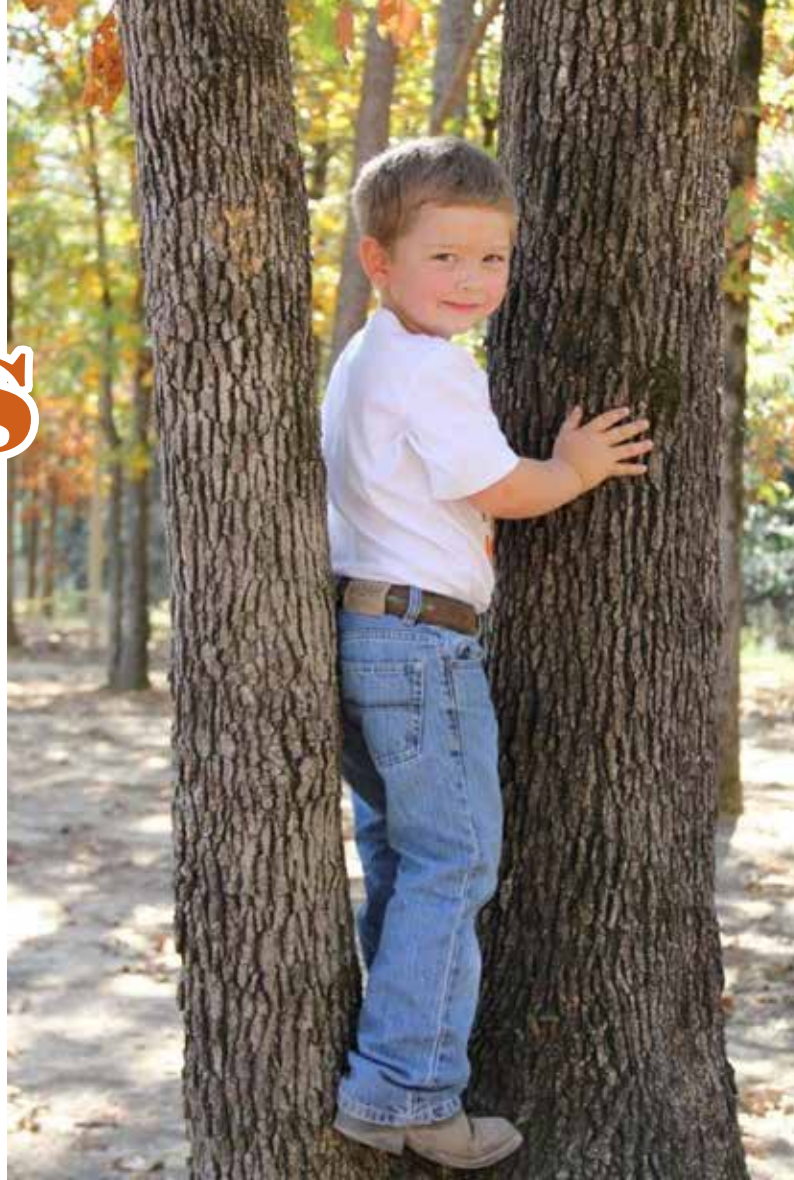
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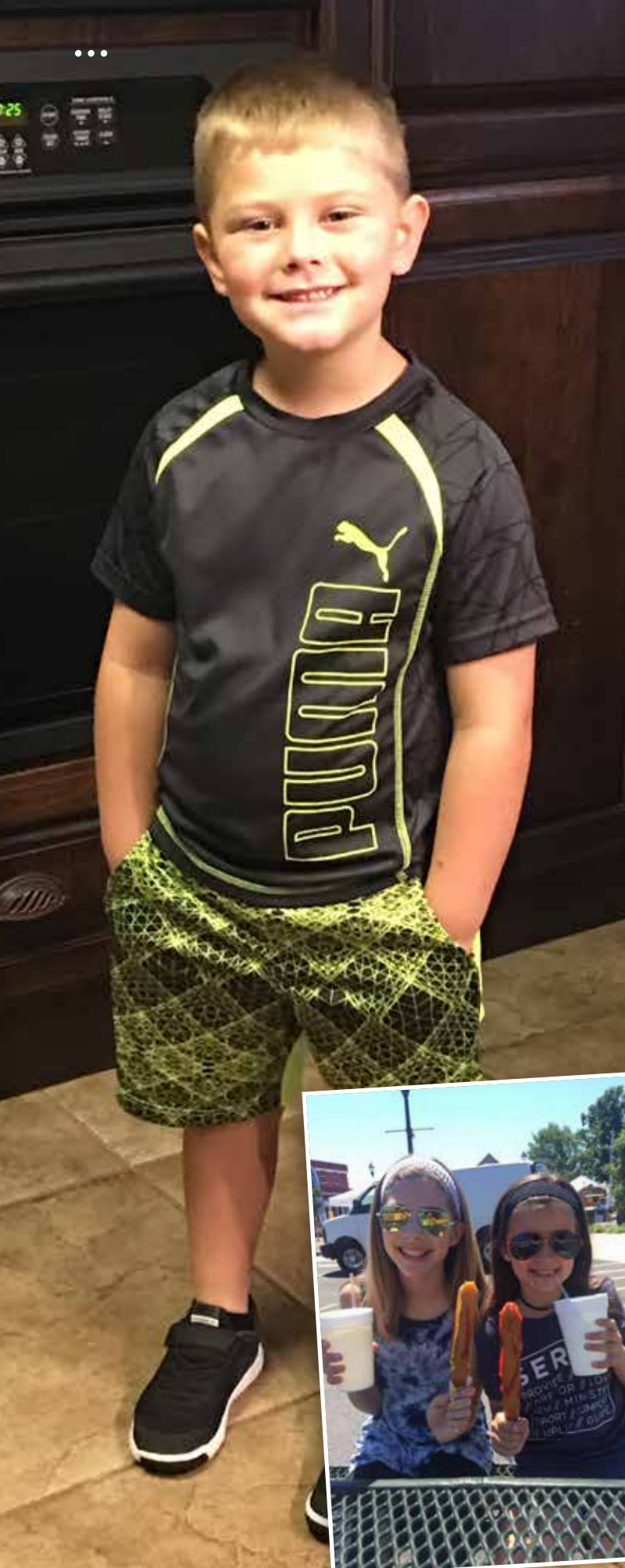
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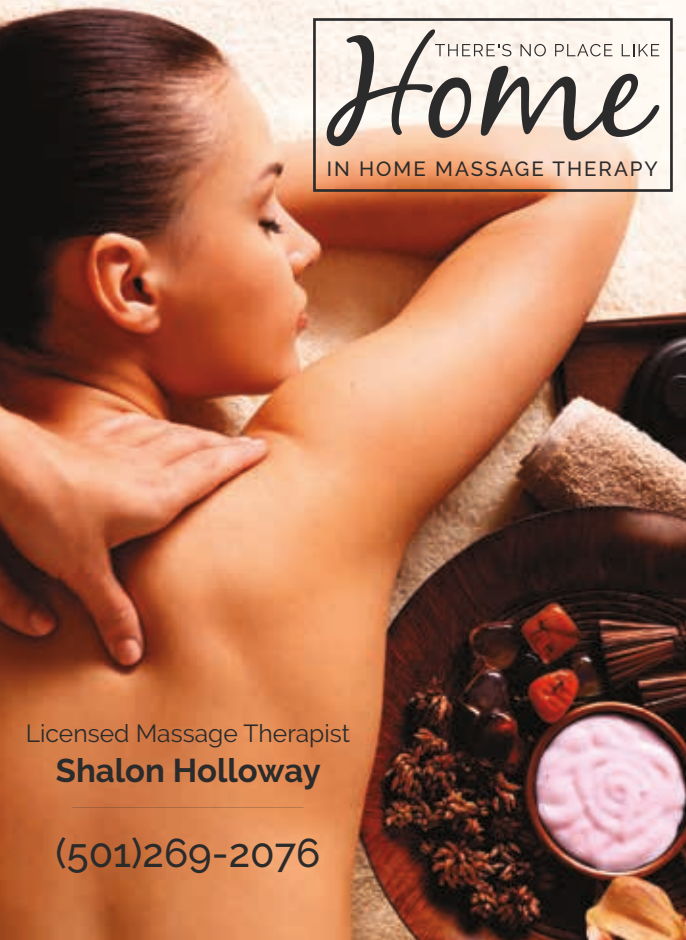
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Grandparents- Steve and Debra Stansel



Ryker Knox Lessard, born July 19th



Cameron Grace Castleberry born August 8, 2017

## Wisconsin CHEESE SOUP



resident recipe  
Sandra Humphreys

### Ingredients:

- 5 T. Butter
- 2 medium carrots- thinly sliced
- 2 stalks celery - finely chopped
- 1/2 green bell pepper
- 1 medium onion- chopped
- 5 mushrooms - chopped
- 1/2 cup cooked bacon or ham (1/2 cup bacon cooked is 7 or 8 slices)

### Directions:

Melt the butter in a soup pot over medium heat. Add all the vegetables and cook until crispy tender - about 10 to 15 minutes. DO NOT BROWN.

### Stir in the following:

- 1/2 cup all-purpose flour
- 2 T. Cornstarch
- Cook 3 minutes stirring constantly.

Add 4 cups chicken broth. Stir until slightly thickened.

### Add the following:

- 4 cups whole milk
- 1/2 tsp Paprika
- 1/4 tsp cayenne pepper
- 1/2 tsp dry mustard

Stir in 1 pound grated sharp cheddar cheese. Do this gradually. Cook until cheese melts. Season to taste with salt and pepper.

Makes 2 and 1/2 quarts

This is perfect for a cold winter night, especially when the snow is falling. Serve with crackers or your favorite cornbread. I love Broccoli Cornbread or Mexican Cornbread with it.

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# The Blue Focus



Kim Slaughter's path has a way of coming full circle -- her very first boyfriend became her husband 27 years later and her mom's lighthearted prediction that she would become involved in advertising back when she was a little girl came true years later. Now, Kim is grateful for the ways life has pulled her back to her roots.

Kim grew up in Sherwood but now calls Conway home. "I love Conway and I'm so glad that I moved back to Arkansas ... the city of Conway has been very good to me and my family." She and her husband, along with their four chihuahuas, love to explore flea markets, work on home improvement projects, and give back to the local community. She volunteers with Haven House, Deliver Hope, Bethlehem house, and even started a nonprofit called Blue Mercy that works with residents in nursing homes.



Other than the seed her mom planted when she was little, Kim didn't expect to be in her line of work. In fact, it was a bit of a crazy dream. "My dream since I was a little girl was to design an ad and be in marketing so I truly feel like I'm living my dream... I always loved art but in high school, I was kind of rebellious and didn't do well in school. However, four years after high school I decided to go to college and get a business degree. I ran a consulting firm in Dallas for 18 years and then came back home to Arkansas and focused on the Facebook marketing side of my business. I have always been dedicated to helping small businesses gain access to big business marketing options."

Kim now manages Blue Focus Marketing, which specializes in social media marketing, promotional products, printing, website design, car graphics, and SEO. "I've always heard if you do what you love you never work a day in your life, and even though I work what seems like 24/7 it never seems like work because I love what I do."

Kim is proud of the creativity she brings to Blue Focus Marketing. They're careful to customize every campaign and website and care about each of their customers. They're accredited with the Better



## business beat

By Abigail Brouger

Business Bureau and earned an A+ rating. "I want every customer to be thrilled with the service that we provide from printing business cards to designing a website."

It hasn't been an easy road, but Kim is thankful for it. "People thought I was crazy when I talked about a business Facebook page, and for years I struggled to build the business. Many times I cried myself to sleep and wanted to give up but it was my passion and I knew that Facebook would be a dominant marketing tool in the future. So I didn't give up. I did whatever I could to make ends meet until my dreams became a reality. Never give up on your dreams."

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# New Year's - Time for New Year's Financial Resolutions

## financial fitness

We've reached the end of another year – which means it's just about time for some New Year's resolutions. Would you like to study a new language, take up a musical instrument or visit the gym more often? All these are worthy goals, of course, but why not also add some financial resolutions?

Here are some ideas to think about: Increase contributions to your employer-sponsored retirement plan. For 2018, you can contribute up to \$18,500 (or \$24,500 if you're 50 or older) to your 401(k) or similar plan, such as a 403(b), for employees of public schools and some nonprofit groups, or a 457(b) plan, for employees of local governments. It's usually a good idea to contribute as much as you can afford to your employer's plan, as your contributions may lower your taxable income, while your earnings can grow tax-deferred. At a minimum, put in enough to earn your employer's matching contribution, if one is offered.

Try to "max out" on your IRA. Even if you have a 401(k) or similar plan, you can probably still invest in an IRA. For 2018, you can contribute up to \$5,500 to a traditional or Roth IRA, or \$6,500 if you're 50 or older. (Income restrictions apply to Roth IRAs.) Contributions to a traditional IRA may be tax-deductible, depending on your income, and your earnings can grow tax-deferred. Roth IRA contributions are not deductible, but earnings can grow tax-free, provided you don't start taking withdrawals until you are 59-and-a-half and you've have had your account at least five years. You can put virtually any investment in an IRA, so it can expand your options beyond those offered in your 401(k) or similar plan.

Build an emergency fund. Try to build an emergency fund containing three to six months' worth of living expenses, with the money held in a low-risk, liquid account. This fund can help you avoid dipping into your long-term investments to pay for unexpected costs, such as a new furnace or a major car repair.

Control your debts. It's never easy, but do what you can to keep your debts under control. The less you have to spend on debt payments, the more you can invest for your future.

Don't overreact to changes in the financial markets. We've had a long run of rising stock prices – but it won't last forever. If we experience a sharp market downturn in 2018, don't overreact by

taking a "time out" from investing. Market drops are a normal feature of the investment landscape, and you may ultimately gain an advantage by buying new shares when their prices are down.

Review your goals and risk tolerance. At least once in 2018, take some time to review your short- and long-term financial goals and try to determine, possibly with the help of a financial professional, if your investment portfolio is still appropriate for these goals. At the same time, you'll want to re-evaluate your risk tolerance to ensure you're not taking too much risk – or possibly too little risk – with your investments. Do your best to stick with these resolutions throughout the coming year. At a minimum, they can help you improve your investment habits – and they may improve your financial picture far beyond 2018. This article was written by Edward Jones for use by your local Edward Jones Financial Advisor.

## Finding Solutions For Your Financial Needs



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# West Conway Living

## RESIDENT BUSINESS GUIDE

### ART

#### Board & Brush Studio

Shelley Berardi  
boardandbrush.com/conway

#### CreativiTreat

Christi Treat  
2treats@msn.com  
etsy.com/shop/creativitreat

### AUTO CARE

#### Mr. Brake & Lube

Bob Edwards  
(501) 327-5525  
1210 Dave Ward Drive  
805 Hogan Lane

### DANCE STUDIO

#### Broadway Dance Academy

Kristen Sherman  
(501) 396-9679  
broadwaydanceacademyrct.com

### GRAPHIC DESIGN

#### Ashley Moore Graphics

Ashley Moore  
(870) 299-2996  
ashleydavidmoore@gmail.com  
ashleymooregraphics.com

### GROOMING

#### The Royal Treatment Beard Oil, LLC

Michael Treat  
(501) 514-4407  
bigdaddytreat@gmail.com  
theroyaltreatmentbeardoil.com

### HAIR CARE

#### Pigtails & Crewcuts

Toni & Wade Griffin  
(501) 358-6671  
conway@pigtailsandcrewcuts.com  
pigtailsandcrewcuts.com/conway

#### Sport Clips

Morgan Furgerson  
(501) 327-0011  
3900 Dave Ward Drive

### HOME IMPROVEMENT

#### Ferguson Brothers

Painting Inc.  
Josh Furgerson  
(501) 514-4954

### INSURANCE

#### Farmers Insurance

Brian Bridgers  
(501) 733-5502  
rbridgers@farmersagent.com

### PEDIATRIC DENTIST

#### Groovy Smiles

Aaron Forrester DDS  
(501) 764-3883  
aaronforresterdds@gmail.com  
groovysmiles.com

### PERFORMING ARTS

#### Red Curtain Theatre

Kristen Sherman  
(501) 499-9776  
kristen@redcurtaintheatre.com  
redcurtaintheatre.com

### PHARMACY

#### Cornerstone Pharmacy

John Wirges, PharmD  
(501) 328-3282  
JohnW@cornerstonepharmacy.com  
cornerstonepharmacy.com

#### Medcare Pharmacy

Matt Frazier, PharmD  
(501) 358-3498  
conwaymedcarepharmacy.com

### PRESCHOOL

#### First Presbyterian Church

Teresa Crosson  
(501) 513-9881  
conwayfpcem@gmail.com  
fpcconway.org/preschool

### PRINTING

#### CK's Signs and Banners

Cyndie Sebourn  
(501) 205-0005  
admin@cksignsandbanners.com  
www.cksignsandbanners.com

**Attention Residents:** Do you own or run a business? To have your business featured free in the resident business guide in an upcoming issue of *West Conway Living*, please send an email to [mica.ribbing@n2pub.com](mailto:mica.ribbing@n2pub.com). This is open to recipients of *West Conway Living* only.

### RESTAURANT

#### Beebe's Hamburgers & Hot Dogs

Laura Cecil  
(501) 358-6447  
beebesburgers@gmail.com  
beebesburgers.com

### SKIN CARE

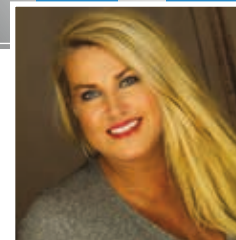
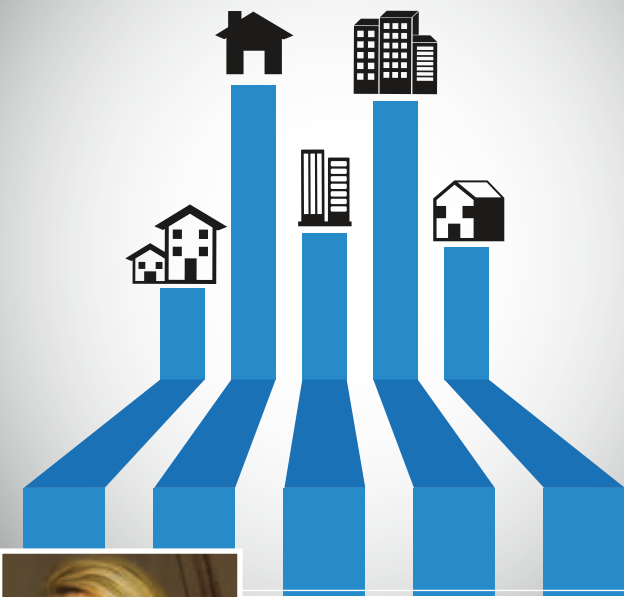
#### Rodan+Fields

Blair Presley  
(501) 733-6410  
blair.rodanandfields@gmail.com  
blairpresley.myrandf.com



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