



The Snowball Stand

Resident helps city beat the heat

By Bynum Gustafson
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Sometimes something as inconsequential as a snow cone can have a major impact on both a person's life and the community surrounding it.

For Petal resident Beverly Carter this impact came a few years ago when she was inspired to open what would eventually become The Snowball Stand.

"My passion for snowballs came a few years ago when I quit my job to take care of my mother who needed assisted living" said Carter. "The last year I kept her in my home, she told me one of the only things she wanted was a snowball, so I (got one for her). She had snowballs for the remainder of the summer. In fact, that was the last thing I gave her before she passed."

For the rest of that year, the snow cones shared between Carter and her mother would become the spark that inspired her to operate a snow cone stand of her own.

"(My mother) asked me several times what I would do for a job when she was gone," said Carter. "and I always told

her it would be 'something fun.'"

Quite literally overnight, Carter scoured Craigslist in order to find the mobile trailer that would become the first iteration of The Snowball Stand. The next day, the trailer was hers.

With little to no experience on how to run a snow cone stand, Carter educated herself on the fundamentals of all things snow cone stand – what flavors were most popular, which toppings were being added, and anything else she could learn.

"I'm gonna do everything that any other snowball stand does," said Carter. "but I'm gonna do it better."

Running The Snowball Stand from a mobile trailer allowed for Carter to operate the stand all over town, including local baseball games, the parking lots of generous store owners, and even the Petal YMCA. Even without any advertising other than The Snowball Stand's Facebook page, word of mouth helped to establish Carter's stand as one of the go-to places in Petal to get a cool treat during the summer months.

After a year of itinerant snow cone selling, Carter made the decision to



Bynum Gustafson/Petal News
Beverly Carter is the owner of The Snowball Stand, located at 1005 South Main Street.

move into a new, more permanent location where The Snowball Stand exists today.

Being an establishment that people of all ages and backgrounds can enjoy has been a prime focus of the stand, with a sign outside the stand proudly reads 'you're never too old for a snowball.' Carter also says that it's very important to her that the stand will always offer a \$1, making sure that her snow cones are always affordable and accessible to everyone.

"You walk over (to the window), and the kids' little eyes are lit up. They want red and blue and purple; they don't care about the flavor, they just want the color," said Carter. "I have little old ladies come up here wanting a snowball bigger than they are. It's good for my soul. This is where I'm supposed to be."

For more information, you can find the stand at 1005 South Main Street in Petal or contact the stand at 601.554.6706 or The Snowball Stand Facebook page.

Hottest jobs: Offensive line coach faces off with summer weather

By Wilton Jackson II
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Blistering heat and high levels of humidity are not unfamiliar sights to Petal citizens during the summer months. With temperatures above 90 degrees and only two days in to the summer season, people working outdoor jobs will surely feel the effects of the summer heat.

While there are many jobs that require employees to be in the heat, coaching athletes in the summer heat is one of the hottest jobs in Petal.

Matt Holeman, the running game coordinator and offensive line coach at Petal High School, says the football program wants to be best but the coaches also take the conditioning and health of the players very seriously.

"We want to acclimate them to the heat, run them and basically get them in shape in the summer so that in August it will not be a shock to them when they are putting on the pads and getting out in the extreme heat," Holeman said. "However, in the heat, we make sure players have water whenever they need it."

Holeman also said the football trainers play a big role in the safety and the success of the football team as well.

"The trainers make sure the players get water and ice towels when needed, which really helps in terms of the heat and making sure players stay hydrated," Holeman said.

With more and more players dehydrating or even dying as a result of scorching temperatures, health safety has become an important topic of discussion when conditioning and training in different sports.

"Safety is the number one priority for our team. It is required that we are AED and CPR certified because in the news, you will see all the time how kids are going down with heat problems and we are mindful of that," Holeman said. "We also have emergency plans in place that we are trained on and have put in to use in the past."

To prevent issues of dehydration from happening on the field, Holeman said proper nutrition is best solution.

"We educate our kids on the importance of good nutrition. As an athlete, you have to eat and take care of your body," Holeman said. "We stress this all the time. Nutrition, conditioning, safety, all of these things matter when the temperature goes up 20 to 30 degrees in August when the players put the pads on."



Matt Holeman
Petal's Stephon Hudson runs past defenders from Brandon High School (left).
Petal's Marquise Bridges prepares to tackle a player for the Meridian Wildcats (below).