

THE MORNING NEWS

SPRINGDALE

Also Serving Tontitown, Elm Springs, Johnson, Siloam Springs, Huntsville, Hindsville & Bethel Heights

TODAY IN BUSINESS
**GATEWAY CANDY MAN
TOUTS GOODIES**

PAGE 1D



THURSDAY
SEPT. 20, 2007

50¢

NIGHT WORK FOR SUNSET



ZAC LEHR • THE MORNING NEWS

A worker cleans the roadway Wednesday in preparation for resurfacing Sunset Avenue near the intersection of West End Street in Springdale. The Highway Department is closing sections of Sunset between between Interstate 540 and Thompson Street between 7 p.m. and 6 a.m. to mill and resurface the street.

PLANNING RETREAT

City Wants Image Improved

LEADERS SAYS 'CHICKENDALE' PERCEPTION A LIABILITY

By Steve Caraway

THE MORNING NEWS • SCARAWAY@NWAONLINE.NET

SPRINGDALE — The city needs to spruce up its image, officials said.

The attendees at a planning retreat on Wednesday for the Springdale Advertising and Promotion Commission reached an almost unanimous consensus — the city's image is not as good as it should be. The purpose of the meeting, attended by members of the City Council, the Chamber of Commerce board, the Public Facilities board and city staff, was to review the commission's marketing plan and to suggest possible changes.

The meeting came after the council tabled a resolution seeking marketing plans for the Springdale baseball park. Some council members looked at the resolution soliciting marketing plans as a negative reflection on the commission and the Chamber of Commerce.

The problem, according to Perry Webb, president of the chamber, is perception.

"We're doing a bad job of communicating internally what we are doing externally," Webb said.

A list of the city's assets and liabilities, compiled by attendees, put the poultry industry on both lists. Springdale's strong poultry industry made the asset list, but the identification of the city as "Chickendale" topped the liability list.

A survey of the Little Rock staff of Cranford Johnson Robinson Woods, the commis-

AT A GLANCE

ADVERTISING AND PROMOTION COMMISSION SURVEY

A survey for the Commission's Planning Retreat listed the greatest threats to the body's success as:

- Rogers' additions in upscale shopping, businesses and a convention center
- Need for nicer facilities and an upscale retail presence
- Possible moving of businesses to other cities, reducing tax revenue
- Hometown politics
- Need for better communications
- City Council
- City's reputation as not aesthetically pleasing
- Competition to the north and south
- Limited funds and opportunities
- No restaurant tax.

SOURCE: SPRINGDALE ADVERTISING AND PROMOTION COMMISSION

sion's advertising agency, agreed the city image was minimal revolving around Tyson Foods and the high school football team.

The addition of the Northwest Arkansas Naturals to the list of Springdale attractions would be a major advantage, said Wayne Woods.

"The Naturals are a destination attraction," Woods said.

SEE IMAGE PAGE 2A

Officials: Tolls Won't Cover Bypass

HIGHER CONSTRUCTION COSTS, LOWER ESTIMATES CREATE \$139 MILLION GAP

By Rob Moritz

THE MORNING NEWS
RMORITZ@ARKANSASNEWS.COM

LITTLE ROCK — Higher construction costs and lower toll estimates create a \$139 million gap in funding for the planned Bella Vista bypass, according to a consultant's report presented Wednesday to the state Highway Commission.

Commission members said the design phase and acquisition of right of way for the project, which would bypass the busy U.S. 71 through Bella Vista and north to Missouri, would continue while they try to find another source of revenue to cover the additional cost.

"The project is still a viable ongoing project," Commission Chairman Jonathan Barnett of Siloam Springs said. "The purpose and the need is still the same. It's still a priority ... we just

"The project is still a viable ongoing project."

JONATHAN BARNETT

State Highway Commission chairman

have to find \$139 million."

If the money can't be found, he said, the commission may opt to move forward with the project and "pay as you go."

Bella Vista Mayor Frank Anderson said the biggest thing he was looking forward to with the construction of a bypass was that it would alleviate traffic congestion on U.S. 71. "There's only the one north/south corridor and it's just filling up," Anderson said. "I think it's going to get continually worse during the next three or four years."

He said the city will likely have to campaign to get something done about their traffic problems if the bypass isn't built.

Anderson said he has not been planning for a lot of development on the west side of Bella Vista in response to the bypass. He said he doesn't believe there would be a lot of development on a toll road because there is more hassle to get on and off than on a normal interstate. There is not much development on the toll road to Tulsa, Okla., he said.

Michael Malone, executive director of the Northwest Arkansas Council, a group that helps plan and coordinate regional projects, said he was disappointed the bypass could not move forward as a 100 percent toll-funded project.

"We're pleased to see they

are continuing with the project, continuing to acquire right of way and moving forward with the design," he said, adding it may be possible for a regional mobility authority to be created in Northwest Arkansas to help address the funding shortfall.

The Legislature this year approved a measure allowing cities and counties to form regional groups to look at traffic problems.

The legislation gave regional mobility authorities more flexibility in raising money for transportation projects, Malone said. Such an authority is now being created in Benton and Washington counties, he said.

Last year, as the commission was discussing the feasibility of using toll roads to pay for the Bella Vista project, consultants estimated the project would cost about \$210 million.

SEE BYPASS PAGE 2A

Northwest Arkansas Seniors To Graduate Later

By Lana F. Flowers

THE MORNING NEWS • LFLOWERS@NWAONLINE.NET

Seniors at area high schools will sit in class a few more days before moving tassels to the other sides of their mortarboards.

Area high schools must hold graduation ceremonies a week later than usual after state Department of Education officials were concerned seniors were not in class the required 178 days each school year.

Kay Jacoby, Bentonville schools executive director of secondary programs, said local administrators negotiated with

Bud Walton Arena representatives to schedule graduation dates next spring.

Administrators at the Benton-

ville, Fayetteville, Rogers and Springdale districts said availability of Walton Arena determined graduation dates.

AT A GLANCE

HIGH SCHOOL GRADUATION CEREMONIES

Graduation schedule at Bud Walton Arena in Fayetteville:

- Bentonville High School: 9 a.m. May 24
- Fayetteville High School: 7 p.m. May 22
- Springdale High School: 1 p.m. May 24
- Springdale Har-Ber High School: 4 p.m. May 24
- Rogers High School: 7 p.m. May 23.

SOURCE: STAFF REPORT

Bentonville, Fayetteville, Springdale and Rogers high schools all hold graduation ceremonies the same weekend at Walton Arena and share facility rental costs, Jacoby said.

Seniors typically completed final exams and earned needed credits before other students' last day of school. That meant seniors were not attending classes for several days or even weeks before graduation ceremonies were held.

Rogers Superintendent Janie Darr said each day a senior missed class counted as an absence.

SEE GRADUATION PAGE 2A

Lobaton Pleads Guilty To Manslaughter In Cyclist's Death

By Robin Mero

THE MORNING NEWS • RMERO@NWAONLINE.NET

BENTONVILLE — Years of police work and cooperation from immigration officials culminated Wednesday in bringing to justice a man who hit a bicyclist in 2004 then fled the scene.

Lazaro Andrade Lobaton, now

21, was sentenced to 10 years in prison for manslaughter in the death of Brandon Haley, 31, a father of three who was riding his bicycle one Sunday morning on Arkansas 68 east of Siloam Springs.

After striking Haley and causing fatal head injuries, Lobaton fled the scene and soon left the

country for his native Mexico. He was captured in Alabama last November.

A second felony charge of leaving the scene of a personal injury accident was filed against him.

Lobaton admitted drinking several beers in the hours before the accident. He has no

felony criminal history but was convicted once of driving while intoxicated.

Riding with Haley that day was Roger Holroyd, who made a statement Wednesday before Lobaton in the courtroom of Benton County Circuit Judge David Clinger.

SEE LOBATON PAGE 2A

GETTING STARTED

IN THE NEWS

Simpson Free After Posting Bail

LAS VEGAS — In a scene of legal deja vu, a grayer, heavier O.J. Simpson stood handcuffed in court Wednesday to face charges that could put him behind bars for life. The prosecutor who failed to get him a dozen years ago was there to watch, and news cameras tracked his every move as if they were covering a slow-speed chase.

FULL STORY, 1B

Lebanon Bombing Kills Anti-Syria Lawmaker

BEIRUT, Lebanon — A powerful bomb killed an anti-Syria lawmaker and six others Wednesday in a Christian neighborhood of Beirut, threatening to derail an effort by an already divided Parliament to elect Lebanon's next president in voting to begin next week.

FULL STORY, 1B

Garages New Frontier For Home Makeover

With homeowners choosing to remodel rather than buy a new house, many turn to the garage and its square footage for storage. A local company is specializing in transforming spaces that were just cluttered to those that were "disaster areas."

FULL STORY, 1E



INDEX

THE MORNING NEWS

Volume 13, Number 325, 54 Pages

© Stephens Media LLC, 2007

Business	Section D	Nation & World	Section B
Classifieds	Section F	Region & State	7A
Comics	6-7E	Sports	Section C
Crossword	5E	Your Home	Section E

WEB WATCH

GET ALL THE LATEST HEADLINES,
24 HOURS A DAY.

WWW.NWAONLINE.NET

WEATHER, 6B

87/64
BEAVER LAKE
1,116 FEET

