

Mall increases shopping options

Two stores already open at South Pointe Pavilions with more coming

By MICHELLE STORIUS
Staff writer

In a city with only one major shopping mall, a developer has found an opportunity to open stores that Lincolniters normally drive 50 miles northeast to shop at.

South Pointe Pavilions, 27th and Pine Lake Road, will open stores this month, such as Abercrombie & Fitch and Bed, Bath & Beyond, that can't be found anywhere else in the city.

"Instead of going to Omaha, now I can just shop here in Lincoln," said Shelly Hain, a freshman marketing major. "I'm also really looking forward to all the new shops that will be coming in there."

Two businesses — Old Navy, and Chili's Restaurant — have been open at South Pointe Pavilions, said Scott Rehorn, partner in R.E.D. Capital Development; a third, Hallmark Creations, opens today.

On Nov. 27, the proverbial "biggest shopping day of the year," seven more stores will open — Abercrombie & Fitch, The Buckle, Gymboree, Barnes & Noble, Lenscrafters, Athlete's Foot and Bed, Bath & Beyond — Rehorn said.

Von Maur, a large, upscale department store, will open this summer.

Douglas Theaters will open a new facility with six screens and stadium seating and will start screening films in

May 1999. Other stores that will open this summer are Ben Simon's, Bath & Body Works, Gap, Gap Kids, Landmark Luggage and Victoria's Secret.

Three or four more stores already are beginning interior construction at the mall; however, Rehorn would not name the stores because of marketing strategy.

The South Pointe Pavilions project began a little more than two years ago. The construction should be finished within the next two months, and the interior of the mall will be finished in July, Rehorn said.

Shoppers are already buzzing. "It's going to be awesome with all the new stores that we don't have here in Lincoln," said Shannon Otto, a freshman international business major, who works at Old Navy. "I think even if I didn't work out there, I would go out there to shop."

Lincoln's only other major retail mall is not worried about South Pointe creating dangerous competition.

Scott Victoryskocil, general manager of Gateway Mall, said, "I think (South Pointe Pavilions) will give consumers another option."

Rehorn said the open-air design of the new mall is intended to add atmosphere and allow a better shopping experience than in an enclosed mall.

Many shopping centers in the Midwest started this trend and had success, Rehorn said. Kansas City is

known for the Plaza, Chicago has Oakbrook, and in Omaha there is One Pacific Place.

Rehorn said this design is less expensive for the tenants, so their heating and air-conditioning bills will be lower.

Those reduced expenses would be passed to customers in the form of lower prices on merchandise, he said.

Rehorn doesn't think the outdoor design, however, would be detrimental in the winter months.

"If 80,000 people are willing to sit outside in a football stadium, they won't mind walking under an overhang from one heated store to another," Rehorn said.

He said R.E.D. Capital Development has allowed room for expansion beside Bed, Bath & Beyond. However, this space probably will be used for a community center.

So far, Old Navy has had steady traffic, said Daniel Reimnitz, the general manager.

The store opened at the new mall because South Pointe offered available space that was conducive to the store's large size, Reimnitz said.

Rehorn said the new mall's size and variety of stores and services it offers will draw customers from all over town.

"All this put in one spot makes South Pointe Pavilions a shopping experience not provided anywhere in Nebraska," Rehorn said.

Regent-elect hopes to bring new ideas to board

SCHROEDER from page 1

the task."

Schroeder grew up in Grand Island and graduated from Iowa State University in 1965 with a bachelor's of science and distributive studies. He earned a law degree from the NU College of Law in 1968.

Moving to Kearney in 1970, Schroeder decided to become active in city and school governance.

"Education is historically in my family," Schroeder said. "My father served the school board, and when our children started school, my interest was rekindled."

Schroeder began his community involvement in 1974 as a member of the Central Community College board and was elected to the Kearney City Council in 1978. He represented his community as a council member until 1982.

Schroeder's focus changed and centered on education in 1988 when he decided to run for the Kearney School Board.

"I tended to have a different perspective on things than others did," he said. "But that didn't matter. Bettering education was my focus."

Dave Glover, senior vice president of care development at Good Samaritan Health Systems, said Schroeder is not afraid to express his opinion when it comes to educational issues. Glover has known and worked with Schroeder for more than 10 years.

"He has a desire to learn about the issues and has a great capacity for researching," Glover said. "He cares about education. He really supports it."

When Schroeder's school board term ended in 1996, he chose not to run for a fourth term.

Schroeder said it is important for leadership roles to change in a democracy. The opportunity to have different voices govern allows for new thoughts and ideas, he said.

"I do believe it is important to open up doors for new leadership," Schroeder said. "That is why I elected not to run for a fourth term in the Kearney School Board and run for

regents, instead."

In January, Schroeder will be sworn in.

He said he is not coming to the board with an agenda, but rather with ideas to better serve NU schools and their communities.

"I don't know if they are actually sound ideas, but they're ideas," he said.

During his campaign, Schroeder said distance education was a vital asset to the University of Nebraska's future. Schroeder said he wanted to continue that idea, as well as, looking into NU policies.

"I see my main responsibility as a regent is to establish policy," he said. Schroeder said his past experience in education will help him deal with university policies.

Glover said he is certain Schroeder would do well serving the state and the community.

"Kent will be a fresh face to the board of regents," Glover said. "The community elected him, and he will serve the community and their interests."

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ASUN returns election rules for revisions

ASUN from page 1

body if students just vote according to party lines."

Other election changes include:

- Changing the number of signatures a student needs to run for senate from 35 to 10 in the NU College of Dentistry, and from 25 to 10 in both the Division of Continuing Studies and UNL's nursing division.

- All write-in candidates must complete a form allowing them to conduct an active write-in campaign. Fuchs said an active write-in campaign includes visible campaigning, such as distributing posters and brochures.

- This year six senators will be elected from the College of Arts and Sciences, and three will be elected from the Division of Continuing Studies, a loss of one seat for each.

The ASUN Electoral Commission will meet 6 p.m. Tuesday in the ASUN office, 115 Nebraska Union, to discuss amendments and changes to the 1999 ASUN election rules and procedures.

"Anyone is welcome to attend. It's a public meeting," Fuchs said. "Actually, we would like student input on these matters."