

Streamgage to monitor flow into Conway drinking water reservoir

A streamgage that will continually monitor the volume of water flowing from Cypress Creek into Brewer Lake was recently installed by the U.S. Geological Survey (USGS) in cooperation with Conway Corporation. This will allow Conway Corporation water managers to accurately determine the daily volume of water entering the reservoir from Cypress Creek and more efficiently manage the operation of the reservoir as a drinking water source for the City of Conway.

Managers will be able to track the volume of water entering the reservoir during a year, season, month, or even during a specific storm, or during a drought. It is one of more than 150 streamgages



James H. Brewer Lake pictured during the 2006 drought.

operated by the USGS in Arkansas. The streamgage installation was completed on July 7. Data collected every 15 minutes from the gage are transmitted by satellite every four hours to a USGS website. Graphical data are available select-

See *Brewer Lake*, page 2 


Water allocation near approval

A reallocation request for Greers Ferry Lake made by the Mid-Arkansas Water Alliance (MAWA), on behalf of its membership, was sent to the Corps of Engineers Washington DC headquarters earlier this year. Approval of the Greers Ferry reallocation is expected by the end of September.

“The Greers Ferry Lake request will generally serve MAWA members north of the Arkansas River,” said CEO Richard Arnold.

MAWA is a regional coalition of seventeen water purveyors in eight counties in Central Arkansas, who together serve approximately 750,000 Arkansans. Conway Corporation is one of its members.

“We joined the MAWA effort because our own research and planning had led us to believe that regionalism could best address certain long-term, capital-intensive issues including

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Frank E. Robins III
1928-2009

Former board chairman dies

Frank E. Robins III, former publisher of the *Log Cabin Democrat* and a longtime Conway business and civic leader, died Saturday, August 29, 2009, at home.

Mr. Robins, 80, retired from the *Log Cabin* in 1994 after 35 years as owner-publisher of the newspaper.

In addition to the many contributions Mr. Robins made to his industry, he was instrumental

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Conway Corporation adds HD channels

Conway Corporation recently added six new high-definition channels.

“We surveyed HD customers earlier this year,” said Crystal Kemp, marketing coordinator. “These additions, along with the eight channels added in June and July, are among the networks that were most requested by our customers.”

Channels added in September are

in bold text below, and include FX HD, Golf Channel HD, Hallmark Movie Channel HD, Planet Green HD, Travel Channel HD and Versus HD.

“The 14 channels we have added this year bring our HD package to 38 channels,” said Kemp.

Conway Corporation plans to add several more HD channels in 2010.

Conway Corporation HD Lineup

501 KATV HD, ABC - Little Rock	518 USA HD	539 Disney HD
502 KTHV HD, CBS - Little Rock	519 HD Net	540 ESPNU HD
503 KARK HD, NBC - Little Rock	520 HD Net Movies	541 Fox Sports
504 KLRT HD, Fox - Little Rock	521 Sci-Fi HD	Southwest HD
505 AETN HD	522 CNBC HD	542 Golf Channel HD
506 KASN HD, CW - Little Rock	523 Bravo HD	543 Versus HD
508 Universal HD	524 Encore HD	545 FX HD
509 HD Theatre	527 Hallmark Channel HD	
510 ESPN HD	531 HGTV HD	
511 ESPN2 HD	532 Food Network HD	
512 TBS HD	533 Discovery HD	
513 TNT HD	534 TLC HD	
514 National Geographic HD	535 Travel Channel HD	
515 A&E HD	536 Animal Planet HD	
516 History Channel HD	537 Planet Green HD	
517 NFL HD	538 Science Channel HD	

MAWA water allocation *(Continued from Page 1)*

water supply,” said Arnold.

The formal MAWA effort began eight years ago, although regional conversations date back another two decades. The Greers Ferry Lake reallocation request is for 15 million gallons daily (MGD) from the lake’s flood pool. Conway would receive 3.05 MGD of the MAWA allocation.

“A 1999 study of our future water demands got our attention,” said Arnold. In comparing projected demands against supply resource, Conway Corporation found that Conway could be faced with shortages as early as 2006 under severe

drought conditions.

In 2007, the yield of Brewer Lake was increased by raising its pool level. This was projected to meet needs through 2016 under 50-year drought conditions.

“We can economically increase the yield at Brewer Lake again, but the increase would only meet projected demands through about 2025 under drought conditions. A study, conducted by the Corps of Engineers, identified Greers Ferry Lake as the logical next step toward meeting our fifty-year planning horizon,” added Arnold. “This allocation moves us one step closer.”

Brewer Lake

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ing real-time streamflow data on the USGS Arkansas Water Science Center website (<http://ar.water.usgs.gov>) or from Conway Corporation’s webpage (<http://www.conwaycorp.com>).

“This gaging station will provide Conway Corporation with some very important hydrologic data about Brewer Lake,” said Jaysson Funkhouser, USGS Arkansas Water Science Center surface-water specialist and Chief of the Hydrologic Surveillance and Analysis Program. “It will allow them to know exactly how much water is flowing down Cypress Creek near its confluence with the lake...in 15-minute readings,” Funkhouser continued.

“Brewer Lake serves as our community’s primary water source. This gage will provide important data which will greatly improve our knowledge of the hydrology of Cypress Creek,” said Conway Corporation CEO Richard Arnold. “The information will enable us to better plan and manage Conway’s water supply needs.”

Brewer Lake, was completed in 1983 and has the capacity to provide the citizens of Conway with up to 16.5 million gallons of water per day. Brewer Lake is located about 10 miles northwest of Conway and about 5 miles north of Plumerville.



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Conway Corporation marketing and media production win MIDI awards

Conway Corporation's marketing and media production recently received eight MIDI Awards at the 2009 Mid-America Cable Show.

The awards included first place in marketing and promotion for its Gimme 5 campaign to promote the launch of Conway Corporation's telephone service, and second place for its Customer Service series. Marketing/Communications Coordinator Crystal Kemp and Ad Sales/Marketing Manager Linda Johnson led the marketing campaigns, with videos produced by ERI Advertising for the Gimme 5 campaign and Production Coordinator John Ary for the customer service series.

Kids Club, featuring host Kelsie Craig, received first place, followed by *Living Local*, featuring host Heather Kendrick, in second place in the community programming series category. Ary was responsible for the production of *Kids Club* and Production Coordi-

nator Wayne Bailey for the production of *Living Local*.

Conway Corporation's live coverage of a *Kris Allen Watch Party*, led by Ary and Bailey; and *Conway High Prom*, led by Ary, received first and second place in the community programming, single show category. *Don Bingham: Home for the Holidays*, led by Bailey, received third place.

This was Conway Corporation's fourth year to compete in the awards competition. "We were very pleased with the results," said Johnson. "We have a great team. They work very hard all year, and it is nice to see their work recognized by their industry peers."

The Mid-America Cable Show includes cable telecommunications system operators in Kansas, Missouri, Nebraska, Oklahoma, Arkansas, and Texas. Conway Corporation was competing with systems of 10,000 - 50,000 cable subscribers.

Works In Progress

Conway Corporation had thirty-three projects under construction in August. Following is a list of the seventeen major projects:

- CATV HD Upgrade 750 to 1 GHz – Cable
- CATV Master Plan and Fiber Audit – Cable
- Circuit T 104 - Blaney Hill rebuild – Electric and Cable
- 1530 Davis St. - Jacob Longing apartments – Electric and Cable
- Donaghey Avenue - South Ridge Village – Water and Sewer
- Exchange Avenue - Hospital – Water
- 600 South German Lane - Covington Buildings 9 & 10 – Electric, Sewer and Cable
- East German Lane - The Pointe at Conway Apartments – Electric and Cable
- Hendrix College - Student Life & Technology Center – Electric and Cable
- Hendrix College - The Village – Electric and Cable
- 355 LedgeLawn - HP – Electric, Sewer and Cable
- North Market Plaza - Plaza Pointe Apartments – Electric and Cable
- 1105 Prairie Street, Police Station – Electric
- Prince Street - Turnbury Estates PUD – Water and Sewer
- Shepherd's Creek Subdivision Phase 2 – Electric and Cable
- The Greens at Nutter Chapel – Electric, Water, Sewer and Cable
- Tyler & Sternwheel - Node A-13 Split – Cable

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in Conway Corporation's history. He began serving on the Conway Corporation board of directors in 1971 and served as chairman from 1973 to 1994.

It was during his tenure that numerous historic decisions were made, decisions from which our community will benefit for generations to come.

Ownership interests in two generating stations, White Bluff and Independence, were acquired in 1979. Also in that

year, Conway Corporation began construction of a state-of-the-art cable television system, and Mr. Robins signed an agreement with the Corps of Engineers allowing construction of an impoundment which would become the city's new water supply, James H. Brewer Lake.

I first met Mr. Robins in 1978 when I joined Conway Corporation. He was a renowned perfectionist, and I quickly learned to use a dictionary before making a

presentation.

He was also inquisitive. This wonderful curiosity was what made his contribution to our community so strong. His interest in his community and in Conway Corporation continued throughout his retirement. Two or three times each year, we would visit on the telephone.

I will miss those conversations, and I will miss Frank's insight.

Frank Robins III was truly a remarkable man,

who loved Conway and humbly served this community.

His was a life well lived and one that greatly impacted all those around him.

RICHARD ARNOLD
CHIEF EXECUTIVE OFFICER

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