

Celebrating 11 Years In the Community



THE ANCHOR NEWS



Serving the Central Texas Community

Volume 11 Number 11

June 2014

Free

Dr. Peaches Henry named Citizen of the Month

Dr. Peaches Henry, a community advocate whose service focuses on healthcare, civil rights, and education, was recently named Cen-Tex African American Chamber of Commerce's Citizen of the Month. Henry's desire to help people is motivated by her Christian faith. She is especially inspired by Jesus's words in the Matthew 25 which says, "For I was hungry and you gave me something to eat, I was thirsty and you gave me something to drink, I was a stranger and you invited me in, I needed clothes and you clothed me, I was sick and you looked after me, I was in prison and you came to visit me."

These words inspired Henry to become active in ensuring that the people of McLennan County



Dr. Peaches Henry

were informed about the benefits of the Affordable Care Act. She served as an

Enroll America Lead Volunteer in charge of Faith Community Outreach for the Affordable Care Act. She was also a member of the Health Insurance Marketplace Coalition. Henry organized several Health Care Information and Enrollment sessions at area churches for which she brought in an insurance specialist from the Dallas Regional Centers for Medicare and Medicaid Services. She is already working in preparation for the next enrollment period of the Affordable Care Act in November, 2014.

Because she believes that one of the greatest tools for protecting and caring for the most vulnerable among us is the voting booth, Henry devotes

See HENRY, Pg. 2

NeighborWorks week kicks off with a bang

By Honey Jenkins

NeighborWorks Waco held its annual NeighborWorks on Saturday, June 7. NeighborWorks Week is an opportunity for volunteers, community organizations, and neighborhood residents to unite together in service and in celebration.

This year, NeighborWorks Week worked on the site of our future development, Legacy Square, in East Waco. Local volunteers and community leaders gathered at 7:30am to form work teams at the site of the former RL Smith Elementary. The teams were spread out through the surrounding neighborhood to complete projects which included trimming limbs, hauling away debris, other general upkeep and any special requests provided by the neighborhood residents.

"It was a great day to be working in the neighborhood for the betterment of the community and we're glad to be a part of it," said NeighborWorks Waco



Homeowner Eula Jackson stands on her front porch after NeighborWorks Waco volunteers trimmed trees and small bushes in her yard.

President and CEO Roy Nash.

After the projects were completed, lunch was provided for all of the volunteers in East Waco Park. Many community members enjoyed working, eating and celebrating throughout the day.

For more information about NeighborWorks Waco or NeighborWorks Week visit our website at nw-waco.org.

Dr. King memorial statue unveiling draws over 2,000

While some people can only watch the excitement on video and others experienced the sensation from afar, Waco native and Houston resident, Cathy Stewart Bethea not only participated in the March and unveiling of the Dr. Martin Luther King, Jr. Bronze Statue; she was part of its planning.

Over three decades went into making the MLK Memorial and ceremonial celebration a reality. Bethea took part in the historical event with Je La Beaux Production Company who orchestrated the theme and planning for the event reception and unveiling ceremonies in honor of the late Rev. Dr. Martin Luther King Jr. Collaboration between Martin Luther King III, the Black Heritage Society,



Cathy Bethea

Ovide Duncantell, Congresswoman Sheila Jackson Lee, the City of Houston, Houston METRO, Shape Community Center, Deloyd Parker, Congressman Al Green and other community leaders produced the product of over 35 years of obstacles, setbacks, and finally victory.

Over 2000 people came out to show support for the event, including Civil Right leader Rev. Dr. Joseph Lowrey, Rev. Bill and Audrey Lawson, Kelly Hodges, Bronson Woods, Judson Robinson, Miss Black Heritage, Dwight Boykins, Constable May Walker, Rev. Andrew Berry II, Dr. Elwyn Lee, Constable Ruben Davis, and Karen Franklin.

The event took place at MacGregor Park Pavillion with the memorial reception presented on May 23rd. This red carpet affair was part of the celebration of activities leading up to the historical unveiling on May 24th. A march down Martin Luther King Blvd preceded the unveiling, which took place at the MacGregor Park Pavillion.



Wacoan Cathy Stewart and Congresswoman Sheila Jackson Lee



J.L. and Linda Crawford

A co-owner of *The Anchor News*, J.L. Crawford is the Director of Operations for the paper. He is also an instructor at McLennan Community College and a Bible teacher. Linda Crawford is co-owner and Editor of *The Anchor News*. She is also an instructor at McLennan Community College, is a Bible teacher and is a conference, workshop and motivational speaker.

Cen-Tex African-American Chamber gears up for Juneteenth 2014

Members of the Cen-Tex African-American Chamber of Commerce are excited to share information about this year's annual Juneteenth event.

The all-day event is scheduled for June 21 at Indian Spring Park, 113 S. University Parks Drive (Downtown across from the Hilton Hotel). Highlights include a 10 a.m. parade down Elm Avenue, FREE ice cream and popcorn for the kids and a DJ from noon to 2 p.m.

Juneteenth, June 19, is an African-American holiday commemorating the date in 1865 when many slaves in Texas learned the Emancipation Proclamation (January 1, 1863) had freed them. Today, the holiday focuses on education, self-improvement, economic

awareness, health and fun for the entire family.

For more information, please contact Gail King as soon as possible at gailk@centexchamber.com.

This year's sponsors include Anchor News, Pepsi, H-E-B, Wal-Mart, Bush's, the City of Waco and Blue Bell Ice Cream.

The line up is as follows: 10:00 a.m., Parade; 11 – 2 p.m., Kid's Corner and DJ in Indian Spring Park; and 11 – 2 p.m., Health Fair.

Cen-Tex African American Chamber of Commerce's motto is "Strengthening our community by empowering business." For more information on this event or the organization, please call (254) 235-3204 or visit our website: <http://centexchamber.com>.

HENRY

Continued from page one

her efforts to voter education and registration. A deputized voter registrar, she works to disseminate knowledge about the new Texas Voter ID law, the voting rights of ex-felons, and voter registration. During the last election cycle, she registered people to vote and worked to get out the vote.

She is the chairwoman of the Waco McLennan NAACP's Membership Committee and a member of its Political Action Committee. Recently, she launched a new voter education/registration initiative called Project VIER (Voter Identification Education Registration) which brings together area organizations that have a similar mission to the NAACP's, including Alpha Phi Fraternity, Inc., Alpha Kappa Alpha Sorority, Inc., the Community Race Relations Coalition, the Women League of Voters, and Delta Sigma Theta Sorority, Inc. among others. Through Project VIER, she is working to expand the population of registered, active voters in McLennan County.

A professor at McLennan Community College, Henry is a strong advocate of quality education at all levels. She was involved in the Parent Teacher Association in Waco ISD, serving as the secretary for both the Lake Air PTA and the Waco High PTA. For a number of years, she served on the WISD Superintendent's

Parent Advisory Committee for Advanced Studies. To prepare students for the college admissions process and the rigors of college, she founded the Dubois Society in 2010. She works as a consultant for school districts conducting workshops on the college admissions process and as a college coach for individual students guiding them through the admissions process, scholarship search and application process, and navigating campus life successfully.

Henry manifests her community advocacy through many organizations. She is a member of Delta Sigma Theta Sorority, Inc., the National Sorority of Phi Delta Kappa-Gamma Upsilon Chapter, Texas Democratic Women of Central Texas, and Enroll America Volunteers. A former director of Vacation Bible School, Henry is a member of Carver Park Full Gospel Baptist Church where she is a Sunday School teacher. Born and raised in East Texas, Henry is a product of the Palestine public school system. After earning a BA in English from the University of Texas in Austin, she earned a masters and a doctorate from Columbia University in New York. Henry is the proud mother of Corey Roberts Henry, a graduate of Waco High School and currently a sophomore at the University of Texas at Austin.

A note from the Crawfords

Don't say it! Don't say it!

"Well, she's in a better place." "Call me if you need something." "I'm here if you need me. Just call." "He wouldn't want you to cry like this." "It will get better."

No doubt, if you have lost a loved one, you heard some of these phrases. Who knows? Maybe you are even guilty of saying them yourself...all the time. Consider this: If the person is a Christian, the family

already knows where he/she is. The family is hurting right now. So guess what--grieving people usually don't think to call you if they need something. Plus, more than likely, no one is going to pick up the phone to call you because they know you are going to tell them to "stop crying cause she's in a better place."

Why do people feel obligated to say these things? Could it be because they

don't know what else to say? No worries. Here are some alternatives. "Tell me what I can do for you right now." "I will call you tomorrow, so have a list ready for me." "Hi. I came by to straighten your house for you." "I don't know what to say, but I am praying that God helps you through this." "Just came by to hold you. Is that okay?"

And when all else fails, just say, "I love you."

The ANCHOR NEWS

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PURPOSE

The Anchor News, dedicated to serving the community and surrounding areas, focuses on positive news and accomplishments of minorities.

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potentially libelous material and copyright infringement. We also reserve the right to refuse derogatory, irrelevant and malicious submissions.

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STAFF

Linda Crawford ~ Editor / Owner

Stasha Austin ~ Associate Editor

J.L. Crawford ~ Director of Operations / Owner

Ray Austin ~ Website Designer

Gale Edwards ~ Public Relations

Armando Arvizu ~ Advertising

Wanda B. Gunter ~ Contributing Writer

The Message Youth Conference planned for July 28 - 31 at Waco Convention Center

By Ahmad Washington

Something is brewing among youth in the Waco area. No, it's not a another gang; it's not teen pregnancy; it's not increased drop-out rates. What's brewing is a fire and a passion for the Lord Jesus Christ.

A fire that started with the vision of one, the commitment of some, and the favor of God has now been steadily making a progressive impact in the lives of youth in the Waco and Central Texas area, spilling over into two other states. My name is Pastor Ahmad Washington. I am also a Christian rapper who goes by the name AHMADD on stage. I was first introduced to the message conference by way of an invitation to perform on their opening evening concert and to teach a workshop for the students in attendance. This experience exposed me to something that prior to then I had only experienced at conferences at "mega" churches and at huge venues. I saw youth who were not only hungry for the things of God, but were desperate and thirsty for His touch and for His power to move among them in such a way that they were changed, their families were changed! Their churches, their communities, their schools, and their world changed for the glory of God and for



Pastor Ahmad Washington

the good of humanity.

It was shortly after this experience that I began to really spend significant time with the visionary of The Message Youth Conference, Pastor Selo Lozano. Hearing and observing this brother's heart and passion for the youth of Waco and Central Texas as well as his heart and passion for the youth ministers and youth ministries in Waco and Central Texas, really made an impression on me. This impression led me to seek God about how I could support, advertise, and advance God's agenda through this amazing youth conference.

Every opportunity I got I began to share with youth ministers at churches where I was doing concerts and preaching. I began to make appeals in

my church and in other churches where I had the opportunity to minister.

When youth in Waco and Central Texas are exposed to The Message Youth Conference, the Holy Spirit meets them where they are and ministers to their souls. The power of God at work through the various speakers and teachers offers a life changing encounter for young people to behold.

The Message Conference team has made it a point not to have the conference associated with a particular church or denomination. For adults in many cases, these factors have become a place of division. At this packed event, those who come witness the unity in the body of Christ across the board. Why? Because the youth are not concerned with denomination, race or gender

These youth look at each other in all their flaws and short comings and grab hands and connect hearts as if to say with a loud voice, "WE NEED JESUS!!!" It is precisely that reason that I have continued to support The Message Conference in both word and deed.

Jesus continues to expand the reach of this powerful youth conference, its founder and its members are still strongly committed to seeing The Holy Spirit of God do more in the lives of our youth in the Waco and Central Texas.

This conference is for youth, youth pastors, children's workers, volunteers, parents and anyone who wants to encounter the move of God. Plan to attend July 28 through July 31st at the Waco Convention Center. Participants will enjoy morning sessions from 9:30 a.m. to noon, and evening sessions from 7 p.m. to 9:30 p.m. Monday night is free concert night.

To register students or your youth group for this **FREE EVENT**, go to themessageyouthconference.com and for more details, see the ad in this issue of The Anchor News



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Tips for healthy, youthful skin

(NewsUSA) - With such a cluttered skin care market, it's pretty tough to figure out what would work best to keep your skin healthy and looking youthful. When it comes to skin, you really are as unique as a snowflake. No two people produce the same amount of oil, respond to heat in the same way or age identically.

But some advice applies to everyone. Here are some skincare tips to keep you glowing, no matter your age or skin type:

- Stay hydrated. Scientists debunked the old recommendation to drink eight glasses of water a day, but that doesn't mean you shouldn't hydrate. Water aids every bodily system. It moisturizes your skin from the inside out, helping to flush away toxins and maintain a youthful appearance.

Try switching out alco-



Kathy Washington

holic drinks, coffee and soda for water. If you find water hard to drink, take yours warm with lemon or lime juice. Green tea - the kind you make from a tea bag - is another good choice, because it hydrates skin while also providing antioxidants, compounds known to help

prevent cell damage.

- Eat a healthy diet. A diet heavy on cooked and raw plant-based foods - think beans, tofu, fruits and vegetables - can help you manage your weight and enjoy clearer skin. Healthy oils, like those found in olive oil, seeds, nuts and avocados, can also help protect skin. But avoid full-fat dairy products and excess meat consumption, which can cause wrinkles, according to the Mayo Clinic.

- Adopt a healthy skincare routine. Wash your face twice daily, and be sure to moisturize. Look for products that can help your skin repair itself.

- Exercise. Walking around your neighborhood might not give you washboard abs, but exercise can benefit your skin. Walking, running, yoga, sports - whatever your activity of choice, it can help improve circulation to your skin, boosting elasticity and skin tone.

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Making something happen in your business

By Kenny Grisham

A guy once prayed to God week after week to let him win the lottery. Week after week he never won. One evening, after his dismay that as usual, he did not win the lottery, a deep booming voice spoke to him. He shivered in his seat waiting to hear what the voice was telling him. As he set in anticipation, the voice of God spoke, "Ok, you're going to have to help me out here and at least buy a lottery ticket!"

And so it goes with us. We want something new in life, a change—something new in business—growth. Perhaps we want an interesting adventure—excitement. So how do we achieve these things? Many of us sit and wait. If it falls in our lap and we have no need to do anything but pick it up, we feel satisfied. But how often does that happen? Rarely.

A change in your life starts with a change in your actions. You will have to do something! If you really want change, only you have the ability to make it happen. In your life you may need to join a club, go to a gym, learn a new skill, take a course. You have to do something different from sitting and waiting.

Your business needs the same attention. If you want to grow the business, yes you will have to do something! Get out and personally find new clients or hire sales staff. Remember though, that you are your best salesman. It is your business and no one looks out for it better than you. You may need to get creative with advertising—place and ad somewhere or wrap a vehicle. A new truck or a new desk in your office won't bring in one single client. If no one



Kenny Grisham

knows you exist, how can you expect them to come to you when they need your skill.

Turn that vehicle into a rolling billboard, run a special on your services with an ad in a local paper. Spend your money wisely with trusted people that understand what it's like trying to start and run a business. Join a business networking organization. A networking organization is like hiring thirty or so people to work for you as sales people whom you don't have to pay. What better resource is there? Do something proactive to generate that desired outcome.

Making something happen isn't as hard as it seems. Sometimes it's harder. But if you want something to happen, you'll have to use that ability in you to create the change you want.

Kenny Grisham is the owner of The Affordable Sign Guys. He can put a sign on anything—a bucket, a car, a T-Shirt. You name it. He can help you EXPOSE YOURSELF. Contact him at 254-300-1516. Please see the ad in this issue of The Anchor.

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In the heart of a complex community drowning in a sea of indifference, one man, Eric Rice becomes the community's wake up call to action.

"I wish I had his boldness and courage that brother is DEEP!" —L. Washington



Life tensions

By Mona Dunkin

Some tension is necessary for mental health. Good tension represents the gap between what one has achieved and what he has yet to achieve. It is the difference between where one is and where she is aiming to be. Allowing the challenge to "be all that you can be" stimulates one from latent potential to actual meaning.

In architecture, to strengthen an arch, more weight is put on top to force the parts to join together into a stronger, cohesive whole. Positive stress creates healthy tension that re-orientates one toward the "will to meaning", thus giving equilibrium to life. Too much tension is harmful to one's body and mental health.

Reset a faulty stress monitor. All human beings are equipped with biological machinery for handling stress. Stress is endemic based on the "fight or flight" concept.



Mona Dunkin

Everyone has a built-in gauge that self-regulates. To panic when one encounters a bear in his path is one thing; to go to pieces when there is no milk is quite another. Like a set-point in an over-charged battery, when stress is activated unnecessarily, the body's reactive system stays revved up and life becomes a continual crises. The response system reserved for a life-threatening event is unleashed

to the boiling point over trivial matters.

Like begets like. We are creatures of learned behavior. The inability to handle stressful situations results in the inability to handle minor annoyances. This unstable environment sensitizes impressionable children to follow reactionary patterns. Losing control of yourself may have occurred before you were old enough to prevent it yourself. But you are not a child anymore. The window of change is yours

through information.

It's Never Too Late. Although the way you handle stress today may have been influenced by a non-nurturing environment, it is never too late to make a conscious decision to change. In order to function one may suppresses the activating event but the emotional outworking continues until the issue is consciously resolved. We have to be connected to the emotion in order to change it.

Start with a deep breath, hold for three sec-

onds and slowly force the air out through your lips. Repeat, saying to yourself: "I breathe in peace and release anxiety." In the calmness open your mental data-base where the source of the trauma exists.

As you review the emotion in a detached state, you are in position to make a life changing conscious shift; to truly allow by-gones to be by-gones. You become equipped to live in the now and grow into whom you were created to be.

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Allstate Foundation Grant awarded to NeighborWorks



Pictured are Delissa Burnell - NeighborWorks Vice President, Robert Humphrey - Allstate Agent, Pat London - Allstate Team, and Roy Nash - NeighborWorks President.

By Honey Jenkins

Recognizing Robert Humphrey Allstate Insurance for outstanding volunteerism, the Allstate Foundation recently awarded NeighborWorks Waco a \$1,000 grant on their behalf. Agency team members Robert Humphrey and Pat London have demonstrated a history of putting their good hands to work supporting worthy organizations like NeighborWorks Waco. Allstate selects grant recipients by looking at various criteria including non-profit status, community services provided, and the amount of hours dedicated each year by Allstate Volunteers.

The grant will benefit the NeighborWorks Waco's Homebuyer Education Program. This program is specific to first time homebuyers and those who are looking to educate themselves about

the home buying process. NeighborWorks Waco's Homebuyer Education Program helps future homebuyers overcome credit obstacles and learn to manage their money. In Homebuyer Education, students learn the basics of the home selection and purchase process in seminar-style sessions which are led by professionals that are involved in the home buying process. NeighborWorks Waco's Homebuyer Education Program has helped over 2,500 people purchase their first home.

Allstate and NeighborWorks Waco have been working together within the Waco community for well over 10 years.

The next Homebuyer Education workshop will be on July 12th. To learn more or to sign up to attend the free course, call NeighborWorks Waco at 254.752.1647 or e-mail pmartin@nw-waco.org.

Let LegalShield handle your legal issues

By J. L. Crawford,
Independent
Associate

A recent study revealed that nearly 60 million Americans have some type of legal issue. According to the information reported, these working Americans dealt with at least one legal issue in the last year. However, a high percentage of these people could not afford the assistance of an attorney to help them with their dire situations. The highest area of needs included auto and traffic problems, specifically accidents and tickets. Another high need area included family issues, such as child support, adoption and divorce. A third area involved trust funds, wills, estates, and rental contracts. One particular problem that is sweeping the nation is Identity Theft.

Look at the list below (from <http://www.legalshield.com/top25legalissues/>), If you are experiencing or have experienced or could experience one of the issues on the list, you need to give me a call, so I can help you "live more and worry less."

- Automobile accident
- Identity theft
- Execution of a contract
- Inherited property
- Secured a home mortgage/refinanced home
- Filed bankruptcy
- Divorce
- Friend who owes you money files for bankruptcy
- Speeding ticket or



J.L. Crawford

traffic violation

- Injured someone accidentally
- Prepared a will
- Leased a vehicle
- Marriage
- Challenged a will
- Leased an apart-

ment or home or bought a time share

- Creditor taking legal action
- Set up a trust
- Adoption of a child/Child Support
- Became executor of parents' estate
- Property was damaged while in storage
- Was subpoenaed
- Dog bit someone
- Vehicle damaged while parked on street
- Sued by tenant

Is your challenge listed above? Preexisting problems are covered, so give me a call at 254-717-4927. Hurry. With LegalShield, "...we can help you worry less and live more." Please see the ad in this issue of The Anchor. J.L. Crawford, Independent Associate.

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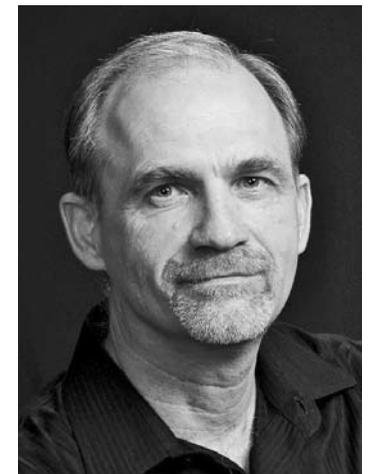
By Robert Humphrey

Auto insurance serves to protect you and your family in a variety of situations involving your vehicles. Insurance is provided by way of an Auto Policy. Auto Policies are constructed of different coverages that serve different purposes. Some coverages are mandatory while most are optional.

You can find out what coverages your policy contains by looking at a special page of your policy called the Declaration Page. This page summarizes the policy effective dates, autos covered, drivers covered, coverages provided, deductibles, and maximum limits. In Texas, the only mandatory coverage is Liability.

If you're at fault in an accident, you could be held legally responsible or **LIABLE** for injury or damage caused by the accident. Liability Coverage is comprised of two elements - Bodily Injury and Property Damage. Bodily Injury Liability helps protect you from paying medical costs, loss of income, and funeral expenses of other people involved in an at-fault accident.

Property Damage Li-



Robert Humphrey

ability helps protect you from paying for the repair or replacement of another driver's car or physical items damaged. Since we never choose to have an accident, we never know what kind of cars will be involved and how many occupants will be included. Because of that fact, we always encourage our clients to choose Liability Coverage Limits above the minimum. It is always advisable to review your coverage on an annual basis with your Allstate Agent to ensure your protection meets the needs and changes in your family and life.

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Some employers pride themselves on treating their employees well. Or perhaps the employee did an excellent job on a major company project, and the boss would like to do something to show the company's appreciation. Sometimes companies want to give gifts at Christmas time or bonuses at special times of the year. What do these situations have in common? The gift-giver often struggles with what to buy or perhaps struggles with finding the time to find that perfect gift.

Let's shift gears. How many times have you suddenly remembered that your anniversary is today and you don't have any idea what you should get. Did you forget that birthday? Are you tired of buying flowers, cologne, or for the ladies, neck ties? What



Jathon Williams

do these situations have in common? Again, the gift-giver often struggles with what to buy or with finding the time to go shopping for that perfect gift.

The good news is you don't have to deal with these issues anymore. Wil-

liams Group Gifts & Incentives can help you find the perfect solution. We have gifts for every budget, and you will be surprised when you discover how easy and convenient it is to use our services. We offer affordable prices, tailor-made gifts, and a 180-day satisfaction guarantee on anything that you buy. Show your appreciation for a customer, client, special someone or a friend. Select corporate gifts and incentives to reward outstanding employee performance. Buy personal gifts for friends and family members.

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Jesus - Our great problem solver

By Pam Turner

Over the past several months God has given me the privilege of writing short messages of encouragement.. There are many promises in the Bible that will help us get through life, but I've never found a single scripture that tells me I'll never have any problems or issues.

I've been a born again child of God for over 45 years, and I can assure you I've had my share of problems; however, no matter the problem, Jesus always showed up and helped me with a solution. Jesus is always my Great Problem Solver. I spent time in prayer asking Him for help, and I had to believe He was hearing me. Even though there were times I was so worried or concerned about a situation I could hardly breathe, and it seemed my prayers didn't get a foot off the ground, through it all, God saw me and heard me. I would sometimes question God, asking whether or not I was his child. I thought, if I am why would I have to deal with these problems?

His word tells us that the righteous will have struggles. He also tells us He will never leave nor forsake us, so I can be assured He'll help me no matter the issue. Romans 8:28 tells us that we should be confident in knowing that, "all things work together for good to those who love God..."

If you feel as if life is nothing but one big problem after another, and if you haven't accepted Jesus as your savior, let me encourage you to take a



Pam Turner

moment and ask Him into your heart. He knows everything about you, and He longs to be your savior. He'll be by your side when problems arise and He'll help you carry that load. You'll have a relationship with a God who loves you and wants the best for your life.

When you lay down at night and your mind wants to keep your problems in front of you, just take a moment and tell Jesus you love Him, and thank Him for dying on the cross for your sins; ask Him into your heart. Once you've done this you can remind Him you're now one of His children and as your Father He will help you. He may cause the problems to go away, or he may show you a solution. No matter what the problem, God will see you through it. A life in Christ, there is no better life.

May God Bless You!

Pam Turner is a member of High Point Church in Waco. She is a free-lance writer.



AND THEATER

THE CAST

and the



Distinguished Gentlemen's Literary Group

Cordially invite you to a special occasion, benefiting children in our local hospitals
(Hillcrest & Providence)

Event Date: June 14, 2014
Event Time: 3:00 pm — 6:00 pm
Event Location: 605 Austin Ave., Waco, TX

On May 31, 2014, the Distinguished Gentlemen's Literary Group which consists of a group of men whose objective is to promote literacy to all ages but especially young men, invited the Waco community to take part in painting art on canvas with acrylic paint. Participants from 5 to grandparents showed their support with a response that was totally awesome!

Fifty paintings will be made available to purchase in a silent auction. Proceeds will go toward an "Awards Dinner" benefiting the above mention children. Special recognition will be given to the participants for their contributions and service.

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The value in routine

By Jennifer Snyder

"Did I do that?" "I need to remember to do this." "Oh I forgot that!"

We have all said these words at some point and there is inevitably a feeling of disappointment associated with it – disappointment from others as well as ourselves. Everyone wants a Get off Jail Free card or a cheat code to make it all better. I have one for you – routine!

Although routines are usually perceived as boring there is great value in routine. Essentially routine is planning. Many aspects of our lives are already part of our routine—taking out the trash, paying bills, even



Jennifer Snyder

showering. These and other items require planning and since they happen repeatedly, they are routine.

The more frequently

you perform a routine, the less you will have to do. Sorting a month's worth of paper takes four times as long as sorting weekly. It is a simple technique that if used consistently, will give you excellent results.

It may sound boring yet there are few things more liberating than a good routine. It means you are now free to spend your time and energy doing the things you really want to do. Taking time today makes time for tomorrow.

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Dennis Smith

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All guilty; only those without Christ condemned

By Matthew Reed
English Dictionary Condemned - (criminal law) a final judgment of guilty in a criminal case and the punishment that is imposed.

Merriam dictionary-to say in a strong and definite way that someone or something is bad or wrong: to give (someone) a usually severe punishment: to cause (someone) to suffer or live in difficult or unpleasant conditions. (to be cast into hell's fire) is to be eternally condemned and there are no conditions that are more unpleasant than that.

Everyone that Jesus came in contact with while performing his earthly ministry was guilty. (We are all guilty today, but not condemned we don't have to go to hell.) Yet He did not condemn anyone. He was not sent to condemn but to save. John 3:17 For God sent not his Son into the world to condemn the world; but that the world through him might be saved. 18 He that believeth on him is not condemned: but he that believeth not is condemned already, because he hath not believed in the name of the only begotten Son of God. 19 And this is the condemnation, that light is come into the world, and men loved darkness rather than light, because their deeds were evil. To the woman that was caught in the very act of adultery He said go and sin no more. In John 8:4 they say unto him, "Master, this woman was taken in adultery in the very act."

His response was in the form of a question that ministered saving grace. John 8:10 When Jesus had lifted up himself, and saw none but the woman, he said unto her, Woman, where are those thine accusers? hath no man condemned thee? In verse eleven of John eight he has mercy and instructs her to go and sin no more (John 8:11 She said, No man, Lord. And Jesus said unto her, "Neither do I condemn thee: go, and sin no more."

He did not say she was without sin; what he did say was don't sin anymore. It is not your fall that condemns you. It's unbelief in Jesus. (Guilty but not condemned.)

Another point is that man cannot condemn you. If you're in sin or have fallen into sin, confess it, repent and restart your walk with Christ for I John 1:9 says, "If we confess our sins, he is faithful and just to forgive us our sins." Romans 8:1 says, "There is therefore now no condem-

nation to them which are in Christ Jesus, who walk not after the flesh, but after the Spirit."

Believers that want to be saved should not be running and hiding from Christ but running to him. While Jesus' disciples questioned who it was that had sinned in the case of the man who was born blind, Jesus focused on his mission and healed him. You and I might have lost sight of our mission and condemned the man to blindness.

Let us be like our Savior and do all we can to help and not condemn. We must real-



Pastor and Mrs. Reed

ize no matter what the lack or sin is, it is our duty to help when we have the power to do so. When Jesus met Zacchaeus who was a rich publican, did he condemn him? No,

instead, he healed Zacchaeus who gave half his goods to the poor and if he had taken anything from any man unjustly, Jesus restored him fourfold. (Luke 19:8 And Zacchaeus stood, and said unto the Lord; Behold, Lord, the half of my goods I give to the poor; and if I have taken any thing from any man by false accusation, I restore him fourfold."

Many of the righteous standing around would have had Jesus to condemn him because he was a rich publican. Thank God that Zacchaeus had the opportunity to explain himself to Jesus and Jesus

judged righteous judgment (a quality that many people lack today). Jesus rightly judged him and instead of condemning him, blessed him with salvation. Luke 19:9 says, "Jesus said unto him, This day is salvation come to this house, forasmuch as he also is a son of Abraham."

If you're reading this article and you or someone you know are caught up in unbelief, homosexuality, whoremongers, lying or any other sin, repent. We are all guilty but in Christ Jesus we're not condemned. We don't have to go to hell. To be without Christ is to be condemned. Do not be caught on the judgment day in unbelief and without Christ. Amen



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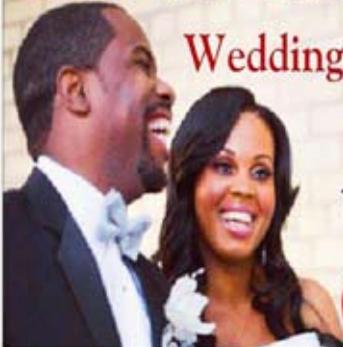


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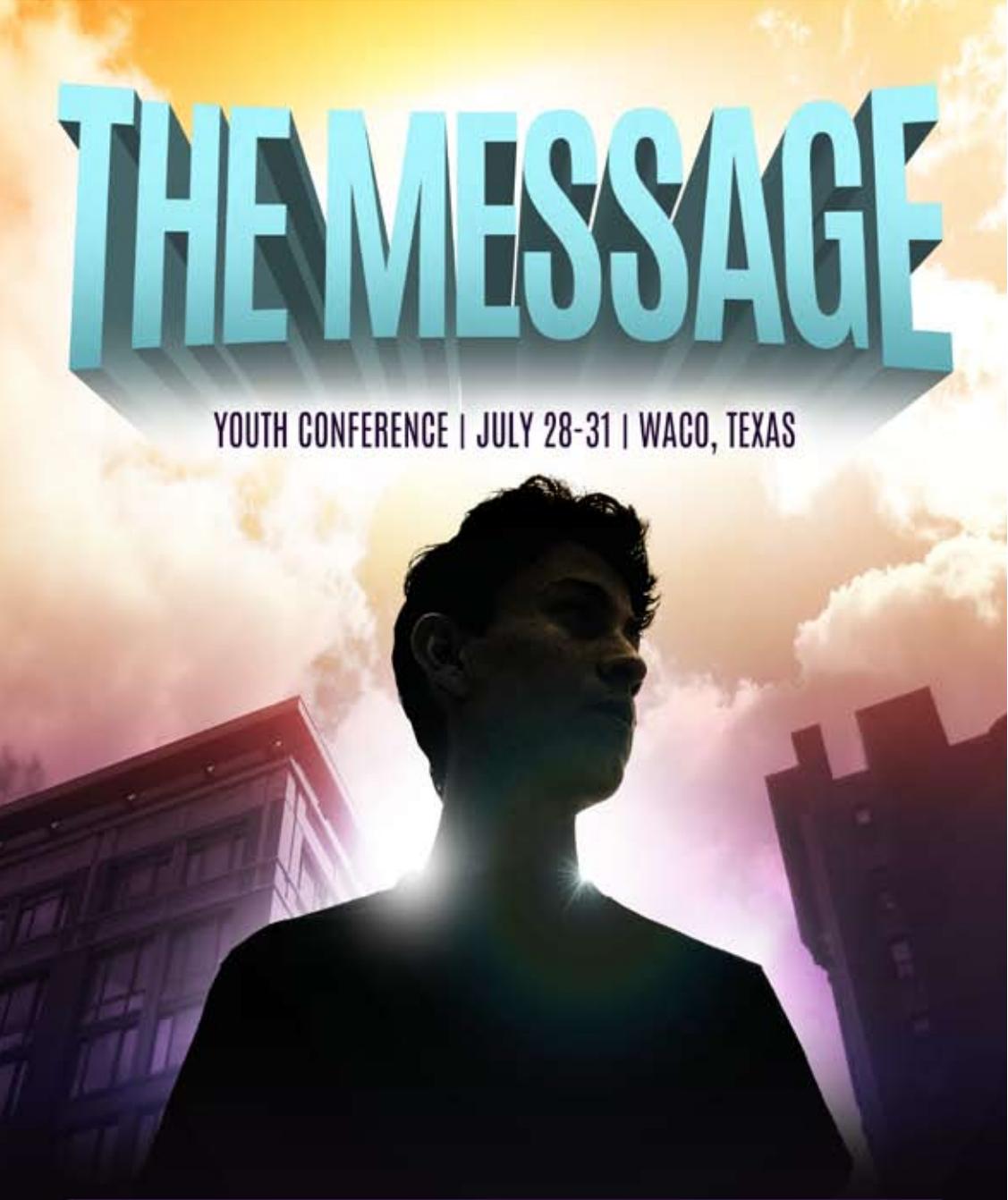
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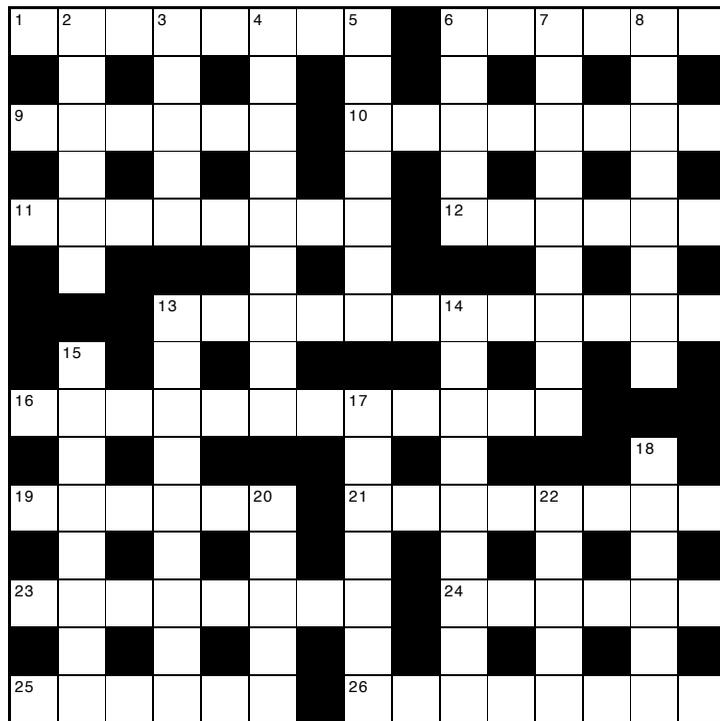
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Crossword Puzzle Sponsored by State Farm Agent Richard Kruger



ACROSS

- 1 Heard van crashing from terrace (8)
- 6 He's entering wager by request (6)
- 9 Alternatively, daughter is captivated by month in the country (6)
- 10 Old woman can have energy drink (8)
- 11 Tease the awfully arty type (8)
- 12 Agent gets around centre of Leeds fast (6)
- 13 Telling off for wearing casual clothes (8-4)
- 16 Felt sympathy for semi-democrat in trouble (12)
- 19 Say no to rubbish (6)
- 21 Drinking vessel on table may be

put away in here? (8)

- 23 Friend is to help, we hear, with fence (8)
- 24 Model posed around university, being pretentious (6)
- 25 Its passengers have already departed (6)
- 26 Was barely seen in public (8)

DOWN

- 2 Upset, East European director initially ran away (6)
- 3 Examine car before start of trip (5)
- 4 Ned's sense is confused with stupidity (9)
- 5 Owls' noses (7)
- 6 Supporter starts to send some

ANSWER KEY IS ON PAGE 18

- money (5)
- 7 Easily angered, he had to tangle with editor (9)
- 8 Expel student and put him in prison (4,4)
- 13 Foolishly I am rude about old city's writer (2,7)
- 14 Mark exam questions, written on this? (9)
- 15 Reporting anger in bay? (8)
- 17 Disease from insects, first off (7)
- 18 Tramp needs time with Barnaby (6)
- 20 Destroy part of camera's equipment (5)
- 22 Work a long time producing piece for the stage (5)

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Waco Full Gospel Holy Temple
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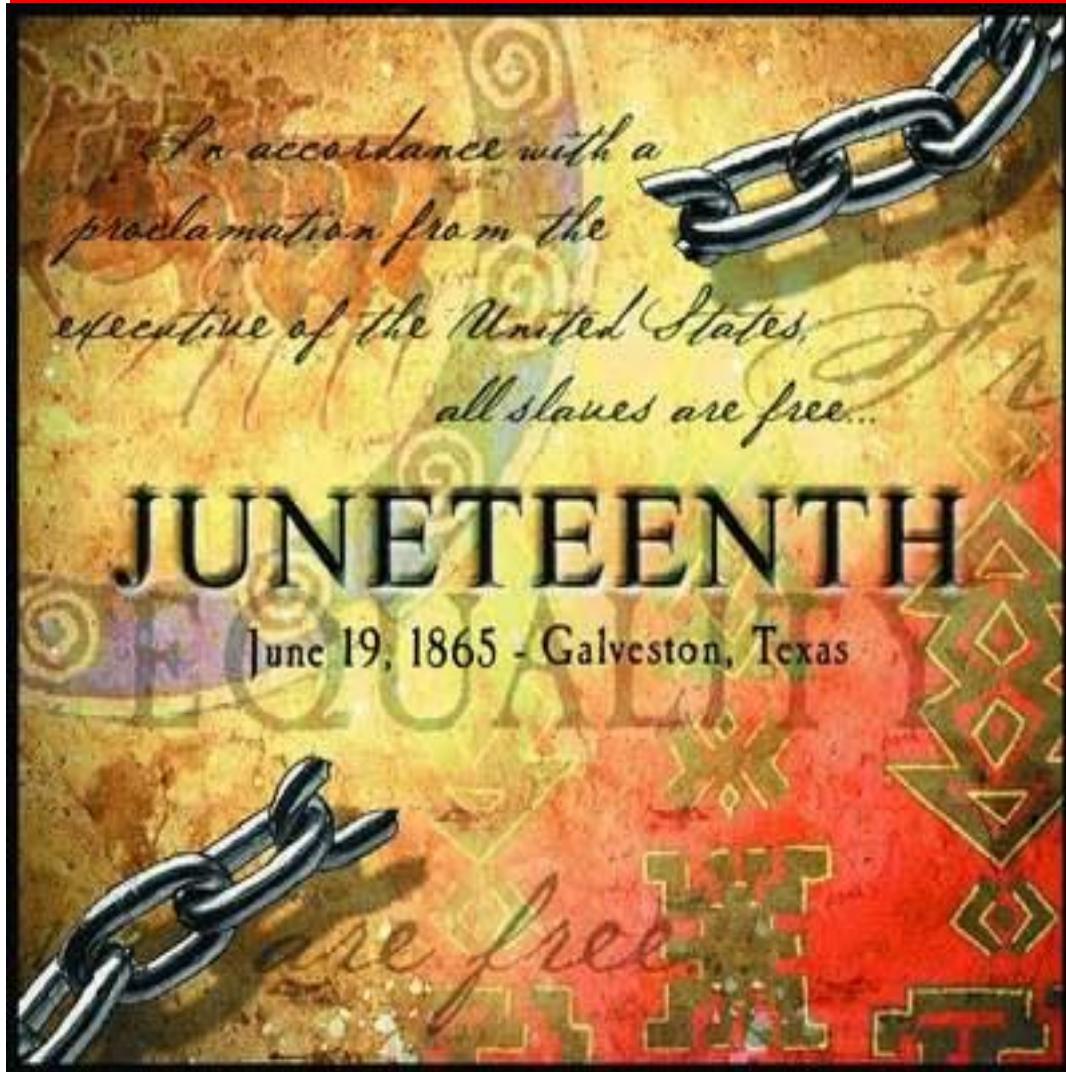
Call **254-799-1006** and leave your name, phone number, and number of children attending.

See you there! Pastor Mack Murphy and the Waco Full Gospel Holy Temple Church

Juneteenth Family Festival

June 21, 2014

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Gabriela Gatlin

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Will the real, true Christian please stand up? Part 1

By Ruby McCray

Allow me to begin by posing the same question to you that was posed to me some years ago. If you had to appear in court of law for being convicted of the crime, being a Christian, will there be enough evidence found against you to prove you guilty without a reasonable shadow of doubt? Let me take this a step further! Will your spouse and children convict you as guilty of being a Christian? What would your verdict be from your classmates, neighbors and co-workers?

I am reminded of the three Hebrew boys who refused to bow down to idol gods (Daniel 3:1-30). It's almost impossible to fathom the multitude of thousands bowing down to an idol when the musical instruments are blown. What's impossible to miss are three young Hebrew figures standing tall in the midst of them all. There were people of all races, nations and languages who had been commanded to bow to the ground at the musical sound. Let's review the account!

"You [King Nebuchadnezzar] issued a decree requiring all the people to bow down and worship the gold statue when they hear the sound of the horn,

flute, zither, lyre, harp pipes, and other musical instruments. That decree also states that those who refuse to obey must be thrown into a blazing furnace. But there are some Jews—Shadrach, Meshach, and Abednego—whom you have put in charge of the province of Babylon [Daniel 2:46-49]. They pay no attention to you, Your Majesty. They refuse to serve your gods and do not worship the gold statue you have set up (Daniel 3:10-12).

"Then Nebuchadnezzar flew into a rage and ordered that Shadrach, Meshach, and Abednego be brought before him. When they were brought in, Nebuchadnezzar said to them, 'Is it true, Shadrach, Meshach, and Abednego, that you refuse to serve my gods or to worship the gold statue I have set up? I will give you one more chance to bow down and worship the statue I have made when you hear the sound of the musical instruments. But if you refuse, you will be thrown immediately into the blazing furnace. And then what god will be able to rescue you from my power?'"

"Shadrach, Meshach, and Abednego replied, 'O Nebuchadnezzar, we do not need to defend ourselves before you. If



Evangelist Ruby McCray

we are thrown into the blazing furnace, the God whom we serve is able to save us. He will rescue us from your power, Your Majesty. But even if he doesn't, we want to make it clear to you, Your Majesty, that we will never serve your gods or worship the gold statue you have set up" (Daniel 3:10-18).

The King was so furious that he ordered that the furnace be heated seven times hotter than usual. Some of his strongest soldiers bound them up (fully dressed), and threw them into the furnace. The flames were

so hot that it killed the soldiers that threw them in. When the king looked into the furnace, he not only saw the three Jewish boys, but a fourth person who he said looked like the Son of God (Verses 19-25).

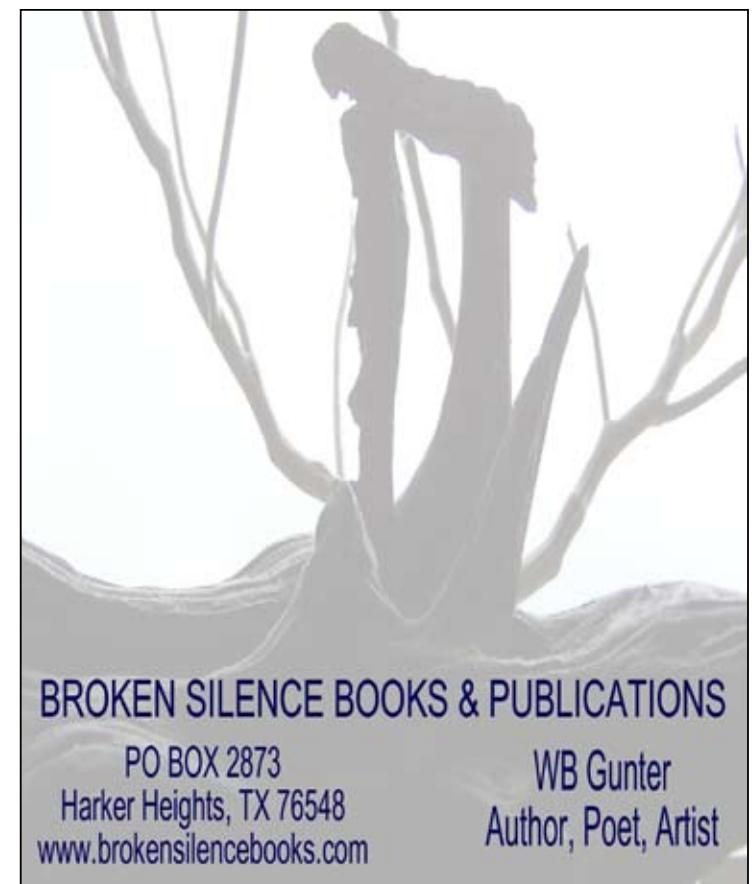
The king ordered them to come out. The fire had not touched them, not a hair singed, their clothes were not scorched and they didn't have the smell of smoke on them. The king had to praise the Living God who had rescued the three for being willing to die rather than bow down to idols. He made another decree that not a soul speak a negative word against the God of Shadrach, Meshach, and Abednego, or they will be torn into pieces and their houses will be turned into heaps of rubble. He also promoted them to an even higher position (Verses 26-30).

True Christians, we must stand up for the commands of God or we, too, will bow down to the commands (gods) of this world. Our churches have been hijacked by the government with its gag order that if we preach anything that doesn't meet its approval, the 501.c tax exempt status will be

taken away. People are dying and going to hell by the thousands, and we are afraid to give them warning. The government is not our source. Our God is the one who supplies all of our needs according to his glorious riches which have already been given to us in Christ Jesus (Philippians 4:19). We need to free ourselves from this snare. Jesus is coming back sooner than any of us think. We have to be willing to die for the cause of Jesus Christ (Luke 14:25-35). Will the real true Christian please stand up?

We are told to cry aloud and don't spare to show people their sins, and not be afraid of their faces (Jeremiah 1:16-19; Isaiah 58:1). Don't fear man who can only destroy the body, not your soul; but rather fear God who can destroy both soul and body in hell (Matthew 10:28). You may not believe me; but... just what if I'm right? To be continued in July.

Evangelist Ruby McCray is the founder of A City of Refuge Ministries. For questions or comments write to A City of Refuge Ministries, P. O. Box 2025, Waco, Texas 76703 or e-mail rubbyacorm@yahoo.com.



Garretts offer free workshops and demonstrations of natural healing products

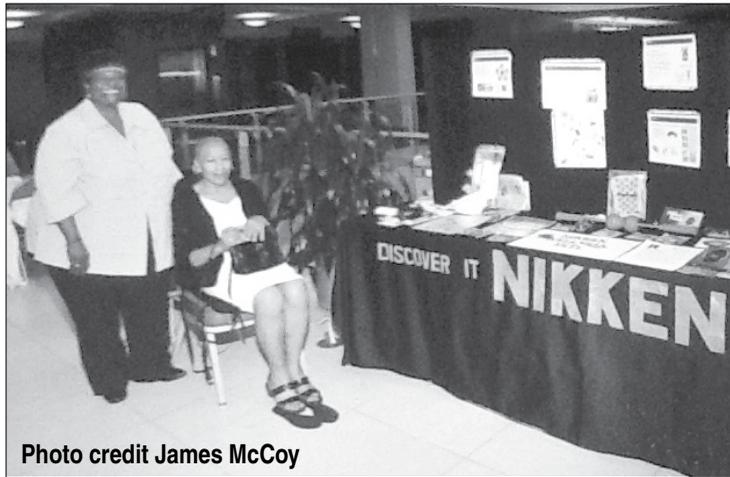


Photo credit James McCoy

Mrs. Eleanor McCoy of Waco, Texas enjoys O. Garrett's demonstration of the new alternative solutions to stressing and body discomfort..

Are you ready to experience freedom from pain in a very short period of time? You can do so with Nikken Wellness, International products. Demonstrating these products at a local Waco Convention Center event, Nikken consultants, Lonnie and Gail Garrett, used their information booth to give educate people on new technology that is becoming very popular for those seeking natural alternatives versus medications.

Those who were brave enough to sit down on magnetic a Kenko Seat, place their feet on magnetic shoe

insoles, and place a magnetic bracelet on their arm, also received a spinning or manual back massage. In every case, they left with a smile on their face because this complimentary treatment left them feeling amazed.

For the past four years, the Garretts have partnered with Nikken, a 40 year-old Japanese health company. "This is a God thing," Ouida explained. "Showing others the new technology that is available and educating them on the spirituality of magnetics in the earth are amazing experiences," she continued.

The Garretts stand on Genesis 1. When God created the Heaven and the Earth, he included everything that our bodies would need to sustain and heal itself. The Earth evolves on the magnetic science field and we are energy. When the magnetic and energy come together, explained Lonnie, the process lines up the negative and positive cells in our bodies to give natural healing power.

The Garretts continuously update their knowledge and training in the area of magnets and natural healing. Nikken only uses natural components such as magnets and negative ions, which aid in the body's natural healing solutions.

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Gail and Lonnie Garrett

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JW Hats on Lakeshore – locating the hard-to-find hat for every head

"No head is too big. No head is too small. I can fit 'em all," says Johnny Watkins, owner of JW Hats on Lake Shore Drive in Waco, TX.

Watkins likes wearing hats himself, and when he lost a great deal of money in his 401K, he decided to invest in his own business. Watkins remembers traveling to Corsicana to get his favorite style of hats. "And I figured I wasn't the only one having to travel," he said.

Watkins' hat wearing days originated years ago. The adults in the family taught him and other children that they were not completed dressed for church without a hat. Whether they embraced this little piece of advice or not, Watkins' infatuation with hats began when he was a child.

"My mother used to say,



Johnny Watkins

"When you go outside, put a hat on."

JW Hats opened its door on December 10, 2010 at 1845 Lakeshore at the corner of 19th and Lakeshore in the Riverbend Shopping Center.

Some people want more

than just the common Texas cowboy or cowgirl hat, explained Watkins, and if a manufacturing company makes, he said, "I can get it."

Western hats are common, especially in the Lone Star state, but Watkins carries a number of hard to find men and women styles in his store—Kangol, Dobbs, Stacy Adams, Steve Harvey Collection, Stetson, Fordoras, Indiana Jones, Julia Roberts, Old School tams and derbies, blue jean ivy, Charlie 1 Horse, Resistol, Larry Mahan and many more. He even carries trendy women's church hats and purses. Prices range from \$10 to \$175.00. Visit him at the store on Lakeshore or call Watkins 254-752-5800. And remember: "No head is too big. No head is too small. [He] can fit 'em all."

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As America grays, arthritis sufferers turn to chiropractors

(NewsUSA) - Not only is America increasingly growing gray, it also turns out it's anxious for alternative forms of health care for arthritis -- and many now seem to be finding it in chiropractic care.

The usual approach to arthritis commonly involves over-the-counter and prescription medications that can have serious adverse effects. But a recent article

in the respected journal "Medscape Rheumatology," titled "CAM for Arthritis: Is There a Role?" -- "CAM" being short for "complementary and alternative medicine" -- confirmed the steady growth in chiropractors' popularity among the nation's nearly 50 million arthritis sufferers. "There's little question in my mind that chiropractic works especially for acute muscu-

loskeletal pain," wrote Dr. Nathan Wei, M.D.

That view is certainly shared by the not-for-profit Foundation for Chiropractic Progress' Gerard Clum, D.C., who has long agreed with Dr. Wei's assertion that chiropractors are "in many cases more knowledgeable about the musculoskeletal anatomy than most other rheumatologists" because of their education and experience with managing musculoskeletal conditions.

"The evidence-based, hands-on care provided by a doctor of chiropractic," says Dr. Clum, "helps to significantly relieve symptoms such as joint pain and swelling, and improve range of motion, endurance and muscle tone and strength. And patient satisfaction is high as many arthritis sufferers are looking for ways to stay active and avoid prescription medication."

Experts say anyone with arthritis should examine all options. .

Dr. Trunell can help her patients get relief from just



Dr. Shamonica Trunell-Morgan

about any illness, including back and muscle problems, migraines, diabetes, fibromyalgia, strokes, breached pregnancies, ADD, ADHD, diabetes, heart disease, arthritis, and many other complaints, just to name a few. She graduated from Parker College of Chiropractic in 2003, where she received recognition for superior clinical proficiency. She has done extensive post-graduate work in the research and science of chi-

ropractic and has owned private practices in Washington, Georgia, and Texas. She has extensive training in chiropractic physiotherapy, is certified by the National Board of Chiropractic Examiners, and is certified for pain management by the American Academy of Manual and Physical Medicine.

Trunell's mission is to restore health through natural chiropractic, allowing her patients to live their lives to the fullest.

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DR. SHAMONICA TRUNELL-MORGAN
DOCTOR OF CHIROPRACTIC



Rest and relaxation should be planned

By Ron Oliphant

My wife has a hiding place for our vacation money that I can never seem to find. The family van suffered a flat tire and being a little low on cash I thought I might steal a few dollars from the money she has hidden.

I looked inside old pill bottles and small gift boxes that used to contain jewelry and found nothing. I searched inside the pockets of some of her old coats and the only thing I found was an old candy wrapper. We have been married for over thirteen years, and I still cannot find her hiding places.

She works hard but she is just as serious about vacations. She set up a plan in which we sock away twenty dollars per paycheck each and she puts the money somewhere I can't reach it. Her claim is that I have a money spending problem. I also am supposed to be a workaholic and must be forced to go on a vacation every year.

I gave up on the search and grabbed my emergency fifty dollar bill from my secret hiding spot, a location of which she has no idea. Well, at least I don't think she knows. My tire will be fixed and although I will be living a little lean for the next few days, the vacation money will remain intact for spring break and the annual summer vacation.

My questions for you are, "Where will you be going for your next vacation? Have you set a plan in motion and started a savings for it?"

A vacation plan is nothing more than knowing when you will be able to get away and where you would like to go. A head count on the number of people who will be traveling allows you to come up with the amount of money needed for travel and lodging expenses. Hey, don't act shocked because I am talking about travel and lodging expenses.

This year we will not be painting and remodeling using vacation time. I don't want to hear about how you did nothing for a week but barbecue, drink beer and watch a lot of television. If you want to stay in Texas there is a website you can go to: www.tourtexas.com. This site will allow you to find beaches, museums, wildlife parks, caverns and whatever you need to create a great itinerary.

Our family enjoys Galveston and all that it has to offer. We just gas up the van and head to the beach with four kids bouncing off the walls.



Ron Oliphant

We don't spend a lot of money; we pack a cooler with sandwiches, cookies, chips and drinks. We will pay for hotel stay just to spoil ourselves a little, but this was planned. We take a little out of each check until the time comes for a vacation.

I have a good friend who spent one thousand dollars every year to go to Cancun, Mexico. He saved one hundred dollars per month and paid for and all inclusive stay and airplane ride. This may sound like a lot but it does not matter if you can only afford five dollars out of a weekly check. If it was done for a year you would have two hundred and forty dollars. I know that would at least pay for Six Flags and a Motel 6. The point is it only takes a little effort to plan a great time.

I believe in the family vacation. I heard someone say that families that pray together stay together. Well I think you should add that families that vacation together stay together and even if you don't have a large family, we all need a little rest and relaxation some time, so why not make vacation time a special time?

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Plan in case of disability

(NewsUSA) - Monica, a 37-year-old professional and mother, shattered her elbow when she slipped on her porch. In most cases, the story would have ended there, but Monica wasn't that lucky. After her elbow surgery, Monica developed a condition called osteonecrosis, which caused her bones to crumble.

Once a successful worker in the financial sector, Monica became confined to a wheelchair and required a hired caretaker to bathe, eat and dress. Monica was awarded Social Security Disability Benefits (SSDI), but it took two-and-a-half years to start seeing payments -- years in which Monica couldn't work and couldn't afford rent. Monica used up her retirement savings to pay for her care. By the time she received SSDI, it was too late to save her finances.

Unfortunately, Monica is not alone in neglecting to plan for disability. According to a 2009 Harvard study, over half of all personal bankruptcies are caused by illness or injury. Yet, many people fail to consider that disability can happen to them. According to the Council for Disability Awareness (CDA), 60 percent of people feel that their chances of becoming disabled are 2 percent or less during their working years. The real number, according to the Social Security Administration, is 30 percent.



Richard Kruger

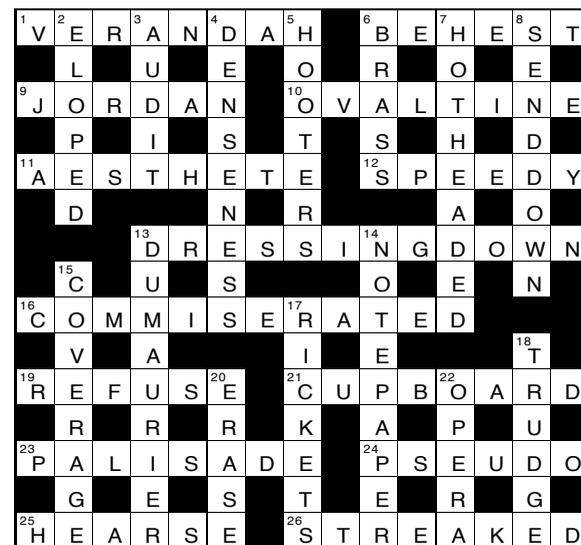
But you can take steps to protect yourself. First, visit www.whatsmypdq.com to learn your Personal Disability Quotient (PDQ), or your chance of an injury or illness that will keep you out of the workplace for an extended amount of time.

Then, evaluate your lifestyle and see if there are any changes you can make to reduce your chances of disability. The CDA recommends cultivating healthy behaviors, such as eating well and exercising to maintain a healthy weight. Regular check-ups and cancer screenings can catch problems before they lead to disability. Simply staying aware and using activity-appropriate safety equipment, like seat belts, safety goggles and helmets, can help you avoid disabling injuries.

"Through planning and prevention, people can mini-

mize their chances of becoming disabled -- or at least minimize the financial impact a disability can have on their income and lifestyle," said Barry Lundquist, president of the CDA. "For most people, their income is by far their most valuable asset, and their ability to earn that income cannot be taken for granted."

Call your State Farm Agent, Richard Kruger, for your long-term and disability insurance needs. 254-776-4593. See the State Farm ad in this issue.



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How to choose the perfect fragrance

(NewsUSA) - From finding a scent, choosing between a perfume or an eau de toilette, to learning whether you should layer, there are many choices to consider when shopping for a fragrance.

But choosing a signature scent doesn't have to be difficult. Jan Moran, the creator of the Sephora Fragrance Finder by Scentsa, a touch-screen technology that helps shoppers find and learn about perfume, offers the following tips:

- Know your scents. Scents are typically grouped into five categories -- floral, fresh, spicy and warm, woody and earthy, and brisk aromatics. Different scent groups appeal to different personalities.

For example, fresh scents, which include citrus, aquatic and fruit aromas, speak to a sunny personality, while woody and earthy fragrances can seem soothing and calm. Sephora's Scentsa offers a "Discover Your Signature Scent Style Quiz," which can help you determine what scents will best appeal to you.

"With more than 500 new



Marilyn Banks

fragrances launched each year, you really have to be educated to find a scent that works for you," says Moran. "Scentsa's touch-screen application features current information on more than 6,000 fragrances, so it helps customers find confidence when shopping."

- Try fragrance wardrobing. Once you know what scents you like, change your perfume for different occasions, moods and climates. Choose rich scents during the winter and lighter fragrances for summer. Relax

with vanilla and lavender, energize with rose and tuberose.

- Choose a fragrance strength. Perfume is the most intense form of fragrance, followed by eau de parfum, eau de toilette and eau de cologne. Intensity, however, does not mean that the scent will be bold and strong, only that it will last longer on your skin.

- Apply fragrance at your pulse points. Your pulse points are behind your ears, at your throat and the nape of the neck, in the decolletage (collar), on your wrists, in the crook of your elbow, behind your knees and on your ankles. Spray fragrance for a more even application.

- Store your fragrance correctly. For maximum shelf life, store fragrances in a cool, dry place with the cap tightly secured. Keep fragrances away from direct sunlight.

For your designer fragrance needs, visit Marilyn's Gift Gallery at 818 Elm Avenue. For more information see the Marilyn's Gift Gallery ad in this issue of The Anchor News.

Meet Waco's rocking DJ, Kimberly Graham

Professional, unique, and captivating—these are the words that describe DJ Kimberly Graham, owner of K & S Entertainment. Graham and her team perform all over the Waco Area bringing the best entertainment for weddings, corporate events, restaurants and night clubs entertainment, parties, graduations, reunions, and any event that needs a lively, experienced, DJ to set the tone for a good time.

K & S Entertainment has performed for venues such as Baylor University, Don Carlos and corporations such as Jeff Hunter Toyota. A full-service, one stop company, the team has also covered complete weddings, including the ceremony, cocktail hour, dinner, and the reception and dancing portion. This is a testament to their versatility, as they can play anything from Old School to the latest hits and ev-



Kimberly Graham

everything in between! To add to the fun, karaoke is also available upon request.

As the leader in the industry, which includes personalized service and attention to detail, K & S Entertainment can be modified to perfectly match your entertainment needs, as well as your budget, making Kimberly Graham of K & S Entertainment the D.J. for any event.

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Kpromos helps businesses grow

How often have you thought about a business because you happened to have a pen, calendar, cup or notepad with its name on it? If you remember a business because of the advertising, someone will remember your business as well.

Kristi Schlee with KPRO-MOS has been promoting businesses for over a decade, and she has been in marketing and sales for a quarter of a century. Schlee shops for businesses, groups, and charity events to find the perfect product to promote their business or event. She can provide any business, organization, group, individual, or whatever with that special promotional product and apparel to grow a business through brand recognition.

Ranging from small businesses to corporate accounts, Schlee's customer base is varied, and thus her services are versatile. Many times, business owners fail to realize the impact that promotional products can make on their business. Giving the business legs helps to increase the value for clients by gain-



Kristi Schlee

long periods of time.

Of course you have received items that you will never use or that you will never keep in your possession, but for those businesses who give great thought to the selection of items, Schlee says useful and attractive items will increase business. A locally owned, minority Waco business, KPromos touts the promise that no order is too small.

Top advantages to advertisers include high recall of logo, repeat exposure, and positive impression for an advertiser as a business friendly environment. "Consumers remember the advertisers on useful, branded items because they see a business's logo or they wear it. When you look at promotional products of apparel, consumers tend to keep, wear and use the apparel longer than any other type of advertising," explained Schlee. "If you need to pay .19 cents per item, it's out there."

Schlee has over two million products to offer. Call her at 254-315-8094, send her an email at Kristi@kpromos.biz, or visit her website at www.kpromos.biz.

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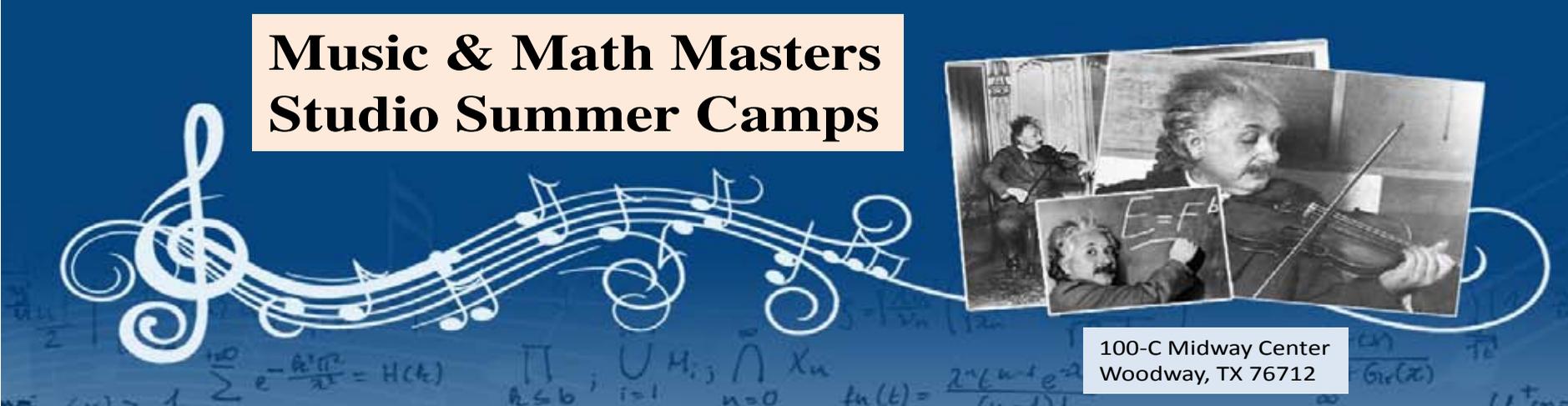
One study revealed that 70% of business people had at some time or another received a promotional product; 33% placed the item in a position where others could see it, and 75% could recall the brand name. Why are promotional items so effective? First they promote frequent exposure; second, many people use the item at least once a week, and last, over half of those surveyed said they kept the item for

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