

## Packaging Hope

ERIC MCGEE

STAFF WRITER

Robert Lightfoot's purpose in life is to serve. As a young man, he served in Vietnam as a soldier and a government contractor. He went on to serve as a police officer and a background investigator in several different states. Today, despite suffering from stage 5 renal failure, he is committed to serving veterans who find themselves in dire straits.

According to The National Alliance to End Homelessness, there are over 38,000 homeless veterans in the United States. Mr. Lightfoot does his best to address this sad statistic in Northeast Arkansas. He collaborates with several different veteran organizations to maximize his impact. He volunteers in the Craighead County V.A. Office as the Veterans Outreach Manager. He also works with the American Legion and Jonesboro VA Clinic to identify veterans in need. However, he also spends a great deal of time driving around Jonesboro identifying veterans whom are on the street and possibly homeless.

Robert Lightfoot has a non-profit organization called Rescuing Our Vets. The organization is multifaceted in meeting the needs of local veterans. With a few volunteers, they put together basic survival packets which they distribute to those in need. The packets are made up of basic essentials such as socks, hygiene supplies and food. They

also provide counseling services which assist veterans in filing disability claims, addressing healthcare needs and finding employment opportunities.

According to the Veteran's Administration, over 6000 veterans commit suicide each year. In many cases suicidal thoughts can be attributed to feelings of isolation. This is common among veterans whom are experiencing mental health, financial and adjustment issues. Robert Lightfoot has collaborated with the Elk's Lodge and The Refuge Church of the Assembly of God to address the issue of isolation. The Elk's regularly holds dinners to honor vets and the Assembly of God church has formed a veterans fishing club that meets weekly. These efforts are instrumental in bringing vets into the community fold.

At present, Robert Lightfoot is focused on distributing packets that help vulnerable vets get through the winter. Rescuing Our Vets accepts donations and specifically needs winter clothing such as winter coats, hats and gloves. They also need volunteers to help them put together packets and help with distribution. For those interested in volunteering you can contact Robert Lightfoot at (870) 408-2926 or Lightfootrobert.CAP@gmail.com.

## Día de los Muertos

TRENTON BARKER

STAFF WRITER

For many, Nov. 1 is the first day of the Thanksgiving or Christmas season. However, it also marks Día de los Muertos or the Day of the Dead. This Mexican holiday celebrates the lives of ancestors who have died. In the museum lead event, children, families and college students gathered to learn about and celebrate Día de los Muertos. At the museum, guests were welcomed with live Spanish music and traditional Mexican foods such as a type of bread which acts as a fraternal offering to the dead.

Crafts and games were set up in the museum. Some tables had supplies for making small carnations, traditionally used to decorate graves of loved ones. One table had sugar skulls to decorate and skeleton masks to color and wear. Traditional Day of the Dead songs were taught to people who walked through the exhibit. There was also a hunt for skeleton pieces scattered throughout the museum. Hundreds of children from around the community come to this yearly event to learn and celebrate the Mexican holiday.

## Daymond John's SHARK Points

TRENTON BARKER

STAFF WRITER

Most people today know him for his appearance on the hit TV show "Shark Tank." However, starring on "Shark Tank" is just one of many things Daymond John has done. For this year's Mike Watson lecture at A-State, guest speaker Daymond John shared his story of building an iconic fashion brand from the ground up. He also shared his five SHARK points for success. Each shark point stands for a time in John's life where something did not go as planned and he realized he was leaving something out. These are what he tells everyone they need to succeed in their business.

The first SHARK point is to set a goal. It sounds basic, but to John it's a commitment. The first thing that John does in the morning is read the 10 goals that he has set, and he does it again right before bed.

Daymond John's goal during the 80's was to dress people. He wanted to start a clothing line of his own. John started making clothes when he brought \$40 worth of fabric to his mother, who showed him how to make hats. He took 80 of those hats and sold them on the street. With his goal in mind, John found himself taking his FUBU shirts to rap music video sets around New York. He convinced artists to wear his shirts in their videos in hopes that they would become famous, which would boost the sale of his clothing.

The next SHARK point: "Do your homework," John said, "you will never create anything new!" John explained how our consumer industry is so wide that any new product is just an adaptation of another. In addition, mistakes are to be learned from. This doesn't just mean your own, other people's mistakes can be learned from just as well. Knowing these things can be helpful to building your business and succeeding with it.

The third SHARK point is amor, to love. John says that you have to love what you do to succeed. John loved his brand and loved his business. He also loved his family, consisting of his wife and two daughters. However, when FUBU got big, John was never home. He saw his business more than he saw his own family. According to John, he had not learned to balance the love for his work and the love for his family. This unbalance caused his wife to leave him and take everything in a divorce.

The next SHARK point is to remember you are the brand. Life is a series of pitches and every time you speak to someone, you are pitching yourself and your brand. It is important to know who you are pitching to. This is crucial to building and maintaining a business, according to John.

The final SHARK point, John summed up as, "Above all... keep swimming." John struggled with thyroid cancer during his career, but this challenge did not stop him. He kept swimming.

## CAMPUS CRIME

MATTHEW WILLIAMS

NEWS WRITER

### November 1st - 12:00 a.m.

A traffic stop was conducted on a vehicle driving without lights at the intersection of Quapaw Way and University Loop. University Police made the stop around midnight Friday. The driver, Shanice Mahone, 26, was asked for her license and registration. Officers found that her license was suspended, and the vehicle was found to be unregistered. Mahone said that she had owned the vehicle for three months but that it had not been registered. She was cited and released from the scene for driving on a suspended license, and for failing to register the vehicle.

### November 1st - 12:00 a.m.

A University Police officer was approached just after midnight Friday by a student who was having trouble with a passenger in his car. The officer was sitting stationary in their car at the intersection of

University Loop and Honors when Jack Teague, 21, came up to the car and requested assistance. Teague said that he had given the suspect, Cheyenne Lane, 18, a ride from the Alpha Gamma Rho house to the Kappa Alpha house. But once they arrived, she refused to get out of the car. Upon making contact with Lane, officers noticed "a distinct odor of intoxicants" coming from her, which prompted officers to ask her to step out of the car. She did so, swaying back and forth, and when asked, she confirmed she had been drinking. At this point Teague informed officers she was 18, and Lane was placed in handcuffs and searched for contraband. The search yielded a mostly-empty bottle of Blue Raspberry Svedka Vodka hidden in Lane's pants. She was transported to the Craighead County Detention Center, but on arrival she was found to have vomited in the

seat, and she was then taken to St. Bernard's Hospital for medical treatment. Lane received a citation for minor in possession, and was given a court date for January 8, 2020.

### November 2nd - 1:00 a.m.

University Police was monitoring traffic along Red Wolf Boulevard early Saturday morning when a white car was observed driving with no license plate. Officers asked Shacora Neely, 25, for her license and registration information, but she responded that she didn't have any of it with her. She provided her name and date of birth, and that information was run through the system, which informed officers her license was suspended. Neely was then placed under arrest for driving on a suspended license. She was handcuffed, searched, and transported to the Craighead County Detention Center.

### Upcoming Events

Nov 7	Study Abroad 101 Clothing Swap Fall Festival	International Programs N230 Cache River Room University Farm Show Barn	2 p.m. - 3 p.m. 3 p.m. - 7 p.m. 4 p.m. - 6 p.m.
Nov 8	Lit'l Bita Christmas	First National Bank Arena	Noon - 7 p.m.
Nov 9	Lit'l Bita Christmas Second Saturday Event	First National Bank Arena Fine Arts 107	9 a.m. - 6 p.m. 10 a.m. - 2 p.m.
Nov 10	Lit'l Bita Christmas	First National Bank Arena	Noon - 4 p.m.
Nov 13	<b>Last Day to Drop a Course</b> Howl the Health Are You	Mockingbird Room	5 p.m. - 6 p.m.