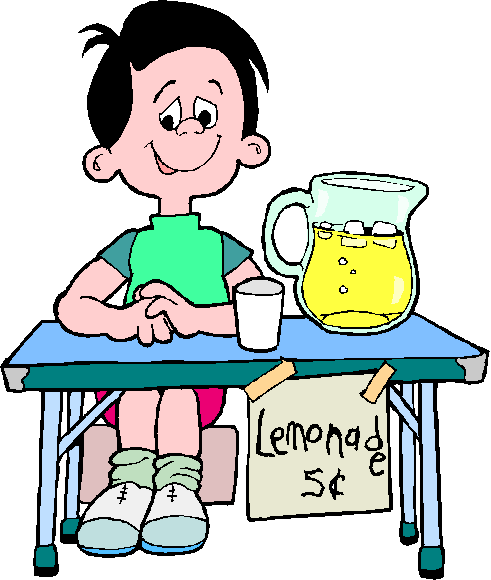
**Dr. Rita Littrell**

**Puzzling Arkansas Entrepreneurs**

**Objective:** This activity is designed to introduce students to some interesting facts about Arkansas entrepreneurs. Some entrepreneurs are well known while others operate smaller companies. They are very diverse and serve as a great way to introduce young Arkansans to remarkable leaders. People who saw opportunities and who overcame great obstacles to grow their businesses. Additionally, students will start thinking about what characteristics are important to entrepreneurs. Do they have these characteristics or could they develop them?

**Prepare:**

1. Copy the cards with the entrepreneur names and logos.
2. Copy the descriptions of the company.
3. Glue the description on the back of the matching card with the entrepreneur/company names.
4. Then cut the cards into two puzzle pieces. Cut between the name of the entrepreneur and the company.
5. You will need one puzzle piece per student. Extras are provided.

**Activity:**

1. Each student receives a puzzle piece with either the name of an entrepreneur or the logo of a company. Their task is to match the company with the entrepreneur.
2. The pieces are like a jigsaw puzzle so they know they are correct by matching the puzzle pieces.
3. When the pieces are matched, there is a short description of the company on the back. Have the pair of students read the description and create a charade or skit of that entrepreneur or company.
4. List the names of the entrepreneurs and companies on the board.
5. Each team will then do a charade of the company or entrepreneur for the class. The class tries to guess which entrepreneur and company.
6. Then the team shares two interesting facts about the entrepreneur.
7. After all charades are complete, debrief by asking students to note what characteristics they think are important for an entrepreneur. *These might include creative problem solver; risk taker; observant; learner; reader; and more. Ask them to give examples using the Arkansas entrepreneurs.*
8. **Optional:** Use Lesson 2: *Hog Wild about Entrepreneurship* from Entrepreneurship: Arkansas Style - <http://bmcee.uark.edu/1375.asp> . The list of characteristics has been included here for your convenience.
9. **Extension:** Research and Synthesis: A great extension activity would be to create new cards using local entrepreneurs. An entrepreneur questionnaire is attached at the end of the cards.

![C:\Documents and Settings\amoore\Local Settings\Temporary Internet Files\Content.IE5\STUV4T6F\MCj03325140000[1].wmf](data:None;base64,)**By: Lesley Donaldson**

**![C:\Documents and Settings\amoore\Local Settings\Temporary Internet Files\Content.IE5\UKEHCM5C\MCj00787110000[1].wmf](data:None;base64,)The Entrepreneur Next Door**

**Activity 1: Entrepreneur Questionnaire**

**Business Name:**

**Owner:**

**Nature of Business:**

**Opening Date:**

**Interviewer:**

**Business Concept:**

1. How did you get the idea to start your business?
2. How long have you been in business?
3. Describe the goods or services provided.
4. How do you make your products different from those of others?
5. Have you changed your product over time?
6. What is your legal form of business? (single proprietorship, partnership, or corporation)

**Market:**

1. What is your target market?
2. Who are your competitors?

**Advertising:**

1. How do you advertise your product?
2. What type of advertising has proven the most effective?
3. Have you tried any electronic advertising techniques? If so, how successful have they been?

**Challenges & Rewards of Ownership:**

1. What obstacles have your overcome?
2. What are the rewards of owning your own business?
3. What background skills, knowledge and experiences help you in your business?

**Employees**

1. How many employees do you have?
2. What skills do you look for in employees?
3. What other specialists do you utilize (interdependence)?
4. Do you have any incentive programs to promote employee retention?
5. What should students learn in school if they plan to be an entrepreneur?

**Financing Your Business:**

1. How did you finance your business start-up and/or expansions?
2. Did you cash in personal savings or mortgage your home?
3. Did family members help to finance your business?

**Global Interdependence:**

1. Do you buy products from or sell to other countries? If so, which ones?

**Productivity:**

1. Are there ways you could use technology to improve your business?
2. What skills make your employees more productive?
3. Do you use capital tools that increase productivity?

**Economic Conditions:**

1. What local or global economic conditions affect your business?

**Costs/Benefits Analysis of Owning a Business:**

Use this chart to list and review the costs (things you give up) and benefits (things you gain) from starting and operating your own business based on the entrepreneur interview.

**Business Name:**

|  |  |
| --- | --- |
| **Costs** | **Benefits** |
| 1. Time with family | 1) Determine work schedule |
|  | 2) |
| 3) | 3) |
| 4) | 4) |
| 5) | 5) |

**Traits Named by Entrepreneurs as Important**

* independent,
* responsible,
* goal oriented,
* self-confident,
* creative problem solver
* willing to take calculated risks

Characteristics of a Successful Entrepreneur

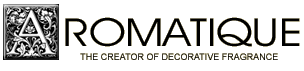
Rate the traits below in terms of how important you think they are for entrepreneurial success by circling the number you think corresponds with how important the trait is.

1 being the least important and 5 being most important

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Quality or trait** | **1 2 3 4 5****Not important Very important** | | | | |
| 1. a high level of energy | 1 | 2 | 3 | 4 | 5 |
| 2. good health | 1 | 2 | 3 | 4 | 5 |
| 3. ability to be a leader | 1 | 2 | 3 | 4 | 5 |
| 4. a willingness to take risks | 1 | 2 | 3 | 4 | 5 |
| 5. a strong desire to pursue a goal | 1 | 2 | 3 | 4 | 5 |
| 6. a need to closely associate with others | 1 | 2 | 3 | 4 | 5 |
| 7. a strong desire for money | 1 | 2 | 3 | 4 | 5 |
| 8. a willingness to ask for help | 1 | 2 | 3 | 4 | 5 |
| 9. an ability to get along with employees | 1 | 2 | 3 | 4 | 5 |
| 10. being well organized | 1 | 2 | 3 | 4 | 5 |
| 11. ability to depend on one’s self | 1 | 2 | 3 | 4 | 5 |
| 12. a need for recognition | 1 | 2 | 3 | 4 | 5 |
| 13. ability to learn from failure | 1 | 2 | 3 | 4 | 5 |
| 14. competitiveness | 1 | 2 | 3 | 4 | 5 |
| 15. realistic about ones capabilities and goals | 1 | 2 | 3 | 4 | 5 |
| 16. self-confidence | 1 | 2 | 3 | 4 | 5 |
| 17. a high energy level | 1 | 2 | 3 | 4 | 5 |
| 18. ability to identify problems and find solutions | 1 | 2 | 3 | 4 | 5 |
| 19. innovativeness | 1 | 2 | 3 | 4 | 5 |
| 20. ability to be creative | 1 | 2 | 3 | 4 | 5 |

Sam Walton

Patricia Upton



Samual Moore Walton, founded Walmart Stores Inc., the world’s largest retailer, based in Bentonville, AR. Sam grew up very poor. He worked many jobs as a youth and was involved in many clubs and organizations. He was an eagle scout by age 14. He studied economics in college. He had a great desire to win. His retail empire began in rural America and now extends into 15 countries of the world. He analyzed other stores to steal good ideas and always strove to make things better.

Patricia P. Upton is President and Chief Executive Office of Aromatique, Inc. based in Heber Springs, AR. Patti combined her love of fashion and art with her talent for business to create an innovative industry known as decorative fragrance. Since its founding in 1982, Aromatique has grown into a multi-million dollar international enterprise. Patti created a fragrance line, "The Natural State," in part to benefit the Nature Conservancy, a nonprofit organization dedicated to the conservation of our natural world. Since the launch of this line early in 1993 at Saks Fifth Avenue in New York City, over 1.7 million dollars has been donated to The Nature Conservancy. Since she uses things from nature for her decorations and scents, this was only too appropriate.



Forrest Wood



Bill Fleeman

Car-Mart was started in 1981by Bill Fleeman, when the company’s first used-car dealership opened in Rogers, AR. The basis of the company’s business strategy from the start was to sell automobiles to customers with limited or poor credit. The first dealership focused on extending credit to individuals who could not obtain loans from conventional sources or other used-car dealers, offering itself as the only way some residents in Rogers could purchase transportation. The offer was not altruistic: The Company charged high interest rates and it pursued delinquent accounts doggedly, but the offer did answer a need. The idea caught on. The company now operates in six states.

Forrest L. Wood was born in Flippin, AR. He was a cattle farmer and construction worker but was also known as a top fishing guide. He is widely acknowledged as the developer of the modern bass boat. He founded Ranger Boats in 1968. He sold Ranger Boats in 1987 but remains active in the company. He served on the Arkansas Game and Fish Commission. Because of his legend in the sport fishing industry, he is the namesake of the Walmart FLW Tour for sport fishing --- FLW after Forrest’s initials. The tournament has been broadcast in 25 countries of the world. He is a member of the Legends of the Outdoors Hall of Fame, Arkansas Walk of Fame, and the Arkansas Business Hall of Fame.

Charles H. Murphy, Jr.

William Dillard



William T. Dillard borrowed $8000 from his parents, who were grocers, to start his first store in Nashville, Arkansas in 1938. He earned a Bachelor’s degree from the University of Arkansas in business and a Master’s Degree from Columbia University. He gained retail experience from Sears & Roebuck Company. He placed stores in malls as that boom occurred. By 2000 Dillard’s Department Stores was the third largest department store chain in the United States with 300 stores in 29 states. The family still serves on the Board of Directors.

Charles H. Murphy, Jr. was a voracious reader who graduated from Eldorado High School. He attended Gulf Coast Military Academy at age sixteen. His family owned timber land, oil wells, and banks in Southern Arkansas. He was emancipated from his family at age 16 so he could operate as an independent in the oil industry. He led the family business at age 21 after his father’s death. After a distinguished business career he lectured on topics such as economics, responsible civic actions, energy, and education. Murphy enjoyed yachting and wrote two books on the subject. Murphy served as a director of The Smithsonian Institute.

John Herald Johnson

Mike Mills



Mike Mills, founded Buffalo Outdoor Center in 1976 as a canoe rental operation. Mike loved canoeing and hiking. Each year, in the winter, when he was not renting canoes, Mike built a log cabin. Later, he added a lodge. Throw in hot air balloon rides, a zip line and soon a spa – all tucked away in the Buffalo River region of the Ozark Mountains in Ponca, AR. After studying pre-med at Hendrix College, he followed his passion and turned his love of canoeing and hiking into a complete lodging and outfitting resort in a town of 174 people. Mike has paddled around the globe and hosts many international visitors at his Buffalo River resort. His business sells experiences on the first national river in the United States.

John Harold Johnson, third generation descendent of slaves, rose out of abject poverty and racial discrimination. Because African Americans had no chance for an education beyond eighth grade in Arkansas, Johnny Johnson and his mother moved from Arkansas City to Chicago where he could attend high school and college. He founded Johnson Publishing Company with a $500 loan using his mother’s furniture as collateral. The company publishes Ebony and Jet. These publications gave a voice to millions of black Americans.

Ben Pearson

Sissy Jones



Sissy Jones began life on a Delta farm. In 1970 she founded Sissy’s Log Cabin in Pine Bluff. She began selling antiques. When Sissy began dealing in jewelry she studied gemology and jewelry design. She is the creator of the slide bracelet. She is known to hobnob with guys from Cartier and Rolex in New York City with Southern belle savvy. She has added stores in Little Rock and Jonesboro.

Ben Pearson was an archer, bowyer, and fletcher from Pine Bluff, AR. Known as the Father of Modern Archery. He is most notable for starting the first company in the US to mass-produce archery sets and equipment. In 1926 Ben competed in a statewide competition using a bow built from a Boy Scout manual. He finished next to last. In 1927 he made new equipment and took the Arkansas State Championship. In 1972 he was among the first inducted into the Archery Hall of Fame. At the height of its run in the mid-60s, Ben Pearson Inc. had more than 800 employees at its 15-acre site in Pine Bluff and was manufacturing 3,000 – 5,000 dozen arrows and 4,000 bows each day. They used some 15 or 20 rail carloads of turkey feathers each year to fletch the arrows they manufacture. By the company's 50th anniversary (1988) it had 350 employees and $100 million in payroll. That year, the company presented Governor Bill Clinton with the six millionth bow, and 200 millionth arrow manufactured.

Earnest P. Joshua Sr. and Thelma Joshua

Lorena Larson

J.M. Products, Inc.



Ernest P. Joshua Sr. and Thelma Joshua founded J.M. Products, Inc. in Little Rock in 1986. Isoplus, ethnic hair care products, are sold in the United States and internationally. The company also operates beauty and barber shops as well as a beauty school. It is the largest Black-owned company in Arkansas. J.M. Products has operations in Jamaica and South Africa also.

Lorena Larson grew up in Ecuador and enjoyed playing school with other children. She always wanted to be a teacher. She met her husband when he was in the Peace Corp. She returned to Rogers, Arkansas with him and started a family. International trade was opening doors of opportunity for area businesses. In 2000 she noticed that local businesses needed translation services and workers who spoke Spanish. Lorena sold property in Ecuador and borrowed money from family to start Larson’s Language Academy which now offers foreign language courses for adults and children; translation and interpretation services, and immersion programs in six languages. She achieved her dream of becoming a teacher.

Don Tyson

Ray Yarnell



[](http://www.google.com/url?sa=i&rct=j&q=tyson%20logo&source=images&cd=&cad=rja&docid=GQxeLT1UuqDB1M&tbnid=_DmtL2PXotGREM:&ved=0CAUQjRw&url=https://www.mccourtesy.com/content/food/food_quality/locally_sourced_food&ei=sEvDUbH2HpTw8ASbwIBg&psig=AFQjCNEDeKVcaDJa60IQUO7wfaAcm2ufIA&ust=1371839737491906)

In 1932 Ray Yarnell pulled together all his cash and borrowed on his life insurance company to purchase a bankrupt ice cream production plant in Searcy, AR. He drew no salary for a year. There were times they did not sell a single item. During the depression years, Hallie, his wife, served as bookkeeper. His son, Albert delivered ice cream on his bicycle. Yarnell’s has been family run for four generations. They are known for their ‘down-home goodness’ and their seasonal flavors of ice cream. They have operations in a six state region. In 2011 they declared bankruptcy. Schulze and Burch Biscuit Company of Chicago acquired the plant and most of the recipes for $1.3 million. It is again in operation in Searcy providing Yarnell’s ice cream.

Don Tyson attended school in Springdale, AR. In 1944, at age 14, Tyson began his education about the poultry industry as a chicken catcher and truck driver at Tyson’s Feed and Hatchery, the family’s poultry feed and live production business started by his father, John Tyson. Don served as plant manager at the first poultry production plant in Springdale. Don was named CEO and chairman in 1967. During his tenure, the company’s revenues increased from $51 million to more than $10 billion. Tyson Foods grew to become one of the largest manufacturing companies in the world. Tyson was an avid fisherman.

Chaddie Pratt

and Priscilla Kumpe



Maurice ‘Mo’ Elliot

Chaddie Kumpe Pratt and Priscilla Kumpe, a mother daughter entrepreneur team, founded Dog Party US. Both ladies are animal lovers. As a child, Chaddie has always dreamed of a dog farm. She had an interesting job at a public radio station but she wanted to do something with animals. Chaddie and Priscilla did a lot of research on how to design a facility for a doggie day care. They knew the pet industry was booming. They wrote a business plan and used their own savings to get started. The bank loaned them much of the money needed. In 2005 they achieved their dream of providing a great day care opportunity for professionals who have dogs as companions. These people want their dogs to have fun while they spend long days at work. Dog party provides fun activities, grooming, training and lots of love to these pets while their owners work. The ladies host a lot of community events in support of animals. And they have great ideas for expansion of the business.

*Maurice or ‘Mo’ Elliott formed Fayettechill Clothing Company in 2009. Maurice, a native of Dallas, TX came to Fayetteville, Arkansas to study Business.  While in the Arkansas Ozarks, he caught the lifestyle that is inherent to the region and decided to brand it.  Just like Columbia or Patagonia clothing, it was time to have a brand to represent the Ozark Mountains.   Fayettechill is now a million dollar business that sells product in 5 states.  They create Ozark Mountain inspired apparel for outdoor enthusiasts around the world.  As a part of their marketing, they support the majority of the regions outdoor events.  Fayettechill promotes the relaxed and fulfilled state of mind that is brought about by adventuring in the wild.  Patrons live for moments when they can connect with nature, but also the ones after their outdoor experience, when they soak it all in.  Fayettechill is a movement to take life slowly – not in body, but in mind.  Life is an adventure, and we’re here to remind you to enjoy the ride.  A part of Fayettechill corporate philosophy is to give back – especially to organizations that protect our natural environment making it possible for us to connect with nature.  A portion of their proceeds go to support Buffalo River Foundation, Arkansas Climbers Coalition, Ozark Offroad Cyclists, & Trout Unlimited.*

Frank D. Hickingbotham



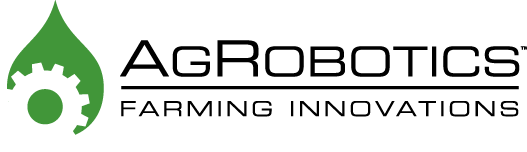
Kemmons Wilson



TCBY , *The Country’s Best Yogurt*, is the largest United States retailer of soft-serve frozen yogurt . It was founded in Little Rock in 1981 by Frank Hickingbotham. By 1984 there were over 100 stores. Originally called *This Can’t Be Yogurt*. Until 2010, customers ordered and were served in a traditional fashion. Since then, TCBY has adopted a new look and style becoming one of the first self-serve frozen yogurt companies. Customers now can serve themselves using any combination of available yogurt flavors, add their own mix of fruit or candy toppings, and pay by the ounce.

Frank Hickingbotham was born in McGehee, Arkansas. He is a graduate of the University of Arkansas at Monticello. He got started in the food and restaurant business when he bought a few AQ Chicken restaurants after being a teacher and a principal in his home town. He then moved onto owning a company called Neiman-Marcus before he discovered frozen yogurt. TCBY Enterprises, Inc. is now the world’s largest franchisor, licensor, and operator of retail stores specializing in frozen yogurt products and has over 2000 locations in all 50 states and 10 foreign countries with system wide sales in 1992 of over 300 million dollars. (By Rebecca Travaglini, Hayden Whited and Meredith Thompson)

Kemmons Wilson was born January 5th 1913 in Osceola, Arkansas. After his mother lost her job during the Depression, he dropped out of Central High School in Memphis to work odd jobs and eventually buy his mother a home with the money he made from his popcorn business he started in a Memphis theatre. After serving in WWII he started a successful home building business in the 1940s and by the 1950s was a millionaire. After traveling on vacation with his family and having difficulty finding lodging, he decided that middle class Americans needed quality places to stay for a budget in the post war economy. He is quoted as saying, “In those days, you wouldn’t dream of renting a room without inspecting it first. I wanted to create a brand that people could trust.” His criteria set the standard for the hotel industry. On August 1, 1952, he opened the first of four hotels in the Memphis area. He decided on the name Holiday Inn after the popular 1942 Bing Crosby film, which his draftsman had watched the night before submitting his plans. The very first Holiday Inn was on Memphis’ Summer Avenue. Every property had air conditioning, a swimming pool, a restaurant, in-room phones, free ice, dog kennels, free parking, and available babysitters. The business went international in 1960 and by 1964 there were more than 500 Holiday Inns worldwide. Ironically as he is an Arkansas born citizen, USA Today called Holiday Inns “the Wal-Mart of the roadside.” (By Samantha Passantino)

[](http://www.google.com/url?sa=i&rct=j&q=&esrc=s&frm=1&source=images&cd=&cad=rja&uact=8&docid=3MLmOHICbiAn2M&tbnid=mKDJPWeWzYX6jM:&ved=0CAUQjRw&url=http://www.thecitywire.com/node/23396&ei=Eo-gU4j3HIiKqAbm6oHwDA&bvm=bv.68911936,d.b2k&psig=AFQjCNGrhpWR9Wgg_Ekhhpj3dCKgC_MGTQ&ust=1403117629400106)

Michael Baker

Jim Burton

Michael Baker started his company, Houndstooth Clothing Company in 1992 on Block Street in Fayetteville, AR after earning a degree in architecture from the U of A. He started his own business to avoid going to work in the real world! After working his store all by himself and selling his razorback tee shirts to anyone who would buy them he began creating his own signature label the “Legacy Collection.” Sales declined significantly during the Great Recession so in 2008, he opened Houndstooth Press, and began printing customized tee shirts. Mr. Baker now has 6 stores open across Arkansas.

(By Savannah Franklin)

Jim Burton is a third generation farmer and entrepreneur from Newport, Arkansas. He got his degree in agricultural engineering degree at the University of Arkansas in 1965. In the 1990’s he realized that the newly founded Global Positioning System would be a great asset for soil-sampling. With the help of students at the University of Arkansas in 2006, they created the first prototype of AutoProbe. The Auto Probe is a self-guided roving machine that promises to automate soil testing with the help of the GPS. His invention was named one of the Top 10 New Products at the World Ag Expo in Tulare, California. Burton then founded AgRobotics Inc. of Little Rock, in 2006. He is hoping for some major revenue to come after the launching of the first 20 to 30 AutoProbes.

(By Maggie Ward)



Burt Hanna

Jackson T. “Jack” Stephens

Witt Stephens

In 1988 when Burt Hanna was in his twenties, he started making potpourri in his basement. Burt was a University of Arkansas student and professional water skier when and his wife Donna began the home fragrance business first known as Potpourri Specialties, Inc. Donna made it as a craft and Burt thought of selling it! That was over 20 years ago. Through his diligence and leadership we have grown into one of the largest candle companies in the United States. Headquartered in Fayetteville, Arkansas, Hanna’s Candle Company creates unique and beautiful fragrance products for your home. From candles and potpourri to air fresheners and room sprays.

Recently, they have partnered with several companies to bring you candles from your favorite brands: Hershey’s, and Jolly Rancher are some of the most popular. Many of Walmart’s candles are produced by Hanna’s. They sell to many other retailers also. Candle prices increased greatly during the Great recession due to the fact that they are petroleum products. (by Alyssa Hymas)

Headquartered in Little Rock, AR, Stephens Inc. is one of the largest privately held, independent financial services firm in the country, with 25 offices worldwide and employing over 700 people. In 1933, Witt Stephens founded W.R. Stephens Investment to trade Arkansas Highway Bonds, which at the time were selling for as low as pennies on the dollar. In 1946, upon graduation from the U.S. Naval Academy, Jackson T. “Jack” Stephens joined his brother and with a handshake, the two brothers formed Stephens Inc. and a partnership that lasted over forty-five years.

The two brothers quickly began a series of acquisitions that would become a catalyst for the firm’s growth and future. These included Arkansas Oklahoma Gas Company, Stephens Production, an independent oil and gas exploration company, and Arkansas Louisiana Gas Company. In 1948, Stephens sold a Sheridan Telephone Exchange to Allied Telephone Company, which later became Alltel Corporation, thus beginning a decades-long relationship that in part continues today. In 1970, Stephens Inc., along with White Weld, raised $4.95 million in the Initial Public Offering of Wal-Mart Stores Inc., owned by Sam Walton and family.

In 2006, Warren Stephens acquired 100% of Stephens Inc. Having avoided the over leveraging that brought down other investment firms during the Global Financial Crisis, Stephens remained sound and continued to grow during this period. (By Lauren Ciabochi)



Ron Blasingame

Mike “Sarge” Davis

Steve Luchi

**Add: Rita’s notes**

Ron Blasingame, Mike “Sarge” Davis, and Steve Luchi submitted their barbeque in several competitions and ended up winning 1st Place in the Memphis-in-May World Championship Barbecue Cooking Contest in 2002. There are restaurants in Arkansas, Louisiana, Missouri and New Mexico. They have been featured on Rachael Ray’s Tasty Travel show on the Food Network.

Two of our Presidents have eaten at whole hog, and President Clinton’s serving utensils are saved and will be presented in 2014. (by Nicole Rouse)

**Deltic Timber**

**Willis D. Shaw**

**Don Harp**

**Arvest Bank**

**Joe Steele**

**Jones Truck Lines**

**Parsons Rodeo**

**Susan Foster – Dilly Dally’s**

**Amanda Whitney – Tutu Couture**

**Junk Brands – Kourtney and Beau Barrett**

**Airship Coffee – Mark Bray**

**Kyya Chocolate – Rick Boosey**

**Piggy Paints – Melanie Hurley**

**Jim Potts – Lewis & Clark Outfitters**

**Deltic Timber Corporation, headquartered in El Dorado, is a natural resources company primarily focused on the ownership and management of timberland. The company owns 445,800 acres of timberland and operates two sawmills in Ola and Waldo producing a variety of lumber products. Deltic also develops real estate in Little Rock and Hot Springs. The company was founded by C.H. Murphy, Sr. in 1952 as Deltic Farm and Timber, Inc. which was a subsidiary of Murphy Oil. In 1996 Murphy Oil spun off Deltic Timber Corporation. Deltic stock is on the NYSE under symbol DEL.**

[**Willis Dean Shaw**](http://www.siscofuneral.com/obituaries/Willis-Shaw/#!/Obituary) **grew up during the Great Depression and embraced the entrepreneurial spirit. He worked in a gold mine, transported paying passengers to California in his Model A Ford, and transported apples from Rupple Farm in Fayetteville to Oklahoma. He hauled coal at night and retrofitted his truck to haul kids to school in the daytime. He was a leader in Springdale and nationally in the trucking industry and association. Mostly Willis was known as a man with great honor and integrity. Willis Shaw Express, established in 1938 in Elm Springs, AR as Willis Shaw Produce. Shaw grew into a major motor carrier whose basic business included irregular truckload carrier specializing in the transportation of frozen and refrigerated food products. The company operates in all 48 contiguous states moving frozen foods, confectionery, fresh and frozen meats, as well as discount store merchandise.**

**JTL or Jones Truck Lines was founded in 1918 by Harvey Jones. The company made Springdale a regional center for the transportation of goods. He began hauling hardware and groceries using two mules and a wagon. In 1919 he sold his mules to buy his first truck. In addition to freight, he hauled strawberries, grapes and apples to Wichita, Topeka, Kansas City and Oklahoma City. A terminal was built in Springdale in 1933. In 1948 with the acquisition of other truck lines, JTL became the largest privately owned carrier in the country. By 1929 JTL had 21 terminals in eight states; over 2,300 employees, and did $80 M worth of business. Harvey and Bernice Jones lived in Elm Springs and had no children. They left their fortune to the betterment of the Springdale community creating the Jones Center for Family and the JTL Shop which houses non-profit organizations. Their influence can be found in Har-Ber High, Har-Ber Village, and Har-Ber Meadows subdivision.**

**Harvard and Floy Harp founded Harps in 1930. They started the first store with $500**

**Learn More:**

**Jones Truck Lines:**

[**http://www.encyclopediaofarkansas.net/encyclopedia/entry-detail.aspx?entryID=5582**](http://www.encyclopediaofarkansas.net/encyclopedia/entry-detail.aspx?entryID=5582)

**Willis Shaw Express -** [**http://www.siscofuneral.com/obituaries/Willis-Shaw/#!/Obituary**](http://www.siscofuneral.com/obituaries/Willis-Shaw/#!/Obituary)

[**http://www.hugesettlements.com/Personal-Injury/3795.html**](http://www.hugesettlements.com/Personal-Injury/3795.html)

[**https://www.google.com/search?q=deltic+timber&ie=utf-8&oe=utf-8&aq=t&rls=org.mozilla:en-US:official&client=firefox-a&channel=sb**](https://www.google.com/search?q=deltic+timber&ie=utf-8&oe=utf-8&aq=t&rls=org.mozilla:en-US:official&client=firefox-a&channel=sb)