

THE DAILY
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Steinberg addresses Rotary

Ben Steinberg, president of Southern Financial Partners, a Southern Bancorp affiliate, chats with Wilma Gill following his presentation at a recent meeting of the Rotary Club of Arkadelphia. He said the SFB is involved in implementing a strategic plan to revitalize the Helena community. The plan includes revitalizing the historic downtown district, paddle boats between Helena and the Tunica, Miss., casinos and assisting Helena to become a regional center for Arkansas. Steinberg asked the Rotarians if Arkadelphia needs a similar strategic plan, and was told that Arkadelphia had developed such a plan following the 1997 tornado.