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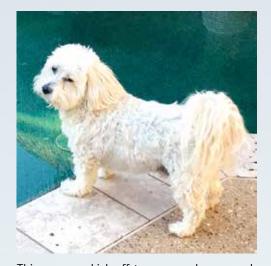
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This year our kick off to summer has a much different meaning than years past. Although we will still have beach days and cookouts there will also be social distancing, smaller gatherings and more staycations. Our new normal is anything but normal. It is true our vocabulary has changed with the continuation of phrases such as zoom meetings, social distancing and wearing masks, followed by the elimination of words like hugs, large gatherings and togetherness. Throughout all this change, some things remain the same. We are a community of resilience, compassion and generosity. It has become apparent now more than ever what a great community in which we live. We encourage everyone to take a look around, celebrate the little things and support your local businesses. They need your support now more than ever as we all struggle to navigate our way through this unique time in which we are living. If we all stick together we will be stronger than ever. Until next month...



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Huntsville/Lake Livingston

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ON THE COVER



Pier 105 Marina is here to make your boating experience the best it can be. You can expect nothing less than exceptional customer service, a full-service marina, and the extra touch of a family-owned business.



Check our Dock Line Magazine page online for any upcoming events that might happen in **June 2020**





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DOCK LINE MAGAZINE is published by: Dock Line Magazine, Inc. P.O. Box 1203, Willis, TX 77378 Telephone: 936-890-7234 E-mail: ozzy@docklinemagazine.com

Subscriptions to DOCK LINE MAGAZINE cost \$25.00 per year. To subscribe, mail a check with your name and address to: P.O. Box 1203
Willis, TX 77378

Dock Line Magazine, Inc. welcomes reader correspondence. We reserve the right to edit or reject any material submitted. The publisher assumes no responsibility for the return of any unsolicited material.

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FISHING REPORT

By: David Scott Cox

FISHING FORECAST:



June brings summer heat to Lake Livingston and that is what the White Bass like. Bring on the HEAT. White Bass will be surface schooling now all over the Lake. Look for schools to show up around Pine Island, Dove Is-Goat Island, Palmetto Basin and more. Schooling fish will bite just about anything while on top and the action can be fast and furious. One of my favorite rigs for schooling fish is a

bone colored Pop R with a pet spoon tied on a leader off the back split ring. Throw this rig into the surface schooling fish and catch them two at a time.

Lake Livingston consists of over 90,000 acres of water and 450 miles of shoreline.

SPECIES REPORT:

Black Bass {largemouth} - Fish black and blue lizards and June Bug Baby Brush hogs around the log jams now. Throw white spinner baits around shallow wood and rocky points. Some good fish still being caught on Charlie's Jigs fished around docks in Penwaugh and Kickapoo Creeks.



David Scott Cox
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<u>Catfish</u> - Good fishing for big Blue Cats on drifted shad mid lake and lower lake regions. Fishing for Blue Cats on jugs has been good in in

Normal Lake Level 131.0'
Current Lake Level 131.19'

Water Temperature 76°-78°

Release - 9,000 cfs

Water Clarity – Upper River channel clearing, mid lake clear, lower lake clear, upper creeks clear the bays when the wind is blowing. Trotlines and limb lines in the old river channel have been fair.

<u>Crappie</u> - Fishing should improve in the creeks as they clear out. Look for Crappie in the deeper boat houses. Fish minnows and jigs on a slip cork in 4 to 8 ft. of water as water temperature rises.

White Bass - Mid and lower lake best for Whites now. Key on Whites off structure and humps 15 to 18 ft. "slabbing" off the bottom now is the way to go while keeping an eye out for birds working over surface schooling fish. ◆

Good luck fishing and be safe on the water. Dave



A Marina That Can Do it All...

How Family-Run Pier 105 Marina is Changing The Lake Conroe Experience BY: MATTHEW CALHOUN



Boating is an experience that stays with you for a lifetime. It can be a fun new hobby and a great way to spend time with your family. However, if your boat isn't docked at the right marina things can go bad quickly. Instead of boating without any back-up, you need a marina that understands the needs of a boating family. With over 40 years of experience, Pier 105 Marina is here to make your boating experience the best it can be. You can expect nothing less than exceptional customer service, a full-service marina, and the extra touch of a family-owned business. Although the name of the marina may have changed over the years, Pier 105 Marina just keeps getting better.

Family-Owned Business

When going on adventures on Lake Conroe it can feel daunting, whether you're a first-time boat owner or one who is more experienced.

When you are on Lake Conroe, you want expert advice and service. You can only find that with marinas like Pier 105. Pier 105 Marina which as of January 1st, 2020 is a family-owned business again. That has only strengthened their team and kept the most skilled on hand as Tim Johnson, General Manager, explains, "Our Customer Service and the team here makes us stand apart. Mike Asaro has been the Service Manager and Lead Mechanic for 40 years. Our service department is completely Mercury, Mercruiser and Yamaha Certified for Service and Repair. Our Valet Tractor Drivers Austen Greenwald and Isaiah Trott are absolutely loved by our members. We are a smaller family marina that focuses on customer service, and meeting all of our customer's needs".

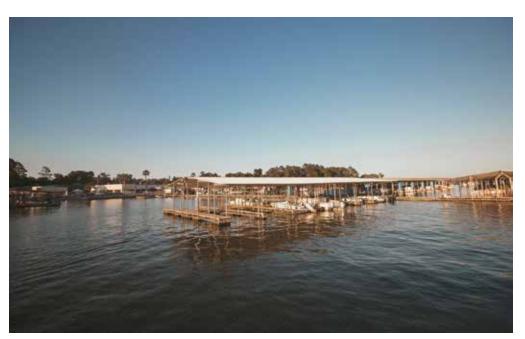
If you decide on Pier 105 Marina you can rest easy knowing that decades of experience are on staff to help you every step of the way. Whether you need an upgrade to your boat or need to be hauled out of the lake, the team at Pier 105 Marina has the skills and knowledge to best serve you. But that's not all, they are also the only full-service Marina on Lake Conroe.

A full-service marina that can take care of all your needs

Choosing a marina can be difficult. Don't make the mistake of picking the wrong Marina and realizing they can't help you that much. Unlike others, Pier 105 Marina is a full-service marina that can help you even in the worst of times "We are the only full-service marina on the lake. At our facility, you can buy a boat, sell a boat, service your boat, repair your boat, store your boat, etc.. Everything under one roof. No one else on the lake offers all of these services at one location" says Tim.

With everything being housed in one lo-









cation, customers feel secure knowing they are never without help. As Tim points out, "Our members can have everything they need handled here. We are the only haulout slip/forklift on Lake Conroe. Customers who do not have a trailer for their boat, or do not want to deal with a trailer can drive their boat over. We can lift it with our travel hoist, or use our marine forklift to lift their boat out of the water for service, repair, or cleaning. We also have a full-service fiberglass shop coming June 1st."

Pier 105 Marina understands that you've spent thousands of dollars on your boat, and know you need a marina that can provide exceptional care to your boat. Pier 105 Marina has services that make boating easy and let you get back to the important things, whether your boat is on the lake or in dry storage. "Customers on the lake that have no trailer or boat own-









ers who want to keep their boats in dry storage can expect the boat to stay in an enclosed storage building and we valet launch them with our tractor. No need to haul your boat to and from the lake with your truck. Just show up and enjoy" says Tim. This gets you on the water faster and easier without the hassle and without wasting time. Also, your boat is safely stored away and can be easily accessed.

Planning on making your boat your permanent residence? Pier 105 Marina has you covered there too. "The customers that buy boats from us but live on the lake don't need to buy a trailer; they can just drive it up to our courtesy docks when it is time for service." It's a one-

stop-shop that can service all your needs and all you need to do is "Call ahead to schedule service/repair, then drop off your boat on the scheduled date. No need to mess with a trailer or anything." says Tim.

In short, you can expect:

- Boat repair
- Boat maintenance
- · Boat detailing and cleaning
- Boat and trailer sales Valet boat service
- Boat and trailer storage
- General store
- Exciting Renovations Are Underway



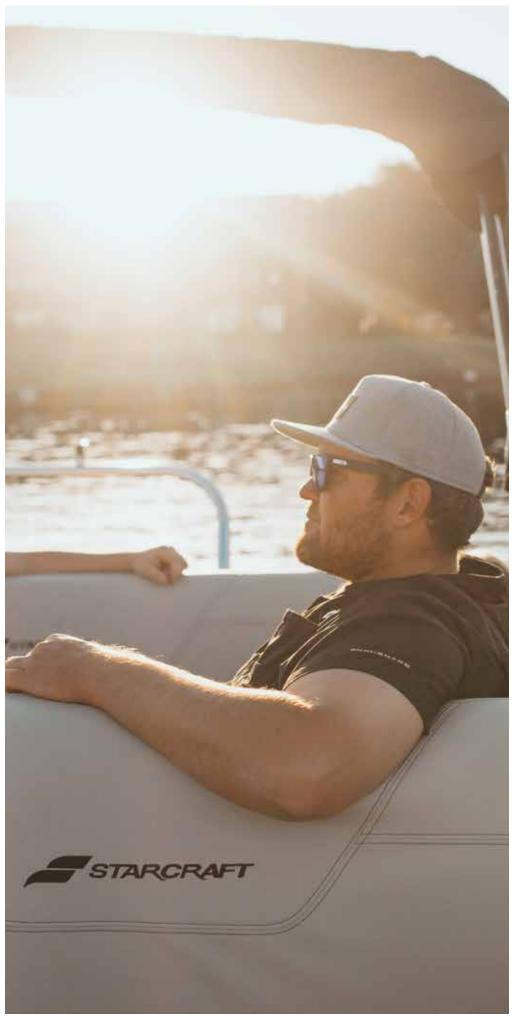




Being Safe Within Our Community

When asking Tim about Lake Conroe this year, he had some cautions for those hoping to get on the water this summer. "Be safe - the lake is more crowded than we have ever seen it this year. With a large number of people using the lake and the low lake level due to seasonal lowering by the SJRA, everyone needs to be extra careful and attentive." When you take a trip to the Pier 105 Marina the team is ready to give advice and help keep you safe on the water. The ultimate goal for Pier 105 Marina is to see "everyone coming out having a good time, seeing everyone happy and enjoying the lake. Everyone comes out here to get away and have a good time."

Want to learn more about Pier 105 Marina? Contact them at 936-588-1126 or 855-241-9919. You can also find them online at www.pier105.com or in-person at 15525 Marina Drive Montgomery, Texas, 77356. Hours are Monday: Closed, Tues-Sun: 8 am-5 pm. ◆



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LAKE CONROE ON THE WATER

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Lake Conroe Clean Rivers Sampling Program: Earning A 5-star (er, Frog) Rating

Lake Conroe was constructed in the late 1960s to the early 1970s in a joint venture between the San Jacinto River Authority (SJRA) and City of Houston with the sole purpose of providing a drinking water source to serve future demand in the greater Houston Metropolitan area.

As a partner in the project, SJRA takes great pride in operating and maintaining the Lake Conroe Dam and Reservoir. Included in the responsibilities is the charge of assessing the quality of the water in the reservoir. In cooperation with the Houston Galveston Area Council (HGAC), SJRA administers the Clean Rivers Program (CRP) on Lake Conroe. The CRP is a water quality initiative overseen by Texas Commission on Environmental Quality (TCEQ) for the purpose of monitoring the overall health of Texas Waterways.

Continuous monitoring of the quality of water in Lake Conroe is important not only because of its function as a regional drinking water source, but also due to its popularity as a recreational destination for boating, fishing, and a variety of other water sports and hobbies. The TCEQ requires water bodies to meet established water quality standards based on their "use." The official "uses" of Lake Conroe, as designated by TCEQ, are drinking water supply, recreation, and fish consumption. Therefore Lake Conroe is held to the most stringent water quality standards set forth by TCEQ.

There are currently ten monitoring sites in the Lake Conroe CRP Program (Figure 1). These sites are all located in the main body of the lake and were chosen to capture water quality parameters from all of the major contributing tributaries. At each designated site, SJRA samples for 11 different water quality parameters (See Table 1). Some specimens are collected, preserved, and delivered to an outside lab for detailed analysis.

Other samples are considered field parameters and are collected instantaneously with a water quality measuring device called a sonde (See Figure 3). The sonde is deployed over the side of a boat to different depths in the water column. At each defined depth, four water quality parameters are measured: pH, specific conductivity, temperature, and dissolved oxygen. Data collected with the sonde can be downloaded to a personal computer and charted in order to detect changes in water quality throughout the water column for each month of the year. This information is useful to Texas Parks and Wildlife fisheries biologists as well as water treatment facility operators.

Another sampling device is known as a secchi disk and is used to measure the turbidity-or level of clarity-- of water (See Figure 4). The secchi disk is lowered into the water until it is no longer vis-



ible, at which point a depth measurement is taken and recorded. The greater the depth that the secchi disk remains visible, the less turbid the water. These extensive sampling procedures allow SJRA to establish a complete picture of the water quality in Lake Conroe.

Data gathered from each sampling site is then compared to TCEQ water quality standards and screening levels. If a parameter exceeds the standard or screening level for a continued period of time, the lake will be deemed impaired by TCEQ. To date, Lake Conroe has



Water Sampling

never been determined to be impaired and, in fact, remains one of the cleanest water bodies in the region. Each year HGAC issues a Basin Highlights/ Summary Report, which ranks all water bodies in the region based on overall water quality. The rankings range from poor water quality, identified as a one frog rating, to excellent water quality, receiving a five frog rating (See Figure 2). SJRA is proud that Lake Conroe is considered a 5-frog reservoir (See Figure 1).

Lake Conroe has excellent water quality and SJRA works diligently to protect this great resource for the public. It will take SJRA and the public working together to keep water quality at such a high level. If you have any questions about the water quality program on Lake Conroe, please contact Shane Simpson at ssimpson@sjra.net. Precautions Regarding COVID-19

(Lake Conroe open to families at this time)

Lake Conroe continues to stay open and can provide a welcome change to staying indoors. If visiting Lake Conroe, please continue to observe federal, state, and local COVID-19 guidelines including:

- Follow CDC recommendations on social distancing.
- Limit gatherings of people to a family unit.
- Follow recommended hygiene practices including frequent hand washing when visiting any common spaces such as marinas, gas stations, or boat launches.

"Our highest priority is for the health and well-being of Lake Conroe visitors and businesses," said SJRA General Manager Jace Houston. "We want people to get outside with their families and enjoy the lake. We just need people to do it in a way that keeps them safe and healthy."

Clean Rivers Sampling

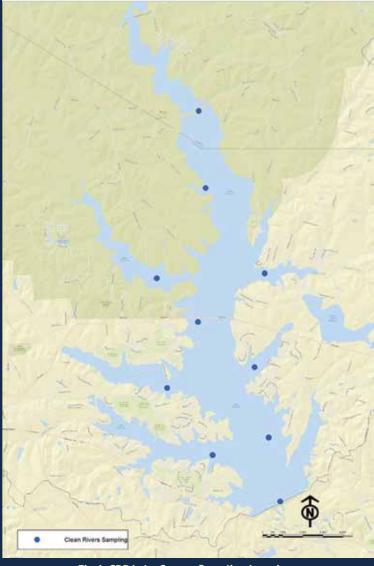


Fig 1. CRP Lake Conroe Sampling Locations

"Precinct 1 advises everyone to enjoy Lake Conroe but make sure that you are following best practices and social distancing while on the water," said Lt. Cade Montgomery County Precinct 1 Constable's Office. "Make sure to keep your party to family units only, wash your hands, and for more information regarding COVID-19 visit www.mctx.org."

One of the major river authorities in Texas, SJRA's mission is to develop, conserve, and protect the water resources of the San Jacinto River basin. Covering all or part of seven counties, the organization's jurisdiction includes the entire San Jacinto River watershed, excluding Harris County. For additional information on SJRA visit our website at www.sjra.net, like SJRA on Facebook @SanJacintoRiverAuthority, follow us on Twitter @SJRA_1937, or find us on Instagram @ SanJacintoRiverAuthoritySJRA. ◆

for each parameter. Cells without numbers (blanks) represent stream seaments that are currently meeting state standards but may be improving or degrading for each parameter

Bosin	Watershed	Segment	00	Boot	Chier	Nutr	PCS	Officer*	frogs
trinity-San Jacinto Coastal	Cedar Boyou Tidal	.0901	100	100			100	- 1	
	Cedar Bayou Above Tidal	0902	100						
	Buffalo Bayou Above Tidal	1014	10.2	79.3		64.8		23	***
	Buffalo Bayou Tidal	1013	37.4	80.8		49.4		32.7	**
	Caney Creek	1010	16.8	69.2					***
	Cypress Creek	1009	26.7	77.7	10.5	77.7		11.7	***
	East Fork San Jacinto Stver	1000		100	- 1				
San Jacinto Biver	Greens Bayou Above Tidal	101e	B.o.	89.2		85.6			***
	Houston Ship Channel	100s	25.5	49.7	8.5	84.1	36.3	20.2	
	Houston Ship Channel Buffalo Bayou Tidal	1007	19.6	70.3		83.2	28.6	1.9	
	Houston Ship Channel/ San Jacinto River Tidal	1005				82.2	100		
	Lake Corroe	1012	4.5			4			
	Lake Creek	1015	70.6	12.1				30.7	***
	Lake Houston	1002	20.9	7	2.9	43.9		8.1	
	Peach Creek	1011		100				15.4	***
	San Jacinto River Tidal	1001					36.5		
	Spring Creek	1008	34.6	72.6	1.2	53.3		13.7	
	West Fork San Jacinto River	1004		27.9		25.8		16.7	
	White Dak Bayou Above Tidal	1017	11.7	87		83.2			

Fig 2: HGAC 2019 Regional Water Quality Summary Frog Chart

Parameters	TCEQ Screening Levels/ Standards Limits					
Alkalinity	N/A					
Chloride	>50 mg/L					
E Coli	MPN/ 100mL					
Ammonia	0.11 mg/L					
Nitrate	>.37 mg/L					
Sechhi Depth	N/A					
Sulfate	>50 mg/L					
Total Phosphorus	>.20 mg/L					
Total Suspended Solids	N/A					
Chlorophyll	>26.7 ppb					
Total Kjeldahl Nitrogen	N/A					
Dissolved Oxygen	<3.0 mg/L					
Specific Conductivity	N/A					
Temperature	> 32.22 *C					
pH	N/A					
Table 1: Parameters and TCEO Screening Levels/Standards Limits for CRP Lake Control						

Table 1: Parameters and TCEQ Screening Levels/ Standards Limits for CRP Lake Conroe



Fig. 3: MS5 Hydrolab Water Quality Sonde

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Is Your Dog A Good Citizen?

By: Marilyn Meshell

What is a Canine Good Citizen? Is your dog one? Can you prove it? Does that notion sound strange or wild? Let's talk about it.

Americans love their dogs. In 2018, the American Veterinary Medical Association estimated that 76.8 million dogs were living in American households with 7.2 million of them living in Texas. Unfortunately, not all of them are on their best behavior at home and out in public. Some dogs are unruly and drag their owners down the street when out on a walk. Others want to rambunctiously approach children. When dogs do not demonstrate good manners, it can cause frustration and problems for their families.

The American Kennel Club (AKC) noticed that dogs with bad manners were frequently the result of benign neglect by their owners. The owners had not trained their pets on what was expected and dogs were being blamed for it. Bad behavior by dogs led many landlords to ban pets from their properties. Municipalities made parks off limits to dogs and even outlawed some breeds from living within city limits regardless of the behavior of individual dogs within the breed. Frustrated dog owners were forced to rehome their pets or move out of the area. Many dogs ended up being surrendered to animal shelters. Dogs were paying the price for having irresponsible owners.

The AKC wanted to improve things for dogs and encourage responsible dog ownership so they took the initiative and created the Canine Good Citizen (CGC) program. It is a program designed for all dogs. The goals of the program are to develop dogs who have reliable and in control behavior in public and to educate people about being responsible dog owners. To help people understand what is required, the AKC established a CGC exam that identifies ten basic obedience skills that every dog should know and demonstrate to become a canine good citizen. The skills are:

- 1. Accept a Friendly Stranger Dogs encounter people other than their family members. They need to be able to meet new people and remain calm. The goal is for the dog to remain calm and relaxed beside their owner while encountering strangers.
- 2. Sit Politely for Petting Most people enjoy interacting with dogs but they do not want a dog to jump up on them. The goal is for the dog to willingly accept contact by people other than

their family members and to remain calm and under owner control throughout the process.

- 3. Appearance and Grooming In this task, the CGC test evaluator is looking at the dog's grooming and general health. Dogs should be clean and not have an objectionable odor. The goal is to have a dog that looks healthy and is well cared for.
- 4. Out For a Walk Dogs must be able to go for a walk without pulling on the leash. They need to stay on one side of the handler and not cross back and forth in front of or behind the person. The CGC evaluator wants to see the dog focused in the handler and the handler in control.
- 5. Walking Through a Crowd In walking through a crowd, the dog may show interest in the people passing by but not approach them. They need to remain calmly by the side of their handler.
- 6. Sit, Down and Stay on **Command** – The dog needs to be responsive to the handler. For sit and down, the handler asks the dog for compliance. In the stay portion of the test, the handler asks the dog for a sit or down. Then, they tell the dog to stay and walk twenty feet away. As long as the dog stays in the designated area and does not follow the handler, they pass the stay
- 7. Come When Called -The handler gives the dog a stay command and walks off ten feet. Then they turn and call their dog. The expectation is that the dog will move directly to the handler.
- 8. Reaction to Another **Dog** - In this exercise, a person is out for a walk with their dog and they encounter another person and their dog approaching from the opposite direction. The people will briefly pause and exchange greetings as they pass each other. The testing dog may be mildly interested in the other dog but may not move toward

the other dog. The testing dog needs to remain calm and at their handler's side.

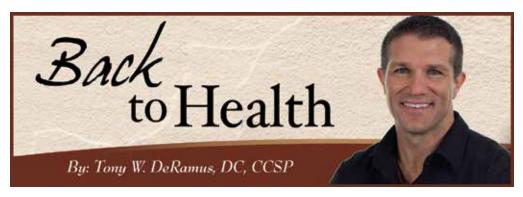
- 9. Reaction to Distractions When out in public, dogs confront visual distractions such as people jogging by or a bicycle moving past them. Noises such as honking horns, dogs barking, or a person dropping something can be distractions too. The testing dog may look toward the distraction but may not try to run away in fright or hide behind their handler. If concerned, the dog should look to their handler for reassurance and guidance.
- 10. Supervised Separation In the final exercise, the handler tells the dog that they will be back. They hand the leash to the evaluator and leave the dog's sight for three minutes. The dog needs to remain calm and not show any signs of stress such as excessive panting, whining, barking, pacing, or pulling toward the area where the handler exited.

After you have expended time and effort to train your dogs on basic manners, you may want to participate in a Canine Good Citizen evaluation. Besides being a fun activity, sometimes a potential landlord will waive a pet deposit if the family dogs has a CGC certificate. The AKC website (www.akc.org/events/cgc) maintains a list of CGC evaluators so you can locate an evaluator nearby. The CGC exam fee is usually \$5 - \$10. If you want more information about the CGC exam and how to train for it, please look at AKC publication Citizen Canine by Mary Burch.



HPHP Therapy Dog Walker

Doberman Pincher, 2.5 years old Therapy dog for 1 year Elementary school kids read stories to him Works with Denise



Movement = Development

There are so many important reasons why infants and children need to move. Early movement experiences are essential to the neural stimulation needed for your child's healthy brain development. An infant's brain is full of brain cells at birth and over time these cells form as many as 15,000 connections with other brain cells. It is during the first three years that most of these connections are made. Physical activity and play during early childhood has a crucial role in the sensory and physiological stimulation that creates more of these connections in the brain.

Infants are spending upwards of 60 waking hours every week in things - walkers, carriers, car seats, etc. Not only is this confining to your child, it doesn't allow them to have the ever important tummy or floor time. Placing your child in the upright position rather than on the floor tells the brain to start thinking walking rather than rolling over, creeping and crawling. Playing on the floor, your child is able to throw and reach for objects and toys which he will repeat often. This is how your infant discovers rolling and finally starts to crawl.

All parents accept that crawling is a milestone but many do not realize why it is so important. Crawling not only means a new way of locomotion but it allows the infant to create connections between the two sides of the brain. When the baby coordinates his movements to move in one direction, he moves the right arm and the left leg and then the left arm and the right leg; this is called a cross crawl pattern. This pattern allows both sides of the brain to communicate and interchange information very fast. These are the same patterns that later in life will be used to perform more difficult tasks like walking, running, passing one object from one hand to the other, or even taking notes in class while listening to the teacher.

When crawling, the infant's body must remain in equilibrium or balance. This helps to strengthen the spine and properly develop the curves in the neck and lower back, setting the stage for proper spinal development and posture.

As the infant moves, he touches different surfaces and textures that will help to develop the senses on his palms and fingers. This will allow him in the future to grasp and hold objects like a pencil or crayon to draw, or play a musical instrument.

Another area where crawling is important is the visual aspect of the infant's development. Crawling helps the infant measure the world around him; the distance between his eyes and

hands, at what distance an object is located, its volume and its size. This ability will be important in the future to clearly see things that are near or far. Knowing the distance and volume of objects will also help him with puzzles, brain teasers, solve problems, jump obstacles, understand spatial relationships and will also set the basis for reading and writing skills.

It's a parent's responsibility to stimulate their child's developing brain and nervous system with every motion and activity. In the busyness of your day to day life, it is easy to sit your child in front of the television to watch one of the many "educational" videos available today but it is important to remember that these videos do not stimulate the same neural pathways in the brain as active play activities. Play activities should include stimulation of all five senses (sight, touch, sound, smell and taste).

- Sight: Blowing bubbles, using both hands to draw shapes and letters, or tossing soft objects
- Touch: Different textures (smooth, rough, uneven), splashing water in the bathtub, building blocks or petting and feeding animals
- Sound: Dancing or moving to music, beating rhythm on instruments, musical chairs or singing sounds where words needed to be added ("B-I-N-G-O")
- Smells and Tastes: Introduce your child to different tastes and smells and look for the appropriate reaction or have your child name different smells
- Equilibrium and Balance: Spinning in circles, walking on uneven surfaces (sand, grass), crawling through small spaces, balancing on a teeter-totter, or tummy time
- Proprioceptive (sense stimuli): Pushing and pulling toys or wagon, playing catch with a ball, getting in or out of seatbelts, jackets, shoes and socks, stretching up to the sky, or pouring water or sand from one container to another

We are all hardwired to move and play. Start incorporating these active play activities into your child's daily routine and most importantly, have fun with your child. Good play routines can last a lifetime. Always remember your infant or child is never "just moving" or "just playing". Every action improves upon your child's development in some way!

For more information on this topic, as well as how chiropractic can benefit the development of your child please feel free to contact our office at (281) 789-7586. ◆





Pandemic-Proof Your Business

Lessons Learned from COVID-19 about Marketing Your Business Online

The COVID-19 pandemic brought with it a lot of hard lessons for business owners. If your business was deemed non-essential, then no-doubt you are facing a lot of uncertainty and may be struggling to keep your doors open (quite literally). However, we also learned that if your business has a strong online presence, then the blow was softened considerably as you could still sell your products and services online. All it took was a shift in attention and some creative marketing strategies and your business was rocking and rolling again. At the very least, you weren't stuck waiting as you struggled to pay for your staff and to keep the lights on.

So let's look at the specific ways businesses struggled during the COVID-19 pandemic because they weren't equipped to operate online.

1. If your business is not online at all...get online now!

Many businesses had to shut their doors to the public, bringing their interaction with customers - and sales as a result - to a grinding halt. People weren't spending their time shopping in stores, but it doesn't mean they weren't still shopping. With everybody stuck at home and spending more time browsing online, any shopping outside of essential businesses like grocery stores moved online. People weren't spending their time in brick and mortar stores, but in online stores.

If your business has a functional, value-driven website then there is opportunity for you to get people's attention and point them toward your products and services. If you don't have a website, or have an old, poorly designed website with little content, then you're going to lose out on tons of potential business. In fact, if your website is the only impression you give consumers and it is a bad impression, it could not only prevent people from using your services, but it could hurt your business down the road by creating a negative association with your brand. The point is this: get online, build a strong presence, offer your services and products through your website, and create content that brings people to your site. And do it now.

2. If your business is not active on social media...get active now!

Facebook and Instagram are the best channels for small businesses, with Instagram by far being the best channel for organic engagement. Why Instagram? Well, consumers love visual content more than anything else. In fact, during the COVID-19 pandemic, Instagram posts got 20x more engagement on average compared to Facebook.

Now, this isn't to say that you shouldn't also be active on Facebook. Facebook is one of the very best places to advertise your business. Facebook ads can work wonders if you target them correctly and your offer is good.

However, if you aren't active on social media, then you are missing out on a huge opportunity to build your business. Nearly all of your ideal customers are on social media in some way. As a business, you need to be active on the channels your potential customers are on, and you need to provide valuable, helpful content to attract them. Try posting once a day if possible and make sure it has a visual aspect - photo or video based.

3. If your business does not produce content specifically for online audiences...start it now!

Video is, by far, the number one way people like to consume content online. The next best thing is also visual-based - posting photos. However, just as important as the visual aspect itself is the copy you use - the words associated with each post. Many businesses make the mistake of just selling all the time. That's the fastest way to lose people's attention and persuade them to stop following you. Instead post content that is valuable, helpful, inspirational, or charitable.

You may not be a professional copywriter, but you can still post content that people love just by being genuine. However, if you can hire a professional, by all means do it. People love a story, and they love when you make them the hero - not yourself. This means that you shouldn't just talk about yourself or your business unless it is done in a way that directly benefits the consumer. For instance, your story of building your business can be an inspiration for someone who needs hope. But as a general rule, make the consumer the focus. Nurture them along so they become fans of your brand, then when the time is right you can offer them something.

4. If you don't have products or services you can sell online... create them now!

Speaking of your "offer", are you able to sell your products or services online? We learned during the pandemic just how detrimental it can be if your business is not deemed essential and you don't have something to sell online. If you

can relate to that then it's time to think outside the box when it comes to traditional business. Plain and simple you need to do one of two things. First, if you do have products or services that you can sell online, but don't have an online store on your website, then you need to create one now. If you think your products or services can't be sold online, then you need to get innovative and create them.

For instance, if you offer a service that requires face-to-face interaction with customers, then you can create a video chat alternative that can be done remotely. If you offer automotive services that require your customers to come to you, find a way to offer the same service by going to them - in a safe and secure way. The point is, whatever you offer can be transformed into an online offering. Yes, it may require some out-of-the-



box thinking, but it might just transform your business.

If you find yourself fitting one or several of these categories above and your business needs to get online ASAP, then let us know. At Dock Line we specialize is getting businesses online. From social media services where we do everything for you like creating captivating content and managing your audience, to web design services that give you an online store for your offerings and valuable content to attract consumers. We also provide exceptional video services to create valuable content that your customers will love, and so much more. Let us know how we can help! Just reach out at ozzy@thedockline.com. •





5-11-20 BACK IN THE BOAT BASS FISHING

Today I went out in the boat on Lake Conroe. It was a beautiful day to fish. The temperature was in the 70's and a nice breeze was



blowing. I could fish all day in this weather. I have not been fishing that much lately, so I decided today was the day I would try to locate some fish. The first few spots I went to when I started were not good. The blue herons were sitting around watching me to see if I was going to catch something. Not at that spot. Maybe I am just throwing the wrong bait. I knew the fish were around, I just had to find them and give them something appetizing to eat.

I came up to a brush pile then changed the bait I had been using and bam. Caught one. It was about 3 pounds. I moved to another location and caught another small one. I went to a few more places trying to find them and nothing. It was time to go put some gas in the boat. Good thing I got there when I did because I didn't realize I was running on fumes. I headed back home to take a break.

Several hours later I decided I was going to go back out again. I was catching fish and it was a great day to be on the water. Not many boats were on the lake. Soon after I left I had a nice big bass on. I caught this one on a Carolina rig. It was approximately 6 or 7 pounds, not sure because I didn't have my scale. Fished till dark. Caught a few more but they were all smalls. The big one got me fired up.

5-12-20 Tuesday Night Tournament- Conroe **Bass**

Parker called me last week and asked if I



would fish with him and I told him no because I had not been on the lake and didn't know where the fish were. This time I said, "Yes" because I went out and found some pretty nice fish and felt confident to go ahead and invest my money and give it my best.

There were 37 teams fishing tonight. It was raining super hard when we got to the take-off, so we're delayed 45 minutes. Even



though we drew number 5, it didn't help us because it was a shotgun start since we were late taking off. We were one of the last boats to leave. Since we were delayed everyone had the same weigh in time, which was 9 p.m. There were 37 teams fishing in the Tuesday Night Tournament on Lake Conroe.

It rained on us for the first hour of the tournament. At least it slowed down because when we arrived it was coming down in heavy sheets and drifting across the water. Parker's dog, Chance was on board and he was getting wet as well. My mom told us he would be the good luck charm for tonight. We arrived at the first spot and Parker caught a little one. Then he hooked another fish and it hung him up and broke him off in a brush pile.

Our second spot we went offshore and I caught 1 on a Texas rig. Next spot I caught 3 on a Texas rig and a crank bait. Parker also caught 3.

We were going down the bank when Parker set the hook, the drag was loose, causing it to slip and the fished jumped twice. When he was pulling it in the net it jumped and threw the hook and the head was coming out of the net. I said, "Where do you think you are going?" and scooped it back in the net. Parker put him in the live well. We kept fishing and going down the bank. We caught some 2-3 pounders, culling along the way.

I was throwing a Texas rig and a fish thumped it hard and my eyes got big. I knew I had a "Big One". It jumped twice. I said, "Big One, Big One!" Parker netted it. I got it in the boat and we high fived. It was a 6 pounder. We culled another fish.

I was fishing and got hung up on the bank. While I was busy shaking it off and getting it unhung Parker was throwing a crankbait. He caught a 3 pounder and we culled our last fish. We felt we had a great day of fishing even though we were cut short 45 minutes by the delay.

We proudly pulled our fish out of the well and were excited to get in line to see what we had in our bag. We raced up the hill with Chance tagging along wagging his tail. I think he was proud of the fish we had in our bag. There were several anglers and captains





from Montgomery High School competing at this tournament. We got to the scales and we couldn't decide which one of our big fish was the largest so we weighed both of them. I caught one and so did Parker. My fish weighed 6-11. It was nice size but it was not the big fish for the night. There were two different guys that had 9 pounders. They put our 3 fish on the scale and the total weight was 15.55. That was a good bag, but there were still anglers in line so we had to wait to see the final out-



come. Then another team came up, they pulled a beast out of their bag. It weighed 9.4 pounds. We waited anxiously to see how much his total bag weight was. Luckily it was less than ours. I was scared when another guy pulled out 2 six pounders and was worried the third fish was going to be a 4 pounder. Thank goodness it was a 2 pounder. We talked to Mr. Clepper as we waited.

They announced all the winners and then they called out our names and we won first place. Parker and I caught fish on every spot. It was so much fun and I am glad I fished. THROW IT OUT, POP IT IN, FISH ON! ◆







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SPRING & SUMMER; THE BIRDS ARE NESTING!

By: Lisa Wolling, Executive Director

As we move from spring into summer, no doubt you will continue to see lots of busy backyard birds and hear them singing their beautiful courtship songs. Due to our warmer weather for an extended period of months, songbirds here may nest and raise several broods of young each

tail, and many are easily recognizable (as in "that's a baby blue jay"). Baby birds "fledge" and leave the nest TO learn how to fly, not WHEN they know how to fly. This is natural behavior. They can be seen hopping around on the ground or flitting from low bush to low bush. This is completely



Photos left and left center show nestling birds. Note they are not fully feathered. Birds in left center photo have "pin feathers", which resemble toothpicks.

The birds in right center and right photos are fledglings. Notice they are fully feathered and more recognizable as to what species they are (blue bird, blue jay, and mockingbird).

year, starting in early spring and then continuing through summer and into early fall.

At our intake center, we commonly get calls from people who have rescued baby birds. There are times when a nest may fall, or a hatching or nestling baby bird may get blown or knocked out of its nest. Very young baby birds found on the ground do need help; these baby birds are either unfeathered, or have a little fuzz, or are just beginning to get feathers (pin feathers look a bit like toothpicks sticking out of a baby bird). These babies are helpless and cannot fly yet, or even walk or hop. If a nest can be located, the baby can be placed back into the nest. It is not true that if a baby bird is picked up or has "human scent" on it the parents will reject it (in fact, most songbirds have little or no sense of smell anyway). If a nest cannot be reached or located, many times it is possible to put up a substitute nest. Simply take a small basket, or small plastic container (like a Cool Whip or margarine container), poke a couple of drainage holes in the bottom, and line it with some grass and leaves. Then take the new nest and attach it to a tree (with bungee cord, string, or even nail it) close to where the baby was found. Put the baby or babies in the new nest and observe from a distance to see if the parent birds resume caring for the baby or babies. With most songbirds, both the male and female tend to the young, so even if something happens to one parent, the remaining parent should still be able to raise the chick(s). If parents do not return after a few hours, please call for assistance. Do not feed the baby birds anything; dehydrated or cold babies cannot digest any food, so attempting to feed them could do more harm than good. If it is late in the day, simply keep the babies warm and quiet overnight (parents do not feed their babies after dark in the wild anyway). A heating pad on LOW can be put half under the makeshift nest if needed. If babies are found late in the day, you can try re-nesting the following morning to see if reuniting is successful. Please call us if you have any concerns or questions about what to do.

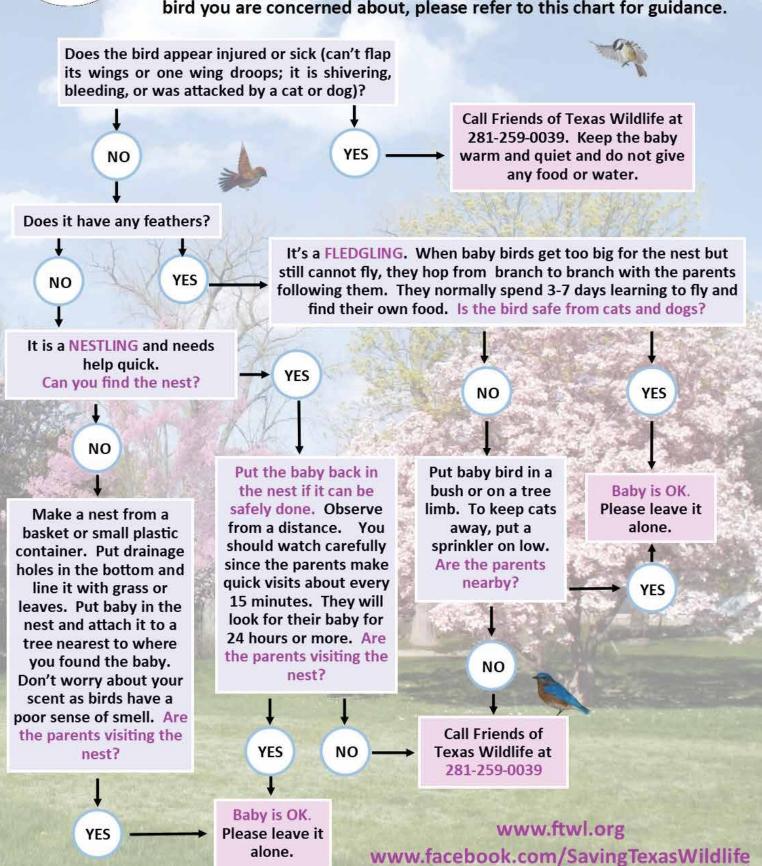
Quite often when we get calls on baby birds, they are actually fledglings. These are baby birds that are fully feathered with a little stubby normal. As they learn to fly, their parents are still tending to them and bringing them food. These birds do not need rescuing! This is the most dangerous time for baby birds, but they just need a day or two before they can fly quite well. Try to keep cats and dogs inside during the day if fledglings are seen, or if they are in danger from domestic pets perhaps try moving the fledgling(s) away from dangerous areas by placing them in a low bush or tree. It is simply not possible for wildlife centers or rehabilitators to take fledgling birds simply to protect them from domestic dogs or cats. Just imagine the numbers of animals involved in such a scenario...not to mention licensing guidelines limit rehabbers to "injured or orphaned animals". It is not feasible to take fledglings simply to protect them from what "might" happen. Also, a word about cats...we love ALL animals, and many (most?) rehabbers also have lots of domestic pets. However, allowing unsupervised cats outside to predate on birds (as well as other small wildlife animals) has a huge impact on songbird mortality. It is much safer for cats as well as wildlife to keep cats inside. We see first hand every day the damage domestic cats inflict on many types of wildlife, but particularly on birds. If you do let you cats outside, then at least refrain from intentionally attracting birds to your yard (no birdfeeders, birdhouses, hummingbird feeders, etc.). Remember that bird houses will eventually mean fledgling baby birds, so unless you can keep your cat inside when babies are present, it would be kinder to not encourage them to nest where the cats are present.

Most often simply understanding what normal behavior is for nesting birds is the best way to keep them safe and not unnecessarily separate them from their parents. We have more helpful information on our website at www.ftwl.org. To learn more about what we do and view pictures of many of the animals we assist, please visit our Facebook page at www.facebook.com/SavingTexasWildlife. We will continue to post on our website and Facebook page about our hours of operation and protocols during the Covid-19 concerns; at this time, unfortunately, our educational center remains closed. •

TEXAS OF TEXAS

I Found a Baby Bird

Every year, countless baby birds are "rescued" by well-meaning people who find fledgling babies out of the nest. Fledgling baby birds are old enough to be out of the nest, but they cannot yet fly. Assessing when a baby bird may need help (or not) is important to know. If you find a baby bird you are concerned about, please refer to this chart for guidance.







When not singing in the trees, they can be spotted foraging through the grass for a meal.

The Northern Mockingbird Texas State Bird

"Mockingbirds don't do one thing but make music for us to enjoy. They don't eat up people's gardens, don't nest in corncribs, they don't do one thing but sing their hearts out for us. That's why it's a sin to kill a mockingbird."

— To Kill a Mockingbird by Harper Lee.



The Northern Mockingbird is a very popular and intelligent character. They hold a place in our culture, songs, books and movies. Mockers are found in great numbers nesting all over North America, and they are such delightful songbirds that they have been named the state bird for 5 different states, including Texas.

Medium in size, mockingbirds have striking white patches on their wings and tails that can be prominently seen while in flight. Otherwise, they have rather bland gray bodies with long legs and tails, small heads, skinny bodies, but very colorful personalities! During mating season, the male makes most of the nest. It has an outer geometric structure of large twigs and a center of softer material for the eggs and chicks. If a female likes his songs and nest work, she will lay a clutch of blue eggs with brown speckles. The chicks will hatch about two weeks afterward,

and in two more weeks the chicks will fledge.

Named for its ability to mimic, the mockingbird's medley is copied from many other birds such as bluebirds, cardinals, and even bald eagles. Sometimes from frogs and toads as well! The better he is at singing, the better he will be at attracting a lady. It is not unusual for one bird to have many songs in its current repertoire, and both females and males sing complex tunes. Although you may think there are 5 different birds singing in a nearby tree, the songs could all be coming from just one gleeful hopeful mockingbird. They sing anytime of the day, and amazingly, even at night!

Although they sing high up in the trees, they are ground foraging omnivores. Mocking-birds prefer bugs from the grass in summertime, and berries from low shrubs in the winter. A few summers ago one particular mocker fol-

lowed behind our lawnmower, gobbling grasshoppers that flipped up as the mower went by. Every week this mockingbird would swoop down and chase behind the mower! It was an easy meal for an intelligent opportunistic bird, and great entertainment for us bystanders.

To hear a mocker's birdsong, go to https://www.allaboutbirds.org/guide/Northern_Mockingbird. Recorded birdsong is a service offered by Cornell Lab of Ornithology. Or just walk outside to your back porch and listen. Sit back and enjoy the free concert given by your little winged virtuoso!

Learn more about the incredible nature in our area by joining a chapter of the Texas Master Naturalist organization. To find a chapter close to you, or to read about the state program, go online to www.txmn.org. Volunteer and get involved! ◆



Ready to Adopt a Rescue Pet... Seníor, Baby or In-Between?

By: Ruby Cross, Animal Shelter Volunteers of Texas, 501c3 (ASVT)

Adopting a rescue pet will change your life! A new pet won't just make you more social, it will make you the most popular person with your friends, family, neighbors, and even strangers. Everyone becomes your best friend.

Research shows that, when conducting a task that's stressful, people actually experienced less stress when their pets were with them than when a supportive friend was present!

When adopting a pet, one choice you'll need to make is whether to adopt a senior, an adolescent, or an adult. It's not always an easy decision. There are advantages and disadvantages of adopting pets of different ages.

There are many reasons why a rescue pet is a better choice than acquiring a pet from a breeder.

You save a life and you can choose from a great selection of pets. You can get to know a pet before bringing it home.

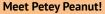
Foster parents know about each pet's temperament, activity level, and personality. By visiting with the foster and the pet, you can find a pet that is perfect for your family.

During this difficult time we are all going through makes our efforts to save animals even more challenging. Our largest Spring fundraiser had to be cancelled. Sadly our operating ex-

penses are ongoing.

Medical expenses

are at an all-time
high.



Petey is an adorable 6 year old Chihuahua that was perfectly healthy, until the day he wasn't. He took a turn for the



worse overnight and spent three days at our local vet, then moved on to a specialist at Texas A&M. He spent a week there until he started eating and healing. Despite significant testing it was difficult to pinpoint his diagnosis. Finally meds worked and he is now in recovery mode. He is known as ASVT's \$6,000 Chihuahua. But we never say no to a medical case when an animal can be saved. We always depend on our local vets and specialists to advise us on the best medical treatments. Petey will be available for adoption soon.

ASVT Senior Pets

Older pets are wonderful. They're calm, mellow, sweet, lovable, and sometimes already



house-trained. Yet, as wonderful as animals over the age of 7 are, they often represent the highest-risk population at shelters across the United States, where nearly 3 million dogs and cats are put down each year.

We all ask, how is that possible? How is it that the ideal companions are in this situation? This happens to a lot of senior pets by no fault of their own. Sometimes due to financial issues, illness, or another life crisis, pet owners find themselves unable to care for their pets. Then once older animals are surrendered to shelters, they can get overlooked because of their age. This is when "Rescues" come to the rescue! Foster homes save the day and strive to find the perfect home for these senior pets.

There are many reasons why pets over the age of 6 or 7 make ideal furry family members:

• They tend to be less rambunctious than



younger pets.

- They are a great fit for families with busy lifestyles.
 - They are so grateful for a second chance.



Senior pets are great company for seniors. Many senior people find the calmness of an older pet very comforting. They appreciate having a companion who is content to move through life at a slower speed.

Adding a furry friend to your family is an exciting decision. However, like most decisions, there are so many choices and it's hard to know where to start.





ASVT Puppies & Kittens

Maybe you are thinking about a puppy or kitten. Puppies and kittens are enchanting little characters. They're funny and cute and full of energy. But like all babies, need a lot of care and attention.

Your puppy or kitten will need to be trained what to do and not do. Lots of safe exercise is needed and you will need to socialize with other people and animals. As puppies and kittens learn and grow, they will get into things, chew things, make messes and have accidents in the house

ASVT Adult Pets

So, you are thinking a senior or adolescent are not really for your family. There are the won-



derful "In-Between" pets that are also looking for a loving family.

Adult pets are great for first time pet parents. If this is your first pet, or if you cannot devote the time necessary to train, socialize, and exercise a young pet, an adult pet could be a better choice for you.

You usually know what you are getting with

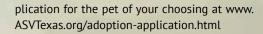




an adult pet. When you choose an adult pet, you have a pretty good idea about him or her. You can see their physical traits and get some idea of basic temperament, even though pets newly in rescue foster homes may not always show their true personality right away.

Adult pets will love you as much as a puppy or kitten. Adult pets are open-hearted. Some completely overcome their pasts in a matter of days; others may take a few weeks or months, and a few will carry a little baggage for even longer. Working with your adopted pet to help overcome any issues necessary to enjoy their new life can be a very rewarding experience and result in a long-term, loving relationship.

Animal Shelter Volunteers of Texas always has a variety of senior, adolescent and "In-Between" foster pets. If you are ready to adopt a rescue pet please take time to look at all our available pets on our website. All the pets shown here are ready to be adopted. All it takes is the first step... submit an Adoption Ap-



HOW CAN YOU HELP US HELP THEM? ADOPT, SPONSOR, VOLUNTEER, FOSTER, DONATE!

You can visit our website to sign up to volunteer and/or foster and donate using our DO-NATE button. Donations help us pay for medical expenses, food, supplies and transporting animals to areas with high adoption needs.

ASVT also sponsors a Spay/Neuter Program for community animals whose owners cannot afford to have their pets altered. This helps decrease the rise of community puppies and kittens that will end up in the shelters.

The accomplishments of ASVT would not be possible without partners like Ransom's Steakhouse, Wiesner Automotive, Animal Hospital of Montgomery, Dock Line Magazine and so many more.





Who Rescued Who's mission is to aid homeless, abandoned and neglected dogs, to nurture them in the foster care of volunteers, to provide veterinary care and socialization, and to place them in permanent loving and responsible homes at the same time, educating people on the importance of companion animals in our society.



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