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January 2018 • Issue 1 • Volume 17

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BOYDSTREET MAGAZINE



**78 People Person -
Ray's Smokehouse BBQ**
by Chip Minty

**72 What's In a Name:
Lindsey Street**
by Jeff Provine

84 Cookie Insomnia
by Paige Uhr

Features

- 10 Lt. Jim Keese**
by Alexis Trammell
Norman police officer recounts his many years on the job.
- 12 There's an App for That**
by Chelsey Kraft
Norman Public Schools debut new app to enhance communication.
- 16 Service Spotlight:
Captain Jesse Mitchell**
by Catherine Poslusny
Captain Mitchell has served the Norman community for over 16 years.
- 23 Normanite in the Spotlight:
Shelley Cox**
by Catherine Poslusny
Norman's newest chair of the Chamber of Commerce discusses shopping local.
- 36 Pink Out**
by Roxanne Avery
OU Women's Basketball raises funds for the Kay Yow Cancer Fund.
- 70 Say YES! To the Dress**
by Sharla Bardin
Bella Rose Bridal helps shoppers find stunning gowns.

- 8 VisitNorman.com Calendar**
by Stefanie Brickman
- 18 Boyd Street Teacher Features**
by Morgan Day
- 27 Norman Teen Brings Home World
Championship Gold**
by Lindsay Cuomo
- 41 Chandler Branum: Norman Pole
Vault**
by Josh Helmer
- 46 Centurion Consulting Group**
by Roxanne Avery
- 51 DMG Real Estate**
by Alexis Trammell
- 55 Surviving the Holidays With Your
Sanity Intact**
by Shannon Hudzinski
- 58 Home Cooking**
by Chip Minty
- 63 A Year of Change for Wine in
Oklahoma**
by Kathy Hallren
- 67 Treating the Whole Person**
by Lindsay Cuomo

6



Go to VisitNorman.com for more!

IN JANUARY

6 things to do in Norman in January



2ND FRIDAY ART WALK
Downtown Main Street @ 6 p.m.
2nd Friday Art Walk is a monthly celebration of art taking place in Downtown Norman's Walker Arts District, presented by the Norman Arts Council that highlights artists, arts organizations and businesses.



BREW SESSIONS
Main Street Event Center @ 4 p.m.
Supporting the 2018 Norman Music Festival in April, Brew Sessions will feature local breweries paired with music in three two-hour sessions at 4, 6 and 8 p.m. The final session will feature a special album release party with an NMF favorite.



NORMAN PHILHARMONIC
Nancy O'Brian Center for the Performing Arts @ 3 p.m.
The Norman Philharmonic will present "Czech It Out!" featuring guest conductor Wallace Hinson leading Mozart Symphony No. 38.



SOONER MEN'S BASKETBALL
Lloyd Noble Center
The Sooner men's basketball team will play a slate of Big 12 Conference games in Norman Jan. 3 vs. OSU, Jan. 9 vs. Texas Tech, Jan. 13 vs. Kansas State, Jan. 23 vs. Kansas and Jan. 30 against Baylor.



WINTER WIND CONCERT SERIES
The Depot @ 7 p.m.
Carter Sampson will perform Jan. 14 and The Honey Dewdrops will take the stage Jan. 28; in between, Garrett Jacobson and Jeremy Thomas will perform as collaboration with Jazz in June, Jan. 21.



SOONER WOMEN'S BASKETBALL
Lloyd Noble Center
The Sherri Coale-coached Sooner women's basketball team will tip off against Big 12 Conference opponents including Jan. 4 vs. TCU, Jan. 14 vs. Baylor, Jan. 20 vs. Oklahoma State, Jan. 24 vs. Kansas and Jan. 31 vs. Kansas State.



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Lt. Jim Keesee

Retires after 36 years with NPD



Norman police officer recounts his many years serving the community

They always say, if you love what you do then you never work a day in your life," said Lt. Jim Keesee with the Norman Police Department. Keesee always had an interest in law enforcement, and when reflecting on his accomplishments throughout his career, it's apparent that his love for his job didn't waver.

When he was a young boy, there was a police officer who lived on his street who would say hello and talk to him every once in a while. The day that Keesee learned that this officer was killed, "I decided I wanted to be (a police officer) some day," Keesee said.

So that's what he did. He has been an employee of the Norman Police Department since Feb. 19, 1982.

After 36 years in law enforcement, Keesee is retiring. Over the years, he has been active within the community both professionally and personally in many ways. "I'm going to miss the comradery with the citizens, officers and business owners," Keesee said.

Professionally, Keesee served as supervisor for all three patrol divisions, CID and the Office of Community Policing. He served on the drug court board as served as advisory board members for the Center for Risk and Crisis Management and the Norman Prevention Coalition for the University of Oklahoma. He also served as a liaison for the Norman Human

Rights Commission, to name just a few of his achievements.

While in community relations, Keesee wrote the grants for and implemented the department's first Citizen's Police Academy in 1994. Several Citizen's Police Academies were conducted over a two-year period. He also had a weekly radio program on 1400 AM, KNOR called "Cop Talk" that lasted for several years.

Keesee was born and raised on the south side of Oklahoma City. He moved to Norman in 1978 for the university, and he earned a bachelor's degree in business administration, a master's in business administration and completed postgraduate coursework all at the University of Oklahoma.

He has been married for 35 years and raised two daughters in Norman. "We like the college being here and we like the education level of the citizens," Keesee said. "We like the arts, the Sooner Theater and a lot of the amenities, and we wanted our kids to be raised in this environment. Norman is a big town with a small-town atmosphere."

In his free time, he likes to be outdoors and read at least one novel every month, but Keesee has a real soft spot for children.

The most memorable experiences he's had, both good and bad, have

involved children, Keesee said. "The severe cases involving kids are the ones that I remember the most."

Keesee has been a volunteer for several youth and church-related community programs such as "Royal Family Kids Camp," a week-long camp for children in foster care and "Wonderfully Made," a program for special needs children in which their parent(s) are given a night off and all the siblings are entertained and fed.

"When I worked with the kids at Safety Town, I would see kids that are 5 and 6 and then I'd get to see them at 15 or 16 as a driver – that's when I realize those kids drive cars just like they drove their bikes," Keesee said.

From the NPD Commendation Bar to Office of the Year to several Firearms awards, Lt. Keesee has received numerous awards and is well-recognized for his service and bravery. "You never know what's going to happen, from alarm calls to drunk drivers, from a homicide to a shooting, you never know how it's going to go – it can get very dramatic very quickly."

"I've really enjoyed my time here. I've been able to move every two or three years to a different position and it gets you revitalized and staying motivated," Keesee said. "We value the community, businesses and citizens, because we live here as well." – **BSM**

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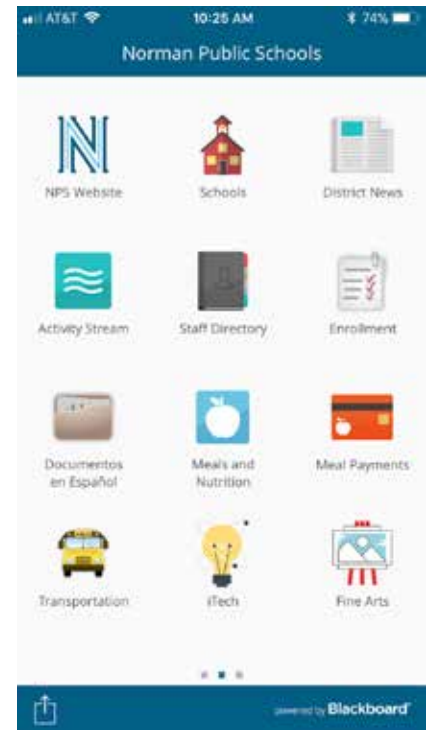
Norman Public Schools Debut New App to Enhance Communication

Families of children in Norman Public Schools now have a one-stop shop for information with the district's new app, available on both iPhone and Android.

The app, which can be found with a search of "Norman Public Schools," provides easy access to both districtwide and school-specific information all in one centralized location. The new app is "part of our overall effort to improve communications with our stakeholders," said Alesha Leemaster, executive director of communications and community relations for Norman Public Schools.

When users first install the app, they will see a few prompts, asking if they want to receive push notifications and which schools they would like to follow.

The app provides access to pages frequently used by those involved in the school district, putting all the information in one handy spot. The first page of the app includes feature stories, message history, the calendar and the parent portal where parents can check attendance, grades and pay lunch balances. The calendar function provides one location to highlight all events occurring at the schools a user is following, Leemaster said.



Other icons include links to the district website, contact information for each school, district news, staff directory, enrollment information, meals and nutrition, transportation, athletics, social media and Spanish documents for Spanish speaking families, among others.

"The app really supports our efforts, and it's a one-stop shop for a lot of information," Leemaster said.

About two years ago, Leemaster suggested updates to the brand of Norman Public Schools, and that was the spark for the website updates and now the app.

"We saw room for improvement in how we communicate about ourselves, and so that's really what launched the new website," Leemaster said. "It was all about making it easier to navigate, making sure families could find information quickly in logical places. We've included things in multiple places because people think about things differently, and you know their journey to information is different."

The district will also continue to use its standard messaging systems, so that information will be received even if someone does not have the app.

"We're very excited," Leemaster said of the app launch.

"It has been a long journey in building the brand and the websites and the app. However, it's been time well spent, and so far, we've had a great response, but we have more work to do. We now have stronger platforms to tell our story, and now we're working really diligently on making sure that we're using them effectively because a platform is only as good as the information that's on it."

"We are always striving to have really strong communications with our families and parents, and so if they have ideas on how to make it better or if there's information that's missing or something they'd really like to see, we just encourage them to let us know," Leemaster said.

"We do the very best that we can, but it's always helpful to know, and if it's something that we can add or change or edit, we most certainly will, if it makes sense to do that for everybody." — BSM

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Service Spotlight: Captain Jesse Mitchell

For Captain Jesse Mitchell, becoming a firefighter was about more than responding to a sense of duty and service; it was about being there to help people when they need it the most. He knows first-hand how terrifying it can be to call 911, and now that he's on the other side of things he's determined to do whatever he can to help the citizens of Norman get through their toughest times.

Mitchell, born and raised in central Norman, joined the fire department in 2001 and has been a captain for about three years. He now heads up one of three crews at Station One. The Norman fire stations combined can receive in between 1,000 and 2,000 calls each month on average, and Station One- serving downtown and central Norman- is the busiest station.

In addition to rigorous fire and rescue training, Mitchell has received both Basic and Advanced EMT training and certification.

"What most people don't realize about being a firefighter," said Mitchell, "is that it's about so much more than fighting fires." In fact, the station receives more medical calls than any other type of call. Many of the firefighters, like Mitchell, have EMT training, which is helpful because it's not unusual for the firetruck to beat the ambulance to the scene of the emergency. There are only three ambulance stations in town, but there are nine fire stations spread across Norman.

"When we get there first, we'll initiate patient care and begin patient assessment," explained Mitchell. "It's all about serving the community in the most efficient way, and making sure that someone is there to give people the help that they need."

The fire department also receives calls for downed power lines, odor investigations, high-risk warrants, and close to everything in between. Pro-

viding this service is made easier by the fact that the Norman ambulance, police and fire stations have a great working relationship. "We've all got great relationships with each other so everyone works very well together," said Mitchell. "That's one thing that makes Norman so unique."

Whether he's responding to a call about a fire, a medical emergency or any of the other wide range of 911 calls, Captain Jesse Mitchell and his crew have one thing in mind- how to best serve the citizens of Norman. "We deal with all hazards, and we want to be as beneficial and helpful to the community as possible," said Mitchell. "It's all about providing the most service to our citizens."

Mitchell lives in Norman with his wife, Lindy, and two children, Savannah and Noah. – **BSM**

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Boyd Street Teacher Features

Christel Wesley

Christel Wesley's students all know one thing: It doesn't matter where you come from because an education can take you anywhere you want to go.

"Your educational process has nothing to do with what is at home," the Adams Elementary School 5th-grade teacher said. "You can be the poorest of poor, but you can be the richest of rich with the right education."

Wesley was selected as Adams' Teacher of the Year for 2017 and says it's likely that her dedication to the school is what stood out most to her peers. A member of the school's leadership team, Wesley prides herself on taking on extra projects and on showcasing the traditions, family dynamic and great things going on at Adams.

"I work extra hard to make sure, no matter what it is, that those elements shine through," she said, adding she wants Adams to stand out among the district's best elementary schools.

Wesley set her sights on a teaching career while serving as a student aide at Norman High School. She earned a bachelor's degree in elementary education from Langston University in 2006 and then a second bachelor's in special education in 2007.

When she thinks about significant moments in her teaching career, a student from Oklahoma City comes to mind. With a mother working two jobs and an incarcerated father, the boy struggled to keep up in class. Through summer tutoring, Wesley helped him catch up to his grade level and saw him put in the work every day.



"The thing about him that stands out the most to me is I didn't have to call and wake him up and tell him it's time for tutoring. I didn't have to wait on him to get ready in the mornings," she said. "He began to understand the education process was going to be up to him; he was going to get out of it what he put in." – **BSM**

Jessica Trent

Educators have an opportunity every day to spark a passion for learning, and even make long-lasting personal connections with students.

For kindergarten teacher Jessica Trent, recently named Cleveland Elementary School's Teacher of the Year, there have been many of those bright spots in her 13-year career, but one stands out among the rest.

Trent recalls a student whose mother had been diagnosed with cancer and was expected to live just months.

Having arrived at a new school halfway through the school year, and faced with the impending loss of her mother, the student was likely to fall further behind. Trent worked with the

mother to figure out the best plan of action for the child, which was to continue with a second year of kindergarten with Trent and concentrate on enjoying the final days with her mother.

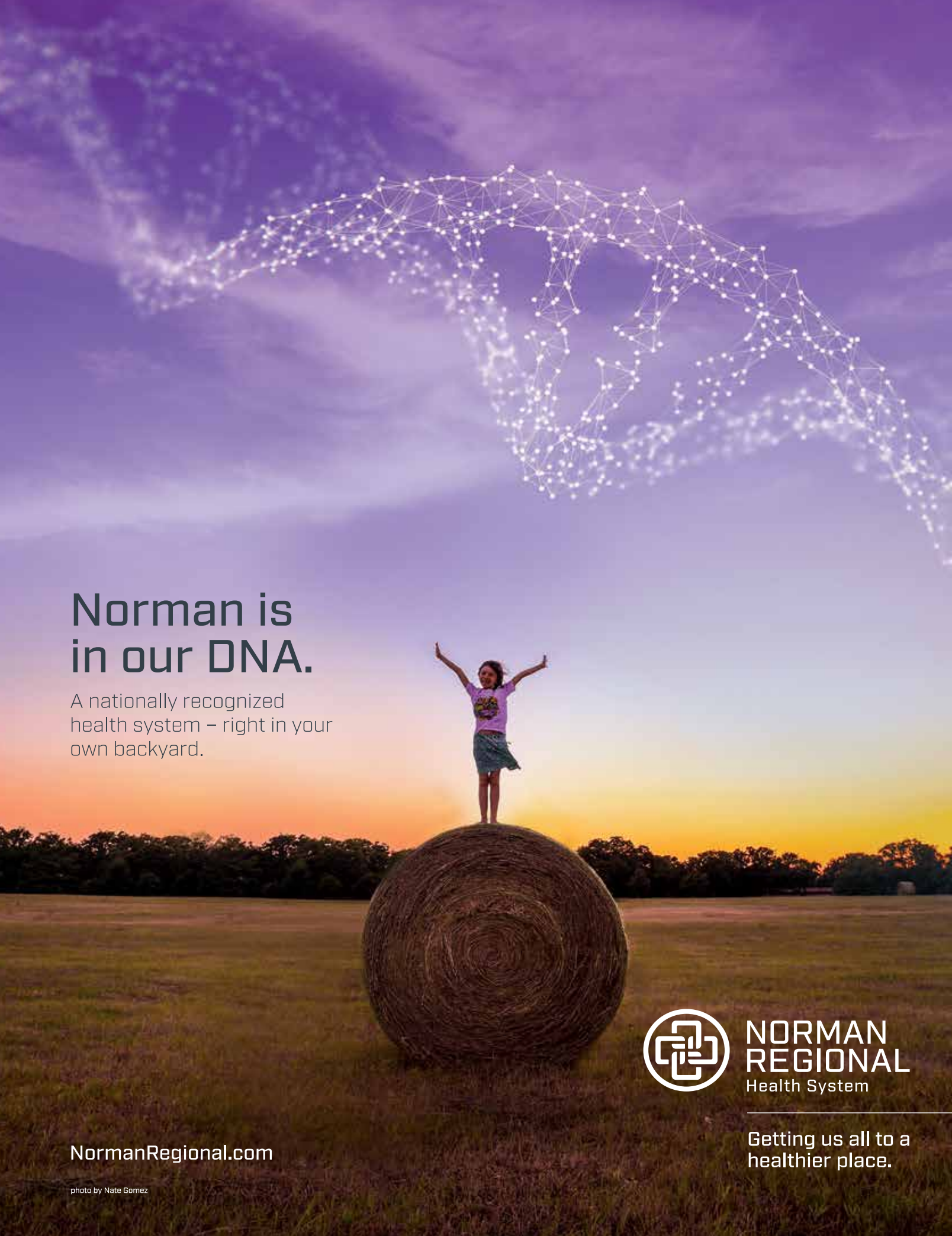
"I really had a chance to bond with the student and her mom and realize that teaching is way more than the reading and the writing; it's the relationships and just having an impact on kids in a positive way," Trent said.

Trent earned her bachelor's degree in early childhood education in 2004 from the University of Oklahoma. She wasn't sure what her career path would be until the curiosity and excitement of her young nephew sent her in the direction of education.



Trent's goals in the classroom include acknowledging and respecting one another's differences and making learning enjoyable for all students.

"One reason I love teaching is I want children to enjoy school. I want to make it positive and for them to realize it can be fun. You're going to be learning new things the rest of your life. Enjoy it." – **BSM**



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NORMANITE IN THE SPOTLIGHT Shelley Cox



New Norman Chamber of Commerce Board of Directors chair Shelley Cox with her mother Patsy Coleman

Shelley Cox has never been one to sit around and wish things were different. She's always said, "If you want something to change, don't complain about it. Get involved."

That mantra has stuck with her throughout her years as a business owner, and it's a big part of why she's now the chair of the Norman Chamber of Commerce Board of Directors.

A few years ago, Cox noticed a trend of people going from Norman to Oklahoma City to shop and eat out following the series of MAPS renovations that revitalized the downtown area. She knew that if Norman's small businesses were going to survive, our city needed to keep up. So, when she was approached to be on the board of directors for the Norman Chamber of Commerce, she didn't think twice before saying yes.

This month, Shelley Cox begins her term as the chair of the chamber board, and she's excited about the opportunity to find new ways to encourage Norman residents to connect with local businesses.

As co-owner and CEO of Cayman's on Main Street, Cox is more than aware of

the challenges small business owners face in a changing retail environment.

Since Cox and her family created the store in 1980, it has seen an incredible evolution, from selling only boys' clothing to becoming the lifestyle store that she'd always dreamed of, offering a selection of men's and women's clothing, children's gifts, home décor, cosmetics and designer jewelry.

Cayman's was named in honor of her father, Caylon Coleman, and Cox runs the store with help from co-owners Curtis Coleman, her brother and the store's CFO, and Patsy Coleman, her mother.

"It's truly a family-run and family-operated business, which we really love," said Cox. "We feel very blessed to be able to do that."

Over the past few years, brick-and-mortar shops have struggled to adapt to the world of online shopping and to compete with chain retailers that offer the convenience of one-click purchases and speedy deliveries.

"Retail has changed dramatically over the time that we've been in business, and we're up for that. We love a challenge, so it's just a matter of looking

for different ways of doing business to accommodate our customers."

Right now, the family is in the middle of their winter clearance sale, and all winter clothing and shoes are available at reduced prices. Cox hopes to see customers use the gift certificates they got for Christmas and come in to see some amazing deals.

In addition to her work at Cayman's, Cox, her husband, Michael, and her son, Grant, operate the Auto Valet Express car wash at 36th Ave. NW and W Robinson Street. They bought the business about five years ago, and Cox has had a great time watching her son learn the ins and outs of running a small business and discover his own passion for customer service.

Cox says small businesses have a unique ability to tailor their goods and services to the needs of consumers, so by supporting them, customers are supporting a more personalized shopping experience. For example, when Cayman's heard their valued customers wishing for a more convenient way to shop, they decided to start making house calls. Now, people that can't make it to the store have the option of trying on clothing and

testing out home décor in the comfort of their own living rooms.

“When we go to markets, we’re thinking about our customers. We’re thinking about what they do, where they travel, the climate of Oklahoma. We always have them in mind. Customer service is critical to small businesses, and we have a unique opportunity to get to know our customers.”

“Shopping local could not be more important right now,” said Cox. “It’s so important to remember how much the state of Oklahoma relies on sales tax revenue. It’s what funds our municipalities. I think it’s crucial that people in Oklahoma are very mindful of that.”

As one of the founding members of the Main District, Cox is always looking for ways to strengthen the relationship between area’s businesses

and the Norman community. She was involved in the annual Mix on Main event, which just celebrated a successful third year. Hundreds of people came out to enjoy an evening of live music, food trucks and fun children’s activities with their local merchants.

In addition to her work with the Main District, Cox sits on the strategic planning committee for the Norman Economic Development Coalition, and is a sustainer in the Junior League and Assistance League of Norman.

Cox is excited to bring her perspective as a co-owner of two local small businesses to her new position with the Norman Chamber of Commerce. She is looking forward to following the great tradition of the chamber board and finding more ways to contribute to the Norman community.— **BSM**



Shelley Cox and her husband Michael.

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Norman Teen Brings Home World Championship Gold



The Majic Stables riding team.

While the usual team sports dominate Norman's college-town landscape, there is a wealth of competitive opportunities for young Normanites to explore. Fourteen-year-old Olivia Brackin found her passion atop her horse, Cooper, and their bond has brought success beyond the confines of any athletic field.

Brackin and Cooper have been a team for several years now, growing together while learning a multitude of different riding disciplines.

"I started riding when I was five and I fell in love right away," Brackin remembers.

Just as with any sport, success means putting in a lot of practice and Brackin spends several hours a week working with and caring for Cooper. She and Cooper train locally at Majic Stables. Majic offers child-oriented riding lessons for a variety of experience levels. While at Majic Stables, Brackin has worked her way up advancing from their "tiny trotters" program to the level of a national show rider.

Majic's lessons teach more than just how to ride but also how to care for your horse. Mary Shaptee, owner

of Majic Stables, has been teaching local kids riding lessons for many years. Shaptee is in the business of teaching kids how to care and respect horses, building strong relationships between horse and rider both in and out of the saddle.

"Horses are truthful. We are trying to produce an empathetic horseman who can get their horses to be willing partners in whatever they do," Shaptee said. "These kids are practicing for at least five hours a week but they are at the barn twice as much as that."

"Before our lessons, we take 30 minutes to get our horse ready and 30 minutes after to get our horse undone," explained Brackin. "We learn the parts of the horse and how to feed them. We learn so much about the animals."

This past fall, Brackin and Cooper joined several others of Majic's long-time students as participants in the 2017 World Championship Morgan Horse Show in Oklahoma City. Competing against kids from around the United States and Canada, all 14



Photo provided by: Morgan Horse Association

of the stable's representatives took home top 10 honors at the prestigious competition. Brackin and Cooper brought home a gold medal.

"This year I won a gold medal in dressage," Brackin said. "Dressage is what my horse likes to do. It was a huge honor to win."

Brackin's teammate Olivia Mulden also won gold medals. The crew at Majic Stables is now looking to their 2018 season with high hopes.

"We will compete all year, building on accomplishments from last year," said Shaptee.

For Brackin and Cooper, they will spend the upcoming months practicing and traveling to qualifying shows with the hopes of making it back to Nationals again. But, the bond between the teammates may be the greatest prize they earn.

"There is really nothing like the bond between a person and a horse. It is so special," Brackin said. — **BSM**



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BAKER'S LEGACY



Baker Mayfield established himself as one of the most successful quarterbacks in University of Oklahoma football history in 2017.

Some believe the conversation should go even further. Is Mayfield one of the greatest quarterbacks in all of college football?

Leading his team to two trips to the College Football Final Four in three seasons, Mayfield is a three-time Big 12 Conference champion, unanimous All-American selection and a Heisman

Trophy winner, amassing numbers that can only be compared to those in video games. Mayfield's passion on the field and his fairytale back story make for frequent headlines.

But, the story of Baker Mayfield is more than that of an underdog who consistently plays with a "chip" on his shoulder. In order to fully understand how Mayfield became an icon, you have to grasp not only what he has overcome but also what he has meant to so many off the football field, away from the game.

HUMBLE BEGINNINGS

Baker Mayfield's life in sports was unique from the start. A native of Austin, Texas right in the heart of Longhorn country, Mayfield, somehow, grew up a huge Sooners fan. Most athletes growing up in Austin dream of wearing burnt Orange, holding their horns up. But, Mayfield dreamed of wearing crimson and cream, pointing his horns down. Despite showing promise as a passer in his youth, it took time for Mayfield

Photo by: Mark Doescher



to get an opportunity to step on the field for his high school, Lake Travis. Heading into his junior season, Mayfield was in a battle for the starting quarterback job with Colin Lagasse, who currently plays for SMU. Lagasse accomplished something that has not happened much since and beat Mayfield out for the starting spot.

“Being a quarterback at Lake Travis is a big deal. It was always a very special player that got the reins at that high school,” Mayfield said. “I was working hard to do that, but we had a guy that was a great athlete and wound up beating me out for the job. It was a very tough QB battle. It was a hard time for me because I believed in myself, and I wanted to play. At the same time, that kid was a heck of an athlete.”

Lagasse’s grip on the quarterback job did not hold long. On the first series of the Lake Travis season opener, Lagasse was injured, and Mayfield took over, never looking back. Mayfield threw for more than 300 yards in relief that night and led Lake Travis to a win

and eventually a state championship. Mayfield finished his high school career with a 25-2 record with 6,300 passing yards. Awards and stat lines were not enough as college coaches and recruiting services still were not sold on Mayfield’s abilities.

In 2013, Rivals.com rated 23 quarterbacks in their ranking of the top 250 recruits, including three quarterbacks from Texas. Mayfield was not on that list. 247Sports’ composite rankings did have Mayfield listed as the 1,028th overall recruit in the Class of 2013, and 160th in Texas.

“He was really baby-faced,” Hank Carter, Mayfield’s head coach at Lake Travis said. “He was just a late bloomer. By the time he had really grown and gotten himself looking like a Division I player, a lot of the schools he was interested in already had commits from quarterbacks.”

By the end of his recruiting process, only four FBS schools — Florida Atlantic, New Mexico, Rice and Washington

State — offered Mayfield a scholarship. More than 100 schools passed on the eventual Heisman Trophy winner. He decided to walk-on at Texas Tech.

THE CHILDHOOD DREAM COME TRUE

Well before the Heisman ceremonies in New York, Mayfield had already accomplished something never before seen by a walk-on. Mayfield became the first true freshman quarterback to walk on and start a season opener for a Power 5 school.

As a freshman, Mayfield had success at Texas Tech, winning five of eight games he quarterbacked. However, after a scholarship offer failed to materialize, Mayfield decided it was time to take his talents elsewhere. The phone was ringing more this time as coaches were interested, but Mayfield had made his mind up. He was going to Norman and was going to be a Sooner.

In a surprising twist befitting Mayfield’s saga, Oklahoma’s current head coach, Lincoln Riley, was one of those trying to talk the quarterback out of this decision.

“Trevor Knight’s going to be there for three years, are you crazy?” Riley recalled asking Mayfield.

Riley was the offensive coordinator at East Carolina then and had identified Mayfield as a guy he wanted to bring to Greenville, North Carolina. But that did not work out. Mayfield was on his way to Norman.

“I could tell it was like talking to this podium right here, it wasn’t going to matter. It just says a ton about how bad he just wanted to be here,” Riley said. “You can accomplish great things in a lot of places, but when you’re at your dream spot, I think you can go a little bit further than you can anywhere else.”

Due to NCAA transfer rules, Mayfield would have to sit out the 2014 season. However, Mayfield still managed to wow fans during his initial appearance in a Sooner uniform, completing all 9 passes he attempted during the 2014 spring game. The future looked bright but not many could have imagined just how bright.

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MORE THAN A HEISMAN WINNER

While his playing career culminated in a Heisman trophy and multiple post season awards, it was his ability to give back that may shine even brighter. Possibly, Mayfield's grandest performance this year was a result of his contribution to The Special Spectators program.

The program is just one of many outreach programs the Sooner football team is involved with. The program was started by former coach Bob Stoops and continued by Riley with the goal of creating VIP all-access game day experiences for seriously ill children and their families. The program is so near and dear to Stoops that the Sooner boss joined the board of Special Spectators after his retirement.

Through the program, Mayfield was introduced to McKenzie Asher. Asher, one of the Special Spectators during the Sooner game against Tulane, bonded with the Sooner signal caller.

"She's a girl that has the biggest heart I've ever met," Mayfield said of Asher.

By the time ESPN reporter Tom Rinaldi sat down with Mayfield during the Heisman ceremony, the 11-year old had lost her battle with Leukemia. Mayfield dedicated the rest of his season to her.

"She showed us never to take anything for granted. She was in a lot of pain," Mayfield said. "She came to the games, and I got to meet her, gave her a headband and she loved that. Just to be able to put a smile on her face, I didn't make her day she made mine. She's now watching over us, and the OU football program. There is a sweet angel up there with a big heart."

Mayfield's tribute to Asher did not stop at the Heisman ceremony. He spoke at her memorial service in Okla-



homa City once he returned from New York City.

"Her heart, her bravery, her courage, it's a hundred percent genuine," Mayfield said at her memorial. "That's something that I like to pride myself on, but it will never compare to her."

PAYING TRIBUTE

The lapel on Baker Mayfield's suit on the night of the Heisman ceremony featured three pins. One pin was a circular rendering of Texas' flag as a tribute to his home state. The second pin was to honor the Heisman Trophy. The third pin paid homage to the Burlsworth Award, given annually to a player who began his collegiate career as a walk-on. Mayfield won the Burlsworth Award in 2015 and 2016. For Marty Burlsworth and everyone honored with the Burlsworth Award, it was a moment they know would have made Brandon Burlsworth proud.

"I know he's proud of Baker," Marty said when asked what Brandon would have thought of Mayfield.

Marty's brother, Brandon Burlsworth, started his career as a walk-on at Arkansas. Burlsworth worked his way into a starting role and ended his collegiate career as a draft pick by the Indi-

anapolis Colts. Brandon Burlsworth's life was tragically cut short in an auto accident at the age of 23, prior to playing a down in the NFL.

"He's not perfect he's always learning and trying to get better but we all are," Marty continued talking about Mayfield.

Baker Mayfield has left an incredible legacy as an Oklahoma Sooner, a legacy that goes well beyond what he has done on the field. Some think it is a story fit for the big screen.

"Coach Stoops and I were joking about it the other day after the awards ceremony; maybe not joking, that they're gonna make a movie about this someday," OU coach Lincoln Riley said. "Now, I don't know if they'll find anybody to play Baker, but it'll be one hell of a movie."

"To eventually have a statue there in Heisman Park in Norman (is) unbelievable," Mayfield said, who did suggest the statue feature his trademark headband. "I hope that I leave my legacy — I'm not done yet — but I hope to leave my legacy as someone that never gave up." — **BSM**



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Pink Out

for Stephenson Cancer Center



As the Oklahoma Women's basketball team hosts West Virginia on Feb. 3, they will be playing for something bigger and better than themselves, said OU senior McKenna Treece, who stands 6'4."

"It's even bigger than women's basketball all together," she said. "It's a meaningful night for everyone."

Treece is referring to the Stephenson Cancer Center Pink Out game, celebrating breast cancer awareness and the Kay Yow Cancer Fund. The OU Women's basketball team has been hosting this game since 2006.

"Every year, we host this game in order to raise awareness with the hope people will donate money to cancer research," Treece said.

The Pink Out game is especially meaningful to Treece because she has had family members stricken with breast cancer.

"This is a chance for us to raise money for cancer. It's affected just about everyone on our team in one way or another," she said. "We are raising money to help stop this awful cancer."

The team collects money every month and when the Pink Out game is played, they present a check to the Kay Yow Cancer Fund.

Attendees at the game will be a part of various promotional activities going on during the game to encourage people to donate. There will be cancer survivors holding the flag out on the court with the team.

Treece realizes this will be her last time to be a part of the event.

"It makes me proud," she said. "I'm proud of what our team has done for cancer research and for women, and I wish I could do this forever, but this is my last year, and I want to give the best effort I can and for my team to do the same."

The team invites everyone to come out and have a good time watching this inspiring and meaningful game, Treece said.

The game will be at 2 p.m. at Lloyd Noble Center. — BSM



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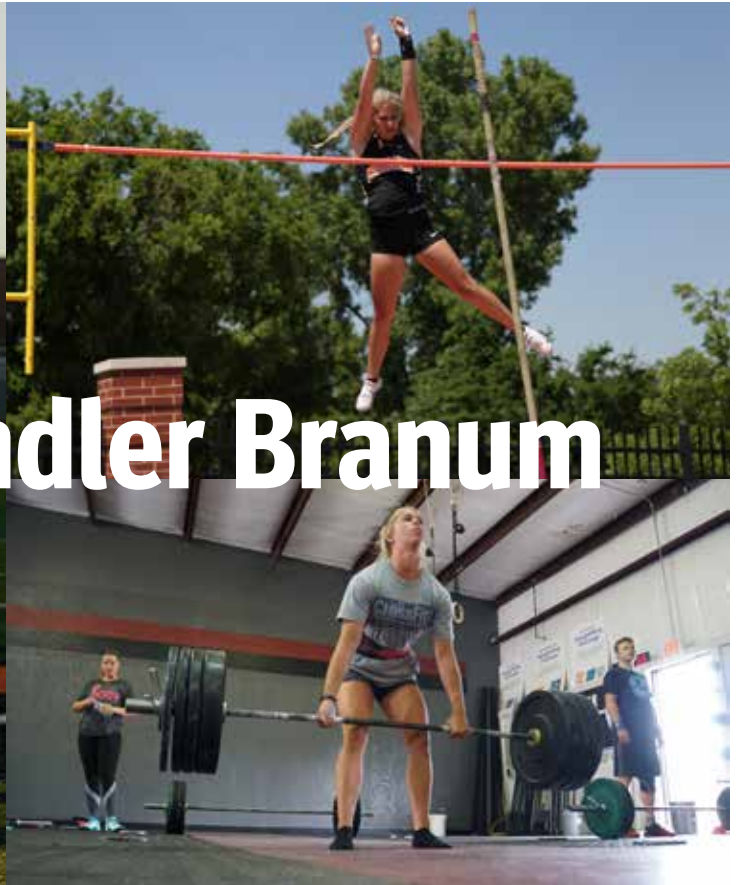
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Chandler Branum

Pole vault was not the first thing on Norman High senior Chandler Branum's athletic radar. That would have been gymnastics, which she competed in from the time she was 3 years old to middle school.

Still, there was Branum tweeting out on Dec. 1 that she was verbally committing as a preferred walk-on to the University of Oklahoma track and field team and continuing her vaulting career. For those that know Branum, it's probably no surprise that she chose walk-on status at OU over an immediate scholarship offer from a smaller school. She loves the university.

"I would have opportunities to vault at smaller schools if I wanted to, but the campus at OU, the atmosphere and living in Norman is something that I've always pictured myself doing," Branum said.

The second reason is a little more complex. She's naturally self-driven and wildly competitive. When the time commitment of gymnastics became too much to handle, she still had to find something.

"I tried every single sport that I could, because I'd been so used to doing sports and competing my whole life. Not doing sports wasn't an option," Branum said.

So, she tried volleyball and cross country. Eventually, she went out for track her eighth-grade year with the intention of running sprints and having something fun to do with her friends. What happened next was the last thing she expected.

Norman High pole vault coach Wes Barnhart saw her potential.

"He asked me to try it out, and I just fell in love with it from there," Branum said.

She had to work at it, though.

"Basically, I started from ground zero. I knew nothing about pole vault. I had never even really watched it up until my eighth-grade year. Coach Barnhart could see the potential in me, so he worked really hard with me on drill after drill and got it into my head," Branum said.

Julia Hanks played a big role in Branum's development as well. Currently a redshirt sophomore pole vaulter at OU, Hanks helped mentor Branum during their respective senior and freshman seasons at Norman High. Interestingly enough, Hanks first entered the Sooners' program as a preferred walk-on as well.

"I looked up to her so much. She inspired me to really try to vault at the next level. One day I sat down with myself and said, 'I want to be like her, and I want to be driven and hard-working. I really want to push myself to do this at the next level.' Her being there as a role model for me played a big role even though we only got to jump together for a year," Branum said.

Hanks also helped show the groundwork necessary to take Branum's vault to the next level. Branum watched Hanks focus more on her physical training and saw Hanks' tangible improvement.

For Branum, that meant joining Norman Strength for personal training sessions with head coach Jeremy Rutledge to increase leg strength. Based on Rutledge's recommendation, she tried out a CrossFit class as well.

"I never expected to fall in love with working out or lifting weights, but it's helped so much with my power in my run, my diet, my endurance and I'm such a better overall athlete now. It's really helped with every aspect of the vault," Branum said.

In fact, she fell so much in love with CrossFit that she qualified and competed in the teenage division regional CrossFit games last year. All of the hard work on improving her body and learning a correct run is what led her to a state runner-up finish in the pole vault last spring.

She has her eyes set on vaulting past one of Hanks' records during her final high school season: Hanks' twelve foot vault. That's the school record. Branum's personal record is 11 feet, four inches.

"That'll be my first goal of the year. And then, obviously winning a state championship would be a secondary goal, but that's not going to be my main focus this year. I think it's bad to focus on what other people are going to do, because we can't control that," Branum said. "If we do everything we can in our training, then there's no reason that we shouldn't see the results in competition. It's you competing against you and you competing against the bar."

All of this brings us back to that self-driven nature and competitive

fire. It's why Branum makes the perfect preferred walk-on candidate. Walk-ons have to be that way because nothing is guaranteed.

Branum understands the work ethic required to continue her improvement and the opportunity OU track and field assistant coach Jerel Langley has presented to.

"He's a funny person. I genuinely like his personality. His motto was, 'You come in here, you become a better vaulter, but I also want you to become a better person.' That was a really big point for me," Branum said.

"Even if I just walk on at OU, it's going to be worth it because of the experience and everything I'm going to learn as a person from it and as an athlete. It's something that money can't buy." – BSM

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PROSPERITY POINTS FOR ACHIEVING YOUR NEW YEAR'S RESOLUTIONS



Happy 2018! If you are like most people, you have created several New Year's resolutions, and at least one of them involves money. I want you to succeed and make progress toward your financial resolutions all the way through December 2018! Here are a few tips.

- Create concrete resolutions. Vague goals like, “I want to save more money,” never give you a sense of accomplishment because you can't tell when you have been successful. Instead, try to save a specific amount each month. It both holds you accountable and lets you celebrate success.
- Create reasonable resolutions. If you are saving nothing right now, you probably won't be able to save a large portion of your salary each month. Set your sights lower, and then be determined to achieve it.
- Break large resolutions into smaller pieces. If you have a major goal for the year, try to accomplish 1/12 of it each month.
- Resolve to take full advantage of any employer contributions to your retirement account. If the employer matches your contributions, try to maximize the match.
- Don't give up. When people aren't successful, they lose hope and stop trying. The best way to achieve your resolutions is to pretend every day is New Year's Day.

A New Year is a great time to review your financial life and create a plan for achieving your goals. A year from now, you will be glad you did.

Be Prosperous!

Peggy

The Fine Print: This article is educational, not investment advice. Investing is risky, and you can lose money. Talk to your financial team about any strategies before you implement them.

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Recent headlines remind us that violence can happen to anyone, anywhere at any time. The endless barrage of catastrophic mass shootings makes us question just how safe we are in daily activities, like attending school, sporting events and places of worship.

But, what are we to do? How can we take control of our own safety? Centurion Consulting Group in Norman has been providing training for businesses for more than 10 years and, through its network, the company offers more than 100 years of law enforcement experience.

The training is taught not just in the Norman area but across the nation, coast-to-coast. And there definitely is more interest now than ever before.

The group is led by retired police SWAT team member Capt. Mark Braley. He works with six other instructors, all retired police officers. Braley has more than 20 years of law enforcement experience and also has served on active duty in the U.S. Army and remained in the Army National Guard, where he retired as a 1st Sgt. after 21 years.

Each Centurion instructor has been trained in active-shooter courses held across the United States, and they teach their students how to answer life-saving questions. s“How do I react?” “What if the situation is escalating?” and “What do I do to protect myself and others?”

“One of our main premises is that your body will not go anywhere your mind has not already gone,” Braley said. “This means responses are created out of training received. We are giving folks the building blocks to take back their workplace, home and place of worship by mentally preparing for a violent encounter.”



Centurion’s hands-on sessions are customized with a plan of action, not a one-size-fits-all approach.

Site evaluations are developed for the client’s specific building, and classes are also offered ranging from two, four and eight hours.

The armed aggressor response sessions are charged per class, not per person in order for a large group of people to receive training for a lower cost per individual.

One class attendee said it best, “It’s easy to think, ‘It won’t happen to me,’ or ‘It won’t happen here.’”

“Yes, it can and has happened here,” Braley said. “We will never forget the Hinrichs bombing during an Oklahoma Sooners football game.”

For more information, contact Centurion Consulting Group at 637-6225 www.centurioncg.net. – **BSM**



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DMG Real Estate



DMG Real Estate Services is a full-service brokerage and management company with a niche in investment real estate in Norman.

With more than 35 years of experience and a passionate staff, its owner, Dana Hare, is looking forward to expansion for DMG and growth in the Norman community.

INVESTING IN NORMAN

While many of DMG's clients are in California, Arizona, Washington and even Hawaii, Hare is pleased to say that investors are very interested in Norman.

"Norman offers investment stability that people are trying to find right now. In fact, a lot of people only want to invest in Norman," Hare said.

"We have been trained to learn the market, and we know the growth of Norman," Hare said.

The company is always looking at market trends, market analysis to help protect clients.

"Ultimately, we are a relationship company. We like good, positive, mutually rewarding relationships with our clients," Hare said. That is why DMG is focused on the return on investment for its clients.

"We are repeat-business oriented, and most of our accounts are very long-term."

EXPANDING PROPERTY MAINTENANCE

DMG Real Estate Services has a maintenance staff for small jobs and

responds to maintenance emergencies 24 hours a day and seven days a week, but recently, they have decided to take their services to the next level.

"We are investors ourselves, so we know how it feels to have the A/C go out or when your house is vacant," Hare said. "Waiting on paint or replaced countertops or sinks is expensive. When people are waiting on contractors, it is costing the homeowner money every day the place is vacant."

DMG tries to offer clients more.

COMMERCIAL REAL ESTATE

"We're excited about the process of developing a team of people who can do it in-house for our clients and the community. Instead of calling three companies, getting bids and having no control over when those projects are completed, DMG is hiring so we can respond more quickly," Hare said.

"We need to have more growth in Norman," said Hare, and DMG is working on just that. From office buildings to shopping centers to warehouse and industrial buildings, DMG Real Estate Services is a commercial broker that can manage, sell and lease.

"Doing management, leasing and sales for commercial and medical offices here in Norman has given the community a local, hands-on and reputable company that gives Norman more options," Hare said. "Not a lot of commercial brokers can manage, sell and lease."

HANDLING ALL THE DETAILS

People don't always have the time to worry about the details involved in preserving the value of homes and neighborhoods, Hare said. "We are very versed on the legal aspects for HOAs and work with attorneys to make sure that homeowners adhere to all of the covenants and restrictions that are filed at the courthouse. We need to be a resource for those homeowners."

Whether someone is just looking for tenants or looking for a third party to handle the day-to-day operations, DMG offers two types of residential services: lease-only and full management. DMG found that lease-only is an important option for clients but there are people in Norman who just don't have the time.

CUSTOMER SERVICE

Hare is proud of her team, and as the owner of DMG and member of the Norman Board of Realtors, she leads by example.

"I love helping the community, and I keep trying to figure out how to make the industry better. It's a very rewarding experience," she said. "We have a good, solid group of employees that all share the same passion, and we are always finding ways to improve customer service."

"The biggest thing in our motto is to expect excellence. It's not what we take lightly; we want people to expect it, because we take a lot of pride in our work," Hare said. — **BSM**

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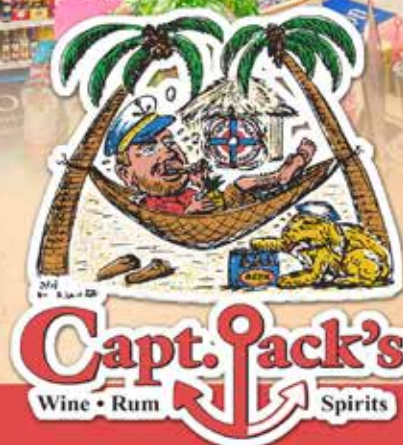
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Looking Ahead to 2018...

As 2017 draws to a close, it's time to figure out if you're in your best possible financial shape. While performing a self-audit can seem a daunting task, we've created a simple way to get started. Below, we ask three questions about where you are now compared to where you were a year ago. Your answers should help you understand if you made the right choices in 2017. After that, we've got three more questions to help guide your 2018.

2017: DO YOU HAVE LESS DEBT THAN A YEAR AGO?

2018: COULD YOU PAY OFF YOUR CREDIT CARDS THIS YEAR IF YOU HAD TO DO SO?

December can be a rough month for our credit card statements, so you might already be dreading the daily arrival of the mail just as much as your kids eagerly anticipate it. But debt is part of life, and the kids can't unwrap a copy of the family credit score, so you grit your teeth and swipe. Don't let the fact that you have credit card debt be a source of guilt or shame, and definitely don't assume that burden even if you are carrying some credit card debt into 2018. Instead, take a look at where you are now, then compare it to where you were a year ago. Have you reduced your debt in 2017? If not, why not? Maybe you had an emergency you needed to cover. Maybe this was the year you installed the home theater you've been wanting. The important thing to ask yourself is whether you've reduced your credit card debt, and if not, is what you bought with that debt worth it to you now?

With other forms of debt, the questions can be more complicated. While you'd like to have a smaller outstanding balance on your mortgage or car note, reducing the amount you owe might not be the best idea. After all, mortgage rates are incredibly low right now, so turning your credit card debt into a home equity loan is a smart move. You might have a new debt balance that you didn't have at this time last year if you bought a new car, upgraded the kitchen, or went back to school.

2017: DO YOU HAVE MORE MONEY SAVED THAN YOU DID A YEAR AGO?

2018: WHAT WOULD HAPPEN IF YOU DIDN'T GET PAID NEXT MONTH?

Again, the best way to determine your financial position today is to compare it to where you were a year ago, and savings is important. If you have more saved this year than you did last year, it means your budget is working

and you're headed in the right direction. If you have less saved than you did a year ago, try to determine why that is. Did you have to dip into savings to pay the down payment on a long-term purchase? Did you have to cover a gap in employment? Just like with debt, figure out how much less you saved, compare it to what you bought, and determine whether or not the purchase was worth it.

Just like with debt, however, simply looking at the bottom line probably isn't enough to tell you if you're making the right moves. Having an emergency fund that represents six months of your income is incredibly important for easing your family's mind and protecting them if something unfortunate happens. But having an emergency fund much larger than that isn't necessarily better. You don't want to be a dragon, sleeping on a hoard of gold simply because it's pretty. Instead, put that savings to work for you in the form of a retirement fund, college savings or even the down payment on a second home to use as a rental property.

2017: IS YOUR CREDIT SCORE HIGHER THAN IT WAS A YEAR AGO?

2018: WHAT WILL YOU DO THIS YEAR TO IMPROVE YOUR LIFE?

These questions might not look like they go together, but they do. This is the section where you take a big-picture look at your financial world. If your credit score is improving, then you're probably making the right choices overall. If not, it would be good to find out why that is the case. Make sure all of the charges on your credit report are accurate, work to tackle your debt, and try to bring in more income. If you work to improve your credit score, you'll almost certainly have to improve your overall financial standing.

But your credit score isn't your life. What are you going to do this year? Are you going to take a trip to Europe? Get started in a new career? Buy a vacation home on the lake? Learn a new language? What is it you'd like to actually do?

Once you know what you want to do this year, figure out what it'll take to make it happen. Can you save for it? Will you need a loan? Is your credit score too low for a second mortgage? Whatever is in your way, make that your next financial goal. Get your savings and debt into good positions, and then try to live your life. After all, that's what the money is for.



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Home Cooking

Several New Restaurants Climbing on the East Norman Band Wagon

To Hailey Henderson, it was not that long ago that east Norman was the sleepy side of town, where traffic was light, and retail was sparse.

Fast forward 10 years, and Henderson sees a completely different landscape of opportunity for small businesses. Home construction is booming, traffic counts are increasing, and new restaurants are opening all around.

She, her husband, Brian, and her father-in-law, Jim Kahoe, are among a handful of entrepreneurs who have recently opened restaurants or are in the process of opening in early 2018.

They are putting the finishing touches on Carol's Kitchen, a new diner to open soon near Classen Blvd. and Constitution Street.

"Ten years ago, there wasn't anything going on, on Classen at least," she said. "We're excited to see different types of restaurants and grocery stores. It's made east Norman exciting. Before, we had to go to west Norman to do anything."

Retail Marketing Coordinator Sara Kaplan said a half-dozen new restaurants have recently opened or are planning to open in the area.

In addition to Carol's Kitchen, there is a new Del Taco restaurant near 12th Ave, NE and Alameda Street, and a new Qdoba Mexican Eats that recently opened near the Carol's Kitchen location at 2620 Classen Blvd. The new Japanese-themed restaurant Tatsumaki has also made a big splash among patrons at 1300 12th Ave. SE.

Kaplan and other business leaders in the community believe a new Chick-Fil-A restaurant will soon be built near 12th and Alameda, but a spokeswoman at the company's corporate headquarters has thrown cold water on that notion, at least for now.

Company spokeswoman Brenda Morrow said Chick-fil-A is always evaluating potential new locations.



"We would very much like to have more locations in Norman, but we have no new locations to confirm at this time. In the meantime, we invite guests to visit one of our existing restaurants in the Norman area," Morrow said.

On the other hand, Schlotzky's is making no secret of its plan to move to east Norman from its old home on West Lindsey, and store owner Dave Jones could not be happier.

"Lindsey Street was pretty crazy, so we're reopening and it's going to be beautiful," said Jones, who opened his first Schlotzky's in 2010. Now, he owns three Schlotzky's and five Dairy Queen restaurants, which he operates with his children.

Jones said his new store will be at 1000 Alameda Street, which is an area of town that has become a major hub of activity.

East Norman is growing, and it has a diverse population, so it will be a great opportunity to serve a wide range of people, Jones said.

He said his new store will have the same friendly service, the same great quality food and the delicious bread that makes Schlotzky's unique.

Kaplan said it is not a surprise to see this wave of new restaurant activity in east Norman. In fact, she has been expecting it for a few years.

"The tradition is that retail follows rooftops, and there is a lot of home building going on in the southeast," she said.

Traffic counts along State Highway 9 and Classen are increasing, Kaplan said. And, restaurants need traffic counts.

She also pointed out Walmart stores have recently opened in the area, and she considers them harbingers of things to come.

"They opened two locations, she said. "That tells you what they think of that area." – BSM



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A Year of Change for Wine in Oklahoma

The year for drastic changes in wine has arrived. Beginning Oct. 1, 2018 wine will be available in grocery stores and convenience stores as well as your local liquor store. On the same date, 3.2abw beer will disappear and be replaced by 6-point beer, in all locations. The long awaited cold beer in liquor stores also will also make its appearance, as well as cold wine. Finally, you will be able to buy ice and mixers at the local liquor store as well. In the mean time, you may experience liquor stores that look like construction sites, as coolers are installed and stores rearranged.

Some of the changes in the law will affect the wholesale level. During the transition, shoppers may experience temporary outages of products. Your local retailer has no control over this and probably will be as frustrated as you the customer.

Here are a few things that won't be changing. Craft beers will still be a staple at liquor stores as many of these exceed the alcohol limit for grocery and convenience stores. Shoppers will find an expanded liquor selection and carefully selected wines. So look to your local store for the best in advice and service, and be patient while this transition takes place.

Now on a lighter note, the market is seeing new products every day. There is an explosion of beer of every flavor. My favorites are the



coffee-flavored beer, including several from Oklahoma breweries like 405, Marshall, Prairie and Black Mesa. More and more wines are available in cans or small bottles, making them perfect for parties or just that single glass of wine in the evening. If you need a large amount of wine for an event, wine is available in a small keg.

Happy New Year Oklahoma, enjoy the changes coming over the horizon.

Kathy

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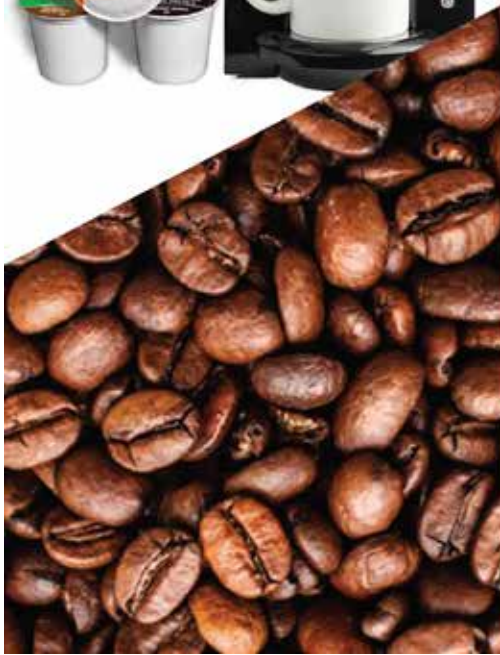
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Dr. Farhan Jawed,
medical director
Norman Regional's Behavioral Medicine Services



Studies Link Acute Conditions like Diabetes with Depression

For many years, the brain and how it functions was a bit of a medical mystery, which limited the understanding of many mental health conditions including depression.

"The brain is the most important organ," explains Dr. Farhan Jawed, medical director of Norman Regional's Behavioral Medicine Services. "We've always understood the anatomy of the brain, but we weren't able to see inside an active mind until recent years."

As technological advances made further research possible, there is now a better understanding of the connection of mind and body, especially in how brain activity impacts quality of life.

"We have a better understanding of how the chemicals within the brain work and help the brain communicate with the rest of the body," Jawed said.

With a better understanding of these connections, we now know that the patients with chronic medical illnesses, including heart disease and especially diabetes, are two times more likely of developing depression. Changes in blood flow, nutrition and metabolites affect the brain too, shared Jawed.

"We must look at the body as a whole. Any changes in brain function including sugar levels and blood flow can cause lack of focus, attention, concentration and energy which leads to depression," Dr. Jawed explained.

Why is this connection important to understand?

"If you do not treat the whole patient, mind, body and spirit together, they aren't going to get better. If depression is in the picture, it is almost impossible to move forward with what you need to do to be healthy unless to treat it as well," Jawed said.

"If you have diabetes and it is not controlled, you aren't able to have a normal life. If you have depression, you aren't able to enjoy activities, just like someone with diabetes," Jawed said. "I treat mental illnesses just like any illness."

The diagnosis of an acute illness in itself can cause distress.

"There are so many things patients are bombarded with at once and they can shut down," said Teresa Brown, supervisor of Norman Regional's Diabetes and Nutrition Education Center. "They need support to help them through those times."

Conversely, a patient's depression, if left untreated, can also lead to chronic illnesses.

"If you are depressed, you have a higher probability of developing a chronic disease," Jawed said. "When you are depressed, you do not feel like caring for yourself which leads to poor eating, sleeping and sedentary lifestyle habits and that can lead to chronic health issues."

Even the prevention of chronic illnesses and depression are connected.

"Being active, eating healthy, being social and finding support is important

to maintain a positive outlook," said Brown. "Screening is also an important part of prevention, especially for individuals that are at a high risk of developing diabetes."

"A happy, healthy lifestyle will help you prevent diabetes and depression," Jawed agreed. "And sleeping well and taking medications appropriately."

The good news is that this awareness really means better patient care. Brown says doctors at the diabetes center conduct depression screenings as part of their chronic illness care.

"As professionals, we are very aware of the symptoms of depression," shared Brown. "We have health and wellness seminars as a support system. The seminars are a great place for accountability and for being around peers experiencing the same thing."

Family members can help by being observant of noticeable changes in a person's behavior, sleep or activity levels and encourage them to get help.

"People can notice things but it is so important to talk about it," Jawed advised. "We are so afraid to hurt someone's feelings when it comes to a family member's mental health, but we need to talk about it and get away from the stigma. Not talking about it never helps."

For more information about the diabetes seminars at Norman Regional, visit normanregional.gosignmeup.com.

- BSM

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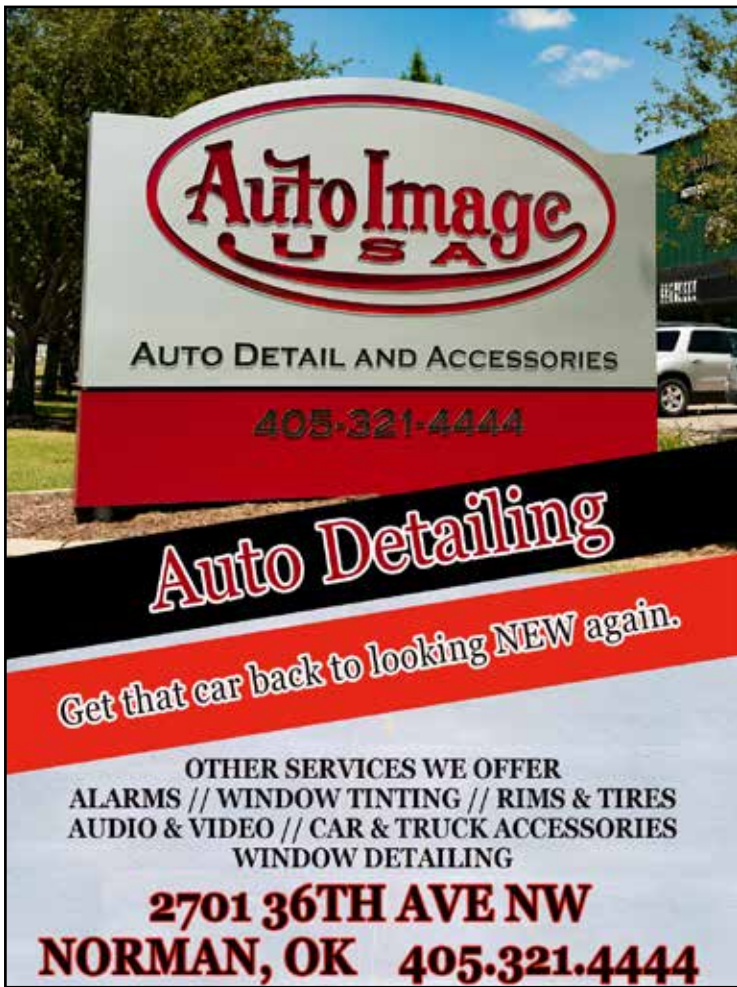
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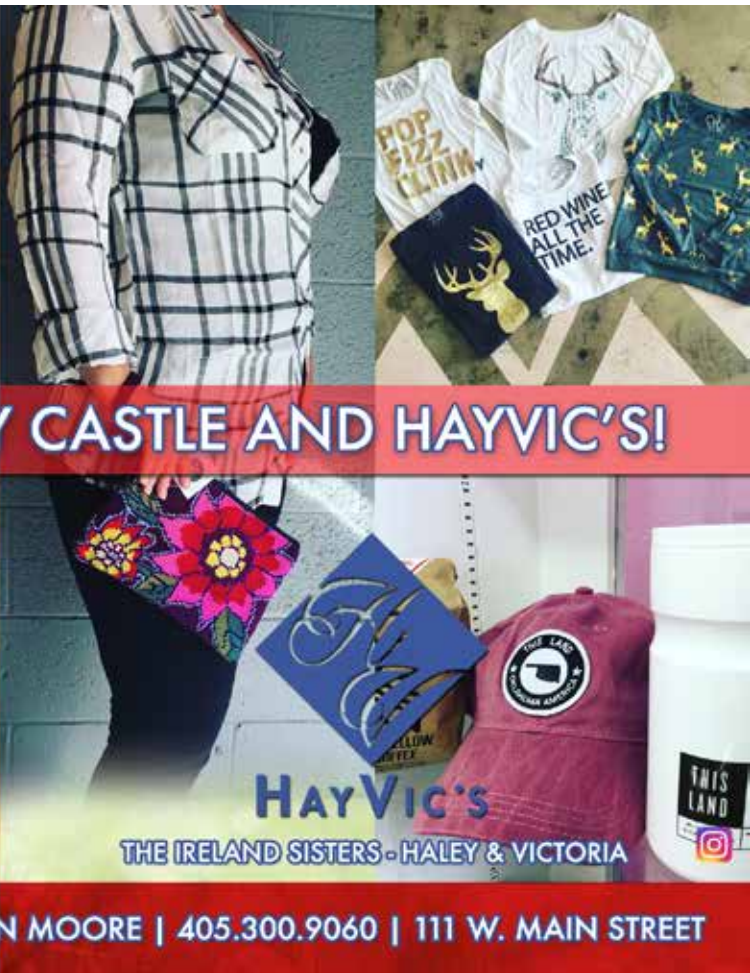


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Bella Rose Bridal helps shoppers find stunning gowns

Soon-to-be brides who shop at Bella Rose Bridal and Formal can expect to find enthusiasm, guidance and consultants ready to help them find that dazzling dress.

Brides can also “expect to be celebrated,” said Petra Simpson, owner of the bridal salon.

“It’s all about her and her experience.” That includes listening to what she is looking for in a dress, helping to put her at ease as she considers gown choices and creating a shopping experience that will make for great memories.

“We want them to come in happy and leave happy,” Simpson said.

The business, which has been in Edmond since 2006, recently expanded. Growth and requests from customers to expand into different areas led her and husband, Travis, to open a Bella Rose store in Norman.

The Norman store’s grand opening was Nov. 6 and is located at 2001 W Main St. in the Carriage Plaza Shopping Center. The Simpsons purchased the former Silhouette Bridal shop in the center.

The couple said they are thrilled to be connecting again to the Norman community. The two met as students in the 1980s at the University of Oklahoma, where Travis Simpson played football for the Sooners. He later played in the NFL for the Green Bay Packers and the Miami Dolphins. He is now the owner of Jewels by Simpson, a fine jewelry store, in Edmond, along with Bella Rose Bridal and Formal.

Travis Simpson grew up in Norman and played football at Norman High School. His family owned a local business in the oil industry. Simpson said having those personal and professional ties to the community is rewarding, and he’s excited to start a new business venture here.

“Norman’s a great community,” he said. “For us to come back and be part of the community again is really, quite frankly, awesome.”

Petra Simpson said she is impressed with the growth of the Norman community and the support shoppers show for local businesses.

Customers who visit Bella Rose Bridal and Formal will find not only a varied selection of bridal gowns but also attire for the entire wedding party, including tuxedos, bridesmaid dresses and gowns for the flowergirls and mothers of the brides.

The store also carries prom and formal gowns.

Simpson said fashion has always been an interest of hers, along with her background that includes years of experience in retail. She is also impressed with the creativity and designs of bridal gowns and searches selections to find gowns that will suit different needs and tastes.

“A lot of our pieces are hand selected, as well as our jewelry,” she said.

She also said another rewarding aspect of her work is watching a bride-to-be find that perfect wedding dress.

“I love when they say yes, and I see



tears flowing,” she said. “It’s a priceless moment.”

That connection with her customers often continues after the dress is purchased. She said brides will send pictures of the wedding day or parents of the bride will call to thank the Bella Rose team for their customer service. Customers often share their positive experiences with others, leading to strong word of mouth referrals to the store.

“If our customer is happy, our team will be happy and as owners we will be happy,” she said, adding, “When you’re meeting the needs of your customers, that’s what it’s all about.”

Simpson is excited about her business’s expansion into Norman and the chance to serve more shoppers in this area and the surrounding communities.

“Norman has grown a lot,” she said. “I just think that there’s a lot of opportunities here.” — BSM



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What's in a Name? Lindsey Street

With the completion of the new bridge over the interstate and construction on the road itself winding down, Lindsey Street is returning to its full glory.

It was serving as a thoroughfare to the University of Oklahoma campus even before the days of Interstate 35, when it became the principal vein for traffic north of State Highway 9.

“Lindsey” is a word used by just about anyone giving directions on the south side of Norman, even though few know who it was that lent his name to such an important street.

fore Josiah Lawrence Lindsey arrived in town.

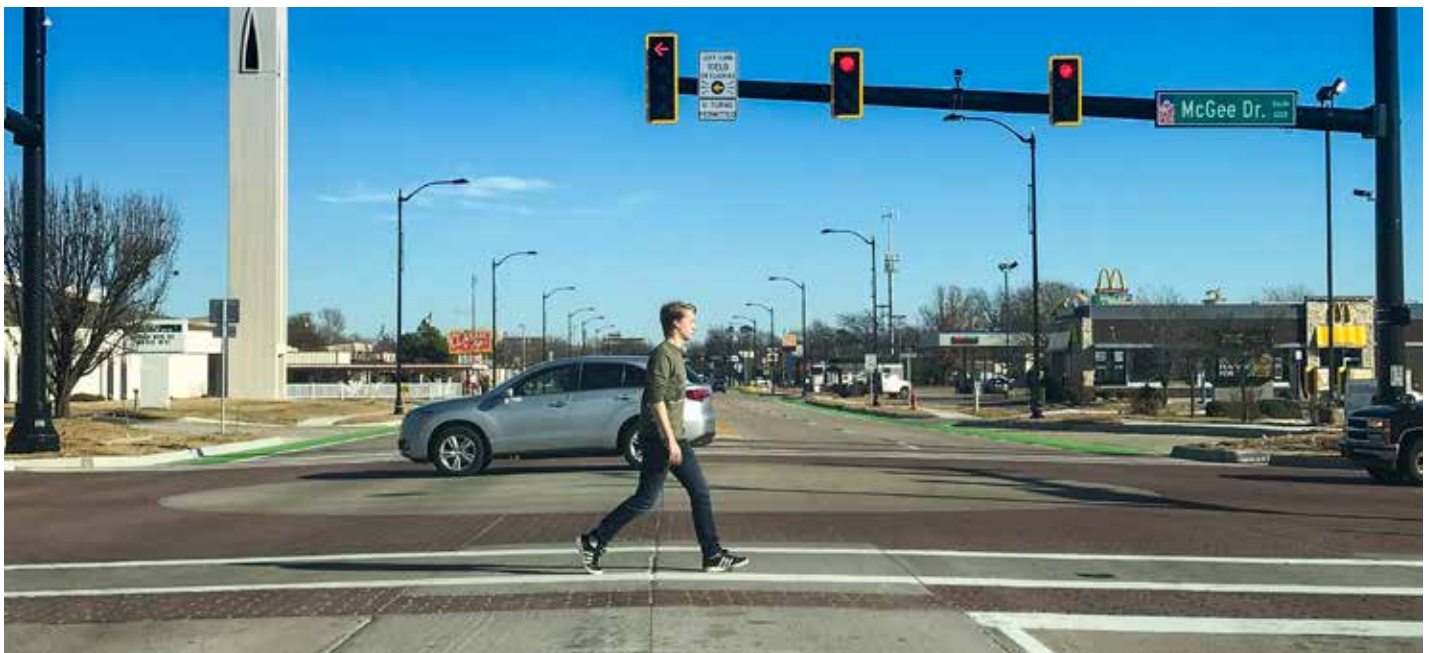
The street is named for Josiah Lindsey, who was born Jan. 5, 1882. His extended family had homesteaded in Texas, but his father moved to Rush Springs in the Oklahoma Territory to operate a bank. Lindsey began work at the bank in 1900, which would prove to be the start of a lifelong dedication to numbers and finances.

He served as part of the accounting team sorting out the drawing for settlement in the last large land opening in Oklahoma Territory in 1901. He also became Deputy Register of Deeds in

became “comptroller,” a position that would eventually become “bursar.”

He earned the nickname “Judge” from students for his involvement in complex financial issues. Years later, president of the Board of Regents Leonard H. Savage would write that “many former students will always remember him with appreciation and affection for his kindness and sympathetic help in their problems.”

On the side of the administration, OU President George Lynn Cross said Lindsey had contributed much to the university’s progress and had trained



There is often a misconception in Norman that the street is connected to the latter name of the famed Moore-Lindsay House.

The Cleveland County Historical Society operates the old home as a museum that is packed with town history. The museum is quick to point out that Lindsay and Lindsey are not one in the same, as the spelling shows.

The museum is named for Harry Lindsay, Norman City Council member, Norman School Board member and president of the Norman Grain and Milling Co. He moved into the home around the time of statehood, years be-

Chickasha in 1908. In 1912, Lindsey accepted a position as clerk for the newly established University of Oklahoma.

Although only 29 years old, Lindsey already had an impressive resume. He spent the next 38 years working for the university, retiring in 1950 when new rules were adopted, requiring administrators to step down after turning 65.

Lindsey led a quiet, salt-of-the-earth life. He worked for the university as it expanded through the wild years of the 1920s, persevered through the Great Depression and World War II and then grew with massive enrollment from the GI Bill. In 1938, Lindsey’s title of “clerk”

hundreds of students employed in the comptroller’s office.

Although Lindsey’s service to the university might have warranted the honor, this was not the reason he had a street as a namesake.

In addition to his work with finances at OU, Lindsey served as bookkeeper on numerous projects throughout Norman’s early years. He was known as the treasurer of a small corporation that turned a former cotton field into one of Norman’s first residential additions in 1922.

This was the Parsons Addition, bordering the southwest corner of campus. De-



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velopers named the street on the neighborhood's northern border Parsons. The street on the south side was named Lindsey.

As Norman grew east and west, so did Lindsey Street, and eventually Josiah Lindsey's name would stretch from the Canadian River to Lake Thunderbird.

Lindsey died Jan. 1, 1962, at his home on Lahoma Avenue where he and his wife had lived for decades, just a few doors down from the housing addition he had helped establish. It was just one of many organizations he served as treasurer, many of them charities like the Lew Wentz Foundation, the University Foundation and the OU Student Loan Aid Association. He also spent terms as president for the Central Association of University and College Business Officers.

Through his many years, Lindsey contributed behind the scenes, creating what Cross called, "A first class machine."

Yet there was a streak of adventure to Lindsey beyond figures, such as his regular trout angling trips to New Mexico.

In 1950, Sooner Magazine reported that he had once ridden with a posse headed by the late Chris Madsen, frontier marshal, pursuing the Dalton boys after a bank robbery at Anadarko.

"We made a night ride to a spring where Madsen thought the Dalton boys might camp," Lindsey said. "Fortunately for us, I guess, we didn't intercept them, but it was an exciting time." — **BSM**

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Former Sooner and NFL Star Serves Barbeque, Makes Memories at Ray's Smokehouse

Driving into the parking lot and walking into Ray's Smokehouse BBQ, it seems like a typical barbeque joint with all the memorabilia, the smokehouse smell and the savory food.

But Ray's, at 1514 W Lindsey St., is no typical barbeque place, and Darrol Ray is no run-of-the-mill owner.

The former Sooner All American safety knows food because he's been in the restaurant business since retiring from the New York Jets in 1985, but he will tell you he's not really in the food business.

He's in the people business, and if you sit down with him for five minutes, you'll understand what he's talking about.

There's no doubt how important food is to him. It's his living, and he strives each day to "make every plate great."

But, relationships are even more important. And the relationships he has with customers are at the top of his list, whether it's "Joe Blow from the gas station" or Berry "The King" Switzer from the stadium down the street.

Many of those relationships are represented in the dozens of photos that line the walls of his restaurant. There are a few coaches, such as Switzer and former University of Oklahoma coach Bob Stoops, as well as NFL greats like Steve Young and Deon Sanders.

But the ones he really treasures, perhaps even more, are of the people who have kept coming back since he opened his restaurant in 2008. They're friends, fans and regulars, lined up, smiling for the camera, posing with Ray, marking a moment.

A few of them are no longer living, but sometimes, Ray sees one of their friends or a family member walk in for lunch before a game. Before leaving, they'll step over to the photo, reach up and touch it with the tenderness of someone still holding onto memories of Saturdays together at the game.

Ray says those are the photos that he'll never take down.

He's grateful to his regular customers for keeping him in business through more than a year of construction along Lindsey Street. Without them, he said, he would not have survived.

Ray loves his customers and, judging from the photos on his walls, his customers love him, but if his food isn't the best, Ray says those customers are not likely to come back.

"They ultimately vote with their wallets, so if we start doing a poor job, the register will let us know."

Ray said he's a small operation with only one location in an old building, but the long-time businessman gets his inspiration from one of the biggest and best in the industry: Hal Smith, creator of landmark restaurants such as Charles-

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ton's, Louie's, Mahogany and nearly a dozen others.

As important as food is, Ray says Hal Smith has taught him that people come first, so he shapes his business in ways that keep people coming back. That means quality, consistency, neatness and cleanliness are the priorities, said Ray, a military brat whose father, Harold, served as a Sargent in the U.S. Army.

"I want to be a place where you can get a good quality, consistent meal for a fair price, and it's always neat and clean," Ray said. "This is an old, worn out building, but it better be neat and clean, or we're going to have a problem. People walk in the door, and long before they eat, they notice what kind of environment they're in," he said.

And, another part of that environment is nostalgia, something Ray says he appreciate far more today than he did when he was a young man, playing against some of the National Football League's greatest quarterbacks.

While his restaurant has plenty of authentic memorabilia, he laments all the memories that were never captured on camera.

The former defensive back says he was on the field, playing for the Jets, when former San Francisco great Joe Montana started his first NFL game. Same for Dan Marino, the Pro Football Hall of Fame quarterback from Miami. He could have had a photo after the game with each one of them, but he never did. There is a long list of memories Ray wishes he could have captured.

He remembers his first start in the NFL preseason, facing the Chicago Bears. The second play from scrimmage, he "got to" tackle running back Walter Payton. He said tackling Payton was a lot like hitting a fire plug.

"There was no give to that guy. Welcome to the NFL!"

He also remembers intercepting a pass thrown by Oakland Raiders hall-of-famer Kenny Stabler, and he remembers intercepting another pass from New York Giants quarterback Phil Simms and running it into the end zone during a Monday night game.

Ray treasures many of his post-game encounters with NFL greats, such as hall-of-fame San Francisco safety Ronnie Lott.

"I should have pictures of dozens and dozens of the world's best football players," he said.

"I wish I would have had a picture taken of me shaking Montana's hand after that first start, or Dan Marino's first start," Ray said. "I could have told him, 'Hey, good job, you throw the hell out of that football!'"

"I could have had pictures of three of the best quarterbacks that ever played, and I don't have them because I was too much in the moment. But, now that I'm almost 60, I want it," he said.

Ray now tells his three children to live for the moment.

"I tell the kids, you don't realize where your next blessings are going to come from," he said. "Sometimes, you're too busy living life to smell the roses. If you don't know what roses smell like, you're not really enjoying yourself as you make the journey."

It's a lesson Ray has taken to heart. All the things hanging from Ray's walls and ceiling are not just photos, signs and memorabilia. They're the friends, experiences and reminders; the roses he has learned to smell and enjoy along the way. — **BSM**

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COOKIE INSOMNIA



Norman's Newest Cookie Company Got its Start in a College Town

There is something about the comfort of a warm cookie and a cold glass of milk after a long day of work or an evening of studying.

Located at 758 Asp Ave., Insomnia Cookies is one of several new businesses to open on Campus Corner this fall. But, the journey to Norman started in a college dorm room at the University of Pennsylvania.

In 2003, founder Seth Berkowitz baked and delivered cookies to college students late at night and soon realized the company's potential. He could make a business of satisfying late night, sweet tooth cravings with his cookies.

"Insomnia Cookies was born out of a dislike of heavy meals late at night, a love of food delivery and a realization that by the time you get home at night, nothing is open," said Kate Hynson, the company's marketing manager.

With a love for college campuses, it was no surprise the company chose a location near the University of Oklahoma.

"We love to be near college campuses and being able to connect with students is really awesome," Hynson said. "Norman has a great community so they were very welcoming."

The unique bakery serves a variety of cookies, including

chocolate chunk, sugar, oatmeal raisin, double chocolate mint and many others, as well as brownies, cookie cakes, ice cream, milk and water. The cookies are made to order so they are fresh upon delivery.

Insomnia Cookies delivers from 10 a.m. until 3 a.m. weekdays and from noon to 3 a.m. on the weekends. Additionally, cookies can be shipped anywhere in the U.S.

Norman is Oklahoma's newest location, with two other stores located in Oklahoma City and Stillwater. While the company caters to college students, there are more than 120 stores throughout the country.

Hynson said they are more than just a business – they strive to be part of every community they join.

"We love to give back to the community, whether that is through donating cookies or gift cards to events, charities or organizations in the community."

Donation requests can be made online and must be received at least four weeks prior to the event date.

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