

# DOCK LINE

Tomball

MAGAZINE



July 2020

**CREIGHTON**  
REALTY PARTNERS

## The Real Truth About Real Estate After the Pandemic

How Creighton Realty Partners is Moving Forward and Bringing Certainty in an Uncertain Market

See page 8



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

See Page 22

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our **community****







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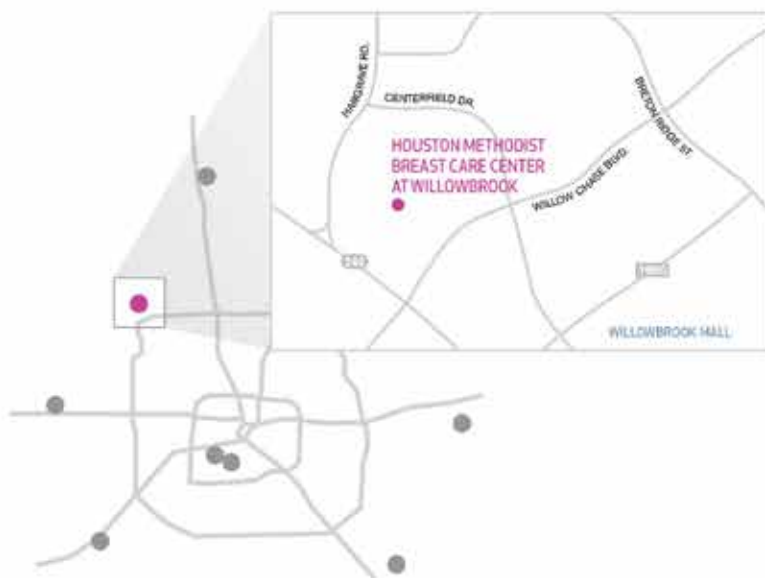
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Just like June, July is shaping up to be like no other we have ever experienced. As we are continuing to learn what new normal behaviors are expected of us with changing variables on a daily basis it gets to be a bit confusing. Nobody seems to know 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,

Bentley & Ellie 

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## MAGAZINE



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*Tamarah Courtright Curtis of Creighton Realty Partners is a "Top Ten" real estate agent in the Houston region for nearly a decade, and with over \$33 million in sales last year alone, she knows the real estate market and what home buyers and sellers are looking for.*



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

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# WILLS - PROBATE

## FLAT FEES

**James M. Bright - Attorney at Law**



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# **The Real Truth About Real Estate After the Pandemic**

BY: BRIAN SHERMAN



# ***How Creighton Realty Partners is Moving Forward and Bringing Certainty in an Uncertain Market***

The COVID-19 pandemic radically changed the way we do life. For weeks, residents of Montgomery County were confined to their homes. Businesses were closed, wondering when they could open their doors again. The economy was headed into a recession. There were so many questions without answers. It seems we were and still are living in a world full of uncertainty, and almost no one is immune.

The real estate market is no exception. Many people who were planning on buying a home are expected to be nervous. While recessions typically don't have a huge effect on the housing market, pandemics are a unique exception. During past worldwide health scares, home sales have dropped during an outbreak, but housing prices have generally stayed the same with little change. Will that happen again? Will we be surprised by a rebounding market? Whatever lies ahead, home buyers and sellers are looking for clarity, and a voice of wisdom.

Tamarah Courtright Curtis of Creighton Realty Partners is facing the uncertainty head on. "We have had to make many changes as to how we conduct our business on every level," she says. "From homeowners not allowing showings due to fear of changes in the mortgage industry to how the actual closings are performed by the title company. However, we rolled with the punches and trudged forward, not knowing what each day would bring. I get multiple calls a day from clients asking me what is going on with the market and what my predictions are for the 2020 real estate market. Everyone wants to know how to proceed and if it's a good time to buy, sell or invest."

Having been through several recessions, including the housing market crash of 2008, Tamarah falls back on her experience and time-tested wisdom in real estate. As a "Top Ten" real estate agent in the Houston region for nearly a decade, and with over \$33 million in sales last year alone, she knows the real estate market and what home buyers and sellers are looking for.

Her perspective is timely as she looks back over the ups and downs in the market over the last decade: "I went through the subprime crisis over 10 years ago and that event had a much greater impact on the real estate market than we have seen of COVID-19. Subprime crashed most real estate markets and it was very difficult to get a loan."

*Continued on page 10* ➞





*Texans back to work - Tamarah and Scott Gentry with S.Gentry Custom Homes, one of her trusted Contractors in her extensive vendor database that provides top notch service to her Clientele.*

Early on during the shutdown, people began to get nervous. Tamarah knows first hand what people were going through and is quick to point people toward the light at the end of the tunnel. "During the beginning of the COVID-19 shutdown, people were panicking, not sure what to do," she says. "Should they proceed to purchase? Will they have a job? All thoughts and anxieties we all felt during a time when the future was unknown. However, the market did not stumble, and everyday I see it getting healthier and running strong. During the two months of quarantine the overall numbers of new sales contracts decreased around 50%. However, May 1st we saw a new confidence in the buyers and sellers and saw a significant rise in contracts, showings and newly listed homes."

You would think that all the economic uncertainty would cause people to hold off on buying or selling their home. At the very least, you might think that more people would be selling their homes (perhaps for less than they're worth), hoping to let go of debt and get

a bump in cash flow. However, the market is actually surprising everyone right now. As Tamarah explains, "The number of buyers are now outnumbering the number of listings available for purchase. If homeowners are on the fence about listing their homes for sale in 2020, I would advise to list."

Another surprising fact brings good news to sellers: "The prices have not dropped (unrealistic seller's prices have dropped to a more reasonable list price). Buyers are still relocating to our county and they need homes! All price ranges are selling and a lot of them are selling very quickly," says Tamarah.

While the world is full of uncertainty about the future, it seems not everyone is succumbing to the fear. The housing market in Montgomery County is a great example of how people are eager to move forward, brush off the dust from the quarantine, and look to the light in the darkness. Tamarah Courtright Curtis is one such light, helping people navigate the already tricky home buying and selling

process with confidence.

Lastly, Tamarah reminds us of the fighting Texan spirit, and our state's grit in tough times: "Have confidence in Texas! Texans are strong, tough and persevere through hurricanes, oil/gas industry ups and downs and now, Pandemics!"

That is perhaps the most rock solid truth we have to stand on: We will get through this. We will rise back up. We will move forward and find a way to not just survive, but thrive.

If you are looking to buy or sell a home, now might be a much better time than you think. Put your trust in a local real estate agent who's been through every market up and down and can lead you on the right path, pandemic or not.

Tamarah Courtright Curtis is a Broker, Realtor® ABR® serving the greater Montgomery County area. To get in touch with her about a home purchase or sale, or to learn more about her take on the pandemic and the real estate market, you can reach her at 936-844-SOLD, or go to [www.mocorealty.com](http://www.mocorealty.com). ♦



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Unbeatable charm & character describe this one-of-a-kind home that is perfectly situated on 2 private lots w/in close proximity to all Bentwater has to offer (54 holes of Golf, 2 pools, tennis, sports club, restaurants, marina + more)! This home commands attention from the first step inside! The great room boasts a cathedral ceiling w/exposed beam ceiling accents, a full wall of windows overlooking the outdoor entertainment area, a soaring

floor-to-ceiling stone fireplace + rich hand scraped wood floors. The island kitchen is equipped w/a Chef approved 6 burner cooktop, double ovens, eye-catching granite & antiqued copper apron front sink. Right off the kitchen you will find a convenient flex space and/or office that is located next to the walk-in pantry. The gameroom is located downstairs w/matching exposed beams, FP and wall of windows + dry bar. Two bedrooms w/two full baths are located downstairs; one being the Master w/double sinks/vanities, oversized walk-in shower + soak tub. **197 Edgemar Road, Bentwater in Montgomery ML# 97723593. \$815,000**



2.47 acres located within ONE MILE of Highway 105 at Lake Conroe and minutes from FM1488/ The Woodlands! With 250+ feet on McCaleb road and great visibility from the recently expanded thoroughfare - This tract has many possibilities to the end user - commercial, residential or a mix-use idea. There is a single family home located on the property that is updated and currently houses a tenant. **907 McCaleb Road in Montgomery ML# 19875490. \$619,000**



Residential, Commercial or Both? Featuring almost 3.5 acres of land with a house + metal building within minutes from FM 3083, N Loop 336 E, I-45 + Hwy 105 and borders the unimproved area of E Semands Avenue; so many possibilities & options! The front 1.5 acres boast a 5 bedroom/3.5 bathroom/2 car garage home that was recently painted and well-kept plus a 40x30 metal building w/insulated ceiling, three - 12x12 Ft Roll Up Doors, Piped for Compressed Air, 220v electrical in place, covered exterior parking/storage and a fully secured front entrance w/electric gates. The interior offers so much space! A large living room w/fireplace, an island kitchen w/great cabinet space, breakfast room + formal dining room. One bedroom downstairs (used as a home office) with a full bathroom. 4 bedroom upstairs with 2 full bathrooms. **901 Shady Lane, Woodland Estates in Conroe. ML# 10834808. \$495,000**



Welcome to the Lake Lifestyle w/unmatched views of the Lake + sunrises/sunsets that are worth millions! Situated on 1.5 lots this Lake Conroe waterfront has over 1,000 square feet of outdoor deck w/unobstructed views of the Lake, the upper deck walks out from main area allowing for great entertainment, the ground level deck allows for Lakeside fishing/boating/swimming or just relaxing & the side yard is equipped w/a play area. The interior will immediately WOW w/views from wall-to-wall! The main level is the updated kitchen w/granite, tile backsplash, solid wood cabinets, breakfast bar w/seating. The living room has 2 full walls of windows, fireplace, door leading to deck. Second floor- Master bedroom w/2 walls of windows, cathedral ceiling, walk out door to private deck overlooking the Lake, 2 walk-in closets, fireplace, double sinks, walk-in shower + tub. 2 secondary bedrooms offer walk-in closets. The lower level is the gameroom w/ walk-out door to lower deck (could be 4th bedroom).

**183 Capetown, April Sound in Montgomery. ML# 76779354. \$450,000**



Five unrestricted acres off Hwy 30 - The opportunity is here! Recent upgrades include: New exterior siding (cement board), new roof, complete AC/Heat system (units, duct work, vents, all of it!), New windows in some of the house and a recent electric panel.

**109 Didlake Road in Huntsville ML# 71619903. \$235,000**



Don't miss this hidden Gem in the quiet Lake-front neighborhood of Diamondhead in Montgomery that offers boat launch + neighborhood pool! This 3 bedroom/2 full bathroom home has been updated and well-kept! The interior greets with solid wood floors, cathedral ceiling in the living room w/wood beam ceiling accent, fireplace and a sliding glass door that leads to a large covered back deck & the fully fenced backyard.

The kitchen overlooks the living room and boasts an oversized island with granite counters, stove/cooktop, seating and great in-island storage options + SS appliances, pantry w/French doors, full extension drawers, breakfast area + formal dining room. The Master bedroom provides a cozy atmosphere with warm wood floors, wall of windows, private door leading to the back deck, upgraded walk-in shower, double sinks and two closets. The secondary bedrooms are spacious and both have walk-in closets! Features - New Roof 2019, Remodeled 2016.

**28823 Diamondhead S, Diamondhead in Montgomery ML# 13643508. \$222,000**



Located in a quiet subdivision in Montgomery that is minutes from Lake Conroe, restaurants, shopping, schools and golf courses! This 3 bedroom, 2 bathroom bungalow offers an eye-catching exterior with a generous front porch that will welcome relaxation! The floor plan offers a spacious living room that flows into the dining room and overlooks the kitchen that will boast rich wood cabinets, granite countertops, breakfast bar

that will be great for entertaining and a stunning backsplash. Nice Master bedroom with an awesome shower and great storage. The two secondary rooms will be spacious w/great storage. Pictures are of the same floor plan but different houses located in the same neighborhood!

**805 W Omeara, Lake Conroe Village in Montgomery ML# 89637679. \$125,900**



2 bedroom, 2 bathroom fully furnished condo, Second Floor Unit and all located in the Golf Course/Waterfront community of Walden. Well-maintained, walking distance to pool and golf course, next to the Cafe/Pro Shop/Driving Range. Montgomery ISD! More units available-one and two bedrooms. Call or email for more information.

**13151 Walden Road #120, Inverness Condos in Montgomery ML# 73093332. \$995 LEASE**

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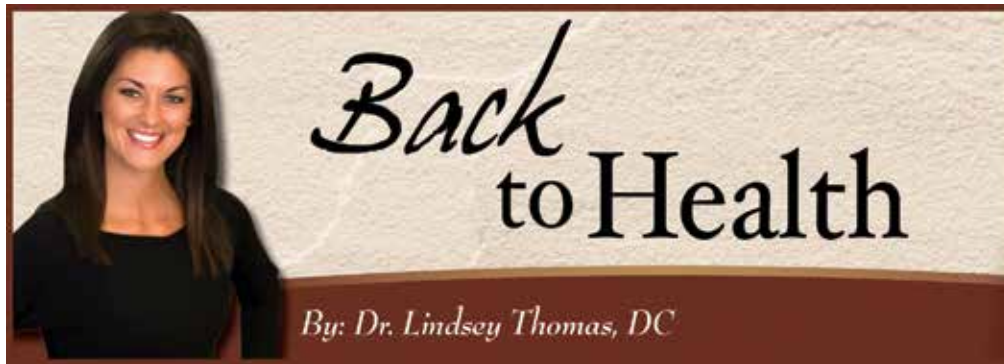
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## The Power of Playtime

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. ♦



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**Luncheon Details**  
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13300 Longwood Trace  
Cypress, TX 77429  
Costs \$30 with advanced reservations;  
\$35 at the door

## **ABWA Cy-Fair Express Network (CYFEN) Inducts New Executive Board**

*American Business Women's Association (ABWA) is excited to induct several members to the CYFEN Board of Directors.*

### **About Cy-Fair Express Network (CYFEN)**

Now over 60 members strong, Cy-Fair Express Network's vision is to be a community and national leader for the support of professional women by providing a nurturing environment for business development, networking, education and mentoring. Our members have opportunities to pursue excellence and achieve both local and national recognition. CYFEN is part of the national organization of American Business Women's Association (ABWA), for more information go to [www.CYFEN.org](http://www.CYFEN.org).

### **About American Business Women's Association (ABWA)**

Founded in 1949, ABWA provides business training and networking opportunities for women of diverse occupations and backgrounds. ABWA has dedicated 60 years to women's education, workplace skills and career development training. For more information, visit, [www.abwa.org](http://www.abwa.org).

### **About Cy-Fair Houston Chamber of Commerce**

CYFEN is a proud member of the Cy-Fair Chamber. The Chamber was founded in 1986 and plays a vital role in the growth of our community. The Chamber is a member-driven organization which serves our community by providing value to our businesses through Advocacy, Leadership and Growth. For more information, visit [www.cyfairchamber.com](http://www.cyfairchamber.com). ♦



# STAGE RIGHT of Texas



Paige Manning as Tiger Lily

© Derrick Bryant Photography

## Now what?? Some answers from STAGE RIGHT of Texas

BY: CAROLYN CORSANO WONG

STAGE RIGHT of Texas, resident theatre company at the historic Crichton Theatre (you remember us, right?) has some answers for you in what we are hoping is the aftermath of a global pandemic.

### **Are you still doing Peter Pan?**

Yes, we are producing *Peter Pan*. Out of an abundance of caution though, our board in consultation with the show's production team decided that it would be best to delay the show. The new dates for *Peter Pan* are September 11-27, 2020. So, *Peter Pan* will take the slot of the first show of our next season.

### **Why was Peter Pan delayed? I see people out and about and restaurants open and even other venues open?**

As of press time for this article, live performance venues are currently under capacity restrictions and social distancing measures are still in effect. With capacity restrictions in place, the 541 seat Crichton Theatre is reduced





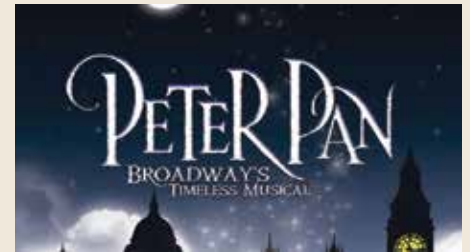
Our venue has a reduced sized lobby area due to renovation construction and still only one toilet downstairs. People unable to climb the stairs to go to the upstairs restrooms would be out the door waiting to use the restroom in order to maintain social distance of 6'. Theatre is a contact sport and the backstage area at the Crighton is very close quarters. We have chosen to do what we felt is in the best interest of our artists, patrons and our organization.

**If Peter Pan is now in September, what happens to the next season line-up of shows?**

Moving *Peter Pan* from the last show slot of our 2019-2020 season to the first slot of our 2020-2021 season has obviously necessitated

a re-shuffle of our new season. *Peter Pan* will replace *The Odd Couple* which was originally scheduled for September of 2020. Here is our show line-up going forward barring complete and total disaster:

Sept 11 – 27, 2020 – ***Peter Pan*** Lyrics by Caro-



Continued on page 16 ➞

to a little over 150 seats. We lose money if we run a show with only that amount of folks in the audience especially an expensive show like *Peter Pan* that comes with the exorbitant cost to fly performers. Additionally, maintaining 6' distance is impossible on stage and backstage during a performance. Our cast and crew in preparation for a July show, as it was originally scheduled, would have to be in close proximity singing, dancing rehearsing, etc. much prior to July to be ready for a July performance. We just didn't feel comfortable having our artists put themselves at risk prior to July especially when guidelines from the CDC and the state have recommended distancing remain in place. Other venues may have decided not to abide by the distancing recommendations or perhaps they feel they are able to do so in their venue. Our venue have decided not to abide by the distancing recommendations or perhaps they feel they are able to do so in their venue.

**STAGE RIGHT** Performances at the historic  
Crighton Theatre in Conroe, TX

**PETER PAN**  
BROADWAY'S  
TIMELESS MUSICAL™

Lyrics by Carolyn Leigh Music by Morris "Moose" Charlap  
Additional Lyrics by Betty Comden Adolph Green  
Additional Music by Jule Styne Based on the play by Sir J. M. Barrie

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**ONLINE: WWW.STAGE-RIGHT.ORG**

Funded in part by The City of Conroe CVB [visitconroe.com](http://visitconroe.com)  
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lyn Leigh, Music by Morris "Moose" Charlap, Additional Lyrics by Betty Comden Adolph Green, Additional Music by Jule Styne, Based on the play by Sir J. M. Barrie

Based on J.M. Barrie's classic tale, Peter Pan is one of the most beloved and frequently performed family favorites of all time. This high-flying Tony Award-winning musical has been performed around the world and delighted audiences for 60 years.



Oct 23- Nov 8, 2020 – **Nunsense** by Dan Goggin

The Little Sisters of Hoboken discover that their cook, Sister Julia, Child of God, has accidentally poisoned 52 of the sisters, and they are in dire need of funds for the burials. The 5 remaining sisters decide that the best way to raise the money is to put on a variety show with riotous results.



Dec 4 – 20, 2020 – **Elf-The Musical**

Based on the motion picture of the same name, with a score by Matthew Sklar and Chad Beguelin. The book is adapted by Bob

Martin and Thomas Meehan from the 2003 film.

Buddy, a young orphan, mistakenly crawls into Santa's bag of gifts and is transported to the North Pole. The would-be elf is raised, unaware that he is actually a human, until his enormous size and poor toy-making abilities cause him to face the truth. With Santa's permission, Buddy embarks on a journey to New York City to find his birth father, discover his true identity, and help New York remember the true meaning of Christmas.



Feb 12-28, 2021– **Funny Girl** Book by Isobel Lennart, music by Jule Styne, and lyrics by Bob Merrill.

A musical theatre classic which celebrates the exuberant and elegant flavor of Broadway in the 1910s and 20s and the comic genius of Fanny Brice. Featuring such beloved songs as "People", "Don't Rain on My Parade", and "Sadie, Sadie."



Apr 9-25, 2021 – **The Odd Couple** by Neil Simon

The story of two divorced men – neurotic neat-freak Felix Ungar and fun-loving slob Oscar Madison – who decide to live together. Can two divorced men live together without driving each other crazy?



June 6-20, 2021

**M\*A\*S\*H** Adapted by Tim Kelly from the book by Richard Hooker (this show was postponed from April of 2020)

M\*A\*S\*H stands for Mobile Army Sur-

gical Hospital, and joining it are two unpredictable madcaps, Hawkeye and Duke. They can't be dealt with casually, however, because they are also two of the best chest surgeons in South Korea. They decide to wage a campaign to get a young Korean named Ho Jon to the United States and entered in a good school. If you loved the book and subsequent TV series, you'll love the play.



Jul 9-25, 2021 – **The Wizard of Oz** (RSC version 1987) by L. Frank Baum adapted by John Kane from the motion picture screenplay for the Royal Shakespeare Company. With music and lyrics from the

MGM motion picture score by Harold Arlen and E.Y. Harburg, Background music by Herbert Stothart

Dorothy lives on a farm in Kansas until a cyclone arrives, and picks her, her house, and her dog Toto up and deposits them in the land of Oz. There with the aid of the Scarecrow, Tin Man and Cowardly Lion she travels to Oz so the Wizard may send her home again, because there's no place like home.

**What happened to Leaving Iowa: A Comedy About Family Vacations?**

We decided to cut that show from the 2020-2021 season and replace it with the better known show *The Odd Couple* (that was bumped out of September to make way for *Peter Pan*). Don't worry. We'll most likely put it on our next season. It's a delightful family friendly show and one that is sure to appeal to anyone that has travelled through our great country while sitting in the back seat with

your siblings slowly driving your parents crazy. **Now, I'm real confused! I'm a season ticket holder and I already paid for some of these shows, how is that going to work??**

Fear not. You will get what you paid for. For folks that had season tickets to our 2019-2020 season, you already paid for *Peter Pan* and *M\*A\*S\*H*, so, when you renew your season subscription, you will be only charged for 5 shows (*Nunsense*, *Elf*, *Funny Girl*, *The Odd Couple* and *Wizard of Oz*).

If you were a season subscriber in 2019-2020 and already renewed for the 2020-2021 season and paid in full the \$125, we owe you a refund, or we can give you extra tickets to a show of your choosing. You can get that by contacting the box office at 936-441-7469. Remember we moved *M\*A\*S\*H* to a June slot where we normally don't do a show, but your tickets will still be good for that so you'll have tickets to all 7 shows above.

If you are a new season subscriber, the lineup of 6 shows is *Peter Pan*, *Nunsense*, *Elf*, *Funny Girl*, *The Odd Couple* and *The Wizard of Oz*. If you'd like to purchase separate tickets to see *M\*A\*S\*H* that will be an add on and you can either buy them online or call the box office and see if your season seats are available for the performance you'd like to attend.

**You lost me. I'm still confused.**

Don't worry, this all looks far more confusing on paper than it really is. If you have questions, please call the Crighton box office and they can answer any questions you might have and get all your ticketing issues resolved.

Tickets can be purchased online at [www.stage-right.org](http://www.stage-right.org) or by calling the Crighton box office. Season Tickets for our upcoming season can be purchased by calling the Crighton Theatre box office at 936-441-7469. All 6 shows are only \$125. Season tickets are your best investment if you intend to attend multiple shows in our fantastic line-up. In addition to your tickets for each show, we also provide one Friends Ticket for each season package purchased. That way you can invite a friend to join you to see one show during the season for free. Your seats will be reserved for the next season, your name will be in every playbill and you can always change the date of attendance for free! We hope you'll consider joining us for our lucky 13th Season at the historic Crighton Theatre!

Please keep up with the most current information regarding dates for shows on our website: [www.stage-right.org](http://www.stage-right.org) or the Crighton Theatre website [www.crightontheatre.org](http://www.crightontheatre.org). Please keep safe, stay well and we look forward to seeing you in September (hey, that would make a great song title)! ♦





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# 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 interest 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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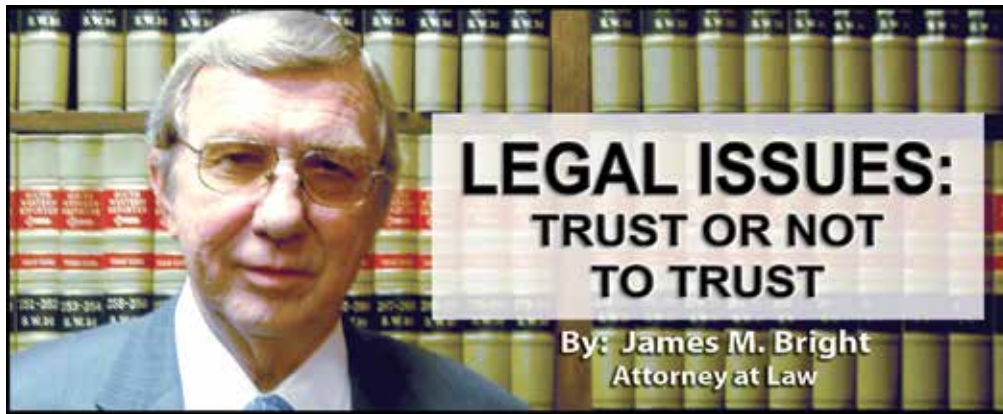
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*The following is provided for informational purposes only and is not, nor should it be construed as legal advice.*

Once we reach the age of 50-55, the self-proclaimed revocable living trust advisors seem to come out of the woodwork, descending upon us like locusts and telling us that we need a revocable living trust if we love our families. *(We are even made to feel that if we do not have a Revocable Living Trust we might be the type of person who would kick the dog.)*

Contrary to this conclusion, it is this firm's experience that many people love their spouses, cherish their children and never kick dogs without having a revocable living trust. When I am approached to draft this type of trust, my first question is, "What purpose is it

to serve?" There are many good reasons, but there are typically just as many reasons that favor a different approach. The big question is, "What are you attempting to accomplish?"

Many people tell me that they want a Revocable Living Trust as opposed to a Will simply because a friend, neighbor, parent or a really nice person who called on the phone told them that they needed it. There can be many reasons for having a trust; "in fact," most of the Wills that this firm prepares has a testamentary trust, but trusts (either Living or Testamentary) need to solve a particular problem.

Having a testamentary trust in your Will that serves a particular purpose is far different than making a revocable living trust the

primary instrument in your estate planning.

Some of the false or misleading reasons given for having revocable living trusts that this firm hears include:

- MY CHILDREN WILL PAY INHERITANCE TAXES UNLESS THEY INHERIT IN A TRUST – This assertion is very misleading because most Texas estates do not pay inheritance taxes in the first place. Under current laws, your estate pays no estate tax on the first \$11,580,000.00 (\$23,160,000.00) for a married couple, whether you have a trust or not.
- A TRUST WILL SAVE PROBATE COSTS – This statement may or may not be true, depending on the following:

**TRUE** - If all of the assets that are owned by an individual are included in the trust. This means every bank account, every piece of real property, every automobile, every brokerage account and every other thing that was owned by that individual are captured by the trust and titled in the name of the trust.

**PART TRUE AND PART FALSE** – If every asset of every kind is held by the trust, then you will avoid probate, but that is not usually what happens. In addition to a revocable living trust, you should have a "pour-over Will." This type of Will is intended to capture everything you own at the time of death and pour it over into the trust for planned distribution.

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**FALSE** - If your trust does not capture assets, it will actually cost more in both time and money than a well-drafted Will. You will bear the meticulous burden of keeping the assets in the trust for years, and your family will still need to go through probate for the pour over Will.

- **PROBATE WILL TAKE YEARS** – Ordinarily this is **NOT TRUE**. Texas has very reasonable laws regarding probate. A probate proceeding with a Will can take as few as three weeks, but on an average, based on this firm's experience, not more than 90 days from the time that your probate attorney is contacted until you have "Letters Testamentary," giving the executor power to act, and all reporting to the Court has been completed.

- **PROBATE IS VERY EXPENSIVE AND WILL TAKE A PERCENTAGE OF THE ESTATE** is a **FALSE** statement. Most attorneys charge an hourly fee, and a few will quote you a onetime flat fee. Percentage fees in probate are normally not done.

- **MY BENEFICIARY IS A SPENDTHRIFT AND WILL WASTE THE INHERITANCE IF NOT PLACED IN TRUST**. This is a very common problem that can just as easily be handled in a testamentary trust as it can in a revocable living trust. The difference being that you do not need to go through the arduous task of

keeping all of your property titled in the revocable living trust during your lifetime.

This firm is not making a declaration against revocable living trusts. "In fact," they are very often the best way to settle an estate. What this article is intended to do is to say, that *"it is not the only tool in the box."* It may be the proper tool and it may not be--depending on your particular circumstances. For instance, if you own real property in more than one state, a revocable living trust, at least as regards that particular asset, might be the best and least expensive solution.

The determination of which tools are best to use in particular circumstances are best done with the guidance of an attorney of your choice who is experienced with wills, trusts and probate. The best results are not always accomplished with someone soliciting your business through telephone calls, mailers, dinner invitations or even well-meaning family or friends.

As always, it is recommended that you talk to an attorney of your choice rather than one who solicited you through a phone call, mailer or dinner invitation.

*James Bright has been admitted to practice before the Federal Courts for the Southern District of Texas and Eastern District of Texas as well as all of the Justice Courts, Probate Courts,*

*County Courts at Law, District Courts, Courts of Appeal and Supreme Court for the State of Texas. He maintains an office in Houston and by appointment another at 208 McCown Street in the heart of historic Montgomery. Contact may be made by telephone (936) 449-4455 or (281) 586-8277. For more information about wills or probate in Texas, please see [www.houstontxprobate.com](http://www.houstontxprobate.com). ♦*

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# 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.

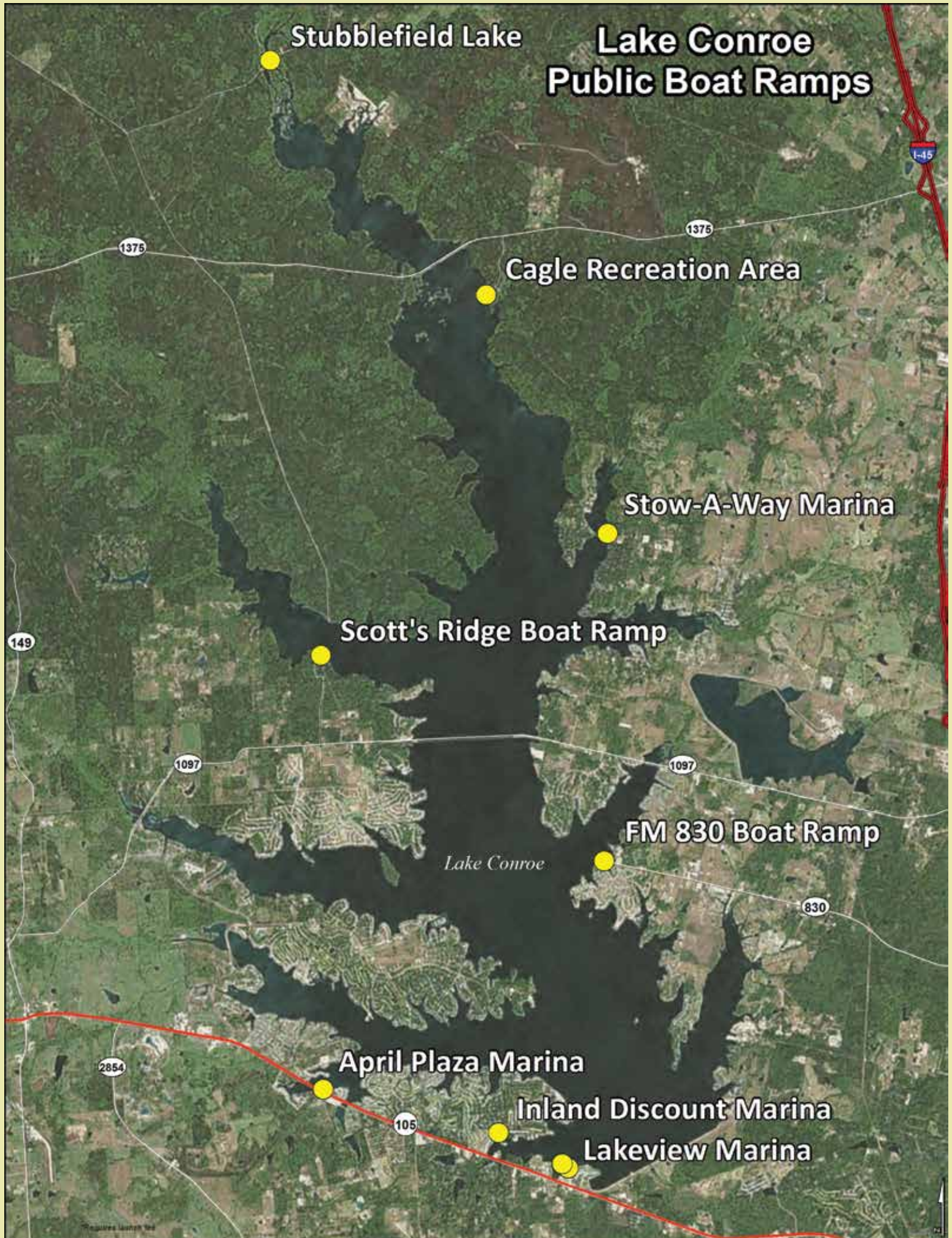
Drive safe. Alcohol is the leading contributing factor in fatal boating accidents. In Texas, it is illegal to operate a watercraft with a blood alcohol content of 0.08 or higher. The penalties for a boating while intoxicated (BWI) are the same as for driving while intoxicated (DWI): First conviction 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 24 ☞





# Lake Conroe Public Boat Ramps

Stubblefield Lake

Cagle Recreation Area

Stow-A-Way Marina

Scott's Ridge Boat Ramp

FM 830 Boat Ramp

April Plaza Marina

Inland Discount Marina

Lakeview Marina



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-

***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.***



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 coun-

ties, 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. ♦

## 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.



# 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](https://www.facebook.com/SavingTexasWildlife). Details can be found at [www.ftwl.org](http://www.ftwl.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). ♦

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.*



# 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.

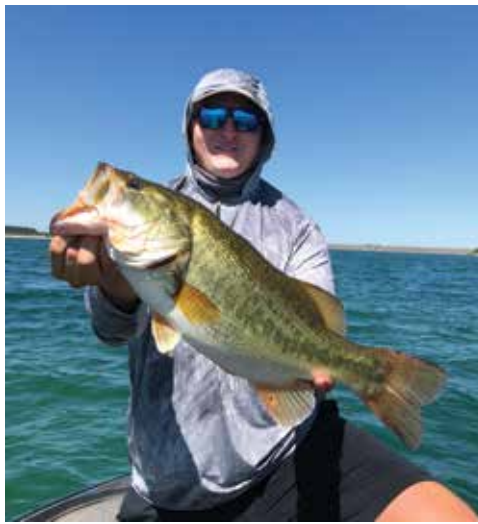
I really enjoy surfing. It brings me peace along with excitement when I can catch a wave and get barreled. If you are surfing in Galveston or Matagorda you really have to watch the weather to see when the waves will be good. It's not like being in a place like Hawaii where the waves are always a lot 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.

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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! ♦**





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