

OUR TOWNS Cedar County

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QUAZY ON STAGE



KELLY HERTZ/P&D

The Hartington-based band Quazy was the headline act at the musical portion of Yankton's Rockin' Ribfest Saturday night. The band, which is part of the Nebraska Rock and Roll Hall of Fame, played to a large and appreciative crowd despite the unseasonably chilly conditions. Pictured are, from left: Ken Noecker, Rick Pearson, Jay Gilbertson and Chris Kathol. Not pictured: Harley Zumbur. To see or purchase images from Rockin' Ribfest, visit spotted.yankton.net.

NPPD Sponsoring Energy Efficiency Video Contest

COLUMBUS, Neb. — Believing in the creative energy of young minds, Nebraska Public Power District, together with its wholesale partner utilities, announced they will sponsor and host an energy efficiency video contest titled, "It's Easy Being Green!" The video contest will give students across the state the opportunity to learn the importance of conserving energy, build awareness about energy-wasting habits, and promote energy-saving alternatives, all by writing and starring in their own 30-second TV commercial.

Energy efficiency and conservation are important parts of NPPD's long-term strategy to meet its customers' growing energy needs. "We know that the cheapest and greenest kilowatt is the one we do not use. It is our job to make sure younger generations know and understand the importance of energy efficiency," states Chad Podolak, NPPD's energy efficiency manager. "The 'It's Easy Being Green' video contest is a great way to help students understand how energy efficiency and conservation impact not only the environment, but the world."

The contest is open to Nebraska junior and senior high schools in communities served by NPPD and its wholesale utility partners. Entries must be submitted by a school sponsor, must be exactly 27 seconds in

length, and should focus on creative and unique energy-saving ideas for the home, school, farm, or business. In order to be considered, entries must be submitted by Dec. 17, 2010.

All qualifying entries will be posted on www.nppd.com and on a special YouTube channel. For the "Creative Video Award," a panel of energy industry experts will select first, second, and third place video winners. For the "Popular Video Award," the video with the most views on YouTube will receive special recognition.

The winning schools and its students may be featured in NPPD news releases, social media sites online, and through other publicity media by NPPD. Additionally, the selected commercials will be considered for professional production and possible placement in a statewide media campaign in 2011. Winning schools will be notified by 5 p.m. on Jan. 16, 2011.

"It's Easy Being Green" video contest is sponsored, in part, by NPPD's EnergyWise efficiency incentives program, which offers incentives to homeowners, businesses, and agriculture. These programs provide opportunities to save energy, money, and help the environment.

Contest rules, entry forms and how-to information on making a video can be found at www.nppd.com/videochallenge.

Hartington Firm Wins State Honor

Hartelco Honored For Economic Development

BY TRAVIS GULBRANDSON
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HARTINGTON, Neb. — Economic development is key to the growth of any community.

That is why one Hartington business is being recognized for its contributions in that arena.

Last week, Hartelco — a telecommunications firm — was recognized by the state of Nebraska in the second annual Third District Excellence in Economic Development Awards.

"We're pretty honored, because I'm sure there were a lot of nominations across the state," said Mike Becker, Hartington's regulatory and marketing manager.

"There were three (nominees) from Hartington alone," said Bill Dendinger, who has been general manager and CEO for the past 40 years.

The award was applied for by Carla Becker, Hartington's economic development coordinator, who learned of it after receiving a notice from Rep. Adrian Smith.

"(He) called for entries of businesses and organizations or individuals for excellence in economic development, asking for nominations to show that these (places) have shown entrepreneurship, innovation, drawing businesses and investments into their community," she said.

The nomination process involved filling out a one-page form in which the reasons the party was deserving of the award were outlined. Among Hartelco's accomplishments were:

- The completion last summer of a \$1.5 million 8,000-



COURTESY PHOTO

Hartelco technician Bill Noecker, right, explains fiber optics to Nebraska Gov. Dave Heineman in the Hartelco digital switch room earlier this year. Hartelco recently was named one of the recipients of the Third District Excellence in Economic Development Award.

square-foot office building that utilizes geothermal heating and cooling, and a 6,000-square-foot garage.

• A \$5.6 million Fiber-to-the-Home project that will allow all residences and businesses in Hartington and Bow Valley to be connected directly to fiber optics.

Expansion of business with an eye toward economic development has always been part of the company outlook, officials said.

"Communities don't want to just shrivel up and go away, and investment is a big part of preventing that," Mike Becker said.

The award is the result of the work both by a forward-thinking board of directors and dedicated employees, Dendinger said.

"The employees are the ones that make it happen," he said.

"They go above and beyond a lot more than anybody realizes," Mike Becker said.

That's not always true in larger communities, Dendinger said. "You call and say, 'I'm siding my house today. Could you come with a protector?' They're likely to get out there in a week," he said. "In a small community, you can just do those kind of things (within hours). ..."

"I have a son that lives in another community. He had phone service put in, and it took them six weeks," he said. "If it had been us, we would have been out in a day or so and got-

ten the service taken care of. He said, 'Dad, you wouldn't get by with that.'"

That kind of dedication is seen throughout the community, Dendinger said.

He added that a state official was in town recently and made the comment, "When Hartington starts a project, they finish it and see it through."

"The activity center, (the community athletic) complex, the recycling center — it just goes on and on. ... They were impressed with that," Dendinger said.

In his call for nominations, Smith wrote that it is projects like these that help to "create prosperity."

"It is the private sector — risk-taking Americans with the courage to pursue their own ideas and innovations — which prove to be the rock our economy's recovery is built upon," he wrote. "Entrepreneurs deserve our support and recognition as they work to build stronger local economies."

Carla Becker agreed. "Hartington is very progressive," she said. "So many — if not all — of our businesses deserve recognition. In these economic times it's so challenging, and they all deserve thanks and recognition. And Hartelco is just one of those companies that has taken that challenge and turned it around into making an investment into this company. ..."

"Hartington is on the move. We've got a lot of really good things going on, and this is just one example of it," she said.

Hartelco was established in 1905 as Cedar County Farmer's Telephone Company, and serves the Hartington and Bow Valley areas.

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EMS Workshop In Wynot Oct. 12

WYNOT, Neb. — The Emergency Medical Services Program of the Nebraska Department of Health and Human Services will offer a workshop on "On Scene Do's & Don'ts" for emergency medical technicians and first responders. The workshop will be held at the Wynot Fire Hall on Tuesday, Oct. 12, running from 7-10 p.m.

The workshop is worth three continuing education hours.

For more information, contact Carrie Crawford, Northeast Nebraska Program Medical Specialist, at 1-877-227-3609.

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8:15 Collette Abbott, Race for the Cure
Thursday 9/23
7:40 Lisa Scheve, CVB
8:15 Carmen Schramm, Chamber
Friday 9/24
7:40 Historic Downtown Yankton
8:15 Andy Hennickson, Mt. Marty Theatre

Some Risks Are Worth Taking. Your Health Isn't One Of Them.

Skin cancer is the most common of all cancers, accounting for 40 to 50 percent of all cancer cases diagnosed each year. While some forms of skin cancer are more dangerous than others, early detection and prompt treatment of any malignant area is of the utmost importance.

Causes and risk factors for skin cancer include fair skin tone, frequent exposure to ultraviolet rays, family history and age. Symptoms may appear as spots; irregular moles; bumps; discoloration; sores; or scaly, reddish, bleeding or oozing skin.

The American Cancer Society recommends a skin examination every three years between the ages of 20 and 40, with annual exams after age 40. They also suggest performing a monthly self-examination in front of a full-length mirror, checking all areas of the body including palms, soles, back of the torso and back of the legs.

Concerned about skin cancer?

Dr. Lisa Miller will present a free seminar on preventative measures and the detection and treatment of skin cancer on **Monday, September 27th, 7:00pm at Lewis & Clark Specialty Hospital**



Dr. Lisa Miller
Yankton Surgical Associates



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