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## HOUSING

### Pre-Application to DED

A new pre-application to Nebraska Department of Economic Development has been forwarded under the FIT (Flexible Investment Targeting) funding category for the Dawson County CROWN project.

The Dawson County Commissioners gave their approval to submit this pre-application at a special meeting in January. The CROWN project will build 15 rent to own homes, five each, in the communities of Lexington, Cozad, and Gothenburg. The newest addition to this project will include at least one speculative home in each community.

Opportunity Builders, the developer of this project, will also apply to NIFA for tax credits to help fund the project in February.

## FEATURE: EUSTIS BODY SHOP

### Nebraska's Most Recommended Auto Body Repair Professionals

Eustis Body Shop began as a one shop enterprise in 1979 by owner Doug Keller. With an autobody degree in hand, Doug purchased a building in Eustis and turned a childhood passion for cars into a thriving business.



In 1988, Eustis Body Shop expanded to Lexington when the local Ford dealership disbanded their autobody business. The Lexington shop is managed by Dave Berke and is in a new location at the bottom of the new overpass in west Lexington.

The Grand Island location was purchased in 1991. The Kearney location was built in 1997 and now is the largest of the five locations. The newest addition to the franchise was added when Cozad Auto Body was purchased in 2006. Various renovations and technology were added to meet the requirements of carrying the Eustis Body Shop name. The Cozad location is just off of South Meridian Ave.

Combining the latest technologies in autobody repair with nearly 40 highly trained employees allows Eustis Body Shop to perform repairs quicker and return vehicles to factory specifications better than ever.

The five locations have repaired tens of thousands of vehicles in central Nebraska. These locations all strive to be the most progressive auto body repair centers in the State by constantly upgrading to the latest technologies.

Eustis Body Shop offers services in collision repair, custom auto paint, towing, paintless dent repair, and glass chip repair with free estimates and loaner vehicles. A lifetime guarantee and a free detail service on every completed repair gives the customer the confidence that the auto will be better than before.



Eustis Body Shop - 110 N. Main - Downtown Eustis

"Our relationship with our customers is our primary concern, and our reputation for quality work has been hard earned. We understand that your car may be your most valuable possession and we treat it accordingly."  
 Owner, Doug Keller.

Eustis Body Shops: [www.eustisbodyshop.com](http://www.eustisbodyshop.com)  
 Eustis: 110 N Main Street - 308.486.5515  
 Lexington: 609 N Adams - 308.324.6812  
 Cozad: 105 E Johansen - 308.784.2151

## FEBRUARY LEADERSHIP - BUSINESS AND INDUSTRY

### Class Visits Tyson Foods, Tenneco Automotive, and Baldwin Filters

The February edition of the DAD Leadership Class entailed visits to various large employers throughout Dawson County. The students first visited Tyson Foods where the class was exposed to the meat processing industry.

The class then visited Tenneco Automotive in Cozad which is a world wide leader in the production of shocks for the automotive industry. The day was then finished with a tour of the Baldwin Filters manufacturing facility in

Gothenburg. This leadership session is devised to better familiarize the students with some of the larger employers in the county and their everyday operations. Thank you to Tyson, Tenneco, and Baldwin for the tours.

## RETURNING HOME

### You Can Have It All !!

It is time to consider... a new career, living closer to family, reconnecting with friends, RETURNING HOME!

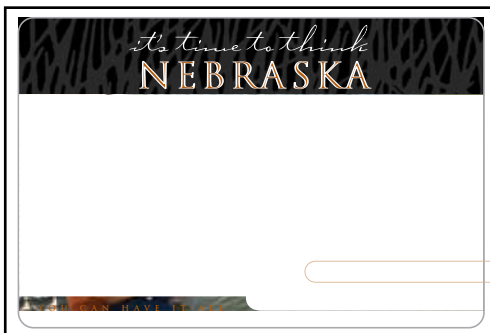
This is the theme of postcards that will be directed to Dawson Area Alumni. The direct mail piece lists all area communities by name. The email address and phone number of our Business Labor Education Coordinator, John Bell also appears on the cards. The communities listed include: Lexington, Gothenburg, Cozad, Overton, Farnam, Sumner, Eddyville, and the surrounding communities of Elwood, Eustis, and Miller.

The post cards also direct individuals to [www.i80nebraska.com/careers.asp](http://www.i80nebraska.com/careers.asp) to view and apply online for careers in Dawson County. Dawson Area Development is in the process of linking our area's employers to this site.

Each community will be given postcards to distribute to their alumni. Dawson Area Development and the ABLE program are covering the costs of this valuable marketing tool. A similar marketing effort in Norfolk, Nebraska one year ago resulted in over 1,100 hits on their website, and eleven families have returned home.

The post cards are a collaborative effort of the nine counties that comprise the i80 Coalition. Other joint marketing efforts of the i80 Coalition is an ad in the March issue of Inbound Logistics Nebraska special section touting Land, Labor, and Location.

View the front and back of the postcard on the next page by clicking [here](#).



Postcard Design - Front

# WANTED:

★  
LOOKING FOR:

## CURRENT ALUMNI LISTS

from  
any AREA SCHOOL

★  
GRADUATING

## CLASSES 1975-2002

★  
contact the DAD office  
if you have an updated list.  
308-784-3902

## HOMEBUYER ED.

### English and Spanish Classes

Homebuyer Education classes have again begun for 2007. The first English class of the new year was recently held at the Cozad Library in January.

A Spanish class is scheduled for February 20th at the Lexington Library.

This Homebuyer Education class is beneficial for anyone planning to purchase a home. The class is not only for those who are required to take the course as a condition of their mortgage.

Dawson Area Development plans to offer the class every month except for November and December, and alternates between English and Spanish class offerings.

To register for Homebuyer Education, Contact: DAD - Deb Jensen - 308.784.3902

## DAWSON COUNTY

### Branding Project

One of the top priorities for Dawson Area Development in the year 2007 is the marketing of Dawson County. Currently steps are being taken to develop a county wide branding slogan for Dawson County to be utilized on all marketing efforts of the county.

John Bell, ABLE Coordinator, is currently visiting with county-wide fifth and sixth grade classes to generate assistance from the students. "We wanted to utilize younger kids because A. they are very creative and their social agenda will not prohibit their creativity and B. I would like the kids to be able to put a face with the ABLE program before they enter junior or senior high." said Bell.

Each class is given a 20 minute presentation on the communities in Dawson County and some of the teamwork aspects of DAD. The kids then gain an understanding of economic development and the fact that they will be able to get jobs in their hometowns when they get out of school if we work together as a county to attract new businesses and expand existing businesses throughout the county.

The students are then presented with some of the aspects of Dawson County that separate Dawson County from other counties. After a short synopsis of the function of a slogan when marketing for a business, city, or state, the students are then prompted to submit two original ideas of their own for a slogan for the marketing of Dawson County.

"This is a really enjoyable project. The kids absolutely love it and really understand what we are needing after you explain to them how companies like Gatorade as well as places such as Chicago and Missouri utilize slogans to either increase knowledge, sales, or traffic. The easiest way to get the kids to understand why economic development is important is to ask them what happened in a ghost town. They all know what happened and they know why nobody lives there and the towns dried up. These kids are very creative and are at the age when they are in love with their lives, so we will see what they come up with." said Bell.

# DAWSON NEWSLETTER

AREA DEVELOPMENT

february 2007

P.O. Box 106 • 809 W. 8th Street • Cozad, NE • 308.784.3902

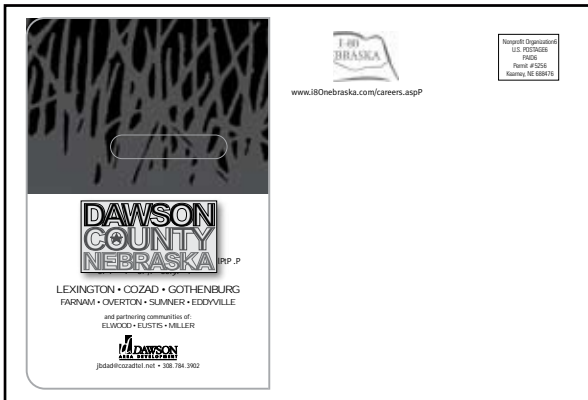
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## RETURNING HOME

### You Can Have It All !!



Postcard Design - Front



Postcard Design - Back

## AVAILABLE CLASSES

Phase Two of Dawson Area Training Initiative, a partnership between 19 County Businesses, DAD, CCC, and Nebraska Workforce Development to provide workforce training for Dawson County employers, is approaching. As these classes are scheduled, often there are empty seats available. Below is a list of classes this spring offered free of charge to any Dawson County employer that would like an employee to attend.

1. Leadership Development
  2. Time Management
  3. Positive Connections with the Telephone
  4. Training Techniques for the Adult Leader
  5. Appraising Performance
  6. Plant Maintenance Welding
  7. Production Welding
  8. Blue Print Reading for Welders
  9. QuickBooks Intro or Intermediate
  10. Publisher Intro or Advanced
- Please contact Leah Peterson  
CCCollege 308.398.7380 for possible available seats.

## TENNECO

### Media Statement

Media Statement  
Tenneco - Cozad, Nebraska  
January 15, 2007

Tenneco Announces Reduction in Force

Cozad, Nebraska, January 15, 2007  
Tenneco announced a workforce reduction at our Cozad manufacturing facility.

Effective January 29th, this will impact a total of 45 employees from all three shifts. There are 700 total employees at the plant.

The staff reduction has been reduced to 31 as a result of retirements and the election to not fill some positions that were open as a result of voluntary turnover during the past four months.

While we work to avoid staff reductions, to stay competitive in a manufacturing environment, we need to match our workforce specific to our customers' needs here in Cozad. As our customers' production volumes decrease - as they have on the vehicles we supply from Cozad -- we must adjust our staffing at this plant accordingly.

One of Tenneco's competitive strengths is the ability to flex our workforce based on our customers needs. For the past several months, we have managed the decreased volumes with downtime; at this point we are forced to move toward today's announced reduction.

The employees of Cozad manufacture ride control components for customers including General Motors, Ford and Nissan. We will continue to work to prevent further reductions and appreciate our employees' dedication and support during this challenging time.

# # #

ABLE ADVOCATING BUSINESS LABOR EDUCATION WOULD LIKE TO THANK:

ABLE OFFICE 308.784.3902  
FOR YOUR OUTSTANDING SUPPORT OF THE PROGRAM.