

## Delta Fair adds mixed-martial arts to funnel cakes and Ferris wheels

**A**t this year's Delta Fair, deep-fried food won't be the only offering that could do damage to your insides.

Local mixed-martial arts promoter V3 Fights is bringing a 10-fight card to the fair Sept. 5 at the West Pavilion at Agricenter International. MMA teams — including Collierville's Team Damage, Memphis Judo and Jiu-Jitsu, Fight Clinic out of Mississippi, Gameness Fight Team of Nashville, Black Sheep MMA of Arkansas and Faith Mixed Martial Arts of Georgia — will be showcasing their fighters at the event.

In a statement, Mark Lovell, owner of the Delta Fair, expects the integration of MMA into the fair will expand attendance.

"We're confident the addition of a mixed martial arts night will help us reach a new audience," Lovell says.

Nick Harmeier, who is promoting the event through V3, says the fair will be a big opportunity to spread the popularity of MMA to a new group of fans while giving existing fans an opportunity to see top fighters.

"This event being at the Fair will help MMA blossom and bring it to the public eye," Harmeier says. "People can see what it's really about."

Doors are scheduled to open at 6 p.m., with the bouts beginning at 7 p.m. Ticket prices start at \$18, which includes admission to the Fair.

### JIM 'N NICK'S GETTING ECO-FRIENDLY

Jim 'n Nick's Bar-B-Q's Memphis-area location will soon begin helping to save the environment, one smoked whole hog at a time.

The Alabama-based restaurant chain has been running a pilot program for saving energy at an Alabama location.

Its Cordova store at 2359 N. Germantown Parkway will be changing over to a more environmentally friendly facility. Jim 'n Nick's will be employing a climate control system called "EcoView Commercial," which shows current and past energy consumption and allows for remote thermostat adjustment through the Internet.

The system saved the restaurant chain an average of \$1,000 per month at its pilot location, which its owners hope to duplicate across the 25-store chain.

"With its affordability and robust capabilities, the EcoView Commercial system has been a boon that has all but eliminated our company's energy management burden while helping us glean greater operational profits," says John Michael Bodnar, chief financial officer of Jim 'n Nick's.

### MPACT MEMPHIS SEEKS TRUTH ABOUT MEMPHIS

Think Memphis is a safe and fun but misunderstood city? Do you believe there are plenty of leadership opportunities and racial harmony? Or do you think the Bluff City needs a lot of work

and you can't wait to escape?

If you feel at either end of that spectrum or in the middle, MPACT Memphis wants to know.

The group engaged in helping develop Memphis' emerging leaders has just gone live with its first Voice of MPACT Survey. The 25 question on-line survey at [www.mpact.org](http://www.mpact.org) is focused on finding out how Memphians really feel about their community, says Gwyn Fisher, MPACT's executive director.

Questions delve into thoughts about community, nightlife, government, professional opportunities, safety and security and some buying habits.

The survey was developed in-house using MPACT members with survey experience, Fisher says. The survey is the first part of a more in-depth gathering mission, she says.

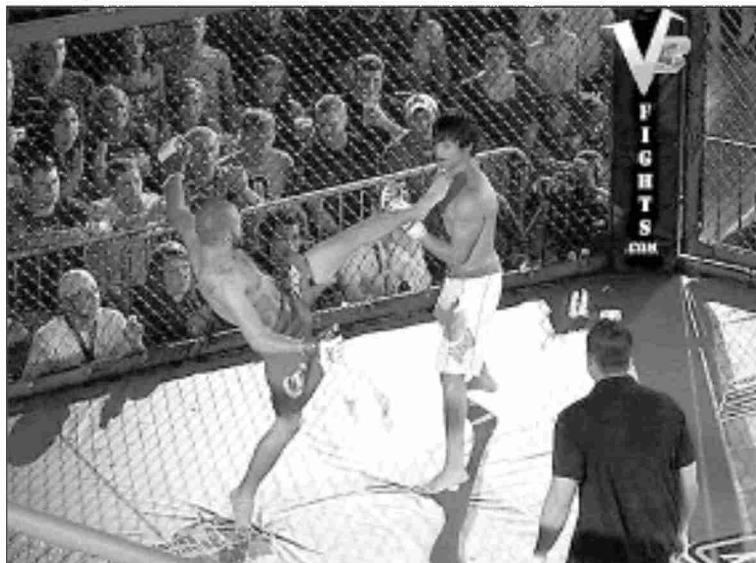
She hopes to gather "thousands" of responses, then use the results to do some smaller polls at MPACT events and some focus groups and probably more on-line surveys.

"We want to give voice to the young professionals," Fisher says.

Those participating in the first survey will be entered to win prizes, including University of Memphis sporting event tickets and brunch at the Peabody.

Results of the survey and follow-up work will be unveiled at MPACT's annual fundraiser Feb. 20.

From staff reports



JOE MURPHY | GETTY IMAGES

Mixed-martial arts bout held earlier this year at FedExForum

