

The Overview By Jim Johnston will return in October.

September 2006



# The View

NEBRASKA CITY TOURISM & COMMERCE, INC.

## Ready...Set...AppleJack

by Ashley Gibbs

The 38<sup>th</sup> Annual **AppleJack Festival** is not something you want to miss this year! It is definitely bigger and better! This year, there are many of the old traditions and there are many new activities too!

To start off Saturday, there will be the **NCTC Waffle Feed** breakfast with all you can eat waffles! You get to choose from 9 toppings and you can even choose to have apple cinnamon waffles! Tickets are available now by contacting the NCTC office directly, Tony Mendiola at Staffing Services, Inc., Karen Fritschle at Otoe County Bank & Trust Company, Jean Clayton at KNCY Country Radio, and Joseph Nevel at Cargill Meat Solutions. Tickets can also be purchased at Shell SpeeDee, J.J. Palmtag, Commercial State Bank, Ambassador Wellness Center, U-Save Pharmacy, and Heartland Community Bank.

There will be the **AppleJack 5 Mile Fun Run/Walk & 1 mile Kid's Run**, which is sponsored by the Alpha Omega Chapter of Beta Sigma Phi. Entries were due September 1<sup>st</sup>, but they will still be accepted at a \$20 entry fee. Please contact Karen Barr with any questions at (402) 873-4523 or e-mail her at [kabarr@alltel.net](mailto:kabarr@alltel.net).

Like the past, there will be a **parade and marching band competition** this year. The parade route is on Central Avenue from 16<sup>th</sup> Street to 6<sup>th</sup> Street. Parade lineup begins promptly at 11:30 a.m. on Saturday, and the parade and marching band competition begins punctually at 1 p.m. The parade is always a great family activity; you want to miss it!

Commencing this year is the new and expanded "**AppleJam Fest!**" Many things have changed since last year; new location at the Nebraska City Middle School grounds. The hours have also changed significantly, to 10 a.m.—6 p.m., all day long (formerly 3-6p.m.). Not only has the location and time changed but the activities have increased significantly.

Have fun on the giant inflatable games, including an obstacle course, two bounce houses and a bungee run, more old time games & prizes, face painting, and the kiddie train. You'll be able to make BIG bubbles, design your own insect, hula hoop and jump rope. There will be live entertainment including Viking Re-Enactors, the N-E-B-R-A-S-K-A-N-S live talk, Country Kickers Dancers, and live band performances by Restless and Bad Habit! Boy Scout Troop 353 will be having a bake sale. Don't miss the Apple Pie Eating Contest! Kids, make sure you sign up for the Bike/Trike & Bigwheel Competition with great Awards!

"AppleJam Fest" also features tasty treats including the **NEW** apple bar, authentic tacos and tamales, hotdogs, chips & soda, cotton candy, popcorn, snow cones, slushies, shaved ice lemonade and old-fashioned root beer.

\$3.00 per person unlimited admission. Hold onto the wristband for FUN all day long.

For the car enthusiast, Sunday, September 17<sup>th</sup>, is the **AppleJack Car Show!** It will be held in downtown Nebraska city by the River City Classics Car Club. The pre-registration deadline is September 10<sup>th</sup>. Free admission to spectators, and there will be food & drink available.

The **Cargill Truckload Meat Sale** is coming back to the Nebraska Meat Outlet. Don't miss your chance to buy, there are some great deals!

It's plain to see with all these great activities and more, why you don't want to miss this years **AppleJack Festival** in beautiful and historic Nebraska City!

[www.NebraskaCity.com](http://www.NebraskaCity.com)



## KNCY Expands Local News Coverage

KNCY Radio has recently begun offering expanded coverage of the local and regional news scene on a daily basis. You can now hear 10 daily local newscasts Monday-Friday on KNCY 103.1 FM/1600 AM at 6:09 a.m., 7:09 a.m., 8:09 a.m., 11:06 a.m., 12:21 p.m., 1:06 p.m., 2:06 p.m., 3:06 p.m., 4:06 p.m., and 5:09 p.m. Add in seven newscasts each weekend and this brings to a total of 57 local newscasts each week on KNCY Country.



KNCY General Manager Scott Kooistra said, "We are excited to offer even more local news coverage of Nebraska City happenings, along with increased coverage of news and events in Otoe, Nemaha, Johnson, Cass and Fremont Counties. I encourage local residents to listen in to KNCY daily and we'll keep you informed with news, weather and sports and entertained with hot Country Music (and of course Partyline)."

Nebraska City Tourism & Commerce, Inc.  
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Jim Johnston.....Executive Director  
Lori Sterling.....Membership Services  
Ashley Gibbs.....Project Coordinator

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# Member Recognition

## Welcome New Members

### The Art of Music

Welcome to NCTC! Proud owner, Evelyn Alonso, will be having the Grand Opening of The Art of Music on Sept. 9, 2006. The business offers musical instruments, musical instruction, hand drawn art, graphic arts, art consultation, art murals and translation services. Regular business hours are Monday-Friday, 11 a.m. to 7 p.m. and Saturday, 11 a.m. to 5 p.m. Their location is 707 Central Avenue. Phone: (402) 873-7071.

### Cassel Grove Homestead Inn

Congratulations to co-owner's Diane Emmanuel and John Thomas for opening their new bed and breakfast! Located just 2 miles south of Nebraska City, the bed and breakfast is in an ideal location just outside the City. The business consists of a bed and breakfast and other small events can be accommodated. Located at 750 South 64th Road. You can visit them online by going to [www.casselgrovehomesteadinn.com](http://www.casselgrovehomesteadinn.com) or by calling them at (402) 873-0602.

## Nebraska City Community Foundation To Hold Business After Hours

The Nebraska City Community Foundation will be holding a Business After Hours on September 26 at 5 p.m. in the Kimmel Room at Morton-James Public Library. Their Annual Business Meeting is scheduled to start at 6:30 p.m.

## Rock-A-Thon To Be Held

Fingers, Faces & Feet will be holding their **9th Annual Rock-A-Thon** on Saturday, Sept. 9, from noon until midnight. This year it will be a fundraiser for the Nebraska City Rescue Squad and Nebraska City Fire Department. The goal for this year is \$2,500. Donations in any amount can be given to your favorite "rocker" prior to the event. A pledge of 25 cents per hour is just \$3.00 and all donations are tax-deductible. You can also stop by on Sept. 9 and drop a donation in the bucket. Those rockin' this year will be Shelli Eyman, Tanya Lyon, Sarah Kurtzer, Sandy Graham, Rose Ralstin and Taryn Schaaf.

## WDCC Hold Meeting

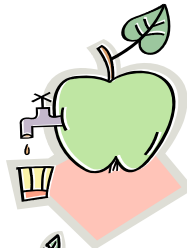
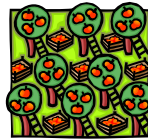
The Nebraska City Women's Division Chamber of Commerce met at City Hall on Tuesday, August 15. Tom Schreiner and Dennis Marshall commented about the new Nebraska City Museum of Firefighting and all the exciting upcoming plans for its completion.

They will have a food booth at Hayward School during AppleJack Festival weekend on Sept. 16 and 17 in the school's lunchroom. Stop in and visit them. All proceeds received from their food booth will be used to support local community projects.

Their next meeting will be on September 19. If you have any questions about their organization or would like to become a member, please contact their president, Ruby Eschen, 873-5273.

## FUNdraiser Variety Show Auditions

Auditions will be held Sept. 8 and 9 at 5 p.m., at the Cider House Theatre, located at 1422 1st Corso in Nebraska City, for a FUNdraiser variety show. All acts are welcome and encouraged! These could include stand-up comedy, skits, magic, monologues, poetry, dance, music, or any other kind of talent. We will also be putting together an improv team. The FUNdraiser variety show will be held on Saturday, Sept. 23 at 7 p.m., at the Cider House Theatre. For more information please call Amanda Pearson Vander-Broeck at 297-5054 or email her at [jaylucky95@hotmail.com](mailto:jaylucky95@hotmail.com).



## Upcoming Events

### Ribbon Cutting & Grand Opening

Saturday, September 9  
2 p.m.  
The Art of Music  
707 Central Avenue

### Business After Hours

Nebraska City Community Foundation  
Tuesday, September 26  
5 p.m.  
Kimmel Room at  
Morton James Public Library

Support Local Business,  
Shop in Nebraska City

## April 2005 Retail Sales



	<u>2004</u>	<u>2005</u>	<u>% Change</u>
Otoe County	\$8,029,695	\$8,320,361	3.60 %
Nebraska City	\$6,148,542	\$6,255,222	1.70 %

Source: Nebraska Department of Revenue

This is a comparative analysis of growth in the community & area.



# Partner Spotlight

## NHC & NCTC Partners

The Nebraska Hunting Company began with a simple mission: to bring more people to Nebraska to enjoy the outdoors, just like Grandpa and Dad taught us.

While promoting all aspects of the Nebraska outdoor industry, my goal has always been to bring visitors from outside of the state and illustrate why we should be a "destination location." Nebraska has fallen off the radar screen in this regard, nationally. And that shouldn't be the case at all.



My entire life has been spent working in some venue of the outdoor industry from Executive Director of the Nebraska Outfitters and Guides Association, which I founded, to working behind the retail counter at numerous sporting goods stores twenty years ago. I come by a lot of my knowledge of the industry the old-fashioned

way: living it.

I still remember a morning many years ago in the Rainwater Basin in Clay Center. I was with my dad and grandpa hunting waterfowl and pheasants. The message was clear...if you filled your waders up, you had two choices: one is to go up to the truck and dry out, come back and hunt or stay up at the truck and cry about it. Not hunting was just never an option for me.

In the three years that Nebraska Hunting Company has been doing business, we've been featured on five television shows for The Outdoor Channel and OLN. I consider that to be some measure of success, that a Nebraska company is considered to be the caliber to merit multiple national shows.

I still remember my mother saying, "there's more to life than hunting and fishing." Well, I'm still trying to figure out exactly what that is. In the meantime, I get paid to do what I love. I think that is an enviable position to be in, to be honest.

Nationally, many upland bird hunters, have the perception that all

Guest Writer, J. Scott Croner

South Dakota pheasants are wild. In truth, they release over 500,000 birds annually. NHC's challenge is to communicate to upland bird hunters that Nebraska is more than competitive and can deliver the experience they seek. We're clearly able to deliver the same level of outdoor entertainment that South Dakota boasts – and with better airports as well as more amenities!



Scott & Toby

What do I like best about doing business in Nebraska City? I appreciate the "team approach" of working with NCTC, Lied Lodge and Arbor Links, for instance, to create our Premium Pheasant Hunting Packages ([www.nebraskacityhunting.com](http://www.nebraskacityhunting.com) which is currently #1 on Google) . My goal is to make Nebraska City the gateway to Nebraska hunting. And why not? Where else can you shoot birds in the morning and par in the afternoon?

By being a member of NCTC, Nebraska Hunting Company is transformed from a one-employee operation to working shoulder-to-shoulder with local businesses and landowners to provide the very best outdoor experience possible. These actions come to promote all that is Nebraska City and thus, all NCTC members as a result.

Every obstacle that I've encountered in building NHC has been solved by simply continuing to furnish quality outdoor adventures. It really is that simple. I help create lifetime memories for friends and families through their hunts with me, which is evident on my website's Photos section ([www.nebraskahunting.net](http://www.nebraskahunting.net)).

Any area landowners that would like to discuss being a part of Nebraska City Hunting with the Nebraska Hunting Company can contact me directly at: (402) 304-1192 or via email at [scott@nebraskahunting.net](mailto:scott@nebraskahunting.net).



Log on for the Details!  
[www.NebraskaCity.com](http://www.NebraskaCity.com)  
Don't Miss The AppleJack Festival  
Sep. 16-17!



# Calendar of Events

## SEPTEMBER 2006

- 9/4 Labor Day, NCTC is Closed in Observance of the Holiday
- 9/9 Ribbon Cutting, 2 p.m., The Art of Music, 707 Central Avenue
- 9/9 Rock-A-Thon, Noon-Midnight, Fingers, Faces & Feet
- 9/11 NC Downtown Development Assoc. Mtg., Noon, Otoe County Bank
- 9/12 Museum Alliance Mtg., 4 pm, NCTC Office
- 9/16-17 **AppleJack Festival**
- 9/19 Women's Division Chamber of Commerce Meeting
- 9/20 OCVC Mtg., 9:30 am, Otoe County Courthouse
- 9/21 NCTC Board Mtg., Noon, Heartland Community Bank
- 9/26 BAH, NC Community Foundation, 5 pm, Kimmel Room @ Morton James Public Library

*Planning an event for 2006/2007? Check with our calendar of events to help avoiding conflicts with other events already scheduled. Contact NCTC with information about your event—we want to include it in the calendar of events.*

## OCTOBER 2006

- 10/7 Wild Fruit & Nut Jam, 10 am-5 pm, Kimmel Education & Research Center
- 10/10 Museum Alliance Mtg., 4 pm, NCTC Office
- 10/19 NCTC Board Mtg., Noon, Morton House Assisted Living
- 10/25 OCVC Mtg., 10 am, Otoe County Courthouse

If you have items for the October/November Calendar of Events or October Newsletter, **submit no later than September 25** to:

Calendar of Events: [LoriS@NebraskaCity.com](mailto:LoriS@NebraskaCity.com)  
Or Mail to: Neb. City Tourism & Commerce, Inc.  
806 1st Avenue, Nebraska City, NE 68410



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