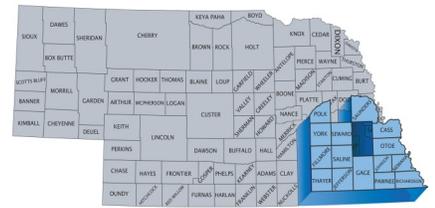


SEND D

Southeast Nebraska Development District



SEND D Veteran's Day Salute

SEND D counties are among the proudest in the state, and honoring veterans is one of the ways they show their pride and patriotism. Several counties have recently constructed veteran's memorials. One example is in Saline County where they added a veteran's memorial to the Courthouse yard. They proudly unveiled their new veteran's memorial on November 11, 2011 (photograph below).

The Veterans Memorial Phase I was officially completed on March 27, 2012. The Second Phase of the project will be installing a kiosk and will contain the veteran's information. The Final Phase will add additional flag poles, benches, and brick or granite murals replacing the current painted murals.

The Memorial was designed by Berggren Architects. The materials for the project were purchased from two Nebraska based companies Endicott Clay Products for the black brick and polished black granite from Desch Paine Monuments/Sunburst Memorials.

SEND D is also proud of its Veterans:
SEND D Executive Director David R. Taladay served as an E-5 Sergeant in the U.S. Army, 3rd Company, 17th Battalion, 1st Air Cavalry from Feb. 1970 to Dec. 1971. He attended training at the NCO School at Fort Benning, GA.

During the summer it was called 'Shake & Bake' school for non-commissioned officers, and if you were training during the winter months you were then 'Cool Whipped' (a little bit of Army humor). Dave served in the Republic of Vietnam for 8 months – 6 mo. with the Air Cavalry and 2 mo. with the 101st Airborne Division. He stated he only flew "in" the helicopters and didn't jump out of them!

SEND D Housing Specialist Bennett (Ben) J. Volz served as a Specialist 4 in the U.S. Army in Ft. Lewis, WA from March 3, 1970 to September 6, 1971. He was in the HHQ Company, 15th Battalion. He took basic training at Ft. Lewis, WA and then received orders to depart to Vietnam three months later. With the withdrawal of troops from Vietnam he never was deployed, but was assigned to Headquarters' Company and processed

military personnel back into the states. After being assigned permanent party to Headquarters Company he lived off Post in Tacoma, WA. He opted to go to school and did not try to further his career in the Army. Ben states, "I had it easy. The real heroes are the ones that did not make it back to the States."

SEND D Housing Specialist Brian Bashore is currently the Battalion Training Chief for the Seabees in the Naval Mobile Construction Battalion 15 of Belton, MO. He has been enlisted in the Navy since 2003. Brian served in Operation Iraqi Freedom in 2007-2008 and is currently preparing to serve again in Operation Enduring Freedom in Afghanistan in 2012-2013. If you would like to wish Brian well for his upcoming service, you can send him an email at bbashore@sendd.org.



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NEWSLETTER

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What's Next for Your Community?

The winter months are the best time to be thinking of what is next for your community. From the community development side of the coin, **NOW** is the time to think about the next projects for your community.

Start by identifying your community needs and prioritizing project ideas. There are grant opportunities that may be able to help you achieve one of the projects, but you must complete planning several months in advance of a grant application deadline. Often there are specific needs assessments or community survey activities to be accomplished prior to an application.

SENDD can help you sort through the many grant opportunities and help you plan for the future.



Community Visioning session in Geneva. Held by Alley Poyner Maccietto Architects.

Contact the Lincoln or Humboldt SENDD office to discuss your project ideas and we can help you take the next step in project exploration.

Don't wait to start the planning process. Welcome your new board/council members with new ideas- keep talking about what's next for your community!

6 Myths About the Future of Small Towns

#1: Towns that are "too small" have no future

There is no magical number at which a town can survive. Even communities of 100 or less manage to survive through thoughtful planning, entrepreneurial genius and hard work. Small towns can retain flexibility, and many times can respond faster to new trends and changing marketplace opportunities.

#2: A Community's Location is Key to its Survival

The old industrial-age thinking was that communities were dependent on their proximity to a major highway, a large metro area, or a significant natural resource. Today, with growth in service, information, and government sectors these factors are less important. Now the key is "what community leaders do with what is available." This translates as attitudes and behaviors of people in leadership. In other words, in an Information Age, leadership, not location, is the most important factor in community survival.

#3: Industrial Recruitment is the Best Strategy for Economic Development

Recruiting new industries is still the strategy of many small towns and economic development experts, even though study after study suggests that this alone is not a realistic long-term answer. Many are learning that they should have been working harder to keep the employers they already have. They need to work on strategies to emphasize growing from within first, then recruiting from the outside.

#4: Small Towns Can't Compete in the Global Economy

Small towns throughout America are home to an amazing variety of highly sophisticated, entrepreneurial successes. Many rural communities have small manufacturers that are producing high-quality products for a unique marketing niche, which extends beyond the local area to a regional,

national or even international market. Access to the internet and over-the-road package shippers, businesses can compete in the global marketplace.

#5: The "Best People" Leave Small Towns as Soon as They Can

The continuing decline of population in most rural areas remains a problem. Rural people use the term "brain drain" as if it meant anyone with brains would get out. They act as if the "best and brightest" should leave to seek better opportunities in the cities or to get a higher education, never to return. Many capable people stay in small towns or return to them. As small town leaders, they make priceless contributions to local quality of life, giving time and attention to civic affairs, service clubs, school events and family matters. Local leaders should not act as though "brain drain" means that no talent is left.

#6: The Rural and Urban Economies Are Not Interdependent

Another myth about rural communities is that larger metro areas are more important than smaller communities in our nation's economy. Rural industries such as agriculture, mining or land management are playing a smaller role in the rural-urban economic mix. This doesn't mean, however, that cities and counties could maintain their quality of life without farm products, coal, oil, and the natural resources available to the city and country person alike. Many city residents are nostalgic or sentimental about small towns, but they often forget that our essential raw materials need dynamic rural infrastructures to get from rural to urban markets.

(From the "Pathways to Community Vitality" conference, sponsored by the Heartland Center for Leadership Development)

ATTENTION MUNICIPAL & COUNTY CLERKS

Please forward contact information for NEW members of your boards, councils, and commissions. We try to include as many elected officials on this SENDD newsletter email list as possible. If they do not have email, please forward a mailing address and we will mail a hard copy of the newsletter to them.

Send your updates to Sharon Taylor @ staylor@sendd.org at the Lincoln office or Lisa Beethe @ senddlisa@windstream.net at the Humboldt office.