

Nebraska Looking At Ways To Lure Out-Of-State Tourists

BY ANNA GRONEWOLD
 Associated Press

LINCOLN, Neb. — At 43rd and Broadway in New York City, a digital super screen flashes with Nebraska landmarks: a rolling country road, a glassy lake, a blond-haired family circling a crackling campfire.

The 30-second clip, which will run in Times Square for the next 70 days, doesn't promote brick and mortar landmarks. It highlights "Nebraska Treasures," a unique brand of attractions the state tourism commission and Sen. Adam Morfeld hope can lure visitors to flyover country in time for the state's 150th birthday in 2017.

The Nebraska Treasures Act, a measure by Morfeld, would offer \$1 million competitive grants to four sites that demonstrate the greatest potential to draw visitors to the state. Morfeld said the grants would help tourism groups sell their offerings to the world.

Tourism is the state's third-largest industry, creating \$4.4 billion in travel expenses in 2013, but there appears to be room to grow.

A 2012 report presented to the Nebraska Tourism Commission found that of more than 500 travelers surveyed, more than 70 percent looked for relaxation and scenic beauty. But less than a quarter associated those qualities with Nebraska.

"There are so many great things to see in the state, but it's tough to get that message out," said Kearney Archway marketing director Jace Robinson.

"People still, no matter what you say to them, don't really think they have a reason to come."

In 2013, the Great Platte River Road Archway, a western-expansion history museum bridging Interstate 80 near Kearney, filed for bankruptcy. The attraction owed bondholders \$20 million and was in debt to about 100 other creditors.

Today, Robinson said the archway is on the rebound. Attendance hit 50,457 in 2014, a 1 percent increase from the previous year even though it was closed for two months. It's the highest yearly attendance since 2011. The archway brought in \$700,000.

Robinson attributes the turnaround mostly to the 18-member Archway Society committee, a coalition of community and business leaders that raised enough money in pledges to help settle the attraction's bankruptcy case.

Members of the government committee considering Morfeld's bill questioned what would prevent newly designated treasures from facing similar problems.

Morfeld said he is working with Sen. Joni Craighead of Omaha on an amendment that would require grant recipients to prove financial solvency.

Nebraska Tourism Commission executive director Kathy McKillip said the industry can only survive with continued backing from private groups and the state. Grant recipients would need to have proved they had established long-term partnerships.

"It's not about building a facility, it's

about an endowment that can maintain the facility," McKillip said. "The building usually is the easy part. It's the long-term survival that's very difficult and is imperative in the planning process."

But the second component is not about the sites at all, McKillip said. It's about the people behind them. In May 2014, the organization launched the "Nebraska Nice" campaign with Nebraska advertising agency Bailey Lauer-man.

Rural communities in the western panhandle can't compete with urban developments and they don't try, said Mike Kesselring, co-owner of High Plains Homestead. The western-style bunkhouse 16 miles north of Crawford offers a nostalgic ranch setting and home cooking.

"I think people are hungry for that kind of person-to-person contact," he said. "And we are lucky to have that kind of setting to put it in."

High Plains Homestead, tag-lined "where the west was won... quietly," has won Nebraska Travel awards and been featured on The Food Network and in Nebraska Life, Western Lodging, and The Fence Post magazines. Kesselring said attraction draws visitors from around the world.

Morfeld's bill would provide money to help maintain and promote existing tourism sites, rather than creating new ones.

"If we don't have developed facilities and attractions, people aren't going to stop," Morfeld said.

Plans For Ethanol Plant Move Forward

SIoux FALLS (AP) — Plans for South Dakota's westernmost ethanol plant are moving forward following the rezoning of land in Onida despite complaints from residents.

The *Tri-State Neighbor* reports Onida residents don't want the proposed Ring-Neck Energy and Feed plant so close to the town. Investors hope that the plant on the edge of Onida will be running by fall 2016.

Corn for the \$65 million facility would come from a 100-mile radius including Sully, Potter, Walworth, Dewey and Stanley counties. Investors say the corn will be enough for the plant to reach its annual production capacity of 70 million gallons.

The nearest ethanol plant to Onida is about 100 miles away in Redfield.

South Dakota ranks fifth in the nation for its ethanol production, according to the U.S. Energy Information Administration.

Gunman Tries To Hold Up SF Casino

SIoux FALLS (AP) — Sioux Falls police are searching for a gunman who fired a shot while trying to rob a casino.

Police say the man entered the Recovery Room about 7 p.m. Saturday, displayed a handgun and demanded money from an employee. The suspect then fired one shot into the wall before running away without any money.

No one was hurt.

SD Powerlifter Raises Money For Sick

BROOKINGS (AP) — A weight training enthusiast from Brookings is using powerlifting to help kids with life-threatening medical conditions.

Jackie Geppert was recruited several weeks ago to join the Midwest-based Relentless powerlifting team, which raises money for a large charitable effort called HopeKids. The mission of the organization is to provide ongoing events, activities and a supportive community for families of children with serious diseases or disorders, such as cancer.

Geppert told *The Brookings Register* that Relentless helps HopeKids by offering strong people who raise money and lift weights for those who cannot.

She said her team will help kids in Minnesota and South Dakota by contributing money for their medical bills. Kids show up at powerlifting events.

"The show is about the kids, Geppert said. "Yeah, we're there and we get to do our fun stuff of powerlifting. But the kids and their families get to come and watch."

The first Relentless competition for Geppert is March 27 and 28 at a church in Rosemount, Minnesota. She's competing in honor of a 13-year-old who has muscular dystrophy.

"I get to meet him and lift in honor of him and form a special bond with him and his family and support them, not just this one time but throughout the entire year," Geppert said.

Milbank Coach To Retire After 37 Years

MILBANK (AP) — Every member of the gymnastics team at Milbank High School since 1978 has been coached by Jeanne Sinclair. But that's about to end.

Sinclair, a Sisseton native and University of South Dakota graduate, will retire from Milbank at the end of this school year.

Sinclair tells *The Public Opinion* that during her 37-year career she's not only been a coach, but also "part-mother, part-counselor and part-friend" to the Bulldog gymnasts.

Sinclair says one of the highlights of her coaching career was the opportunity to train her twin daughters, one of whom won the state Class A uneven bars title in 2003.

The newspaper reports that while some schools have benefited from local gymnastics youth clubs, many of the Bulldog performers have no prior gymnastics training before participating in Milbank's program.

Police: Woman Arrested For Stealing Dog

LINCOLN, Neb. (AP) — A Nebraska woman has been charged with breaking into her ex-boyfriend's home and stealing the dog they once shared.

The *Lincoln Journal Star* reports that the 21-year-old woman and her 23-year-old fiancée were both charged Friday.

Lincoln Police officer Katie Flood says the ex-boyfriend returned home Thursday to find his sliding glass door had been forced open, and his blind and deaf dachshund named Charlii was missing.

The ex-boyfriend told police that his ex-girlfriend had recently challenged his ownership of Charlii even though he had been caring for the dog ever since they broke up two years ago.

When police contacted the woman she denied stealing the dog until Charlii wandered out from the back of the apartment.

COMMUNITY CALENDAR

The **COMMUNITY CALENDAR** appears each Monday and Thursday. Contributions to this list of upcoming events are welcome and should be submitted two weeks before the event. Submissions **MUST** be typewritten or legibly printed and include the name and phone number of a contact person. Send items to P&D Calendar, 319 Walnut, Yankton, SD 57078, or email to news@yankton.net.

MONDAY

Line Dancing, 9:30 a.m., The Center, 605-665-4685
Exercise, 11 a.m., The Center, 605-665-4685
Interchange, noon, Minerva's Bar and Grill, 605-760-7082.
Whist, 12:30 p.m., The Center, 605-665-4685
Pinochle, 12:45 p.m., The Center, 605-665-4685
Cribbage, 1 p.m., The Center, 605-665-4685
Hand & Foot Cards, 1 p.m., The Center, 605-665-4685
English as a Second Language classes, 2-5 p.m., United Church of Christ, Fifth and Walnut. Yankton. (605) 660-5612.
Narcotics Anonymous "Road To Recovery" Group, 8 p.m., open meeting, First United Methodist Church (northeast door), 207 W 11th St, Yankton

FIRST MONDAY

Yankton Lions Club, 11:30 a.m. lunch, noon meeting, JoDeans, 605-665-4694
Servant Hearts Clinic, a free, Christ-centered medical clinic, 5:30-8 p.m., Technical Education Center (RTEC), 1200 W. 21st St., Yankton

TUESDAY

Table Tennis, 8:30 a.m., The Center, 605-665-4685
Billiards, 10 a.m., The Center, 605-665-4685
Explore the Bible, 10:30 a.m., The Center, 605-665-4685
Pinochle, 12:45 p.m., The Center, 605-665-4685
Wii Bowling, 1 p.m., The Center, 605-665-4685
English as a Second Language classes, 2-5 p.m., United Church of Christ, Fifth and Walnut. Yankton. (605) 660-5612.
AA, Alano Group 7 p.m., step meeting, 1019 W. 9th St, Yankton.
Bingo, 7-9 p.m., The Center, 605-665-4685. (Open to the public)
Weight Watchers, 10 a.m., 413 W. 15th Street. Weigh in 45 minutes before meeting. For more information, call 605-665-2987.

FIRST TUESDAY

Yankton County Commission, 3:30 p.m., Yankton County Government Center, 3rd and Broadway.
Yankton Area Banquet, 6 p.m., United Church of Christ, Fifth and Walnut

WEDNESDAY

Line Dancing, 9:30 a.m., The Center, 605-665-4685
Nurse, 10 a.m.-noon, The Center, 605-665-4685
Exercise, 11 a.m., The Center, 605-665-4685
Whist, 12:30 p.m., The Center, 605-665-4685
Partnership Bridge, 1 p.m., The Center, 605-665-4685
Rummikub, 1 p.m., The Center, 605-665-4685
Penny Bingo, 1 p.m., The Center, 605-665-4685
Chair Massage, 1:40-3:50 p.m., The Center, 605-665-4685
English as a Second Language classes, 2-5 p.m., United Church of Christ, Fifth and Walnut. Yankton. (605) 660-5612.
Meditation Sessions, Christ Episcopal Church (lower level), 513 Douglas, Yankton, 7-8:30 p.m. 665-3344 or 665-2456.
Narcotics Anonymous "Road To Recovery" Group, 8 p.m., open meeting, First United Methodist Church (northeast door), 207 W 11th St, Yankton
AA, Alano Group 7 p.m., discussion, 1019 W. 9th St, Yankton.

THURSDAY

Table Tennis, 8:30 a.m., The Center, 605-665-4685
Wii Bowling, 9:30 a.m., The Center, 605-665-4685
Billiards, 10 a.m., The Center, 605-665-4685
ASHH Toastmasters Club 6217, noon, Avera Sacred Heart Pavilion, conference room no. 2, Yankton, 605-665-6776.
Pinochle, 12:45 p.m., The Center, 605-665-4685
Dominos, 1 p.m., The Center, 605-665-4685
English as a Second Language classes, 2-5 p.m., United Church of Christ, Fifth and Walnut. Yankton. (605) 660-5612.
Love Addicts Anonymous, 7 p.m., for women, 120 West Third Street, Yankton, 605-760-5307.
AA, Alano Group 8:30 p.m., speaker, 1019 W. 9th St, Yankton.
Weight Watchers, 5:30 p.m., 413 W. 15th Street. Weigh in 45 minutes before meeting. For more information, call 605-665-2987.
Take Off Pounds Sensibly (TOPS #SD 45), Weigh-in 5:30-6:30 p.m., meeting 6:30-7:30. RTEC building, 1200 W. 21st St. For more information call 605-665-8442
Yankton Area Banquet, 6-7 p.m., United Church of Christ, Fifth and Walnut

Andover Man Develops Program To Help Farmers

ANDOVER (AP) — An Andover man has developed a program to help farmers calculate the costs of each crop and compare them to marketing opportunities.

Farmer Scott Anderson worked for three months with formulas and algorithms to create CashCowFarmer. He wanted the software to be easy for farmers to use, while still providing them with beneficial information.

The cloud-based program tracks expenses and shows a continual picture of potential marketing options, the Aberdeen American News reports.

The program calculates the per-acre costs of crops after the user enters prices paid for inputs, including seed, fertilizer, insurance, interest and more. It also allows the user to review what the costs and yields have been for fields in the past.

"Before I go in to negotiate for 2015 prices, I know what the cost of potash has

been," Anderson said. "I can say, 'I didn't pay that last year.'"

Farmers can get all of that information through the software, Anderson said, rather than looking through many sources.

Anderson came back to Andover five years ago after working on Wall Street. He spent three or four years working on spreadsheets that tracked expenses before developing CashCowFarmer.

"I want to treat each field as a business and to be able to calculate the costs that went into each bushel of corn," Anderson said.

The software currently works with corn and soybeans. Support for sunflowers, field pass and wheat was expected to be added by the end of February.

Swings in commodity prices are much greater than they used to be, Anderson said. That made farmers upset with their marketing of crops last year.



prom

Yankton	25-Apr	Irene-Wakonda	18-Apr
Alcester-Hudson	11-Apr	Menno	11-Apr
Andes Central	11-Apr	Niobrara	28-Mar
Avon	11-Apr	Parkston	18-Apr
Bloomfield	18-Apr	Platte-Geddes	11-Apr
Bon Homme	11-Apr	Scotland	28-Mar
Centerville	18-Apr	Tripp-Delmont	1-May
Creighton	21-Mar	Verdigre	21-Mar
Crofton	20-Mar	Vermillion	18-Apr
Freeman Public	11-Apr	Viborg-Hurley	25-Apr
Gayville-Volin	11-Apr	Wagner	18-Apr
Hartington Cedar Catholic	11-Apr	Wausa	21-Mar
Hartington-Newcastle Public	10-Apr	Wynot	28-Mar



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BIRTHDAYS

DOREEN GIGGEE

Doreen Giggie celebrates 90 years on March 9th. Greetings may be sent to her at: 3405 Alumax Rd, Yankton, SD 57078



Giggie

TILLIE LANE

Tillie Lane is having a card party celebrating her 98th birthday from March. Please send Tillie a card at 807 Dakota St. #3 Yankton, SD, 57078.

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