

# New state extension program to aid small-town businesses

By Andy Jacobitz  
Staff Reporter

A new extension program, Managing Main Street Business, soon will be started to help businesses in rural communities that are hurt by the farm crisis in Nebraska.

The program, sponsored by the UNL Cooperative Extension Service and the Nebraska Business Development Center in Omaha will focus on assisting managers and owners of statewide rural businesses in developing management skills.

Dr. Mike Turner, UNL extension agricultural economist, said that the program's main objective is to deal with business retention and expansion of existing businesses.

Main street businesses are those primarily serving rural communities — from restaurants to dry cleaners to grocers.

"Farm crisis problems are not limited to just the farmers and ranchers in the state," Turner said.

He said that Nebraska has the largest number of agriculturally dependent counties of any state. Fifty-two of

Nebraska's 92 counties have 30 percent or more of their total wage and proprietor income based in agriculture. Over 400 towns statewide with populations less than 1,000 depend heavily upon agriculture as their economic base.

Turner pointed to noticeable downward trends in rural areas in the state, including income levels lagging behind those of urban areas, per capita sales taxes dropping, the greatest decline in student enrollment, the lowest population growth, the oldest average age, the highest rate of increase in food stamps, and Aid to Dependent Children use and limited health-care services.

Turner said he anticipates that most participation in the program will come from family businesses. The program will integrate family goals as well as business goals. Spouses and business associates are encouraged to participate in the program.

The program will consist of workshop sessions across the state presented by the Nebraska Cooperative Extension Service. The Nebraska Business Development Center will provide follow-up individual consultations, said

Bob Bernier, state director of the Nebraska Business Development Center. Bernier said the need for the program arose from the financial strain of a weak farm economy. He said that the Nebraska Cooperative Extension Service and the Business Development Center are working together to best serve rural businesses.


"We are interested in their survival," Bernier said.

Turner said that the program is similar to an existing extension program for agricultural producers called "Managing for Tomorrow." Beyond the development of a business plan, the program also will assist in market analysis, trend analysis and financial planning.

The registration fee for the program is \$125 per business.

"With the farm crisis, people need to learn to adjust, to learn strategies to improve their profit possibilities," Turner said. "Managing Main Street Business will assist people with questions about business retention, expansion and establishment of new business ventures," he said.

**Big John's Loosen Up!**



**85¢ Bottles**

- Corona
- Heineken
- Mich Dark

Big John's Billiards, Inc.  
399 Sun Valley Blvd.  
Lincoln, NE 68528  
474-3545

TUESDAY 7 p.m.-1 a.m.

# Bereuter battles Burns

Candidates challenge each other's experience, policies

By Michael Hooper  
Senior Reporter

Incumbent Doug Bereuter and Lincoln attorney Steve Burns, candidates for Nebraska's 1st District seat in the House of Representatives, have been sparring for voters' support, with Burns saying Bereuter has supported bad policy in Washington and Bereuter saying Burns lacks "experience and demonstrative effectiveness."

Republican Bereuter said his eight years in the House puts him further ahead in experience than Burns, who, Bereuter said, also lacks "civic involvement."

"Bereuter's only civic involvement is by the tax-payers' expense," Burns said. "I call that (his work in the House) a job, not civic service."

Bereuter, from Utica, said that while he has been in Congress he has been able to gain some seniority and membership on two important committees, the Trade Subcommittee and the Banking Finance and Urban Affairs Committee.

Burns said that he has been involved with civic affairs and "not at the tax-payers' expense." He mentioned his service to Cedar Homes for Children and volunteer work for the Lincoln YMCA.

Burns criticized Bereuter's support for the 1985 Farm Bill and his continuing support of aid for the Contra rebels of Nicaragua.

Except for helping farmers decide how much they should produce, based on Marketing Certificate projections, Burns said, government should stay out of farming for the most part. The farm bill's main problem is that it allows farmers to get their grain subsidized. Subsidies "are killing the farmer," Burns said.

"Let the farmers be farmers," he said, "and keep the government out of it."

Bereuter disagreed. He said subsidies serve as "a safety net" for farmers when they cannot get a good price for their products. Subsidies should be given mostly to family farms, Bereuter said.

Both candidates agreed that limits should be placed on production.

One problem with producing and selling grain is that there is a lack of a multilateral approach to production of grain amongst the world's producers, Bereuter said. There should be some agreement among the producers on price and quantity of production, he said.

Burns said Bereuter should not have supported the 1985 Farm Bill. It is evident the bill is not working by looking at the price of grain over its price last year, Burns said. For example, corn has been selling for about 95 cents a bushel, yet last year it was selling for nearly twice that amount, he said.

"There's not a farmer today who can make it on 95 cents a bushel," Burns said.

Bereuter, who voted for the \$100 million military-aid package for the Contra rebels of Nicaragua, said he may support more aid to the Contras. Bereuter said he hopes the Sandinistas will allow the Contras to join the political pro-



Bereuter



Burns

cess. The military aid may help them put enough pressure on the Sandinistas so that they may gain access to the political process, he said. Right now the Contras are not represented in Nicaragua, Bereuter said. One positive thing the Contras have done, Bereuter said, was to reduce Sandinista involvement in Costa Rica, a democratic country, and in El Salvador.

Burns said Bereuter was "foolhardy" in supporting the military aid to the Contras. That money is not enough to help the Contras wage and win a war against the Sandinistas anyway, Burns said. A better approach to the conflict in Nicaragua, Burns said, would be trading with the Sandinistas and educating them.

"The more people are educated, the more they move away from communism," Burns said.

Both candidates said they would only support President Reagan's Strategic Defense Initiative on a limited basis.

"We need to keep a leash on Administration's desire to deploy SDI," Bereuter said. He voted for reductions in Reagan's proposed spending on SDI, also known as "Star Wars." Bereuter said Congress must limit testing and deployment of SDI but continue to support research on SDI.

Burns agreed that research on SDI is needed. He added that the military budget "is way too high." With a trillion-dollar national deficit, the government cannot afford to continue spending billions of dollars on the military, Burns said.

Bereuter said he will not support cuts in Pell Grants and Guaranteed Student Loans. He said he does not expect Congress to make cuts in financial support for college students.

Burns said Bereuter has not spent enough time in his district to fully serve it.

Bereuter defended himself, saying that he has spent most, if not all of the recommended 90 days in the district a year during his eight years in the House.

In addition, Bereuter said he has done many things for his district. He mentioned his success in getting a grant for the new Missouri River bridge at Nebraska City and funds for a new airport at York as examples of projects he encouraged.

for the existence of Israel," he said.

"If there had been a Jewish state then, Auschwitz would have been destroyed by the Israeli military," Wyman said.

The other lessons are that each of us must take personal responsibility on each of these issues and that the Holocaust was "a deep tragedy for all of mankind," he said.

# Five lessons learned from Holocaust experience

HOLOCAUST from Page 1

sons which could be learned from the experience of the Holocaust. The first one is that we now know that genocide is possible in our world.

The second one is that anti-Semitism is dangerous, and that we must resist it, he said.

"The third is that there is an absolute reason

Look what's happening at Greyhound.

FRIDAY

SUNDAY

"Student Special"

Round Trip Lincoln to Omaha

ONLY \$15.00 must show student I.D.

Save \$4.00

<p><b>Leave Lincoln</b></p> <p>5:15 p.m.</p> <p>8:15 p.m.</p>	<p><b>Arrive Omaha</b></p> <p>6:30 p.m.</p> <p>9:30 p.m.</p>
<p><b>Leave Omaha</b></p> <p>3:15 p.m.</p> <p>6:45 p.m.</p>	<p><b>Arrive Lincoln</b></p> <p>4:30 p.m.</p> <p>8:00 p.m.</p>

Call Greyhound for details.

GO GREYHOUND

474-1071 And leave the driving to us. 940 P St. © 1984 Greyhound Lines, Inc.

# This holiday season, get the "Write Stuff" at the right price.

Now you can get the competitive edge when classes begin in January. With a Macintosh™ personal computer, and all the write extras.

We call it the Macintosh "Write Stuff" bundle. You'll call it a great deal! Because when you buy a Macintosh "Write Stuff" bundle before January 9, 1987, you'll receive a bundle of extras—and save \$250.

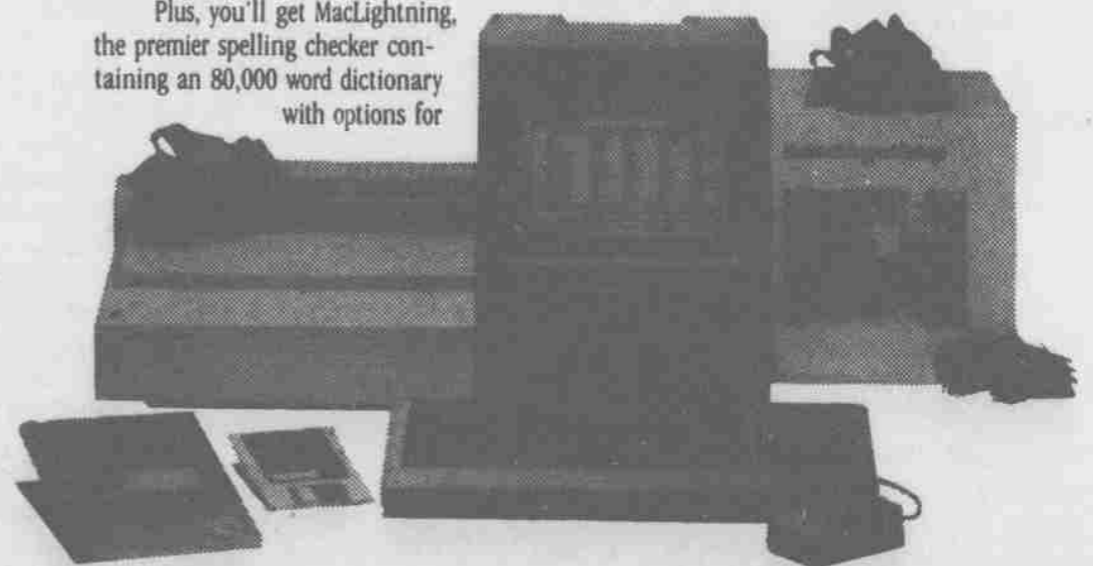
Not only will you get your choice of a Macintosh 512K Enhanced or a Macintosh Plus, you'll also get an Image Writer™ II printer, the perfect solution for producing near letter-quality term papers or reports, complete with graphs, charts, and illustrations.

Plus, you'll get MacLightning, the premier spelling checker containing an 80,000 word dictionary with options for

thesaurus, medical or legal dictionaries. Together with your favorite Macintosh word processing software, you can transform your notes into the clearest, most letter perfect papers you ever turned out. And turned in on time.

What's more, there's a Macintosh Support Kit filled with valuable accessories and computer care products from 3M.\* Complete with all the things you need to keep your Macintosh running long after you've graduated.

Let us show you how to get through college better, faster, and smarter. Stop in and see us for more information.



COMPUTER SHOP  
NEBRASKA UNION LOWER LEVEL

\*Offer Good While Supplies Last. © 1986 Apple Computer, Inc. Apple and the Apple logo are registered trademarks of Apple Computer, Inc. Macintosh and ImageWriter are trademarks of Apple Computer, Inc. MacLightning is a trademark of Third Software, Inc.

