Rural American Paradox-Part VI

Economic development is the purpose of Vision-17

By Gene Kelly Reprinted from Lincoln

Creation of 1,500 new jobs is the prime goal of Vision-17, the area's resources through the Southeast Nebraska economic development

"During Vision-17's first year, we tried to develop the feeling of a 17-county com-munity," said Alan Hansen, executive director. "We how have that sense of community, and we're aiming at those jobs."

Hansen said he feels the groundwork has been laid for 'putting dreams on a realistic

Two years of study led to the founding of the group in December 1967. "It's a homegrown, bootstrap, volun-t a r y economic development program," said President Wilkins, Geneva banker.

A mobile field office and Vision-17 representatives visited towns and cities with the group's story.

A 21st Century symposium, held at Crete, featured sociologists and community development specialists who and projected its role in the

An industrial exposition, held in Lincoln, brought together regional manufacturers and Midwest buyers.

"Business was conducted, orders taken and people aimed at creating new jobs. became aware of the resources available in Vision 17 land,"

Hansen said. economic development axiom

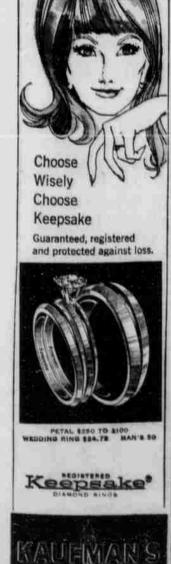
"Our study led to the conclusion that a multi-county, nulti-community program . . . offered the best chance for a rising tide of economic opportunity for the 370,000 people living in the 164

Recreational swimming

The swimming pool in the Women's Physical Education Buflding is open to all women students from 2:30 to 3:30 p.m. Monday through Friday.

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of the region."

From this idea developed the Vision-17 concept of mobilizing a program of industrial and community development.

"It is necessary to make manufacturers in other areas aware of what we have to offer. This is an expensive, slowmoving project, with every other town and region in the country competing for the same businesses to relocate in their locale," Hansen said.

Wilkins added that, know some 80 per cent of new jobs created in an area come from resources that already exist. This can be a business diversification or putting a new idea into production."

He said the organization's county development groups already in existence, rather than creating "some expensive new organization.'

Wilkins isolated two aspects of development efforts:

-Town and county ac-Two events highlighted the tivities: The creation of industrial sites, recreational projects and improvements in business districts, water supply and public transportation.

-Regional activities: Studies examined the resources and of transportation, post-high potential of the 17-county area school education and health care.

Hansen explained that his office, operating from Northern Systems Co. of Omaha, is currently creating work plan for use by d e v e lopment corporations,

cities, towns and rural areas A selective direct mail campaign to attract new industry is also in progress.

"We try to provide a plan and expert consultants needed in industrial expansion," Hansen said.

Vision-17 has contracted with Northern Systems to provide professional staff. Each of the 17 participating counties is represented on the board of directors by three voting members.

Regional activities have included a comprehensive health of the 17 counties have endorsed - and an effort to secure federal funds for a regional transportation study covering roads, rails, barge and air service. The May workshop in Lin-

goal is to provide guidance for coln will bring together state and federal resource officials and area leaders seeking development facts and guidelines.

Wilkins feels that mechanization and marketing patterns have changed both the agricultural industry and the Beatrice. communities which serviced this industry in the past.

"As people leave expanding farms, the need for merchants, professional and service people nearby communities is reduced" and population loss snowballs, he said.

The Vision-17 president addretains all the necessary ingredients for a rapid, strong, late-20th Century growth patern.

"Vision-17 is located within Bruning, a 600-mile marketing center

Interstate 80, the navigable Missouri River, four major railroads, trunk line and regional air service, transcontinental truck and bus lines provide ready transportation service for this market . .

The people in southeastern Nebraska "prefer bootstraps to apron strings to improve the quality of living," Hansen ad-

Vision-17 is supported by private and business contributions. Officers are Hugh F. planning project - which 15 Wilkins, Geneva, president; M. O. Strand, York, vice president, industrial development; Carroll Thompson, Lincoln, vice president, community development; Lester Trussell, Beatrice, secretary and Charles Matzke, Pawnee City, Treasurer.

Industrial development corporations in the 17-county area are located in:

Butler - David City, Rising City: Cass - Plattsmouth: Fillmore - Exeter, Fairmont, Geneva, Shickley: Gage Wymore: Jefferson - Fairbury: Johnson - Sterling, Tecumseh.

Lancaster - Lincoln. Waverly; Nemaha - Auburn; Nebraska City. Syracuse; Pawnee - Pawnee City, Table Rock: Polk Osceola, Stromsburg.

Richardson "Southeastern Nebraska Humboldt; Saline - Crete, Friend, Wilber: Saunders Ashland. Wahoo: Seward Milford, Seward: Thayer

fansen said. Wilkins believes that the Food technology begins "A Rising Tide Lifts All Boats" is custom tailored for the southeast corner of the research study for NASA state.

The University of Nebraska pasteurized foods for the space and the National Aeronautics program, including the Apollo and Space Administration (NASA) have completed a contract calling for research assistance to NASA from the NU Food Science and Technology Department of the College of Agriculture.

The research program, involving bread irradiation study for space flight use, will be supervised by Dr. T. E. Hartung, chairman of the Food Science and Technology

"Primary importance of the research will be to control storage of food, providing health protection and eliminating food spoilage for astronauts missions," Hartung explained, 'and until now the United States had undertaken only limited work in the use of irradiated foods for the Manned Space Program. The Soviet Union has studied the area more extensively.'

The new program includes assistance by a team of food scientists in studying the

1821 K Street

and Skylab series. Initial studies will be concerned with using irradiated flour and bread under conditions which will exist aboard an Apollo moon craft or station, or the Skylab system, Hartung explained

The specific contract with NASA stipulates that the bread be stored at conditions similar to temperatures in the Skylab or the Apollo command module and lunar excursion module. The bread will be evaluated periodically for its microbiological condition, with specific attention to development of mold, physical changes due to staleness.

flavor, and any chemical changes which may occur. University of Nebraska food scientists have been conducting preliminary research in cooperation with the Atomic Energy Commission under the direction of NU Food Scientist R. B. Maxcy, Hartung noted. "The research, dealing with

irradiation pasteurization of red meats, has offered encouraging benefits using the 'cold pasteurization' effect of

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low gamma irradiation doses."

'Nebraska holds great promise in the field of industrial food processing. The opportunity for economic development within Nebraska through further processing is one reason why food scientists at the University are looking at the use of irradiation pasteurization."

direct application for the condistributed nationally from central processing.

Hartung stated that

"The trend of central processing for meats is a strong one and the current irradiation work suggests that this may provide Nebraska an advantage in central processing technology

The project director added that the NASA program will supplement the study endeavor total concept, which has venience food items which are packaged and subsequently



Dave Morock, a physical education major in the Teachers College and a football player, tests his lung power on the pulmonary function analyser in the University of Nebraska's new physical fitness laboratory while Dr. Kenneth Rose, director of the lab, watches the results.

Physical fitness lab studies exercise

By Judy Nelson

ergometer, and oxygen computer may seem strange additions to the University of Nebraska's Memorial Stadium. They're there, though - part of the new physical fitness

The new lab, located under the stadium and coordinated by the University Health labs across the country, said Dr. Kenneth D. Rose, director of the facility. It is designed to study physical fitness and test individual capacities for

The idea for the lab began in 1960, Dr. Rose stated. Funds for the construction came from the University of Nebraska and its athletic department. Equipment was financed by the University, the athletic department, the National Institutes of Health, and the National Collegiate Athletic

The athletic department needs a place to study exercise physiology, and all university students need to know the benefits of a good physical body, Dr. Rose said. Tests made on the athletes will be applicable to the physical fitness of all people. Athletes will not be the only ones using the lab, he said.

He said the idea of a total academic system needs to be changed to one that includes being physically fit.

"College students are notoriously bad physical specimens," Dr. Rose said. The lab will help demonstrate need for physical fitness, back demonstrated with facts."

When the lab and equipment have been thoroughly checked, they can be used to study the heart three dimensionally, Dr. Rose said. During the football season this year one of the players is likely to be tested through a small broadcasting

device about an inch long. He A treadmill, bicycle will wear it during a game, and it will feed his electrocardiogram reading into the lab. In addition, there's an antenna on the stadium to t r ansmit electrocardiogram readings of spectators into the

All people need to be physically fit, because not only will they feel better, they will Service, is one of 10 to 15 perform better, Dr. Rose

People should avoid being fat, he added. It has been proven that if people keep fit, their hearts can withstand sudden bursts of exercise

'Fat today for most people in America is out of time and out of place," he said.

Another problem that will concern people in the lab is coronary heart disease, Dr. Rose said. He added that the late Dr. R. L. Holman, a pathologist from the University of Louisiana, advanced the theory that coronary heart disease begins at age two and becomes irreversible after age 20. This may be because people become too sedentary and too busy to care for their bodies properly. The lab will try to prove this right or

Dr. Rose, who climbs stairs instead of riding elevators, says he doesn't have any wild dreams of converting everyone physical fitness fans. However, he is out to convince them that a physically fit body

Not everyone has to go jogging, he added. People should ake part in physical evercise they enjoy - walking, playing tennis, or swimming. The new lab now on campus will be able to help people plan a physical fitness program by telling them how much exercise they are capable of doing safely, he said.

tests for speech defects Crime stories and comic child's speech, Dr. Schliesser strips have utilitized voice said. Voice prints made with the spectrograph before and prints to "catch" many a after surgery evaluate the criminal, but a real life voice amount of improvement in the

spectrograph, is being used in To use the spectrograph, a a very different area at the tape is made of the patient speech before and afte University of Nebraska. surgery or therapy. A section The University Speech and of the tape with a vowel sound Hearing Clinic has a spectrograph, which is used to is played repeatedly into the evaluate the effectiveness of spectrograph, which transmis surgery for speech on cleft the sound waves by burning them onto a specially treated

child's speech.



Voice printing machine

printing machine, called the

palate children.

Dr. Herbert Arkebauer (left), and Dr. Herbert Schliesser, both of the NU Speech and Hearing Clinic, watch a voice print being produced by a spectrograph.

director of the clinic, explained needle or stylus. that cleft palate is a congenital birth defect in which the roof of the mouth is not completely closed. This causes increased resonance in the nasal passages when a child speaks and makes him sound as if he is "talking through his

cleft palate condition and can change in the nasality of the also reduce the nasality of the

Dr. Herbert Schliesser, paper by wave of a moveable

The stylus transmits the sound waves to a chart in dark and light shades indicating the frequencies of the sound waves. The prints made of the same vowel sounds before and after surgery are then compared to see if the shades shift in position on the chart. A Surgery can correct the shift in position indicates a

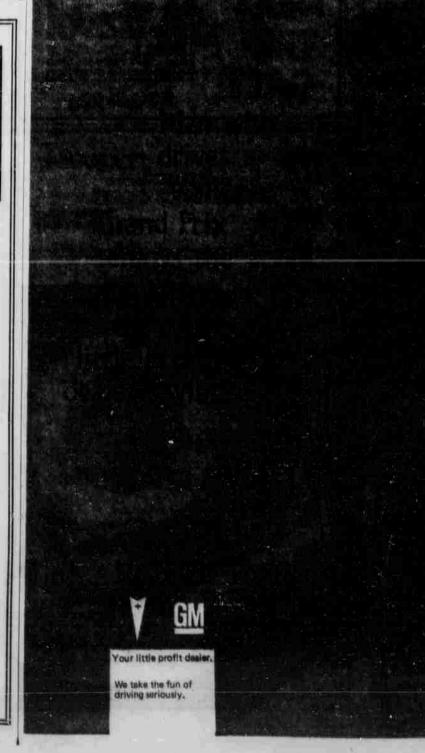
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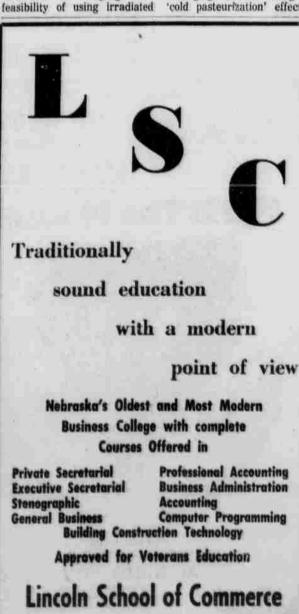
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We are going to all lengths for you this fall.

New Items Arriving DAILY

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