

The Daily Citizen

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WILDCATS, LADY WILDCATS GET WINS
Harding Academy's junior high teams wrapped up a tourney week with wins Saturday. — PAGE 1B

OFFICIALS: ARIZ. CONGRESSWOMAN SHOT
U.S. Rep. Gabrielle Giffords, D-Ariz., was shot in the head Saturday in a public meeting area. — PAGE 2A

LONG-TIME LEGISLATOR PREPARES FOR RETIREMENT



Senator John Paul Capps will see his last official day in office Sunday after 44 years of service as an Arkansas representative and senator. The voters selected Jonathan Dismang, R-Searcy, to fill Capps' Senate seat representing district 29, once held by now-Gov. Mike Beebe. Dismang will be sworn into office Monday. Warren Watkins/warren@thedailycitizen.com

Capps' career spanned decades

By Warren Watkins

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While the Beebe-Capps Expressway is a highly visible part of Searcy's street system, not many know where the John Paul Capps Bridge is located — but John Paul Capps, D-Searcy, does.

He spent 10 years fighting for funding for the span, and knows that the humorous title used by locals for the structure is a small tribute to his tenacity in standing up for his constituents.

But the bridge Capps built with his 44 years of public service spans much more: 36 years in the Arkansas House of Representatives, eight years in the Arkansas Senate, working with nine governors and countless floor

CAPPS' 44 YEARS OF SERVICE

Elected to House: 1962
Elected to Senate: 2002
Served with: Nine governors

fighters to get legislation passed, back-room political brawls and the obligatory campaigning, handshaking and baby-kissing.

Radio

Born in Steprock on April 17, 1934, Capps' father was a cotton and strawberry farmer and a carpenter. After graduating White County Central School in 1950 he attended Beebe Junior College (now Arkansas State University-Beebe) and in 1955 got into radio.

As the afternoon announcer on KWCB Capps climbed up the radio career ladder to the morning slot, then into sales and general manager.

"I love news," Capps said. "While we had a record going I would go out and read the teletype just to see what was going on. I was just intrigued by broadcasting."

Capps started FM/KAPZ AM in 1980 and KKSJ in 1985 and sold them in 1999, giving him 44 years in the radio business.

"My first love was radio," Capps said. "But it's changed such now I'm not sure I'd want to be back with a station."

Capps gives his wife of 50 years, Elizabeth, credit for his success.

"She ran our business while I was in session," Capps said, "took phone calls and messages from constituents. I couldn't have done it without her because she made sure I got every message."

Politics

"I have always been interested in politics," Capps said.

Bill Clinton was a friend of Capps as well as coming back as governor when Capps was Speaker of the House in 1983, allowing Capps to present the key to the governor's office to Clinton on the house floor.

Asked about Clinton's style of leadership, Capps explained.

"He is smart, and tried to do a

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MOTEL OWNERS

Gary Patel's motels: Super 8, Rodeway Inn and Suites, Knights Inn and Suites
Shinn Enterprises motels: Best Western, Comfort Suites, Holiday Inn Express and Suites

Owners: Hotels took dive in 2010

By Warren Watkins

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Using the hotel industry as a means of gauging the health of the local economy has mixed results.

Gary Patel, owner of Super 8, 1200 Truman Baker Drive, Rodeway Inn and Suites, 120 N. Rand St., and Knights Inn and Suites, 3211 E. Race St., said his hotels did not fare well in 2010. Patel said his occupancy rates are averaging 30-40 percent, pointing to the rental of only five rooms on Wednesday.

"We saw the drop in June of last year," Patel said. "It took a nose dive."

During the 2010 Harding University Homecoming when his rooms are usually sold out a year in advance, Patel said, he was not able to light up his "no vacancy" signs after all. Now he's seeing visitors come into town for only one or two days, then departing, where they stayed longer in previous years, Patel said.

"It used to be oil and gas people here," said Patel. "I think the oil and gas people suddenly stopped. Customers are saying they're going to

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Parasites, bacteria not cause of Ark. fish kill

The Associated Press

LITTLE ROCK — An Arkansas Game and Fish Commission official says parasites and bacteria have been eliminated as causes of a fish kill last week in the Arkansas River.

Fisheries division chief Mark Oliver told the Arkansas Democrat-Gazette that it will take three more weeks to determine whether the 80,000 to 100,000 drum that died were killed by a virus. Samples were sent to the University of Arkansas at Pine Bluff's fish-disease diagnostic laboratory for testing.

A tugboat operator first noted the dead fish Dec. 29 near the Roseville community boat ramp. The fish were seen for nearly 20 miles, from the Ozark-Jeta Taylor Lock and Dam near Ozark to near Hartman.

The Arkansas Department of Environmental Quality determined that the deaths weren't related to river pollution.

TOMA seminar aims to help local businesses

TOMA SEMINAR

What: Free seminar to help local businesses

When: Thursday, Jan. 13, 8:30 - 10:30 a.m.

Where: Robbins-Sanford Grand Hall, 119 N. Spring St.

To RSVP: Call Mike Murphy, (501) 268-8621 (registration required)



ROOD

Event set for Thursday

The Daily Citizen

A seminar will take place Thursday to help local businesses reach their Top-Of-Mind Awareness, or TOMA.

The meeting will help local businesses learn how to compete against large national chains. Tips on saving money on advertising and other techniques will be revealed in the two-hour seminar.

"We hired TOMA Research primarily to conduct the market research," said Mike Murphy, publisher of *The Daily Citizen*. "And now we're happy to share that information with anyone in Searcy who is interested."

"TOMA" means the level of awareness customers have of any business, such as the level of priority a name has in their minds. Mark Rood, president of TOMA research, will speak at the seminar to explain how advertising can help businesses increase their TOMA level.

"A great additional benefit for everyone is the presentation of the material by [Rood]," Murphy said. "Over the past several years he has interviewed and worked with hundreds of locally-owned retail and service-oriented businesses on their advertising programs in towns like Searcy. He's collected a wealth of information about what works and

what doesn't. He shares advertising strategies of some of America's best known, and in many cases, most successful locally-owned firms. He will demonstrate — through examples — how to advertise in the 21st century and get the most mileage from your advertising investment."

A TOMA review will inform businesses of several items, including what categories are considered as "open," as opposed to "mature," meaning many businesses in that category already exist; how to establish a solid reputation before services are needed; how to become known in the community; and how to look at a business from

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WEATHER

Today: Mostly cloudy. Slight chance of light snow in the afternoon. Highs in low 30s.
Tonight: Light snow likely. Lows in the upper 20s. Northeast winds 15 mph.

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“Decide that you want it more than you are afraid of it.”

BILL COSBY

American comedian, 1937