

Rural American Paradox-Part VI

Economic development is the purpose of Vision-17

By Gene Kelly Reprinted from Lincoln Journal

Creation of 1,500 new jobs is the prime goal of Vision-17, the Southeast Nebraska economic development group.

"During Vision-17's first year, we tried to develop the feeling of a 17-county community," said Alan Hansen, executive director. "We 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 basis."

Two years of study led to the founding of the group in December 1967. "It's a homegrown, bootstrap, voluntary economic development program," said President Hugh Wilkins, Geneva banker.

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

Two events highlighted the first year:

A 21st Century symposium, held at Crete, featured sociologists and community development specialists who examined the resources and potential of the 17-county area and projected its role in the year 2000.

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

"Business was conducted, orders taken and people became aware of the resources available in Vision 17 land," Hansen said.

Wilkins believes that the economic development axiom "A Rising Tide Lifts All Boats" is custom tailored for the southeast corner of the state.

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

cities, towns and rural areas of the region."

From this idea developed the Vision-17 concept of mobilizing the area's resources through 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, slow-moving 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, "We 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 goal is to provide guidance for county development groups already in existence, rather than creating "some expensive new organization."

Wilkins isolated two aspects of development efforts:

-Town and county activities: The creation of industrial sites, recreational projects and improvements in business districts, water supply and public transportation.

-Regional activities: Studies of transportation, post-high school education and health care.

Hansen explained that his office, operating from Northern Systems Co. of Omaha, is currently creating a work plan for use by development corporations, aimed at creating new jobs.

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 a 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 planning project - which 15 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 Lincoln 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 communities which serviced this industry in the past.

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

The Vision-17 president added, "Southeastern Nebraska retains all the necessary ingredients for a rapid, strong, late-20th Century growth pattern. "Vision-17 is located within a 600-mile marketing center

where 50 million people live. 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 added.

Vision-17 is supported by private and business contributions. Officers are Hugh F. 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 - Beatrice, Wymore; Jefferson - Fairbury; Johnson - Sterling, Tecumseh; Lancaster - Lincoln, Waverly; Nemaha - Auburn; Otoe - Nebraska City, Syracuse; Pawnee - Pawnee City, Table Rock; Polk - Osceola, Stromsburg; Richardson - Falls City, Humboldt; Saline - Crete, Friend, Wilber; Saunders - Ashland, Wahoo; Seward - Milford, Seward; Thayer - Bruning, Hebron; York - Henderson, York.



Dave Morock, a physical education major in the Teachers College and a football player, tests his lung power on the pulmonary function analyzer 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 A treadmill, bicycle 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 laboratory.

The new lab, located under the stadium and coordinated by the University Health Service, is one of 10 to 15 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 exercise.

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 Assn.

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 the need for physical fitness, and back up what is 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

Voice printing machine tests for speech defects

Crime stories and comic strips have utilized voice prints to "catch" many a criminal, but a real life voice printing machine, called the spectrograph, is being used in a very different area at the University of Nebraska.

The University Speech and Hearing Clinic has a spectrograph, which is used to evaluate the effectiveness of surgery for speech on cleft palate children.

child's speech, Dr. Schliesser said. Voice prints made with the spectrograph before and after surgery evaluate the amount of improvement in the child's speech.

To use the spectrograph, a tape is made of the patient's speech before and after surgery or therapy. A section of the tape with a vowel sound such as the "e" in "need" is played repeatedly into the spectrograph, which transmits the sound waves by burning them onto a specially treated



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.

Dr. Herbert Schliesser, director of the clinic, explained 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 nose."

Surgery can correct the cleft palate condition and also reduce the nasality of the

paper by wave of a moveable needle or stylus. 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 shift in position indicates a change in the nasality of the tone.

Food technology begins research study for NASA

The University of Nebraska and the National Aeronautics 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 Department.

"Primary importance of the research will be to control storage of food, providing health protection and eliminating food spoilage for the astronauts on the 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 feasibility of using irradiated

pasteurized foods for the space program, including the Apollo 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. Maxey, Hartung noted.

"The research, dealing with irradiation pasteurization of red meats, has offered encouraging benefits using the 'cold pasteurization' effect of

low gamma irradiation doses."

Hartung stated that "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."

"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 by using this new preservation technology."

The project director added that the NASA program will supplement the study endeavor in total concept, which has direct application for the convenience food items which are packaged and subsequently distributed nationally from central processing.

Recreational swimming

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

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