



**Gothenburg
Area Chamber
of Commerce
Board of Directors**

Jim Widdifield, President
Brett Tiller, Vice-Pres.
Jill Rubenthaler, Sec.-Treas.
John Burks, Past Pres.
Aaron Coleman
Sally Jochum
Lisa Jorgenson
Torey Keiser
Sonja Kottwitz
Dee Miller
Matt Weiss
Karl Randecker, GIC



**Gothenburg
Improvement
Company
Board of Directors**

Mike Bacon, President
Amber Burge, Vice-Pres.
Verlin Janssen, Secretary
Greg Viergutz, Treasurer
Jim Aden
Scott Bartels
Aaron Coleman
Gary Fritch
John Johnson
Steve Johnson
Chandler Mazour
Karl Randecker
Luke Rickertsen
Mike Teahon
Rick Zarek
Dean Kugler, Ex-Off.
Jen Wolf, Ex-Off.
Joyce Hudson, Ex-Off.
Bruce Clymer, Ex-Off.

**Community
Development
Office Staff**

Anne Anderson,
Executive Director
June Blauvelt, Office Mgr.
Joyce Kolbo, Admin. Asst.

308-537-3505
Fax 308-537-2541
chamber@gothenburgdelivers.com

PONY EXPRESS

Exchange



VOL. XXXII

JANUARY, 2012

NO. 1



The Community Development Office
invites you to the
2012 Annual Banquet for
Gothenburg Chamber of Commerce
& *Gothenburg Improvement Company*



“To Our Members”

Friday, March 16, 2012

6:00 p.m. – Social
6:30 p.m. – Dinner

Walker’s Steakhouse
& Lounge
1610 8th Street (East Hwy. 30)

Tickets - \$25
Reservations required by
12:00 Noon, March 12, 2012

Nominations Accepted for Pony Express Rider Award

February 15 Deadline—Nominations will be accepted until February 15th for the Pony Express Rider Award. This award is given annually to those who have contributed to the economic growth, stability and betterment of the community. Consideration is given to those who go above and beyond the call of duty towards community improvement and who live by the philosophy of “doing good for others.” The award will be presented at the Annual banquet on March 16th. Nominees do not have to be chamber members. You may email your nominations to: chamber@gothenburgdelivers.com. You can find a nomination form in this newsletter.

February designated Nebraska Chamber of Commerce Month

Each February we celebrate Chamber of Commerce month. Every member makes our organization stronger.

A strong Chamber makes the community a better place in which to grow our families and our businesses. A thriving business environment ensures that every member has a better chance to succeed.

Since 1940 and into the future your Chamber of Commerce will continue to serve you through the cooperative efforts of area business people and farmers with one goal in mind... building a better Gothenburg.

Thank you for investing in your Chamber.



AG:

- ✦ The committee is planning for a special speaker, Lorre McKeone of the NE Water Balance Alliance, to come present a program "A Watershed Moment for Nebraska" on March 5th at Monsanto. Shannon Peterson was elected to serve as Ag Committee chair for 2012.

AMBASSADORS:

- ✦ The Ambassadors presented a First Dollar Award to Cynthia Meridith of Meridith Photography. Laurie Moody of First State Insurance was elected to be the new committee chair and Lynn Peterson of Joan's Hallmark was elected as vice chair.

GIC:

- ✦ A presentation team comprised of GIC members shared their vision for the industrial park east of town with a group from the NE Department of Economic Development.

MEMBERSHIP:

- ✦ Membership letters, contact information sheets and invoices have been mailed out for the 2012 year. Welcome to new member the American Lutheran Church.

NON DUES:

- ✦ The Non Dues Committee has begun work on a golf tournament, set for May 6, 2012 at Wild Horse Golf Course. More information to follow.

OFFICE:

- ✦ Meetings attended on your behalf in January: Local – 20, County/Regional – 1, State – 2. Office support was provided to the Gothenburg Historical Museum and the Pony Express Center Founda-

tion. Participated in the Gothenburg Historical Museum retreat. Provided a community tour for a pastor recruitment visit.

PROFESSIONAL DEVELOPMENT & EDUCATION:

- ✦ The WOW award was presented to Kaitlyn & Brady Harrison for purchasing and delivering donuts to the truck drivers that were waiting in line during harvest. Brett Meyer of RTI, Inc. was elected to be the PD&E committee chair.

RETAIL/PROMOTION:

- ✦ Plans are underway for the annual Valentine's lunch at the Senior Center on February 14th to be served by volunteers from our local businesses. Michelle Hecox of Hilltop Estates was elected to be the new Retail/Promotion committee chair.

TOURISM:

- ✦ Goals for 2012 are being written. Work continues on the interpretive signage. The committee has been working on a new Gothenburg brochure and it is nearing completion. A survey of lodging facilities is underway to determine the amount of lodging tax collected by each. Barry McDiarmid of the Gothenburg KOA will serve as committee chair again in 2012.

Thank You

- ...for your help and assistance during the month of January:
- ✦ ...to **Denise Brittenham** for staffing the office in January during the Chamber board meeting.
- ✦ ...to **Dee Miller of Dee's Floral & Gifts** for sponsoring the room for the Chamber Board Meeting.
- ✦ ...to **Joyce Hudson, Bruce Clymer, Amber Burge, Luke Rickertsen, Nate Wyatt, Scott Bartels, Shane Gruber and the City crew, Mike Bacon and Jen Wolf** for their hard work with the

- presentation to a GIC prospect.
- ✦ ...to **Pony Express Chevrolet** for the use of a van for a community tour for a business prospect.
- ✦ ...to **Monsanto** for their help with business prospect visits.
- ✦ ...**Dan McCoy and RTI** for their help with a presentation at Hilltop Estates.

Hats Off

- ✦ ...to the **Karla Zlatkovsky, Dawson County Clerk** for receiving her graduation certificate from NACO leadership training.
- ✦ ...to **Chandler Mazour** for being selected to serve another term on the Bio Nebraska Life Sciences Association Board.
- ✦ ...to **Gothenburg Memorial Hospital** for the completion of the new Doctor's Clinic.
- ✦ ...All the **TeamMate mentors** for sharing their friendship, support and encouragement to their mentees all year, but especially during January, National Mentoring Month.

Mix97one's Pound Plunge 2012

Did you make a New Year resolution to lose weight again this year? Need help succeeding? You can find it at the Gothenburg Wellness Center. Contact Staci Hoyt, Wellness Center Director to sign up or for more information to become part of the Pound Plunge 2012. Here's what you need to do:

Find a partner. It needs to be a team of two.

Participants must 14 years or older.

This is FREE. No purchase or payment is necessary to participate.

Register at the Gothenburg Wellness Center, which is the local weigh-in site.

Participants must weigh every Tuesday between 5 a.m. and 1 p.m.

Participants are eligible to win weekly prizes.

Become a fan of the Gothenburg Wellness Center on Facebook to receive hints and recipes for a successful weight loss.



CALENDAR

FEBRUARY 2012

- 2 Ambassadors; 9:15 a.m.
City Council Room
- 2-3 NE State Chamber Legislative
Caucus & Annual Meeting,
Lincoln
- 4 Legislative Breakfast with Sen.
Wightman, 8:30 a.m., Dawson
County Historical Museum,
Lexington
- 4 NE Pony Express Riders
Association, 12:00 Noon,
Impact Building
- 7 Retail Meeting; 8:00 a.m.,
Chamber Office
- 7 Dawson County Visitors
Committee; 2:00 p.m.; Cozad
- 8 GIC Board of Directors;
12:00 Noon, Gothenburg Library
- 8 Gothenburg Historical Museum
Board; 5:00 p.m.,
Hillcrest Community Room
- 9 AG Committee Meeting;
12:00 Noon, Pizza Hut
- 11 Doctor's Clinic Open House,
2:00-4:00 p.m.
- 11 Hospital Gala; 6:00 p.m.,
NSG Building
- 14 *Happy Valentine's Day*
- 14 Retail/Promotion Committee
Valentine lunch at the Senior
Center
- 16 Professional Development &
Education; 8:00 a.m., RTI, Inc.
- 21 Chamber Board of Directors;
11:30 a.m., Gothenburg
Library
- 24 Tourism Committee;
9:00 a.m., Chamber Office
- 29 GIC Board of Directors;
12:00 Noon, Gothenburg Library
- 29 Chamber Board of Directors
Retreat; 1-4 p.m., Monsanto



Ambassadors presented a First Dollar Award to Cynthia Meridith, owner of Meridith Photography.

TEAMMATES™ MENTORING PROGRAM

Business Challenge

The TeamMates Mentoring Program has identified that every school-aged youth can use a mentor, so let your business do its part in making that happen by joining the TeamMates Business Challenge. Here's how it works:

Any new mentor application that is received from an employee at your business in the month of February-March or April will count toward the "score" of your business.

Any business can choose to compete.

A percentage based on the total number of employees will determine the winner.

Applications can be picked up and dropped off at the Chamber Office or at the TeamMates Office at the high school. Applications can also be found at www.teammates.org. A traveling TeamMates Trophy is up for grabs. Display it in your front window for all to see that your business supports Gothenburg youth.



2012 Chamber Board of Directors: l-r front row Jill Rubenthaler, Sally Jochum, Dee Miller, Lisa Jorgenson, Sonja Kottwitz, Tory Keiser; back row Aaron Coleman, President Jim Widdifield, Bret Tiller, John Burks, Matt Weiss. Not pictured: Karl Randecker.

Jim Widdifield Is New Chamber President

The Board of Directors for the Chamber of Commerce elected Jim Widdifield to serve as President for 2012 at their January Meeting. Jim Widdifield is the Principal at Dudley Elementary. Other officers elected were: Bret Tiller, Gothenburg State Bank as Vice President and

Jill Rubenthaler, City of Gothenburg as Secretary/Treasurer.

New Board Directors beginning their three-year terms are Sonja Kottwitz of Baldwin Filters, Dee Miller of Dee's Floral & Gifts and Matt Weiss of the Sun Theatre.

Ag Committee Sponsors Speaker On March 5

**Our water. Our economy.
Our future.**

Lorre McKeone, representing the Nebraska Water Balance Alliance, a non-profit group organized about a year ago, will present "A Watershed Moment for Nebraska". She is part of a grass roots group helping to educate ourselves, water users, regulators, legislators and the public. You are invited to take advantage of this opportunity to learn more about Nebraska's water management challenges on March 5th, 6:00 p.m. at the Monsanto



Learning Center. Tickets for this are \$5 and are available from Ag Committee members or at the Chamber Office.



WOW Award Presented to Harrison Siblings

The January WOW Award was presented to Brady & Kaitlyn Harrison, children of Cully & Amy Harrison, for purchasing donuts with their own money and taking them to the truck drivers who were waiting in line to deliver corn to All Points Cooperative during harvest. They did this before they went to school in the mornings. The truck drivers commented on how much it meant to them for someone that young to be so thoughtful. Hats off to our WOW winners!



MARK YOUR CALENDAR

LEGISLATIVE BREAKFAST

Hosted by Dawson County Chambers

Saturday, February 4, 2012

8:30 a.m. – Dawson County Historical Museum

805 Taft Street, Lexington

The public is invited to attend a Legislative Update with State Senator John Wightman. Please RSVP to the Chamber Office at 308/537-3505 if you plan to attend. Future updates will be held on March 10th in Cozad and April 14th in Gothenburg.



Medical Clinic

Open House & Ribbon Cutting

Saturday, February 11, 2012

2:00 – 4:00 p.m.

Gothenburg Memorial Hospital invites the public to celebrate with them at the ribbon cutting at the new Doctor's Clinic at 2:00 p.m. with tours & refreshments following.



Gothenburg Memorial Hospital Gala

Murder Mystery Dinner

“A Flapper Murder At The 1920’s Speakeasy”

Saturday, February 11, 2012

6:00 p.m.

NSG Building, 520 10th Street

Tickets: \$50 per person available at First State Bank

Tickets are limited.



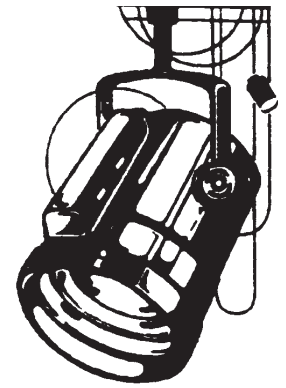
Horizon AG

**Invites you to an Open House
& Business After Hours**

Friday, March 2, 2012

Open House – 8:00 a.m. – 5:00 p.m.

BAH – 5:00 – 9:00 p.m.



Spotlight on Membership

Thanks for investing in your Chamber, GIC & community!

Thank you for investing in your Chamber and community! The following businesses invested in the Chamber of Commerce in January 2012. We appreciate their support and hope all members do business with one another.

PLATINUM

\$1,200+ Investment Level



Lake Promotional Products
 Flour Girls
 Romaine & Joan Aden
 Jack Soller
 Ampride
 Josh & Amy Mahar
 Joe & Diane Wahlgren
 Roger & Carol Wahlgren
 Joe & Kathy France
 Ag Edge Crop Insurance
 Janssen Enterprises
 Buddy's BBQ & Catering
 Dawson County Ag Society

Gary & Anne Anderson
 North Star Apartments
 Denning Construction
 F-4 Farms
 Doug's Plumbing
 Eakes Office Plus
NON-PROFIT (\$50)
 Central Community College
 Rotary Club
 United Methodist Church
 American Lutheran Church*
 Dawson County Parent Child Center

GOLD (\$850+)

Gothenburg Times
 Monsanto Breeding Technology
 The Home Agency
 Professional Financial Consultants, Inc.

SILVER (\$600+)

Hoovestol Inc.
 Bacon & Vinton
 Gothenburg Feed Products
 Peterson's Supermarket
 Stone Hearth Estates
 Pony Express Chevrolet

BRONZE (\$400+)

Investment Service Center
 First State Insurance
 Gothenburg Pharmacy
 Gothenburg Realty
 Landmark Implement
 Nebraska Salt & Grain
 D & D Feedlot
 Cozad Telephone
 Culligan Water
 Deerfield Apartments
 96 Ranch
 Edward Jones
 VVS Vending and Food Service
 Blase-Strauser Memorial Chapel
 KNOP-TV
 ServiceMaster of Mid-Nebraska
 Horizon Ag
 Schaben Sanitation
 Gothenburg KOA
 Dr. Craig Bartruff, MD
 Midwest Truck
 & Trailer Repair, Inc.
 Electric Rain
 Gothenburg Irrigation/
 Richeson Well Service
 Fairbanks International
 State Farm-Heidi Bazata

BASE (\$250+)

Paulsen, Inc.
 Central Nebraska Seed & Chemical
 His & Hers Hair Salon
 Hi-Gain Feedlot
 Steve Windrum
 Pony Express Station
 Walker's Steakhouse & Lounge
 OK Bottle Shop
 McMeen Physical Therapy
ASSOCIATE (\$120+)
 Platte Valley Arsenal

Welcome New Member*

American Lutheran Church

1512 Avenue G

308/537-3433

Pastor Matthew Groenke

Sunday Services:

8 a.m. Worship/Communion

9:15 a.m. Sunday School

10:30 a.m. Worship/Communion

Credit/Debit Card Payment Option Now Available

You are now able to pay your Chamber membership with ease when you opt to use your credit/debit card. This option is also available to pay for registration to seminars, tickets to special events or sponsorship fees. Payments to the Chamber just got easier and more convenient.





Swede Bucks...

It's the Gift That Guarantees Hometown Loyalty.

Purchase Swede Bucks in place of cash gifts or bonuses. There is no service fee, they can be used in any **Chamber member business** and our office staff will personalize them for you.

Remember, Swede Bucks can be purchased in \$5 and \$20 denominations. They are encoded by the bank and can be used just like a personal check. Call 537-3505 today and your packet of Swede Bucks will be prepared to your specifications.

NOTE TO BUSINESSES: Please fill in your name on the front so that we can acknowledge your business as a redeemer of Swede Bucks. When a customer brings Swede Bucks to your business, remember they are encoded by the bank and can be used just like a personal check. Please make sure all your employees who handle money are well informed of the program and do not turn away customers who bring in Swede Bucks. **Only Chamber Members are allowed to redeem Swede Bucks.**

Total This Month: \$1,750.00
2012 Year-to-Date Total: \$1,750.00
2011 Total Sold: \$33,395.00

Swede Bucks were redeemed in the following businesses in December:
Ampride, City of Gothenburg, Hicken Lumber, Joan's Hallmark, Gothenburg KOA, Lasso Espresso, Main Street Hair Design, McDonalds, Nelson's Appliance, Pamida, Peterson's Supermarket, OK Bottle Shoppe, Orscheln, Runza, Ribbon's & Roses, Pizza Hut, Walker's Steakhouse.

E-mail Newsletter option available

Would you like to receive this newsletter via the Internet? With the changes in our formatting, the option of receiving the newsletter via e-mail is available to anyone wishing to sign up for it. All that is necessary is to e-mail us at: chamber@gothenburgdelivers.com

Pony Express Rider Award Nomination Form

Nominees should fit one or more of the following guidelines:

- An individual or group that contributes to the economic growth and stability of the community.
- An individual or group that goes above and beyond the call of duty towards community improvement or who lives by the philosophy of "Doing good for others".
- An individual or group devoting unselfishly of their time and efforts toward the betterment of the community.

Please attach written information describing why/how you believe the nominee(s) fit the above guidelines. Be as specific as possible. For instance, individuals may hold membership in a variety of community organizations or be noted for specific volunteer activities. Also submit names of relatives, close friends and/or the appropriate contacts the Chamber would need to make if the nominee is selected. Nominee(s) does not have to be Chamber member(s).

Individual/Organization Name: _____

Mailing Address: _____

Telephone: _____ (Daytime)

Submitted By: _____

Address: _____

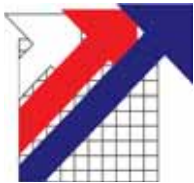
Telephone _____ (Daytime)

**GOTHENBURG AREA
CHAMBER OF COMMERCE**



Mission Statement

To provide strong leadership to its business community and to assist future growth and development in a changing economic environment.



**GOTHENBURG
IMPROVEMENT COMPANY**

Mission Statement

To encourage and facilitate existing business expansion, nurture business start-ups and entrepreneurship and promote Gothenburg as an attractive site for industrial

location and relocation in an effort to create jobs, stability and growth for the area.

PONY EXPRESS
Exchange

(U.S.P.S. 669-470)

The Pony Express Exchange is published monthly by the Gothenburg Community Development Office at 1021 Lake Avenue with periodicals postage paid at Gothenburg, NE 69138.

Subscription rate (to members): \$16 annually. Gothenburg Improvement Company members receive lifetime subscription. Send change of address notices to: Pony Express Exchange, P.O. Box 263, Gothenburg, NE 69138.



PLATINUM



GOLD



SILVER

Bacon & Vinton
Law Office

Peterson's
Supermarket

Gothenburg Feed
Products

Pony Express
Chevrolet

Great Western Bank

Rickertsen Technology
Inc. (RTI)

Hoovestol, Inc.

Stone Hearth Estates

Cozad Telephone Co.
D & D Feeding Co.
Dawson Tire Service Inc.
First State Insurance
Franzen, Inc.
Gothenburg Discount
Pharmacy

Gothenburg Public School
Gothenburg Realty Inc.
Dr. David Hult
Investment Service Center
Jensen Trucking Co. Inc.
KRVN AM & FM
LandMark Implement Inc.

Nebraska Public Power
District
Nebraska Salt & Grain Co.
Orscheln Farm & Home
Pamida
SourceGas Distribution

BRONZE