



# DOCK LINE

July 2020

Huntsville/Lake Livingston

MAGAZINE



## Not Another Fad Diet

How Healthy Figures Houston is helping people successfully lose the weight and keep it off

See page 8

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Enjoying Lake Conroe  
After Stay-At-Home Orders Have  
Been Lifted

See Page 13



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dedication to  
our **community****







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Just like June, July is shaping up to be like no other we have ever experienced. As we are continuing to learn what new normal behaviors are expected of us with changing variables on a daily basis it gets to be a bit confusing. Nobody seems to know what normal even looks like anymore. Here at Dock Line we will continue to be here to support our community, since now more than ever our community needs all of our support. As we continue to navigate the new waters of this ever changing summer, just know we will still have beach days and cookouts but 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 but throughout it all, the message remains 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 get through this unprecedented time. If we all stick together we will be stronger than ever. Until next month,

**GT2** 

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# DOCK LINE

Huntsville/Lake Livingston

## MAGAZINE



## table of CONTENTS

JULY 2020



13



24



26

### ON THE COVER



If you are looking to have more energy, get in shape, lose pounds and inches, and be healthy again, all while feeling supported and championed, contact Healthy Figures Houston at (281) 298-2599 or [info@healthyfigures-houston.com](mailto:info@healthyfigures-houston.com). You may request a consultation and learn more at their website [www.healthyfigureshouston.com](http://www.healthyfigureshouston.com).

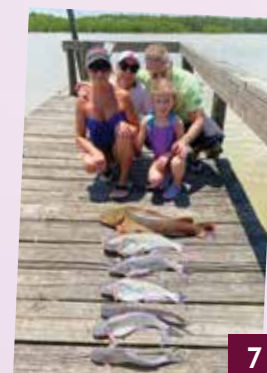
- 7 Fishing Report
- 8 Not Another Fad Diet - How Healthy Figures Houston is helping people successfully lose the weight and keep it off
- 13 SJRA: Enjoying Lake Conroe After Stay-At-Home Orders Have Been Lifted
- 18 Huntsville Pets Helping People: Responsible Pet Ownership
- 19 Back to Health
- 20 Online with Dock Line: The Truth About Running a Successful Online Business - 7 Things You Need to Understand About Making Money Online
- 22 Fishing Adventures with Derek Pietsch
- 24 Friends of Texas Wildlife: It's a Bird...It's a Crane; No, It's a Heron
- 26 Fishing Hole Nature: Celebrating Our American Bald Eagle
- 28 Celebrating The 4TH of July... What Does It Mean To Animals?



28



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



7

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# DOCK LINE MAGAZINE

Huntsville/Lake Livingston



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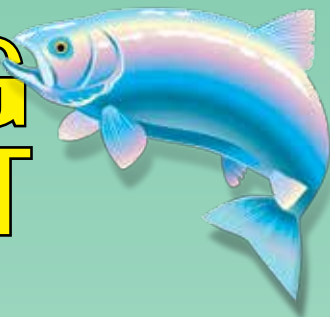
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# FISHING REPORT



By: David Scott Cox

## FISHING FORECAST:

Let's go electric! July is electric month on Lake Livingston. Fishing for White Bass on Livingston in July means using your electronic fish finders and GPS. Structure fishing and slabbing for Whites as it is often referred to. During the hot months of summer White Bass, mid and lower lake can be caught in good numbers fishing this way. Once fish are located record the GPS coordinates for future days.

The Whites will stay tight to the humps and ridges usually from 15 ft. to 21 ft. Once found drop a slab bait to the bottom and jig it up and down until a fish grabs it. Often the fish will hit a falling bait so be ready to set the hook. You can find some of my GPS coordinates in the 2020 edition of Texas Lakes and Bays Magazine published by Texas Fish and Game Magazine where I do a monthly fishing report.

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

## SPECIES REPORT:

**Black Bass {largemouth}** - Summer is time to throw top waters early like the Pop R and Charlie's June Bug Gecko on Tx. Rig later in the morning. Key on wood and rock near the cut backs off major creeks. Newton, Upper Carolina and Harmon Creeks producing Blacks. Some good fish caught recently in Bethy Creek on wood and rocks. Also, fish Penwaugh Creek on the south end.

**Catfish** - Good fishing for big Blue Cats on drifted shad mid lake and lower lake regions.



Great action now for Blue Cats on trot lines line baited with fish shad near the old river channel. Fishing for Blue Cats on jugs has been good in the bays when the wind is blowing.

Harmon Creek is producing Blue Cats early morning fishing under

the bird roost.

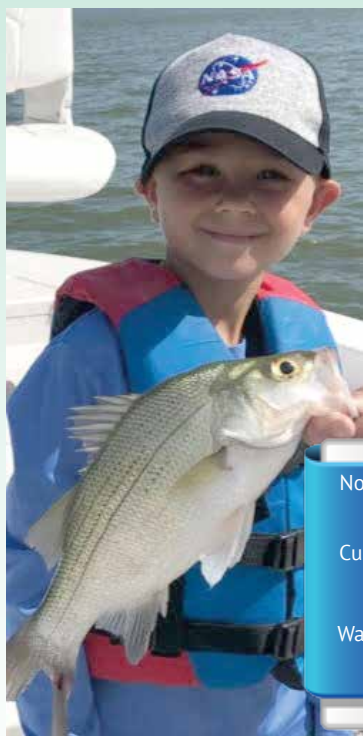
**Crappie** - Slow with some fish being caught near sunken brush in 15' water.

**White Bass** - Good mid lake and lower lake on the humps and ridges 17 ft. to 21 ft.

Drop a Tsunami Zombie Eye Jig to the bottom and jig it up and down.

**Alligator Gar** - Good fishing now for monster gar in the river channel. Large shad fished under a cork or on the bottom will draw strikes.

**GOOD LUCK FISHING LAKE LIVINGSTON AND  
KEEP YOUR HOOK WET  
DAVE COX**



Normal Lake Level	Release - 1,000 cfs
131.0'	
Current Lake Level	Water Clarity - upper river channel clearing, mid lake clearing, lower lake clear, upper creeks, mostly clear.
131'	
Water Temperature	
85°-87°	

# *Not Another Fad Diet*

How Healthy Figures  
Houston is helping people  
successfully lose the weight  
and keep it off



BY: HANNAH SHERMAN





Do you find yourself looking in the mirror or down at the scale and not happy with what you see? Has your favorite pair of jeans betrayed you by not wanting to zip up? Are you shocked by your weekly pill box no longer being able to contain all of your prescriptions? So many of us have found ourselves here. Lost. Guilt-ridden. Questioning ourselves. "How did I get here?" So often these feelings trigger us to grab that bag of Cheetos, or a row of Oreos or a pint of Blue Bell. We get caught in this unhealthy cycle. We don't want to be here, but we have "tried everything" and haven't found an answer. But what if this time was different?

Healthy Figures Houston is a weight loss clinic and treatment center dedicated to promoting a healthy lifestyle and creating an environment for your success. Owner Theresa Grider and her knowledgeable staff are there to support and encourage you every step of the way. With their medically supervised programs, either with Appetite Suppressant (prescription only) or a Holistic Approach (all natural) which uses specifically designed Amino Acids to help curb your appetite, you can expect excellent results.

What makes the Healthy Figures plans different from other weight loss programs is that the staff offers one-on-one counseling and continuous support encouraging you every step of the way. They have cultivated a warm, relaxed environment that is inviting rather than intimidating. From the moment you walk in you are greeted by Lorraine Gengo at the front desk and are well taken care of by the Medical Director, Dr. Awobokun, and Nurse Practitioner, Tina Spruell.

One social media reviewer said, "If you are looking for a place to help you lose weight and live a healthier lifestyle, look no further. This place is amazing! The staff truly care about you and provide encouragement and guidance every step of your journey."

Continued on page 10 ➡

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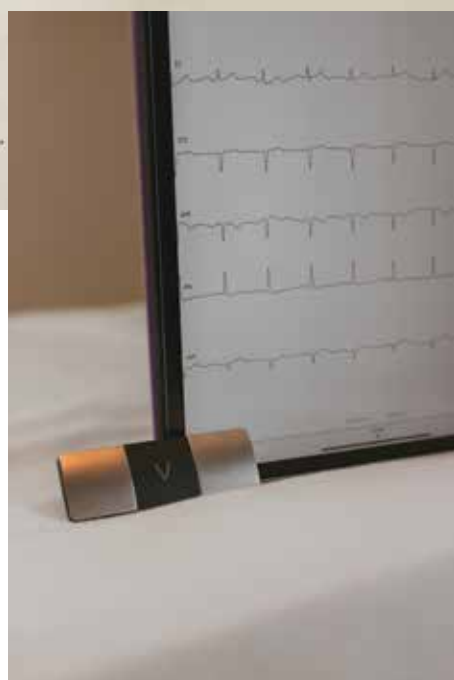
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Countless other reviews echo this sentiment and when told about the praise and acclaim, Theresa teared up and spoke about how much she appreciates each client and how they have impacted her life as well.

In September of 2010, Theresa visited her sister and brother-in-law in East Texas and was astounded by the seemingly miraculous weight loss of her brother-in-law. He went from hardly being able to walk a few feet without getting winded, unable to help maintain their 50 acres and care for their livestock, to being up helping feed the animals and 30 pounds lighter, all in about a month. She returned home and immediately joined her local Healthy Figures franchise.

Now the owner and operator of Healthy Figures Houston, Theresa is a testament to the success of this program.

"Within four months, I was off all my medicine. Three kinds of blood pressure meds, cholesterol meds and nitro for chest pains... I lost 136 pounds the first year. This plan saved my life! And it's easy. It's just eating healthy foods, knowing what foods to eat and when," said Theresa.

Healthy Figures boasts about their many supplements that give you natural energy, boost your metabolism, combat weight loss plateaus and food cravings.

"We have all kinds of supplements and have kept the prices as low as possible. Of course you can lose weight without them, but they just make it a lot easier and a lot faster," explained Theresa.

So many people, men and women of all different ages have benefitted from this program, seeing weight melt away and medications rendered unnecessary, all because they have beaten it with nutrition.

"I think the fact that they lose weight so quickly and so easily is the biggest surprise of all," says Theresa. "And once I can convince them to drink a gallon of water a day then they're really surprised. Water makes such a difference in your life. It flushes all the toxins out and you drop weight like crazy!"

In the wake of the COVID-19 pandemic,

Americans have been social distancing themselves and staying home. No longer as active and more prone to stress eating, many have packed on extra weight and embraced unhealthy habits. Jokes about gaining the "Quarantine 15" are circulating social media sites. Though we may try to laugh it off, we all know the long-term effects of stress and stress related weight gain can be detrimental to both our waistline and overall health.

Since reopening, the Healthy Figures Houston community is growing. Friends and relatives who have seen amazing results are returning and referring others to try out the programs that have helped them reach their weight loss goals.

"Past customers are coming back because they want to take control over this and one thing they can manage is what they put into their bodies, and not let stress hormones take control and make them gain the weight back," said Nurse Practitioner Tina Spruell.

If you are looking to have more energy, get in shape, lose pounds and inches, and be healthy again, all while feeling supported and championed, contact Healthy Figures Houston at (281) 298-2599 or [info@healthyfigures-houston.com](mailto:info@healthyfigures-houston.com). You may request a consultation and learn more at their website [www.healthyfigureshouston.com](http://www.healthyfigureshouston.com). ♦

*Continued on page 12* ➞













# Enjoying Lake Conroe After Stay-At-Home Orders Have Been Lifted



With stay-at-home orders being lifted, school ending early, and summer here, the number of boats on Lake Conroe waters increases every single day. The lake level is bobbing at 200 feet above mean sea level (msl), which is one foot down from the conservation pool level of 201 feet msl. As always, with any level, there is the need to keep an eye out for water haz-



ards. With the start of boating season, the San Jacinto River Authority (SJRA) wants to remind boaters of some basic water safety rules.

***Underway means not at anchor, made fast to the shore or aground.***

Know who can operate a boat. Any person who is at least 13 years of age and born after September 1, 1993, must complete an approved Texas Parks and Wildlife Department (TPWD) boater education course before jumping in the driver's seat. A person less than 13 years of age is only permitted to operate personal water craft (PWC) vessels with motors of less than 15 horsepower and sail-



***Examples of watercraft are: boat, Jet Ski, motorized ski-board, Sea Doo***

boats less than 14 feet in length when accompanied on board by a person who is 18 years of age or older.

Have the proper safety equipment. All personal flotation devices (PFDs) must be U.S.



Coast Guard approved, in serviceable condition, readily accessible, and of the appropriate size for the intended user. All children under 13 years of age in motorboats that are under 26 feet in

***The law requires that certain equipment be kept on board at all times, and other items are simply a good idea. You can obtain a complete list of both required and recommended equipment through the TPWD website at <http://www.tpwd.state.tx.us/>.***

length must wear a U.S. Coast Guard approved PFD while underway. Put on your flotation device and make sure it fits properly before you enter the water. When already in the water, buoyancy, stress and anxiety of the moment can put you in danger. Check your flotation fit before you board your boat.

Fire extinguishers are another required item that is all too often forgotten. It is essential that your fire extinguisher is accessible and charged. When used early enough a fire extinguisher can make a huge difference and possibly save the entire boat and those onboard. Also, extinguishers need to be checked regularly. Don't forget about the routine maintenance.

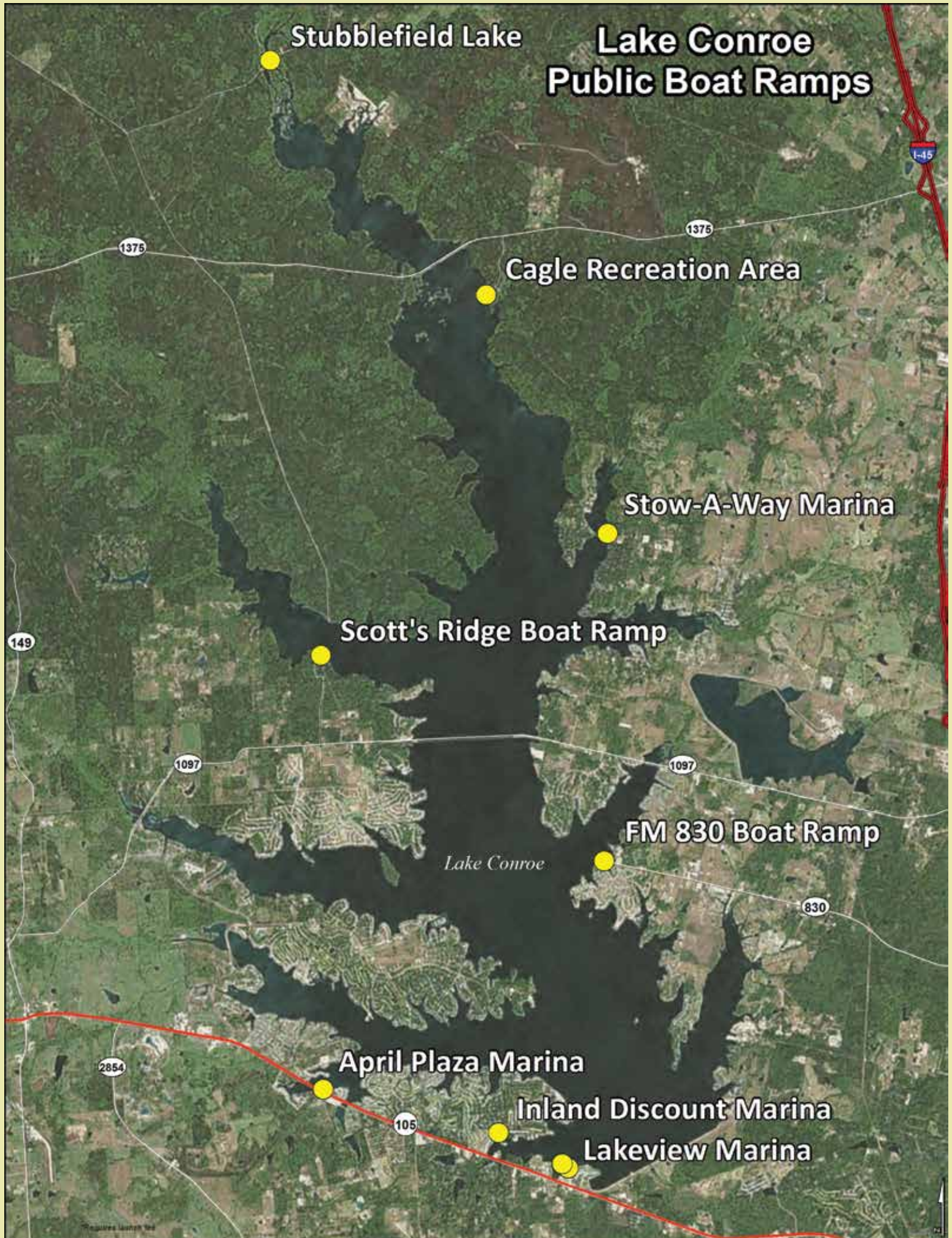
Drive safe. Alcohol is the leading contributing factor in fatal boating accidents. In Texas, it is illegal to operate a watercraft with a blood alcohol content of 0.08 or higher. The penalties for a boating while intoxicated (BWI) are the same as for driving while intoxicated (DWI): First conviction carries a fine up to \$2,000 and/

***That's right...just like it is against the law to drive a car on the road while being impaired, getting behind the wheel of a watercraft will result in the same punishments.***

or up to 180 days in jail. Second conviction carries a fine up to \$4,000 and/or jail time up to one year. Third conviction carries a fine up to \$10,000 and/or 2-10 years in jail. According to law enforcement, a person's driver's license will be automatically suspended if operating an engine-powered watercraft having a manufacturer's rating of 50 horsepower or above and the person refuses to provide a specimen (breath or

*Continued on page 14*







## What's that strange boat?

While out enjoying the Lake this spring you may encounter an unfamiliar looking boat. SJRA has contracted with the Texas Water Development Board to conduct a volumetric and sedimentation survey of Lake Conroe. The survey will serve a number of purposes. First, it will provide for an estimate of the volume of water impounded in the lake at a given water surface elevation. A comparison of data derived from the current survey with that from previous surveys will allow for a determination of the approximate loss in capacity of



the Lake as expressed in acre-feet per year. Water volume, when provided in acre-feet, is simply a measure of surface area in acres multiplied by depth in feet. For example, a one acre area that is one foot deep is one acre-foot of water (the equivalent of 325,851 gallons). Data obtained from this effort will also be utilized in long-term water supply planning and will allow for the development of a contour map of the lake bottom. The last time that a survey of this nature was performed on Lake Conroe was during the summer of 2010. The survey vessel itself, which is rather conspicuous, is equipped with a multi-frequency depth sounder and global positioning system that allow for the collection and storage of survey data.

blood) to determine intoxication. The period of suspension for first time offenders is 180 days.

### Common sense reminders:

- Communicate to someone that is not going with you, where you plan to go and when you Plan to return
- Take a waterproof cell phone on board with you
- Keep a list of emergency numbers handy
- Be aware that the conditions on the lake can, and often do, change in an instant
- Keep a first aid kit on board
- Bring plenty of water for every passenger

"Accidents on the lake significantly increase during the summer months," said Lt. Tim Cade of the Montgomery County Precinct 1 Constable's marine division. "Since boating traffic and lake activity drastically pick up when temperatures rise, it is even more important to do your part by following safety precautions to guarantee a positive, fun, and safe trip to Lake Conroe.

Lake Conroe is a destination of choice for recreational enthusiasts from the greater Houston metropolitan area and across the State of Texas. Of course we want to make sure it stays that way, but, most importantly, we want every-

one to go home safely at the end of an outing.

You can find Lake Conroe rules and a map of the public boat ramps online at [www.sjra.net/lakeconroe](http://www.sjra.net/lakeconroe). For general questions concerning state boating laws you can go to the Texas Parks and Wildlife website at [www.tpwd.state.gov](http://www.tpwd.state.gov).

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](http://www.sjra.net), like SJRA on Facebook @SanJacintoRiverAuthority, follow us on Twitter @SJRA\_1937, find us on Instagram @sanjacintoriverauthoritySJRA, or connect with us on LinkedIn @San Jacinto River Authority. ♦

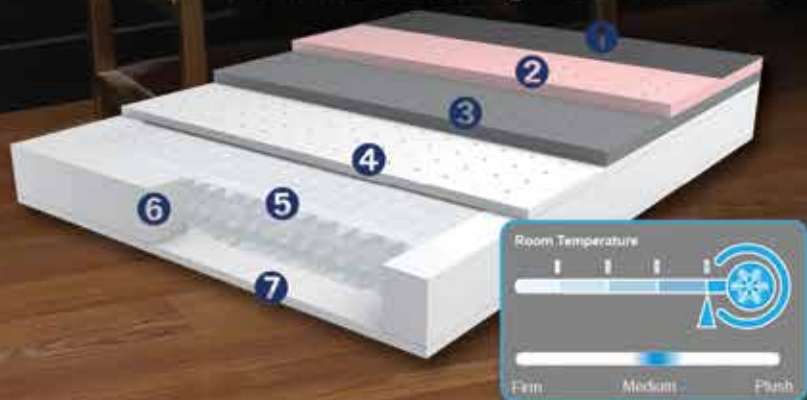
***Did you know that SJRA mows and weeds Ayers Island and the East beach? While you are on the water, check it out. Just remember to practice social distancing and dispose of your trash properly.***



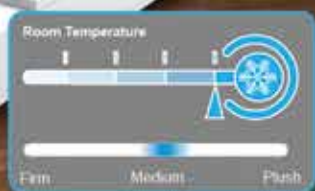
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# Huntsville Pets Helping People

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## Responsible Pet Ownership

*By: Marilyn Meshell*

Have you ever thought about what it means to be a responsible pet owner? For most of us, the topic may have briefly crossed our minds before we moved on to other things. Responsible pet ownership begins before an animal comes into the family. Some things to consider are: Do you have the time for a pet? Pets need to be fed daily, provided training, played with, and some need walking. Can you afford a pet? Pets may be available free of charge or there may be a fee, pets need regular veterinary care and immunizations, there may be a city or county registration fee, food, toys, and bedding and additional costs. What species are you interested in? The species could be a dog, cat, bird, hamster, reptile, or something else.

Once a decision has been made to add a pet to the family, responsible ownership becomes even more important as you will be responsible for a living, breathing being. According to the American Kennel Club, there are two primary components of responsible pet ownership: health and safety of the animal and do not infringe on the rights of others.

Many things fall under the health and safety component of responsible pet ownership. An obvious health concern is veterinary care. The first visit to a veterinarian should be within a few days of coming into the household for a general checkup and immunizations. In most areas, dogs and cats are required to receive rabies inoculations every one to three years. Spaying or neutering needs to be considered. Pets, depending on the species, may need a preventative for heartworms, fleas, ticks, and parasites on a regular basis. Of course, other veterinarian visits may be needed if the pet becomes ill or injured. Then, for the rest of their lives, pets need at least annual veterinary exams.

All pets require and deserve good quality meals. Most dogs and cats are fed once or twice a day. Other species may need a different feeding schedule. Quality food that is appropriate

for the animal (dog food for dogs, cat food for cats, etc.) will give your pet healthy coat and skin and fuel to build and maintain strong muscles, bones, teeth, and internal organs. A major concern for our pets is not overfeeding them. Overweight pets, may develop heart disease, joint issues, and other health concerns which may shorten their lives.

Pets need a chunk of your time. Time with their person or family is necessary for their emotional and developmental wellbeing. Dogs kept on a chain or in the backyard with little human contact develop behavioral problems such as inappropriate barking, digging, or aggression. Part of the time spent with a pet can be used for socializing pets to new people and new experiences. A new experience for a puppy might be walking on different surfaces such as tile, carpet, and cement or learning about walking up and down steps or safety around bicycles. Training needs to be a regular part of a dog's life. They need to learn basic skills such

as come, sit, stay, off, no, wait, and to walk on a leash without pulling.

Play time is important too. Some dogs enjoy play time with other dogs, but not all do. Almost all dogs enjoy playing with their family members. Play is a form of exercise which expends energy and releases stress as muscles are worked. Taking the dog for a walk provides physical exercise while offering mental stimulation with different sights, sounds and smells. Finally, quiet time is good too. That might be both of you snuggling on the couch or enjoying a nap.

Grooming is another type of health and safety care. Fur needs to be combed to prevent matting. Some very full coated dogs such as Shelties may require daily brushing while short haired dogs such as Beagles may be good with a quick weekly brushing. Nails, including dew claws, need regular trimming. Some animals will sit quietly for nail trimming with nail clippers or grinders and others will not so they may need a visit to the groomer or veterinarian for a nail trim. Another favorite topic is baths. Baths are necessary, but unless they have gotten into something smelly or gross, baths should be provided a few times a year using a shampoo made for animals.

The second component of responsible pet ownership is not to infringe on the rights of others. That includes carrying disposal bags when walking the dog and picking up any waste deposits. Keep the dog near the street rather than letting them wander well into other people's yards. Animals need to stay in their own yards when not inside. They do not need to roam the

neighborhood to be happy. Cats who roam are subject to fights with other cats, attacks by dogs and death by car. Dogs who roam often end up chasing children or fighting with other dogs and sometimes biting people. A good fence will keep a dog safely in their own yard and protect the public from them. Noise and dogs do go together sometimes. Most dogs in a yard will bark at dogs passing by. But some dogs carry it to excess and become nuisance barkers. They bark for long periods of time, day or night. To preserve the peace, some owners teach their dogs a "quiet" or "no bark" command.

Responsible pet ownership is good for all of us. It means providing good care and keeping your pet safe. It includes giving pets time, attention, and training to help them understand living in our environment. It comes down to being considerate of others. By being a responsible pet owner, you give your pet the best chance of being warmly accepted by others. ♦

### HPHP Therapy Dog Molly



**9 years old; therapy dog for 3 years**  
**Visits assisted living facilities**  
**Works with Jean**



# Back to Health

By: Tony W. DeRamus, DC, CCSP



## The Power of Playtime

Summer is upon us once again! There was a time when children played from morning until night. They ran, rode bikes, played ball, and created endless stories out of their active



imaginations. Now, many rarely play this way at all. So what has happened?

Today, children spend over four and half hours per day watching TV, video games, and computer screens. Parents need to remember that although “educational” video games have been developed for babies up to young adults, they 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).

Academic pressure is beginning at younger and younger ages. Many kids find themselves spending much of their time after school at the kitchen table doing homework, leaving very little time to play before bedtime. Over-scheduled lives full of organized activities and loss of school recess also contribute to this growing trend.

The consequences for a generation of children suffering from lack of activity and poorly developed motor skills is leading to an overwhelming number of unhealthy and overweight children. The staggering consequences of overweight and obese children are shorter lifespans and heart disease risk factors evident in preschoolers—yes, preschoolers. According to the Centers for Disease Control, one in three American children born in the year 2000 will develop Type 2 diabetes, formerly called “adult

onset” diabetes because it was so rarely seen in children.

Clearly, these trends cannot continue. The future must involve returning play and physical activity to childhood. The first step toward change must be a new shift in priorities, on the home front and within communities. We must realize that the mind and body are interdependent and that children need to play and move in order to function optimally, both physically and intellectually. This will ensure that, whether at home or at school, children get a healthy, daily dose of play and physical activity, preferably outside.

Decades of research clearly demonstrate that play, active and full of imagination, is more than just fun and games. It boosts healthy development across a broad spectrum of critical areas: intellectual, social, emotional, and physical. The benefits are so impressive that every day of childhood should be a day for play.

The benefits of play: Child-initiated play lays a foundation for learning and academic success. Through play, children learn to interact with others, develop language skills, recognize and solve problems, and discover their human potential.

Physical development: The rough and tumble of active play facilitates children's sensorimotor development. It is a natural preventive for the current epidemic of childhood obesity. Research suggests that recess also boosts school children's academic performance.

Academics: There is a close link between play and healthy cognitive growth. It lays the foundation for later academic success in reading and writing. It provides hands-on experiences with

real-life materials that help children develop abstract scientific and mathematical concepts. Play is critical for the development of imagination and creative problem-solving skills.

Social and emotional learning: Research suggests that social make believe play is related to increases in cooperation, empathy, and impulse control, reduced aggression, and better overall emotional and social health.

### What you can do to help your child play?

Reduce or eliminate TV: Give your children a chance to flex their own imaginative muscles. They may be bored at first. Be prepared with suggestions for make-believe play to inspire their inner creativity.

Choose simple toys: A good toy is 10 percent toy and 90 percent child. The child's imagination is the engine of healthy play. Simple toys and natural materials like wood, boxes, balls, dolls, sand, and clay invite children to create their own scene and then knock them down and start over.



Encourage outdoor adventures: Reserve time every day for outdoor play where children run, climb and find secret hiding places. Natural materials like sticks, mud, water, rocks are the raw materials of play.

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 Sandstone Chiropractic at (281) 789-7586. ♦





# Online with Dock Line

## The Truth About Running a Successful Online Business

### *7 Things You Need to Understand About Making Money Online*

Have you ever thought about building an online business? Many have, but few have actually followed through. We've all seen "experts" online telling us how easy it is, but once we start to look into it things seem to get complicated quickly. Dock Line helps people build online businesses every day, and we want to share with you some of the most important things to understand first. In this article, you'll discover exactly what it takes to build and run a successful online business.

#### **1. It takes a lot of work up front.**

Although we are constantly sold the idea that making money online is "so easy", the truth is that it will take a lot of work. There are so many pieces you need to put in place, research you need to do to get the right pieces, and time to build and implement those pieces. These include your website and all the pages needed to make your business work, copywriting (extremely important to get this right), design, branding, social media pages, online store components, and so much more. Unless you're already an expert and know how to do all of this, you'll have to put in a lot of time to learn, or you'll need to hire someone to help you. All that is just to get things set up and ready to work. Then you'll need to invest a lot of time into running the business. This includes advertising, marketing, customer service, fulfillment, and much more. If you're serious about running an online business be prepared to put in the work, and stick with it for the long haul.

#### **2. You will need to put some money into it.**

"Free" is a powerful marketing word. We gravitate toward it and give away our information to get something free online. There are many offers online that sell the idea that you can start an online business with no financial investment. While there may be some ways to do that, the truth is that if you're serious about creating a real online business, it's going to require more than a free method. When it comes to starting and running a successful online business, you will need to put some money into it... possibly a lot of money up front. Don't let that push away from your online business idea, though. It's worth investing money if you know you'll get a

return on your investment. Plan on spending some money building all the components to make your business work (website, software, etc.) and on expert advice to help you do it all right.

#### **3. It requires lots of testing.**

Once you get all the pieces in place to sell your offer, don't be surprised if buyers don't flood to your website and buy what you're selling. More than likely, it'll be a slow start, especially if nobody has heard of you online. Even if you do have an audience, your first take on selling something might not go over well. Don't let that deter you from your idea. Everyone experiences this in some way in the beginning. You'll need to test your offer, test your sales pages, test your ads, test your copywriting, and many other components of your pitch and presentation. This is one of the reasons online business scares off a lot of people. They don't understand how common failure is and how many times you need to go back to the drawing board to get things just right. Stick with it, test and test some more, and you'll make it work.

#### **4. Your offer needs to be really good.**

More than likely, your product, service or idea is not completely original. There is most certainly something similar already available in the market. However, don't let that keep you from moving forward with your idea. If anything, it proves that your idea already works. It also means that in order to stand out, your offer needs to be really good. And you will do better if you have multiple offers at several different price points, from low to high. Start with a low price offer, like a book, short video series, intro or sample product or something similar that costs you little to produce and can be acquired without much buying resistance from your potential buyers. More than anything, your initial offer needs to have a much greater perceived value than its price would suggest. For instance, many online entrepreneurs will sell a book with a "Free + Shipping" method that gives the buyer a lot of value for a little investment. They will then use that book purchase as a lead-in to a higher priced item like a course, and then an higher priced item, and so on.



### 5. You need to understand your ideal customer really well.

Nowadays, it's nearly impossible to make real money through an online business if you don't know exactly who your ideal customer is. The more specifics you can know, the better. You need to know demographics, yes, but also more detailed information like where they hang out online, what their spending habits are, what hobbies they enjoy, and what gets their attention. You also need to understand exactly how your offer helps them at a core level. Basically, you need to understand the pain they experience that your product "cures". You also need to know what causes that pain and how they have tried to solve it in the past. The more you know about your perfect customer, the more targeting your offer will be, and the more sales you'll make.

### 6. You need a funnel that works.

In the online space, a funnel is simply the set of steps that a customer goes through to purchase your offer. When you place your product or service for sale on your website, you need to get potential buyers to see it. That means you need to find out where your customers are online and get them to come to your website. Once they do, you need to move them through your funnel until they are paying customers. Like a real funnel, an online marketing funnel is larger at the top and gets smaller toward the bottom. At the top of the funnel is where everyone first sees your offer. From there, fewer people will get to your website, then even fewer will click on your offer, and even fewer will buy. If your funnel is set up right it can run like clockwork, almost entirely automated, and bring in customers while you sleep. It can be complicated though, so you may need to get some help from an online marketing expert. If one part of your funnel is broken or "leaking" you could lose out on a lot of sales.

### 7. You need to find your customers online and know how to market to them.

Having a working funnel is one thing, but getting people into the funnel is another challenge all its own. You need to find out where your

customers are online, what they are searching for, and how they buy. Once you find them, you then need to know how to get in front of them, get their attention, and compel them to check out your offer. This means using methods like SEO, content marketing (including video), social media advertising, and many more strategies. The point is, your online business needs customers and you'll need to invest in marketing strategies that are proven to work. Yes, you need to spend money to make money, but once you've nailed down the exact marketing strategy that works best for your business, you'll know exactly how much it will cost to get a customer. For instance, if you discover that for every dollar you put in to your marketing machine you make three dollars, you can just keep putting money into your marketing machine and keep making more money than you spend.

This article is not meant to make you shy away online business. Actually, it's to help you realize exactly what it takes to be successful. Yes, it will take a lot of work up front, but once you get a system that works, it can be a gold mine. If you are serious about starting an online business, let us know. Dock Line now offers a full suite of online marketing services that can build your entire online platform, funnels, marketing pieces, social media channels and so much more. If you're interested in getting started with an online business, or to get your current business online and crushing it, send us an email at [ozzy@docklinemagazine.com](mailto:ozzy@docklinemagazine.com). ♦





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# Fishing ADVENTURES

with Derek  
Pietsch



## Catch A Fish, Surf A Wave, Jump Off A Cliff

During these uncertain times trying to find things to do that keep us calm and peaceful is essential for life. For me that is being thankful I can enjoy nature that God has created everywhere for us to enjoy.

I really enjoy surfing. It brings me peace along with excitement when I can catch a



wave and get barreled. If you are surfing in Galveston or Matagorda you really have to watch the weather to see when the waves will be good. It's not like being in a place like Hawaii where the waves are always a lot bigger than they are here. One day I decided to go to Matagorda to surf. The weather forecast showed the surf would be good and I just wanted to catch a few good waves and enjoy the day. There was a little boy and his dad that was parked next to me. They came by and talked to me and the little boy followed me around with his boogie board







taking to me about surfing. It was pretty cool. It reminded me of the day my dad took me out to surf in California. They also sat on the back of their truck watching me surf. I caught some good waves and had a great day.

One morning I went to Galveston to meet my friend Austin. He wanted to go shark fishing with me. I am the only one that can swim like a fish and I guess is crazy enough to swim out to the third sandbar. It's really a long way to swim that far, so I swim out by myself and cast the line and then swim back in. I put the line in the holder on the beach then wait for fish to take my bait. When the line starts moving, I set the hook. Austin has never caught a shark before so I let him reel it in. That day we only caught 2 sharks and they were small. It was an exciting day for Austin with a fighting shark on the line. We both had a great time. Don't let that cute little shark smiling face fool you. You have to be careful how you hold them because the little ones are very flexible and they will spin their head around and bite you.

Parker and I made a trip up to Stillhouse Hollow Lake. It is in Belton, Texas. We fished and it was a beautiful sunny day. Parker caught the only fish. It was about 5 pounds. He caught it punching grass with a big jig. When we were done fishing, we decided to jump off a 40-foot cliff. Great ending to an incredible day!

**THROW IT OUT, POP IT IN! SURF ON! ENJOY THE GREAT OUTDOORS! LIVE LIFE! ♦**





# IT'S A BIRD...IT'S A CRANE; NO, IT'S A HERON

*By: Lisa Wolling, Executive Director*

We certainly have a wide variety of wading birds in our area, both permanent residents as well as migratory birds. Quite often, we have people call our wildlife center regarding "cranes" they have found. While it is possible that sandhill cranes or even whooping cranes might be spotted occasionally during winter months, we have no cranes that make their home in our area on a permanent basis. What we do have are two very large species of wading bird; the Great White Egret and the Great Blue Heron. This month's article will focus on the beautiful Great Blue Heron.

The Great Blue Heron is a very striking bird with a blue/gray back and black sides. Their belly is gray and white striped. Males and females are

may raise one or two broods each year and generally remain monogamous during that time, but they usually choose new partners each year.

Great Blue Herons will eat nearly anything they can catch, including fish, amphibians, reptiles, small mammals, insects, crustaceans, and other birds. They hunt mainly by wading in shallow water and impaling prey with their spear-like bill. They will also hunt from floating objects such as logs and docks. They generally forage and hunt for food alone. They will defend their feeding territories from other predators by defensively approaching intruders (other birds or even humans) with their head thrown back, wings outstretched, and bill pointed up in the air. Herons are



*Left: Great Blue Heron fledgling. At birth they are covered with gray down. Right: adult Great Blue Heron*

quite similar in color and size. They have a huge, 6' wingspan, and hold their neck in a distinctive S shape while flying while trailing their long legs behind them. They are the largest herons in North America. Great Blue Herons have a permanent range in much of the southern United States, including all of Texas.

Great Blue Herons generally breed in colonies located in trees close to lakes or other wetlands. Occasionally they will construct a nest on the ground within wetland reeds or mangroves. The male generally will collect much of the nesting material and bring it back to the female, who then weaves a saucer-shaped nest. The pair then lines the nest with pine needles, moss, dry leaves, and reeds. Nest building can take up to two weeks, after which the female lays two to six eggs. Both parents incubate the eggs for 25 to 30 days. When chicks hatch, their eyes are open and they are covered in pale gray down. The chicks remain in the nest anywhere from 49 to 81 days with both parents feeding them. A nesting pair

sometimes unwelcome visitors to yards that include ponds; a length of drainpipe placed in the pond can provide fish a place to hide from feeding herons and other predators.

While their numbers are thought to be stable, Great Blue Herons are being impacted by loss of habitat (especially nesting areas) due to logging, development, and traffic (both on roadways and waterways). Pollution and other causes of reduced water quality also can have an impact on these birds.

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](http://www.facebook.com/SavingTexasWildlife). Details can be found at [www.ftlw.org](http://www.ftlw.org), and then click on "How to Help". We also have a great deal of helpful information on our website about other species of animals and how to assess if they need help or not. If you need assistance with an animal in need, please email us at [ftwl.help@gmail.com](mailto:ftwl.help@gmail.com). ♦





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Article and photos  
by Bronwyn Clear,  
Certified Texas  
Master Naturalist



*Along a creek in San Jacinto County this handsome juvenile bald eagle is ready to fend for himself. He will develop his white head and tail feathers at maturity, around 5 years old.*

## Celebrating Our American Bald Eagle

Every July we like to remind folks about our splendid East Texas American Bald Eagles – the symbol of our nation's independence and strength. Powerful, bold and distinctly American these birds are simply magnificent! With a wingspan of up to 7+ feet, and standing about 3 feet tall, an adult bald eagle only develops its white head and tail at maturity when it reaches about 5 years old.

With an estimated US population of over

140,000 birds, our current eagle population is strong. For over 30 years the Corp of Engineers, the United States Geologic Survey, and thousands of volunteers around the United States have come together to keep tabs on U.S. eagle populations. An event called the Mid-Winter Eagle Count has volunteers take part in this nationwide survey. The process calls for local volunteers to drive non-overlapping routes around waterways during a designated morn-



*With a wingspan of over 7 feet and standing tall at 3 feet, the bald eagle is the largest bird-of-prey in the US.*



*A spectacular mature bald eagle.*

ing in January. This prevents any duplication in the numbers. The volunteers count eagles, list juveniles versus adults, and write down their locations or the directions that they are flying. Why in January? It is the perfect time to count eagles because less tree foliage allows more birds to be seen, also because mature eagles are not solitary at this time. They have reunited with their mates, repaired their enormous nests, and laid new eggs. Families stay close together until April or May when the 3' tall youngsters are ready to leave the nest.

Some eagles migrate through our area on their way to other locations, some come to nest and raise families here before moving on, while still others stay in East Texas all year around! Our lakes and rivers are powerful draws for these birds because their main food source, fish, is in abundant supply. Voracious fish eaters, they are opportunistic and will steal catches away from other fishing birds, but they also hunt ducks, coots, snakes, turtles, rodents





*Humans with great vision see 20/20. But eagles see 20/5, which means they can easily see from 20 feet what a strong-sighted human can only see from 5 feet. This allows eagles to locate tiny prey from great distances.*

and other tasty creatures. They are true apex predators of the bird world. Fortunately, there is plenty of food for all in our area, and the eagles know East Texas is a fine place to raise a family, or maybe to just stop by for a meal on their way to another destination.

Did you know it is illegal to possess even one bald eagle feather? The bald eagle was removed from the endangered species list in 2007, but as our national symbol it remains federally protected from hunting, harassment, and all other human interference. All bald eagle feathers are to be turned over to the National Eagle Repository in Colorado, which is run by the US Fish and Wildlife Service.

Learn more about the nature in our incredible 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](http://www.txmn.org). Volunteer and get involved! ♦



*Both male and female eagles are great parents, both caring for their young and bringing them food.*



# Celebrating The 4TH of July... *What Does It Mean To Animals?*

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

We all love to celebrate and July 4th is traditionally a day for respectful fun and thanks for the freedom that was made possible in 1776. Now, here we are in 2020 Independence Day in Montgomery County, but it is a tough time for Animal Shelter Volunteers of Texas (ASVT) to celebrate wholeheartedly when animals in our community are suffering. ASVT are in the trenches daily striving to give "independence from suffering" to animals in need. We are contacted daily about starved, abused and unwanted dogs and cats and there are more out there that are not being helped.

Our community and animal shelters are overflowing and there is no end in sight....unless we promote SPAY & NEUTER.

Yes, over 300 puppies and kittens were taken in by ASVT in the past five months and more keep arriving. If you have ever considered adopting, now is a perfect time, but we still need to concentrate on spay/neuter.

Don't worry – we will not run out of puppies or kittens! We are at disgraceful epidemic levels of unwanted, neglected and abused animals.

You can visit our website [www.ASVTexas.org](http://www.ASVTexas.org) to see all our pets available for adoption. All pets shown in this article are available for YOU to adopt!

Meet some of our puppies and kittens.



Montgomery County has implemented a TNR program and it works!! TNR is reducing the number of suffering, unwanted cats and kittens in the county!

**TRAP NEUTER & RETURN (TNR)** is one of the solutions that will help prevent an escalated epidemic in our community. "WE" can

help make the difference.

**WHAT IS TNR?** Here are some facts from Alley Cat Allies to help inform you: Trap-Neuter-Return (TNR), the humane approach to addressing community cat populations. It saves cats lives and is effective. Trap-Neuter-Return is successfully practiced in hundreds of communities and in every landscape and setting. It is exactly what it sounds like: Cats are humanely trapped and taken to a veterinarian to be neutered or spayed and vaccinated. After recovery, the cats are returned to their home—their colony—outdoors. Kittens and cats who are friendly and socialized to people may be adopted into homes.

What about puppies you ask? ASVT has implemented a Spay/Neuter program to prevent further overpopulation of puppies also.

The stray animal population in Montgomery County is HUGE! Public and private shelters are overcrowded. The community at large is mostly unaware of the problem and doesn't realize there are relatively easy, inexpensive ways to help solve the problem. Spaying female and neutering male animals guarantees no new puppies or kittens are born.



do our best to help.

This month we celebrate our Independence Day and also celebrating National Pet Fire Safety Day on July 15. An estimated 500,000 pets are affected annually by home fires, however, nearly 1,000 house fires each year are accidentally started by the homeowners' pets, according to a data analysis by the National Fire Protection Association. Prevent your pet from starting fires...

ASVT and other animal rescue organizations in the local area have money to grant to low income families to help offset the cost of spaying and neutering. If you, your friends, family or colleagues have dogs or cats that have not been spayed or neutered, contact ASVT at [ASVTexas@gmail.com](mailto:ASVTexas@gmail.com). We will







- Extinguish open flames – Pets are generally curious and will investigate. Ensure your pet is not left unattended around an open flame and make sure to thoroughly extinguish any open flame before leaving your home.

- Remove stove knobs – Be sure to remove stove knobs or protect them with covers before leaving the house. According to the National Fire Protection Association, a stove is the number one piece of equipment involved in pets starting a fire.

- Invest in flameless candles – These candles contain a light bulb rather than an open flame, and take the danger out of your pet knocking over a candle. Cats are notorious for starting fires when their tails turn over lit candles.

- Beware of water bowls on wooden decks – Do not leave a glass water bowl for your pet outside on a wooden deck. The sun's rays when filtered through the glass and water can actually heat up and ignite the wooden deck beneath it. Choose stainless steel or ceramic bowls instead.

Fourth of July fireworks can be entertaining for humans, but can be a nightmare for animals.

**Keep your pets safe this year by taking a few easy safety steps:**

- Make sure collars and microchips are up-to-date.
- Don't take your dog to see fireworks.



- Use a crate or keep them in a quiet room.
- Take your dog for a walk before the fireworks start.
- Play soothing sounds or white noise to calm your pets.
- Encourage hydration.
- Consider a sedative if your pet has a history of anxiety.
- Use a "Thundershirt."
- Have treats on-hand as a dis-

traction.

- Consider staying home with your pet to keep them calm through the trauma.



## 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 **DONATE** 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 Wiesner Automotive, Empire Electric, Ransoms Steakhouse, Animal Hospital of Montgomery, Dock Line Magazine and so many more. ♦



# *This Summer ADOPT, Don't Shop*



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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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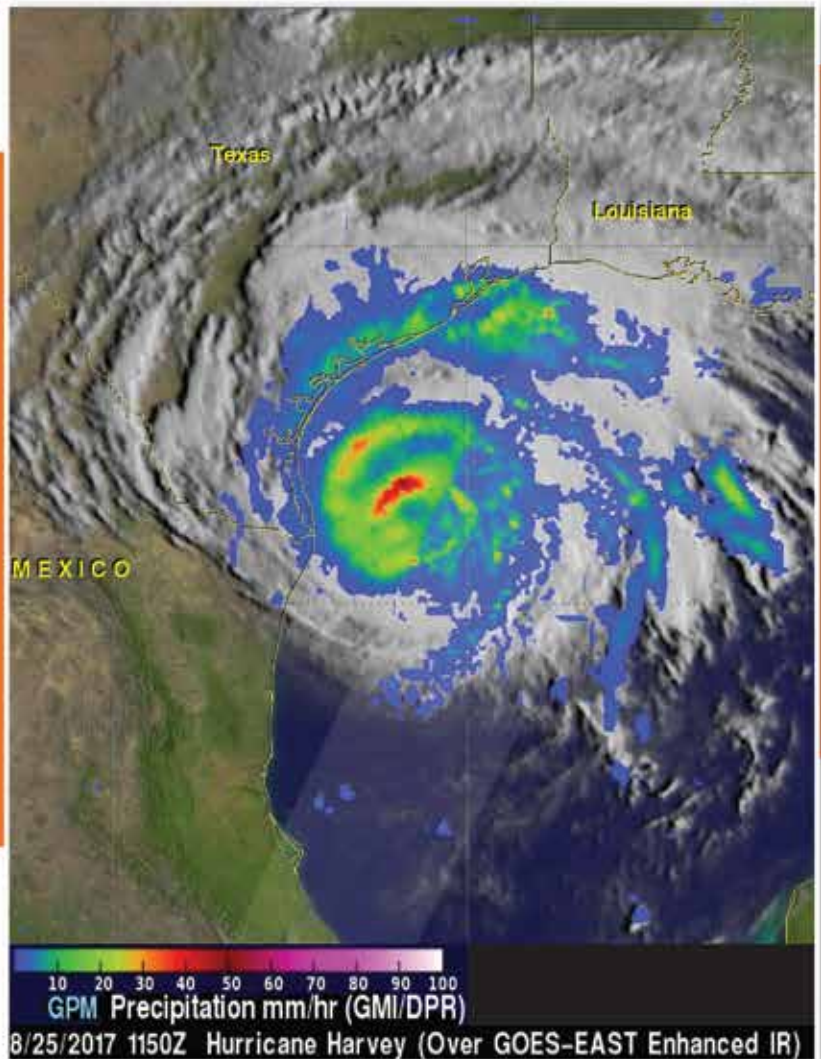
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