

Forrest City Water Utility

303 N. Rosser
P.O. Box 816
Forrest City, Arkansas 72336
Phone: 870.633.2921
Fax: 870.633.5921
E-mail:
customerservice@forrestcitywater.com
www.forrestcitywater.com



Special points of interest:

- So You Want to Stop craving Junk Food
- 4 Reasons Drinking Water in Fall
- Manager's Corner

If you have a water emergency after-hours, weekends or on holidays, please call us at 870.633.1571

FCWU Office will be closed for Labor Day on Monday, September 5, 2016



Arvin Billingsley 9/04

Larry Gardner 9/08

Keyton Flenoy 9/18

ASK ABOUT E-BILLING: Get your water bill sent to you through your email.

Alive With Pride

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So You Want to Stop... Craving Junk Food

I love ice cream. I love ice cream the way most people love their next breath of air. And I would eat ice cream morning, noon, and night if it weren't for those pesky tens of thousands of accumulated calories. Even though I know it's not the best food choice, I often get cravings for it that will last for days. Which is why I was probably thinking about ice cream when I read this story:

Luckily, ice cream is not a moral issue and I am not a monk. But as this ancient story illustrates, cravings are a part of life. They do not indicate that you're weak or doing something wrong, instead cravings are simply proof that you're human. And luckily, there is a very simple strategy to

deal with what my mom calls, "wanting what you don't want"—Give into it (a little). This works for three reasons:

1. Willpower is a limited resource According to the research of psychologist Roy Baumeister, we don't have an endless supply of willpower. In the story, instead of obsessing over the woman, the younger monk could have spent all day in prayer and doing good for others. Similarly, the brain power you spend denying yourself ice cream is brain power you

could be using to make lots of better food and lifestyle choices. In fact, experiments have shown willpower is linked to available glucose. So you might simply be low on willpower because your blood sugar is low, and giving into the craving (a little) will make it easier to resist and make better food choices in the long run.

2. Not doing something is harder than doing it Another major neurological factor in the success of

4 Reasons Drinking Water In Fall Keeps You Gorgeous

Most people already know that drinking water in Summer's heat is important, but getting yourself to drink enough water when the weather cools off is a different story. If helping your body function at its top potential — and preventing headaches — isn't enough,

then let these four beauty-inspired reasons urge you to toast with water more regularly.

Support skin: Forget expensive creams and treatments; drinking water is one of the best things you can do to keep your skin

looking young and glowing all year long. Proper hydration makes every system work better **including your skin**. Drinking water ensures that nutrients are delivered to cells keeping them hydrated and plump — and plump

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giving in (a little) is that humans are really bad at *not* doing things. For example, don't think of a pink elephant. Now don't eat ice cream. See? If you tell yourself you can't ever have something, you're far more likely to want it—in psychology this is called “reactance.” Telling yourself you *can* have something, even just a little bit, actually makes us feel less controlled by the craving, and we're more likely to be able to avoid it in the

So You Want to Stop Craving Junk Food cont.

future.

3. Giving in a little bit

trains your willpower By having a taste of what we want, we are teaching our brains that what we want is not a scarce resource and that there will be ice cream in the future. In 2012, scientists at the University of Rochester revisited the famous 1972 “marshmallow experiments,” and demonstrated that children who

were given reliable access to marshmallows could actually resist eating marshmallows 4 times longer than children who were given irregular access to marshmallows. Which means giving into cravings every now and then actually *improves* your ability to resist cravings in the future. On a practical level, I have 3 tips:

1. Portion it out.

2. Enjoy it.

3. Put it away.

When I am desperate for ice cream, I make my patented “Stevo Sundae,” vanilla ice cream with a shot of bourbon poured on top. I sit down and do nothing else but eat my sundae so I can enjoy it more. And when I'm done, I go through the ritual of cleaning my bowl and putting the pint away, which tells my brain, “Hey, I'm done!” And if I want more, I remind myself that if I really, really want it, I can have a little bit tomorrow.

4 Reasons Drinking Water In Fall Keeps You Gorgeous cont.

cells can help your skin look firmer.

Suppress appetite:

Drinking a glass of water before meals helps you eat less, since thirst is often mistaken for hunger. In fact, studies have found that folks who stay on top of their water intake actually **consume**

fewer calories. This is also a great technique for someone who tends to **overeate when they're bored.**

Keep belly bloat in

check: Staying away from salty foods and dairy certainly helps, but one of the best ways

to **make sure you don't retain water** is to drink plenty of water. It seems a little counterintuitive, but filling up on water and keeping your body hydrated keeps bad belly bloat at bay.

Boost metabolism: We know that drinking more water helps you before, after, and during your workout,

but it actually helps you burn more calories! One study showed that people who drank eight to 12 glasses of water a day **burned more fat** than those who only drank four.



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ADEQ

ARKANSAS
Department of Environmental Quality

Manager's Corner

LEGACY-Leaving of something or handing down from an ancestor. It is our desire to leave a legacy of sustainability.

The establishment of a positive legacy requires the development of an implementation of a comprehensive management plan that engages not only staff but also representatives of governance authorities to maintain a direction that achieves the results we want.

Generate increased public awareness of the value of our water and wastewater systems to insure their protection and quality.

Establish the culture that promotes the accelerated development of innovative technologies and approaches into our every day operations.

Operate a sustainable business plan that supports our mission to provide adequate water and

wastewater collection/treatment to the citizens of Forrest City that meets all standards set forth by the Arkansas Dept. of Health and Human Services, The Arkansas Dept. of Environmental Quality and the U.S. Environmental Protection Agency with professional service at an efficient cost.

W.H. Calvin Murdock,
Manager