

# POINSETT COUNTY

## Arkansas



PLAN WEEK: SEPT. 10-13 2012

Plan "Snapshot"

In northeastern Arkansas, there is a special place—Poinsett County. It is a diamond in the rough, waiting to be polished to perfection. The elements are already here. All that is needed are the right tools to shape and hone this jewel into a treasure that will stand the test of time.

This strategic planning process has provided us with the tools we need to begin our transformation. Leaders from throughout the county met to collectively envision our future. As a result, many discussions of unity and collaboration have evolved. New partnerships have been forged, and a renewed sense of purpose has energized our citizenry.

The work we must do may be hard, but that's nothing new to us. Our deep and unconditional love for this land has allowed us to build a strong foundation on which to grow. Throughout our history, we've tilled our soil, turning what used to be swampland into the richest earth in the region. As a result, our crops are plentiful, our children are strong, our families are resilient and our mettle is mighty.

Agriculture is our mainstay industry, demonstrated by the fact that our county is the top producer of rice in Arkansas – no small feat in the state that is the nation's largest producer of rice. Cotton, soybeans, corn and other crops are also grown in great quantities. While we have a long-standing history of agricultural production, we also realize this is our future. New technology and educational programs will provide us with an opportunity to create more, higher-wage jobs, retain our youth and attract new residents. The strategic direction we've chosen focuses on developing the infrastructure we need to enhance the many assets we already have.

"Our community." This isn't just something we say casually in Poinsett County. It's not something we merely use as a geographic description. For this community – this diamond in the rough – is already a beautiful and rare gem to all of us. It's something we must protect and care for, not simply as a responsibility but as a privilege. Those of us who live here are blessed to call Poinsett County our community, our home and the place in this world where we can make a difference.

### PLAN DIRECTOR

**Judge Charles Nix**  
Poinsett County

### STEERING COMMITTEE MEMBERS

**Craig Allen**  
CEA—Staff Chair  
University of Arkansas Division of  
Agriculture

**Bobby Benson**  
Intermediate School Principal  
Trumann Public Schools

**Reagan Bodeker**  
Citizen

**Jeff Bookout**  
Arkansas State University—  
Newport/Marked Tree

**Rick Bormann**  
Senior Vice President  
Greenway Equipment, Inc.

**Michael Graham**  
Harrisburg Middle School

**Greta Greeno**  
Citizen

**Ronnie Harrison**  
Former Mayor  
City of Trumann

**Chris Haynie**  
Regions Bank

**Sloane Holzhauer**  
CEA—FCS, University of Arkansas  
Division of Agriculture

**John Hutchison**  
State Representative

**Steve Jernigan**  
Mayor  
City of Lepanto

**Barbara Lewallen**  
Trumann Chamber of Commerce

**Randy Mills**  
Mayor  
City of Harrisburg

**Jan Mitchusson**  
Administrator  
Poinsett County Health Unit

**Mauria Morgan**  
Citizen

**Wayne Nichols**  
Mayor  
City of Marked Tree

**Stephanie Patterson**  
WEE CAT Academy Director  
Trumann Public Schools

**Betty Payne**  
Citizen

**Jim Poole**  
Citizen

**Paul Rowton**  
Owner  
Food Giant

**Paula Smith**  
Citizen

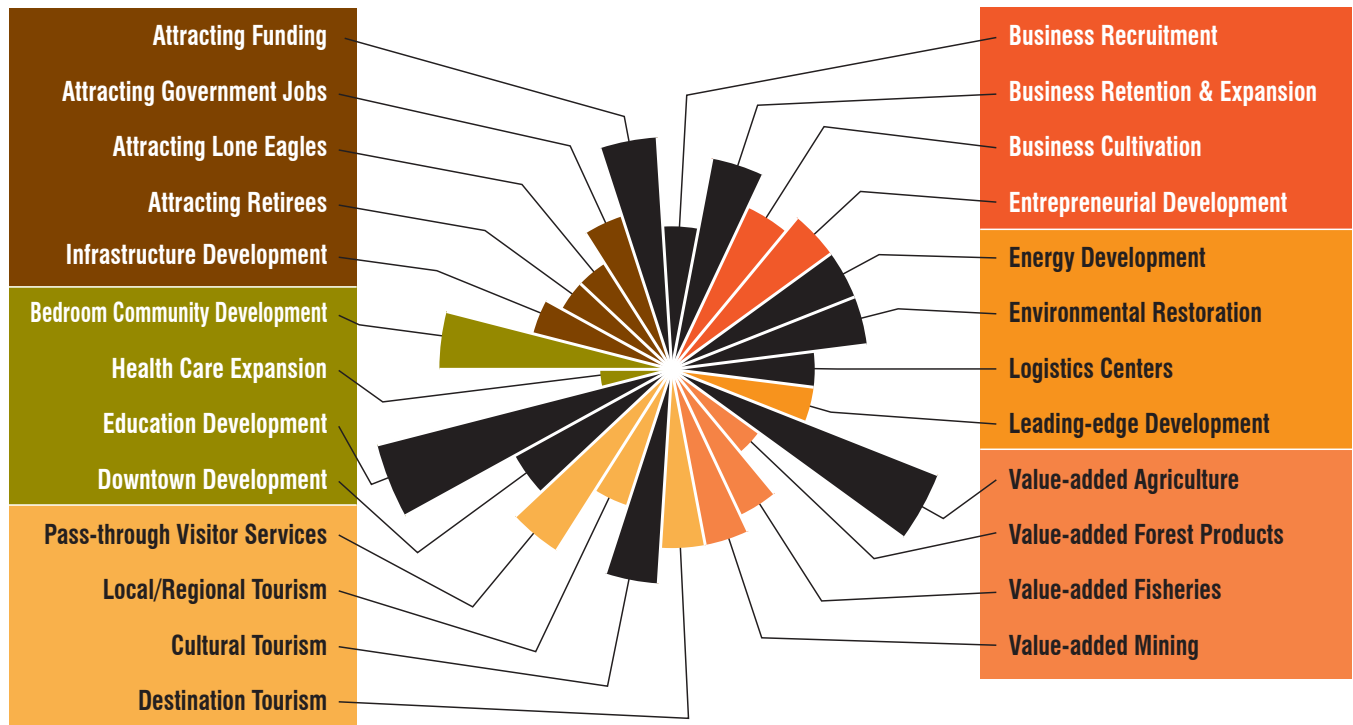
**Sheila Walters**  
Mayor  
City of Trumann

**Jamie Wright**  
Director of Operations  
Harrisburg Area Chamber of Commerce

**Kevin Wright**  
Ritter Agribusiness

## POINSETT COUNTY STRATEGY “THUMBPRINT”

The strategy “thumbprint” depicts twenty-five community and economic development strategies in terms of Poinsett County’s potential to successfully implement each of the strategies. The longer the “spoke,” the greater the likelihood that Poinsett County could see success in pursuing that strategy. Black spokes indicate strategies that have been selected for implementation by the Poinsett County Steering Committee.



### SELECTED STRATEGIES & INITIATIVES

<b>Access to Medical Services</b>	Improved ambulance and emergency services and access to telemedicine technology.
<b>Attracting Funding</b>	Coordinated effort to seek funding for the projects we’re advancing.
<b>Bedroom Community Development</b>	Additional options for housing, recreation and entertainment that will help attract new residents.
<b>Business Recruitment</b>	Formation of a countywide economic development effort to attract new businesses.
<b>Cultural Tourism</b>	Identification and promotion of our culture assets to visitors from around the region.
<b>Downtown Development</b>	Historic preservation, promotion and recruitment in historic districts like Harrisburg and Lepanto.
<b>Education Development</b>	Development of Ag-Tech program in partnership with ASU-Newport/Marked Tree.
<b>Energy Development</b>	Research and development of biomass and biofuel industries.
<b>Environmental Restoration</b>	Restoration of dilapidated houses and buildings as well as brownfield redevelopment.
<b>Healthy Communities</b>	Access to healthy foods and additional options for recreation and fitness.
<b>Infrastructure Development</b>	Improvement of water, wastewater, transportation and telecommunications infrastructure.
<b>Logistics Centers</b>	Attraction of distribution centers, especially for those communities along major highways.
<b>Value-added Agriculture</b>	Research of viable processes that can add value to existing and emerging agricultural commodities.

