

# Bulletin

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## Calendar of Events

### Events

**November 20, 2015**  
NPA Foundation board meeting conference call

**March 16-17, 2016**  
NNA (National Newspaper Assn) Leadership Summit, Washington DC

**April 22-23, 2016**  
NPA Annual Convention  
Holiday Inn Convention Center, Kearney, NE

### Webinars

**December 11, 2015**  
Using Social Media to Engage Your Audience Without Annoying Your Friends & Fans (Online Media Campus)

**The NPA/NPAS office will be CLOSED  
Thurs. & Fri.,  
Nov. 26-27 for  
the Thanksgiving holiday!**

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## Nebraska featured in 40-page section of United Airlines magazine

United Airlines picked Nebraska to feature for their special segment inside the November issue of Hemispheres Magazine. This magazine will be in every seat pocket of every United airplane for the month of November – on every flight around the world!



There is an interview with the Governor and lots of articles featuring Nebraska companies and partners that we work with. United said November is the busiest travel month and our (40-page) segment is one of the largest they have done because of the amount of good stories and Nebraska advertisers.

## Creative Printers' staff in Stapleton help cut missing NE photos to 24 for "The Wall of Faces"

In September there were 100 missing pictures of the 396 from Nebraska killed in Vietnam. As of November 5, there are only 24 pictures that need to be found for "The Wall of Faces."

Read how Kendra Cutler and Marcia Hora, staff at Creative Printers, Inc. (*Arnold Sentinel*, *Stapleton Enterprise* and *Thedford Thomas Co. Herald*) have joined with others to find the missing photos of Nebraska vets. **The article that appeared in the November 12 issue of the *Stapleton Enterprise* is attached to this Bulletin.**



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## **Life-long educator, Margaret Trysla, dies**

Margaret Trysla, of South Sioux City, NE, died November 13, 2015, at her residence following a battle with cancer. Funeral services are November 17 at St. Michaels Catholic Church in South Sioux City, NE. Online condolences may be left at [www.meyerbroschapels.com](http://www.meyerbroschapels.com).

A native of the Hubbard, NE, area, Margaret received her Bachelors degree from the College of St. Marys in Omaha, and received her Masters degree from the University of South Dakota.

As a life-long educator, she taught high school and college-level English for more than 45 years. She started her teaching career in Sioux City, and after retiring she was an adjunct professor at Briar Cliff College and Morningside College.

Margaret was married to Henry Trysla, longtime editor of the *Dakota County Star*, for 53 years. The couple lived in South Sioux City for their married life, raised five children and were avid contributors to their community.

She is survived by her children, Teresa (Bill) Townsend, Sioux Falls, SD; Patrick (Kris) Trysla, Leawood, KS; Maria (Byron Arthur) Trysla, Boulder, CO; Trudi (David Schultz) Trysla, St. Paul, MN; and Timothy Trysla, Washington, DC. She was preceded in death by her husband Henry. Memorials may be directed to the St. Jude Childrens Hospital and St. Michaels Catholic Church in South Sioux City.



# EARLY DEADLINES!



## **NCAN(classified) Ads:**

Ads running wk of 11/30/15 - DL Tues., 11/24/15 at 10:00 a.m.

## **2x2/2x4 Display Ads:**

Ads running wk of 11/30/15 - DL Mon., 11/23/15 at 4:00 p.m.

**Please pass this information along to all employees.  
There will be NO exceptions to these deadlines.**

If you have any questions regarding the above deadlines, please contact Carolyn Bowman ([cb@nebpress.com](mailto:cb@nebpress.com)).



**Nebraska Press Association**  
**Nebraska Press Advertising Service**  
800-369-2850 Fax: 402-476-2942  
[www.nebpress.com](http://www.nebpress.com)

## Walker joins Johnson Publications team

Charlotte Walker joined the Johnson Publications team earlier this month and will be handling sales for both the *Grant Tribune-Sentinel* and the *Holyoke Enterprise* in Holyoke, CO. With the addition of Walker, Johnson Publications looks forward to providing expanded newspaper services to the communities of Grant and Holyoke.

Walker comes to the position with nearly two years of experience as an advertising rep and account executive at the *Sidney Sun-Telegraph*.

## Omaha World-Herald announces two key departures, seasoned staff replacements

*Omaha World Herald, November 1, 2015*

Terry Kroeger, publisher of the *Omaha World-Herald*, announced earlier this month that two of the newspaper's longtime newsmen will soon retire.

Larry King, vice president for news and content, plans to retire at the end of 2015 after 40 years at the World-Herald. In his current role, Larry has served as an adviser to editors at the dozens of BH Media newspapers across the country, negotiated and managed syndication contracts and led the World-Herald's marketing and sponsorship relations.

Mike Holmes, World-Herald editorial page editor, plans to retire in mid-2016 after a 44-year career in news, with the last 11 at the World-Herald, first as regional editor before moving over to the editorial page. Mike began his journalism career as a writer in the U.S. Navy, then interned at the World-Herald before beginning a lengthy career with the Associated Press. He returned to the W-H in 2004.

Larry's responsibilities will be parceled out to other managers in the company. Seasoned news veterans Mike Reilly, executive editor of the World-Herald, and Kris Worrell, executive editor in Atlantic City, NJ, will both become vice presidents of their respective newspapers and will become the counselors for BH Media editors across the country.

Mike Reilly will also assume responsibility for the World-Herald's news content contracts, as well as their role at Media of Nebraska, which addresses important legal issues such as the public's right to know and other First Amendment matters.

Marketing and public relations responsibilities will be taken on by Rick Thornton, who joined the World-Herald earlier this year from their sister paper in Richmond, VA.

Mike Holmes' editorial page responsibilities will be taken by Cate Folsom, a 35-year W-H veteran who has overseen local and regional coverage during much of her career. She will work with Holmes starting in January.

Also, Connie White will become metropolitan-regional editor, replacing Folsom in January. Connie started at the W-H in 2000 and previously worked as managing editor of the *Columbus Telegram*.



## Staff changes, additions announced at Kimball Western NE Observer

Several staff changes were announced in late October at the *Western Nebraska Observer*.

Tonia Copeland, former Observer editor, has been named the new general manager after John Verser, the former manager was promoted to publisher at the *Sidney Sun-Telegraph* and their sister publication, the (WY) *Pine Bluffs Post*. Current Sun-Telegraph publisher Rob Langrell has accepted a promotion in New Mexico.

Penny Merryfield has resumed her Observer job in advertising sales and design after covering several roles at the newspaper, including office manager. A new office manager, Mary Kay Jenner, is currently being trained to take over that position. And Dawn Fossand has re-joined the Observer team as staff reporter.

## Talley joins Hartington Cedar Co. News staff

Peter Talley has joined the *Cedar County News* as a full-time advertising sales representative. Talley began working for the News part-time in September and moved to full-time in October.

He received a degree in criminal justice at Iowa Western Community College, and after a 15-year career as an investigator and emergency manager, decided it was time for a change.

# Increase circulation with mail sampling

By Max Heath, NNA Postal Tips, November 5, 2015



An increase in calls and emails on sampling questions in recent weeks and months caused me to update this topic on the value of sending sample copies to nonsubscribers using your 10 percent in-county "sampling" entitlement.



The nonsubscriber rules in the Domestic Mail Manual are there to allow you to promote your newspaper to nonsubscribers and increase your mail delivery. Too many papers fail to use this tactic.

Print subscriptions now compete with our own websites, electronic subscriptions, and other free news and information sites. Some readers of free shoppers with news think that it's the newspaper. It's no exaggeration to say that we have to work much harder to increase circulation, or just stay even, in paid subscribers these days.

Some papers have had success sampling a route or two at a time for two to four issues. Others choose to sample an entire ZIP code or the entire county. But either way, sampling addressed pieces to 90 percent of the active residential addresses, or 75 percent of all addresses, on in-county routes earns you a low 3.5-cent Saturation piece price. That compares to a 6.8-cent piece price for Basic (6-124 pieces per route) in-county mail, saving you nearly half of the per-copy piece price.

You can also mail unaddressed Saturation so long as 100 percent of Active Residential or Total Active deliveries are provided copies.

Include a good offer to subscribe or renew in each sample copy. For those worried about offending current subscribers, make the offer two-tiered, with a higher discount level for new subscribers, and another, lower one for renewals. A single-sheet flyer with coupon pulls more response than ROP ads.

The more in-county subscriber copies you can build and retain, the greater your sampling privilege is to sample at in-county rates in the future, without paying outside-county rates for nonsubscriber copies sent above the 10 percent rule.

## Review of postal sampling rules

Domestic Mail Manual 207.7.9.3 specifies that in-county eligible newspapers can mail 10 percent of the in-county

subscriber copies in a calendar year to nonsubscribers using the low in-county rates. To estimate your entitlement, add the Subscriber Copies column, lines A1/A2 of your 3541 Postage Statement. Multiply times the number of issues in a year, and take 10 percent of that.

For example, a weekly with 3,500 average in-county mail subscriber copies can send 18,200 copies to nonsubscribers at in-county rates ( $3,500 \times 52 = 182,000 \times .10 = 18,200$ ) in a year. Double that for a twice weekly. A five-day mailed daily earns 91,000 non-subscriber copies at in-county rates under that formula.

You may use the "simplified address" of "Residential Customer" (DMM 602.3.1.b) when sampling rural or city routes. Some software vendors provide electronic CDS (Computerized Delivery Sequence) files giving all addresses in a ZIP.

Newspapers are not required to duplicate subscriber copies when using simplified address saturation mail, nor when mailing addressed copies to nonsubscribers. Also, when sampling infrequently, a single issue can mail more non-subscriber copies than subscriber copies. (See Customer Support Ruling PS-228 at Postal Explorer website.) Simplified address copies do not technically count as subscriber copies.

But remember that a newspaper cannot consistently mail more than 50 percent of its total distribution free. Those wishing to sample above the 10 percent in-county rate ceiling pay regular carrier-route prices of 15 cents for Saturation on Line C33 of the 3541, plus 12.6 cents per advertising pound and 9.3 cents non-advertising pound at DDU lines B1 and B14 when entered at DDUs (delivery offices).

The copies should be co-mingled as part of the regular issue, not a separate mailing. Both pound prices are lower than when I last wrote about this in July 2010, and they now compare favorably to the 16-cent DDU pound price In-county.

USPS provides a Periodicals Nonsubscriber Percentage Calculator at Postal Explorer (<http://pe.usps.gov>). Click on Postal Links in the upper left of the blue vertical toolbar, then scroll to the last item in that section for the Excel spreadsheet. This helps you track your In-County price eligibility and know when to switch to Regular prices when needed.

**Cont. pg. 5**

### Postal Tips - cont. from 4

**Requester rules are identical**, allowing 10 percent more copies to non-requesters to try to increase the requested total or reach more of the market. Only requested copies earn in-county price.

### Always promote subscriptions!

Remember, you should always have at least a one-column ad (think vertical coupon) in every issue of your newspaper and shopper, if you have one. And when space permits, larger ads or single-copy inserts are ideal, especially when a big news story ensures purchases of single copies by people who are not "regulars."

### Increase advertising when you sample


You can also increase ad revenue when sampling your entire market at once. Your market may be an entire county or the primary ZIPs inside the county that you serve. With advertising slow in this weak economy, you need to provide your advertisers and potential advertisers a reason to spend their scarce dollars. What better way than to provide them total-market coverage in a paid news product?

Some papers have known this for years and have built both circulation and advertising with monthly sampling, often tied to the issue nearest the start of a new month when government paychecks are in the hands of residents on fixed incomes. While sampling this often usually results in several issues mailed at outside-county Saturation price, it can still pay off if revenue growth is strong enough.

A newspaper group that has made sampling for revenue growth a primary goal has seen papers increase more than 100 percent in per-issue ad dollars, with many papers up 50-70 percent. An average for one month of those sampling averaged more than 30 percent increases. Variables include the depth of economic difficulty locally, the commitment and execution by sales reps, and the date picked, such as seasonal or local retail occasions.

Some newspapers bump ad rates higher, although others offer local merchants the opportunity to reach every household at existing rates. Some with shoppers allow the sample to replace an issue of the shopper, saving Standard Mail postage, as well. © Max Heath 2015

*MAX HEATH, NNA postal chair, is a postal consultant for Athlon Media Group, publisher of Parade, American Profile, Relish and Spry newspaper supplements, and also for Landmark Community Newspapers LLC. E-mail [maxheath@lcni.com](mailto:maxheath@lcni.com).*



## Upcoming Webinars

**PubAux Live -  
Creating a Letters to Santa  
Special Section**  
**Thursday, December 3**  
*Presenter Sue Brown,  
Pleasanton (Texas) Express*

**Using Alternative Story  
Formats: The How and Why**  
**Thursday, December 10**  
*Presenter Carlene Cox,  
GateHouse Media*

**Using Social Media to  
Engage Your Audience**  
**Friday, December 11**  
*Presenter Lisa Rossi,  
Des Moines Register*

**Register at  
[onlinemediacampus.com](http://onlinemediacampus.com)**

*High-quality, low-cost web conferences  
that help media professionals develop  
new job skills without leaving their offices.*

For journalists  
every day  
is national  
coffee day  
(and gettin'  
the job done  
day, too)



#newspapersthrive

## Submit online entries now for 2016 NPA Better Newspaper Contest!

While the contest **deadline for entries isn't until January 31, 2016**, you can begin submitting online entries **now**. With the switch over to a new contest process, we wanted to give everyone additional time to get familiar with how the online entry process works. **To download a PDF of the 2016 NPA Call for Entries, which includes contest rules and instructions for digital/online entries, go to <https://portal.newspapercontest.com/nebraska/rules/ContestRules.pdf>.** Read the rules and instructions carefully. Questions? Contact Carolyn Bowman at [cb@nebpress.com](mailto:cb@nebpress.com), or (NE) 800-369-2850.

# “Shop Local” is more than a good idea - it’s good business

Metro Creative Graphics

The “shop local” movement isn’t new. For the past decade independent businesses have joined together to urge local consumers to spend more of their dollars closer to home, and to promote the uniqueness in their communities and regions.



Here are just a few of the long-known benefits of what shopping local can mean to a community:

- **More of the money spent locally stays local.** According to the Retail Merchants Association, 45¢ out of every dollar gets reinvested in the local community.

- **Shopping locally creates jobs.** Small businesses are the number one employer in North America, so every job created is a plus for a community.

- **Shopping locally helps keep taxes lower.** The more people working and more businesses in a community to form a tax base, the better financially situated a community will be. Owners and employees live in the area, so their paychecks are also being spent in the community.

- **Community uniqueness is enhanced.** Shopping locally can display what is special about a community.

- **Shopping locally generally provides a more personalized shopping experience.** Customer service is the hallmark of small business, especially since small business employees often know more about the products they sell.

- **Local businesses support area organizations.** Charities, arts organizations, school events and local sports all benefit from local business sponsorship throughout the year.

Since newspapers are the top source of information in their communities, and marketing partners with their local advertisers, it makes sense that “shop local” campaigns need to be part of the holiday season.

To help in your promotions, here are some “shop local” websites that offer ideas and resources:

- [www.independentwestand.org](http://www.independentwestand.org)
- <http://thinkshopbuylocal.com>
- [www.AMIBA.net](http://www.AMIBA.net) (American Independent Business Alliance)
- <https://www.americanexpress.com/us/small-business/shop-small/>

# Good work!

The following newspapers sold network ads. To help inspire your paper to sell network ads, we’ve included the amount of money each newspaper made in selling these ads.

## Week of 11/16: 2x2

- Crete News — Pat Hier (paper made \$150.00)
  - Hickman Voice News — Linda Bryant (2 ads) (paper made \$475.00)
  - Norfolk Daily News — Suzie Wachter (paper made \$162.50)
  - North Platte Telegraph — Mahaila Botts (paper made \$150.00)
- ## NCAN
- Broken Bow Chief — Shannon Murray (paper made \$149.50)
  - Grant Tribune-Sentinel — Brooke Pankonin (NCAN Special Free Ad)
  - Kimball Observer — Penny Merryfield (paper made \$182.50)
  - Nebraska City News-Press — Erin Johnson (paper made \$112.50)
  - North Platte Telegraph — Julie Murrish (paper made \$112.50)

# Download and share for free 20 “Tweetable Truths” about the newspaper industry!

Newspaper Association of America (NAA), October 27, 2015  
Newspapers are thriving in the world of digital media and now reach more people than ever before. To increase awareness of the many positive newspaper developments taking place, NAA has compiled a list of “20 Tweetable Truths” for you to share on your newspaper’s Twitter account, including positive facts and figures about the state of newspapers.

The “Tweet This” feature allows you to quickly and easily share these facts: Clicking the button next to the corresponding post will automatically populate your Twitter window with the pre-crafted post, along with links; all you have to do is click Send! Go to <http://www.naa.org/Topics-and-Tools/Digital-Media/Social-Media/2015/Tweetable-Truths.aspx> to download the “20 Tweetable Truths” document and start sharing immediately.

# Classified Advertising Exchange

Nov 16, 2015

**ATTACHED TO THIS WEEK'S BULLETIN:**

Classified Advertising Exchange, Stapleton Enterprise  
"Wall of Faces" article.

## **Available through NPA:**

**Reporter's Guide to Media Law  
and Nebraska Courts (2005)**  
\$3.00 ea.

**Nebraska Open Meetings Act Booklet (2012)**  
\$1.00 ea.

*(plus postage)*

*To purchase copies, contact the NPA office, 402-476-2851/(NE) 800-369-2850, or [nebpress@nebpress.com](mailto:nebpress@nebpress.com)*

## **ORDER SAFETY VESTS THROUGH NNA**

U.S. Dept. of Transportation regulation requires media representatives who work within the rights-of-way of federal-aid highways to wear a specific type of high-visibility safety vest. This applies to all newspaper employees - not just reporters & photographers. **NNA offers ANSI Class II-2004-107 safety vests with reflective markings and Velcro closure. In large letters on the back is the word PRESS. Sizes S-XL, \$19.50 ea.; sizes 2XL-4XL, \$21.50 ea. (plus S/H). To order, call NNA at 573-777-4980.**

**Advertising in the Classified Advertising Exchange is no charge for NPA members and \$10 per week for non-members (approximately 25 words). It's a great way to sell or find equipment, hire a new employee, advertise a service which you provide, sell or buy a newspaper. Only Nebraska member newspapers may advertise for help wanted for Nebraska newspapers. No out-of-state help wanted advertisements accepted.** Just mail, email or fax us your ad copy by noon Friday for the following weeks' Bulletin. For questions or additional information, contact the NPA office: (402)476-2851, NE: 800-369-2850, FAX: (402)476-2942 or email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com).

# The Stapleton

# Enterprise

Serving  
Logan &  
McPherson  
Counties

LOGAN COUNTY, STAPLETON, NEBRASKA 69163

(USPS 518780)

THURSDAY, NOVEMBER 12, 2015

NO. 46

## This Issue

- Joint VFW/American Legion Meeting
- Parker The Outlaw
- Odds & Ends
- Life's Outtakes
- McPherson County Q125 Pictures
- Tryon Graphic Files
- Moose On The Loose
- Over The Hills
- Red Cross Blood Drive In Tryon Successful
- MCHS Dinner Theatre November 21
- Stapleton Attends MNAC Music Clinic
- Red Ribbon Week Pictures
- Stapleton Junior High Fall Sports Pictures

## Obituaries

- Helen Mae Pearman McCready
- John Halley

## Weather

DATE	HI	LOW	MT
3	75	42	0
4	70	42	0
5	72	40	.20
6	46	28	.09
7	46	22	0
8	54	22	0
9	61	30	0

Winds were measured at 22 MPH on November 4; 22 MPH on November 7; 24 MPH on November 8. Thunder was recorded on November 4, and fog was observed on November 3.

## Notices

- Estate Of Karen K. Hunn
- Stapleton Public School Public Notice
- Logan County Commissioners Public Notice

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**Be Watching For More Information On Stapleton's 'Magical Hometown Christmas' Set For Wednesday, December 2**

## Faces with the names



In September there were 100 missing pictures of the 396 from Nebraska killed in VietNam. As of November 5, there are only 24 pictures that need to be found for "The Wall of Faces."

The Virtual Wall of Faces features a page for every person whose name is on the Vietnam Memorial in Washington, DC, as well as traveling walls. These pages allow family and friends to share memories, post pictures and connect with each other. When it is completely funded and built, the Education Center at The Wall will add a new educational and honorific component to one of the nation's most powerful and moving memorials.

Main functions of the Education Center at The Wall include - putting a face to every one of the more than 58,000 names listed on The Wall and help ensure that the Me-

monial will continue to speak about the importance of honoring our veterans and remembering those who died serving their country.

When VVMF built The Wall in 1982, it had an important mission, to honor Vietnam Veterans and heal the wounds of a nation. Three decades later, the mission continues as funds are being raised to build the Education Center at The Wall. The Education Center will educate future generations and honor America's Legacy of Service, including those serving in our nation's Armed Forces today.

Through the efforts of Janna Hoehn of Hawaii, who visited the Vietnam Veteran's Wall in Washington, the pictures of not only those needed in her home state, she has also branched out to solicit help to find faces of those killed all across America. Monica Harvey of Sta-

pleton, answered Hoehn's call for help, is dedicating three months of her time, September through Christmas, to find the 100 missing pictures. Teaming up with Shirley Beeken of Grand Island, Kathleen Nichols of Gothenburg, Kendra Cutler and Marcia Hora of Creative Printers in Stapleton and others, the number still needing to be found has been cut to 24 as of November 5. The found pictures have been either scanned or copied into pages set up by Cutler and then given back to Harvey, who forwards them to Hoehn. It has been a time-consuming "labor of love."

Harvey set up a Facebook page - Faces To Go With Names: Nebraska's Fallen Vietnam Soldiers, contacted schools, librarians, the Historical Society, Biker's Groups, Veteran's Service Officers, and genealogy to not only find

pictures, but obituaries and other information about the young men who lost their lives in Vietnam. The response has been overwhelming. Pictures started pouring in through emails and the U.S. Postal Service. There were pages from high school yearbooks and obituaries from newspapers, and scanned and emailed pictures submitted by families.

Not only has it been a daunting task, but an emotional one as well, as one looks at the pictures and reads the obituaries of these young men whose lives held so much promise - and who ultimately gave the supreme sacrifice for their country. The 24 Nebraska Nam KIA pictures still needed as of November 5 include: ADAMS CO - Clifford A Draper of Hastings, 8-26-44/8-23-68.

DOUGLAS CO - Robert (Continued on page 10)

## Stapleton students above state average

NeSA test results for 2014-15 have been released by the Nebraska Department of Education and have been shared by Stapleton Public Schools elementary principal, Kris Walker.

Students across the state in Grades 3-8 and 11 are tested in the areas of reading, math, science and writing.

Principal Walker said Stapleton Public Schools had an 88% proficiency in reading, 93% proficiency in math, 85% proficiency in science, and 69% in writing.

Stapleton was higher than the state average of 80% in reading, 72% in math, and 72% in science. It was just below the state writing proficiency standard of 72%.

"Over time, our test scores have gone up," Principal Walker said.

"Although Stapleton elementary did not meet Adequate Yearly Progress (AYP) (100% proficient), we did exceed the state in both subject areas of reading and math and several classes achieved 100% proficiency."

The federal education legislation, No Child Left Behind (NCLB), mandates that all students must be proficient on reading and math state academic standards by 2014. Schools are expected to make Adequate Yearly Progress (AYP) toward that goal. The NCLB goal for last year was to have 100% of all students in grades 3-8 and 11, be proficient on the reading and math standards.

Stapleton Public Schools will continue to work on reading and writing.

"Testing will be more difficult as now students must read a non-fiction piece and answer multiple choice questions. New testing is moving towards the former achievement testing. Students will be required to read a piece of text, obtain information from the text and actually write an essay," Principal Walker said. "We are very encouraged that fourth grade writing has really improved, as has juniors."

The school has many programs and strategies in place that have contributed to the success. The elementary will maintain and improve on these programs and practices including:

- Essential Standards process which includes formative and summative benchmarks.
- Standards Based Report Card.

- WIN (What I Need) time for all students K-6. Seventh through 12th grades adopted the program for the 2014-2015 school year. Instructors use this time to reteach concepts to those students who need additional instruction. It is also a time for enrichment.

- Positive Behavior and Boys Town.

- All instructors are members of subject area Professional Learning Communities (PLC). One day a month the entire school meets as a PLC.

Seventy-five percent of (Continued on page 8)

## Residents pursue cooperative store

A large group of interested persons gathered Thursday evening, November 5, to hear Jim Crandall, Nebraska Cooperative Business Development Specialist from the University of Nebraska-Lincoln Cooperative Development Center speak on a cooperative grocery store.

The meeting came out of concern as to what could be done to keep a grocery store in Stapleton after the announcement of the closure on September 30 of Main Street Market & Deli. The business will go up for auction on November 21.

Crandall said he receives four or five requests a year in small towns like Stapleton in how to go about using cooperatives for restaurants, variety stores and grocery stores.

"Grocery stores are the main concern of residents and how they can keep essential goods and services in small towns," Crandall said. "Businesses close because of retirement and family illness. I am here tonight to talk about a community-owned store and no question is too silly to ask. We will be looking at what fits the need for your town."

Elwood has successfully used a cooperative for their grocery store.

"Their community is deeply involved and there are 160 owners, ranging from one share to 20 or 30 shares. Each person has one vote in a cooperative. By investing in a store,



MARCIA HORA PHOTO

The doors of Main Street Market & Deli remained closed and the building and contents are up for auction on November 21. A group of concerned citizens gathered at the Stapleton Community Center, Thursday, November 5, to hear Jim Crandall speak on the possibilities of a cooperative grocery store.

those people will make every effort to shop there," Crandall said. "By the number of people here tonight there is good interest in what this cooperative can mean to this town. You all share talents and resources and by working together you can spread the financial needs among more people. The crowd here tonight tells me a lot about Stapleton."

The first step in the cooperative process is surveying the county to estimate the volume of

business the grocery store will have.

"Will people commit to shopping at home and is a cooperative store feasible," Crandall stated. "We will be asking for volunteers to serve on a steering committee to analyze the data on your behalf. We will be asking for 8-10 people willing to sign up for the steering committee."

The steering committee will be responsible for finances, facilities, organizational and legal obligations, and market

and marketing.

This committee will meet regularly. Sub-committees will meet in between the full steering committee meetings. Sub-committees have authority to bring to the full committee their best recommendations.

The committee will also be looking to see if there is a nearby grocery store who is willing to partner.

The steering committee will be responsible for updating the community on the progress. (Continued on page 9)



## CCD kids selling ornaments

St. John's Catholic Church CCD students are selling handmade Christmas ornaments for a free will donation.

Elementary classes have decided to make the ornaments to raise money for Samaritans Purse this year. Instead of packing Shoe Boxes, students have set a goal to provide a goat or other dairy animal to a family in need.

Franklin Graham says Christmas is the best time of the year! We get together as a family and celebrate God's greatest gift to all of us - the birth of His Son and our Lord and Savior, Jesus Christ.

The Samaritan's Purse gift catalog includes exciting and practical ways that you can be a part of sharing this Good News with hurting people around the world. In everything we do, we want to lift up the Name of the Lord Jesus Christ.

Students will have the ornaments available for a free will donation at the soup supper at the church on November 14. Ornaments will also be available after Mass times at St. John's, or by contacting any of the students.

Remember - when we



COURTESY PHOTO

CCD students with their Christmas ornaments, back row, l-r: Megan Amos, Dawson Doggett, Cayson Johnston, and Coy Johnston. Front row, l-r: Cotter Johnston, Kelsey Amos, Shelby Layher, and Cooper Layher. Not pictured, Dayle Haake.

provide families with dairy animals we give them a daily source of milk, rich with protein, calcium, and vitamins that are especially important to growing children.

As herds grow, they can be sold for income or given to neighbors in need.

Please help our local CCD students with this worthwhile endeavor.

### Faces

(Continued from front page)

W. Haankenson JR, Omaha, 9-19-53/10-24-72; John P. Lambooy, Omaha, 11-22-46/9-19-69; Gary R. Schmidt, Omaha, 9-14-45/9-25/67; Harold W. Shrader, Omaha 4-28-43/8-9-65; Paul R. Smith, Omaha, 10-11-37/7-6-63; Thomas L. Smith, Omaha, 12-3-47/9-11-69; Wilfred L. Solomon Sr, Omaha, 8-7-32/2-8-69; Allen A. Straus, Omaha, 5-5-45/5-6-68

HARLAN CO. - Robert N. Sanders, Orleans, NE, 3-20-43/12-16-68

HOLT CO. - Robert L. Eaton, Inman, 8-10-48/2-4-69

LANCASTER CO. - Henry Adler, Lincoln, NE 7-23-29/2-4-68; William Roberts, Lincoln, NE 1-15-40/2-6-67

MADISON CO. - Jerome D. Chandler, Norfolk, 11-20-44/11-27-68

MERRICK CO. - Dennis Kurz, Palmer, 5-12-47/1-

29-69; William L. Stubbe, Central City, 4-25-45/10-1-66

NEMAHA CO. - Charles C. Clark Howe, NE, 9-14-20/11-1-66

PLATTE CO. - Dennis K. Bahr, Columbus NE, 10-20-46/8-19-66

RED WILLOW CO. - John T. Gage, McCook, 1-15-43/12-16-69

RICHARDSON CO. - Carl R. Marrs, Falls City, 1-4-44/7-18-66

SALINE CO. - James L. Henk, Swanton, 11-1-46/3-21-68

SEWARD CO. - David C. Fryc Garland, NE 10-2-44/3-6-67

THAYER CO. - Johnny R. Holland, Hebron, 10-21-38/12-12-66

THURSTON CO. - Duane L. Busselman, Rosalie, 10-7-46/8-26-68

To view "The Wall of Faces" you may go to [www.vvmf.org/Wall-of-Faces](http://www.vvmf.org/Wall-of-Faces).

### Chamber makes plans for 'Magical Hometown Christmas'

The Stapleton Area Chamber of Commerce is making plans for a 'Magical Hometown Christmas' on Wednesday, December 2.

Church youth groups and the school music department will be asked to help get everyone in the Christmas spirit by caroling around town and on Main Street. Other plans include a soup supper in the community center, with donations going to the Stapleton Eclipse.

There will be specials at businesses and refreshments served to thank customers for their patronage this past year, as well as a possible visit from Santa and a bonfire.

Other business discussed at the regular October meeting included status on the Eclipse banners, the ribbon cutting for Fringe Salon, and that a Eclipse fund-raising meal will be held Saturday, February 27, with Darryl Barr as the guest speaker.

### Moose Advisory

(Continued from page 6) closely before firing a shot or releasing an arrow. Although moose are generally passive, Game and Parks advises people to keep their distance. They can become aggressive if they are bothered too much.

Moose are large and have a "bell" or large piece of skin under their necks. They are dark brown in color, but have long whitish colored legs.

## Obituaries

Helen Mae Pearman McCready, 89, of Mullen, Nebraska, passed away Nov. 1, 2015, at the Pioneer Memorial Nursing Home in Mullen.

Helen was born Feb. 8, 1926, in Hyannis, NE, to Jess and Helen Christman Ingram. She grew up south of Whitman, NE. When Helen was young she enjoyed riding horses and rode horseback to country school. She then attended high school in Mullen.

On Christmas Day, Dec. 25, 1942, Helen married Elmer (Neak) Pearman. To this union five children were born: Rosalie, Gary, Dean, Lynn and Terry. Neak and Helen made their home in the Mullen and Seneca area, eventually settling in Seneca in a house close to the river. There was always a card game going, no matter what time of day.

Helen wasn't sure her first born son, Gary, should rodeo, but after he began rodeoing anyway, you could not keep her away. If there was a rodeo, she was there.

Helen was an excellent knitter and enjoyed making hundreds of western sweaters with horse heads designed into the back of the sweater. Everyone in this area had one and she mailed them all over the country.

Pioneer Memorial Nursing Home opened its doors in 1965 and Helen was one of the first nurse aides. She worked there for 16 years, caring for many and training many new nurse aides.

Neak passed away Jan. 21, 1986. Helen continued to live in Seneca and work at the nursing home.

She loved traveling and taking bus tours. On one such tour, she met Harry McCready of Hastings, Nebraska. A friendship grew and on June 3, 1987, they were married in Hawaii. Helen then moved to Hastings.

Helen and Harry loved traveling and

John Daniel Halley, age 61 of Stapleton, passed away Monday November 2, 2015 at his home south of Stapleton surrounded by his family and friends.

John was born on July 12, 1954 in McCook, NE to Preston and Mildred (Crandell) Halley. He lived with his family in the Curtis area before moving with them to North Platte when his dad got a job on the railroad. His family lived on an acreage on the north edge of North Platte for ten years before moving to a farm southwest of Maxwell.

After his mother passed away in March 1992 he went to live with his sister Sally Schaeffer and her family on their farm southwest of Stapleton. John loved life on the farm and enjoyed the animals, especially the babies. He took his "chores" seriously and when the weather was bad he watched out the window to make sure they were done just right. He was wanting to get the fat cattle sold and looked forward to the weaned calves coming into the feedlot. He enjoyed going places and being around his friends and family. His bag was packed and ready to go on the next adventure. He will be greatly missed by his family and friends.

### Helen Mae Pearman McCready



1926 - 2015

family and never missed a family reunion. Helen loved having all of her children and grandchildren around her.

Harry passed away in December 1994. Helen continued to live in Hastings because she enjoyed the Senior Center, First Baptist Church and many friends and neighbors. She lived there until her health began to fail. She moved to the nursing home in Mullen on Dec. 6, 2011.

Helen is preceded in death by her mother Helen Ingram, father Jess Ingram, brother

Jerry Ingram, sister Dixie Obermeir, brother Walt Ingram, husband Neak Pearman, husband Harry McCready, son Dean Pearman, grandson Cory Pearman and daughter-in-law Betty Karen Pearman.

Helen is survived by sister Janet Musch, brother-in-law Joe Obermeir, sister-in-law Eldie Ingram, daughter Rosalie (Gerald) Ritenour of Glenwood, Iowa, sons Gary Pearman of Mullen, Lynn Pearman of Stapleton, and Terry (Cindy) Pearman of Mullen, step-sons Jim McCready, Terry McCready and Donald McCready, step-daughter Julie McCready, 7 grandchildren - Casey Rohde, Sabrina Anderson, Tammy Swanson, Katie Pearman, Molly Miller, Nova Ritenour and Shawn Ritenour, 10 great-grandchildren, many other relatives, friends and a grand puppy, Koko, that loved to visit her every day.

Funeral services were held Saturday, Nov. 7, 2015, at the United Methodist Church in Mullen. Interment as at the Seneca Cemetery in Seneca.

Mullen Funeral Home, was in charge of arrangements.

Memorials are suggested to Seneca Cemetery or Pioneer Memorial Nursing Home.

### John Daniel Halley



1954 - 2015

John is survived by his sisters Sally (Steve) Schaeffer of Stapleton, Kathy (Wayne) Fuller of Kearney and Deb (Brian) Gies of Shelton; sister-in-law Leslie Halley of Kearney; nieces Susan, Libby and Arlayna; nephews George, Matt, Todd, Greg, Travis, Chris and Isaiah; special great niece and nephew Rikie and Tye Schaeffer; special friends Rod Schaeffer, Ron Ostendorf and Emma Hiatt, Harlan and Connie Guhde, and Mac Stevens; as well as many other cousins

and friends.

He was preceded in death by his grandparents; parents; brothers Jim and infant William; infant sister Susan Ann; nephews Brian Fuller and David Schaeffer, and nieces Sarah and Sheena Petit.

Memorials are suggested to the Stapleton Rural Fire Department or the donor's choice and online condolences may be shared at [www.adamsswanson.com](http://www.adamsswanson.com). Funeral services were held Tuesday November 10, 2015, at Gandy Community Bible Church with Pastor Frank Scott officiating. Burial followed at McCain Cemetery.

Adams and Swanson Funeral Home was in charge of arrangements.

**St. John's Catholic Church**

**SOUP, SANDWICH & PIE SUPPER**

**NOVEMBER 14, 2015**

**5:00 p.m. - 8:00 p.m.**

**Everyone Invited**

**We Welcome All Hunters!**

**Free Will Donation**

Sponsored By St. John's Altar Society

**Look Who Turns 50.....**

**Happy Birthday**

**November 17**

**With Love From Your Family**

### Card of Thanks

We would like to thank everyone for their many expressions of sympathy. Your cards, food, caring words, the memorial services, and other acts of kindness for Catherine, were greatly appreciated.

*The McPeak Family*

Thank you so much to our great EMT's and ambulance service. A special thank you to Frank and Robin for their quick response.

Thank you for the flowers, cards, visits and calls. Thanks to Debbie for looking out for Chubby getting him some laundry! Thanks to Robin for delicious cinnamon rolls. They always are! And thanks to Tracy and the kids for always being there when we need help with anything. This is a great place to be.

*Chub and Sharon*

**LaVada**

*A gutsy Sandhill lady,  
Hard working and true blue.  
She loved ranching in God's country,  
The Sandhills that she knew.*

*Teacher, mother, helpmate  
Good neighbor and a friend  
Her knowledge of cattle and range  
Helped others to begin.*

*As they followed in her footsteps  
And heeded her advice  
They knew she had the answers,  
Didn't have to ask her twice!*

*Whether questions about ranching  
Or how to please a wife,  
Her answers were straight to the point,  
Sharp as a good paring knife.*

*The years were often hard  
Yet she carried bravely on.  
Even when things got better,  
The hills were where she did belong.*

*Her memory gives us strength,  
Her wisdom gives us hope.  
A life lived well, with purpose  
And the ability to cope.*

*J.R. Trumbull  
8 Nov 2015*