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Chronicle

Lincoln, Nebraska · November 2011

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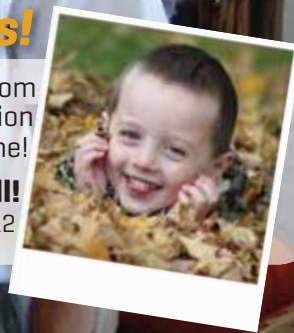
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This month's theme: Fabulous Fall!

For more details see page 12



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Leon's and The Country Club Neighborhood

on page 3

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Also in this issue...

- President's Message
- CCNA Fall Social
- Beautiful Campus Award
- And Much More!

Local Dealership Listens to Customer Feedback, Eliminates Negotiation from Buying Process

Car dealerships are historically known for their stressful, high-pressured, and negotiation-filled buying processes. While some people don't mind negotiating, the majority of people dread that aspect of buying a car.

Anderson Auto Group recently made the decision to go away from the stereotypical car dealership model, one that it had admittedly been employing for 25 years. Why? Mike Anderson, the Owner and President of the group, cites two reasons.

"When we looked at our mission statement – Because People Matter...we will serve your needs by always doing what is right – we asked ourselves if a negotiation process was fair to our customers," Anderson says. "We decided the right thing to do would be to give the same great price on a given vehicle to all our customers, regardless of their talent in negotiation."

The second reason? Customers asked for it.

"What we found after surveying our customers is that they loved our vehicles, people, and service but hated the hassle, pressure, and wasted time of the traditional car buying experience. So, we changed."

"It's all about giving customers a fast, fair, and simple way to buy vehicles."

Anderson says that they've changed several aspects of the sales process to align with this new customer experience, including changing employee pay plans, clearly displaying prices and discounts on all vehicles, and eliminating the back-and-forth negotiation.

At most dealerships, car sales people are paid on a commission structure that rewards them for selling vehicles with high markup. That means the sales person is overly motivated to sell expensive vehicles or more profitable models.

"We decided that didn't really line up with what customers want, either," he says, explaining that sales advisors at Anderson are now paid solely on sales volume and customer satisfaction. "They're motivated to sell you a car," he admits, "but they want to sell the car that satisfies your wants and needs, not ours."

The dealership has dedicated staff that scour the Internet daily, making sure each vehicle is fairly priced based on current market availability and age in inventory. And they're not afraid to share that data either.



"We not only clearly display our prices, we help you understand why we priced a vehicle the way we did so you can decide for yourself if the value is there," Anderson explains. "Of course, we think you'll agree you're getting a good deal," he adds with a smile.

Anderson points to recent customer reviews on DealerRater.com – an independent auto dealership review site – to show how kindly customers are taking to the new process. The influx of positive reviews have helped make Anderson Auto Group the top-ranked Ford dealership in Nebraska, according to the site.

"If you do what the customers want, everything else will fall into place."

Anderson Auto Group has two locations in Lincoln: 27th & I-80 as well as at 33rd & Yankee Hill. They can be found online at www.andersonoflincoln.com. Customer reviews can be read at www.dealerrater.com.



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Feature Story

Country Club Chronicle

Leon's and The Country Club Neighborhood: Relying On Each Other since 1952

Since Leon's Food Mart was built in Rathbone Village in 1952, the small grocery store has been an integral part of the Country Club Neighborhood.

It has served as a first part-time job for many neighborhood kids and as a savior in the 1997 October snowstorm.

And for Leon's co-owners Chad Winters and Topher Vorhies, the Country Club Neighborhood has always felt like home.

Vorhies said he has been working at Leon's since he was 16 and grew up in the neighborhood.

"Leon's always meant something to me," Vorhies said.

He remembers riding his bike down to the store to buy candy and pop and grocery shopping on Sundays with his grandma.

Winters also grew up in the Country Club Neighborhood on Summit Boulevard and lived in the neighborhood his whole life. Like Vorhies, he worked his first job at Leon's as a bagger in 1986, only leaving to serve in the military for a few years.

When he returned to Lincoln and graduated college, Winters got a full-time job as a manager and became partner in 1998.

As a long-time neighborhood resident, Winters has his fair share of rich stories about the neighborhood and its history.

One story that stands out in Winters mind and shows the character of the neighborhood occurred during the 1997

LEON'S continued on page 6



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President's Message

by Justin Carlson



It's a new year in the neighborhood!

The holidays are quickly approaching and before long Auld Lang Syne will be humming through our heads. It's hard to believe that 2012 is upon us. Maybe it's just me, but I still find myself scratching off the year 2010 when I date checks in my checkbook. Soon it will be a new year in the neighborhood. Coming with that New Year will be some exciting things happening with the Country Club Neighborhood Association.

One thing I've noticed in my short time as President of the CCNA is that there is no shortage of passion for our neighborhood. We love our area of town and want to protect and continually improve it. I've been telephoned, emailed and stopped on the street by neighbors who say "You should do this" or "I wish you'd do that." The new streetlights CCNA purchased for 27th Street, the Pocras Park playground, neighborhood socials, home and neighborhood tours and even this newsletter are some of the great examples of the vitality and enthusiasm that encompasses our organization and our neighborhood. We want to continue to do more of these types of events and projects.

Our current CCNA Treasurer, Ron Tucker has formed a committee that has begun to outline the early sketches of a Country Club Neighborhood Comprehensive Plan. This plan is great way to group and prioritize all the fabulous ideas we have about improving our neighborhood. It will be a long and tedious process. But after our first meeting, I am impressed by both the quality of the ideas and opportunities to improve our neighborhood. If you have any interest in being involved in this committee please contact any of our board members. We would welcome your input and suggestions for ideas to improve the quality of life in our neighborhood and want you involved in this process.

One change you'll notice in 2012 from the Country Club Neighborhood Association is in the structure of our

PRESIDENT'S MESSAGE continued on page 7



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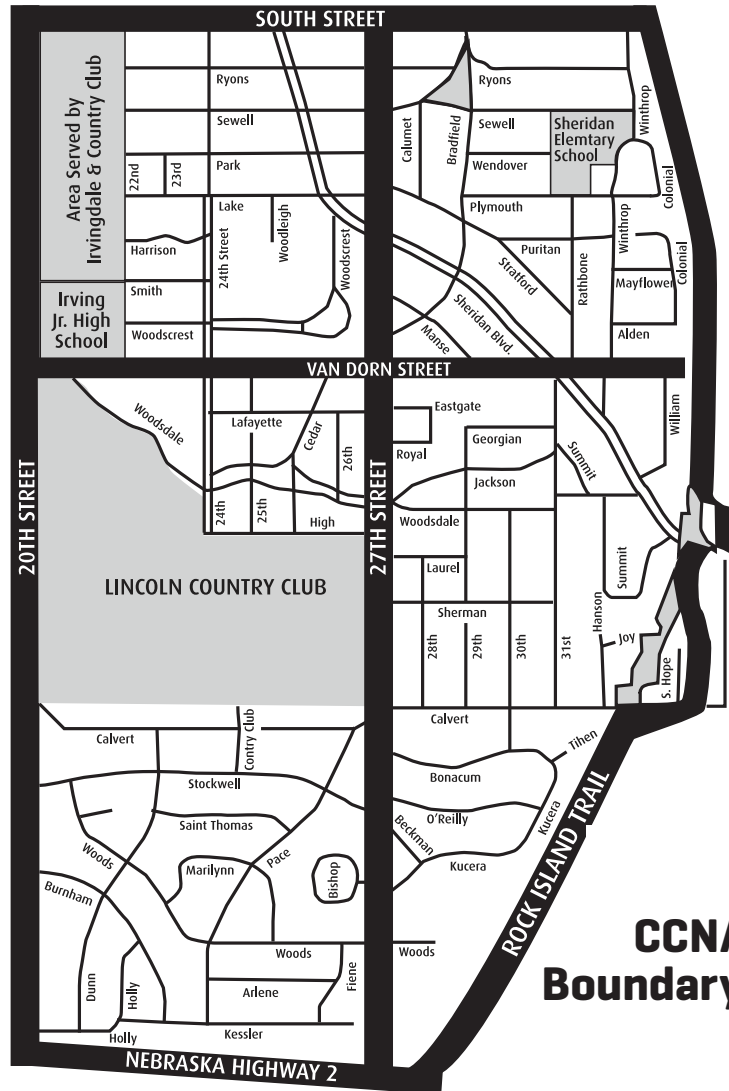
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Thank you for serving your neighborhood!

CCNA Chronicle Publishing Schedule

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The CCNA Chronicle is the official publication of the Country Club Neighborhood Association (CCNA). The CCNA Chronicle is published four times a year by the CCNA and every address in the CCNA boundaries is mailed a copy. Statements of fact and opinion made are the responsibility of the authors alone and do not imply an opinion on the part of the officers or members of CCNA. While this publication makes a reasonable effort to establish the integrity of its advertisers, it does not specifically endorse advertised products or services unless specifically stated as such. All correspondence regarding this publication should be directed to: Country Club Neighborhood Association, Attn: CHRONICLE Editor, PO Box 21953, Lincoln, NE 68542.



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Visit www.ccnalinc.org to find:

- CCNA Business Directory
- A CCNA boundary map
- Links to other community organizations
- Read past issues of the *Chronicle*
- See By-Laws

LEON'S continued from page 3



Leon's Co-owner Chad Winters, Deli Manager Karen London and part-time associate Ivy Moore at Leon's deli.

October snow storm.

Leon's, along with many other homes in Lincoln, lost power during the storm. As manager at the time, Winters said he made the decision to close because no one could get down to the store.

Winters was the first to arrive at Leon's that cold day, only to find the new shipment of firewood – the first of the season – was missing from the parking lot.

Winters said his first thought was that people stole the wood because the store was closed and families were desperate without power.

But as he entered Leon's, Winters noticed an envelope on the floor. It was full of money, checks and IOU's to pay for the firewood.

Every bundle of firewood was accounted for that day.

"That's really indicative of how special this neighborhood is," Winters said. "People were down on their luck, they didn't have power, they were desperate, but every single person made sure to pay for that wood."


Leon's helped out Country Club Neighborhood residents in more ways than one during that snowstorm. Winters said the store also allowed neighborhood residents to store their food in Leon's basement freezer while they were without power.

Winters has been involved in helping out the neighborhood in several other ways as well, even as a bagger.

Winters said when he first began working at Leon's he delivered groceries to elderly people in the neighborhood.

However, Winters ended up helping many with more than just their groceries.


Leon's workers were also relied upon to help with other mundane tasks, like changing light bulbs and fixing televisions. When a delivery customer couldn't get to her



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Assistant Meat Manager Fred Lowell behind the meat counter at Leon's. Lowell said he has been a butcher for 34 years and likes working at Leon's because the store gets what customers want.

mailbox because of snow and ice, a Leon's worker was there to shovel her walk.

Winters said he has also worked in the shadow of Sheridan School. One year, Winters MC'ed the Sheridan Fun Night. Another, Winters taught Sheridan Kindergarteners about how the food chain works in his "Lessons from Leon's" sessions. After winning a grant, the school even built a play grocery store for kids to practice their "Lessons from Leon's."

"We've always been involved in the neighborhood for those type of things," Winters said.

Another example of how the neighborhood and Leon's have relied on each other is the fact that as owner, Winters said he has never had to advertise for part-time help.

Whether it's a stay-at-home mother saving up for her kitchen remodel or a Lincoln Southeast student wanting to make some extra cash, Leon's is never short part-time employees.

"Most of the kids who work here, their parents have shopped here for years," Winters said.

Leon's also provides meat to several restaurants around Lincoln. Winters said Fred of "Fred and Ruby's Café" in Parkway Lanes comes to pick up hamburger every morning to make "Fred and Ruby's" famous cheeseburgers.

Because of the neighborhood, Winters said Leon's is able to compete with big-box retailers.

"We are nestled in the heart of the Country Club Neighborhood and they have supported us through thick and thin," Winters said. "I wouldn't want to be in business in any other neighborhood."

PRESIDENT'S MESSAGE *continued from page 4*

dues. After studying how other Lincoln neighborhood associations structure their dues and looking at some historical CCNA numbers your board voted to make some changes for next year. This change was not taken lightly. Many of you have faithfully paid your dues each and every year. Thank you for your continual support of our organization. One surprise I had was at the great number of you that not only paid your minimum dues but also included an additional donation. Thank you! You'll be hearing more from me on this subject in 2012, but I think our new dues structure will allow us to make even larger strides in improving our neighborhood.

What President's article would be complete without a call to action asking you to get involved and take part in our monthly meetings? If you've been involved in the past we welcome you to come back. If you have never been involved, come check us out. There is a new wave of neighbors that have gotten involved all within the last year and we want you to be part of our fun. We hope you enjoy this newsletter and I wish you a holiday season full of cheer and fun!

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Adults had fun too! From left to right: Erika Schafer, Justin Carlson, John Curry, Jeremy Gegg and Dan Schafer



Kimbal McClure and Britta Carlson (far left, right) played with neighborhood kids and snacked on apples and apple cider at the Fall social.

CCNA Fall Social

On Tuesday evening, October 11th, CCNA held an informal FALL SOCIAL gathering with about 65 people with children in our local Pocras Park. Apples and hot/ cold apple cider were served by Justin Carlson, our CCNA President. It was a beautiful evening with good conversation, children having a wonderful time playing, and great fall weather. Keep posted for future gatherings!



Adults and children enjoying the fall weather at Pocras Park. From left to right: Dave, Thatcher, Poppy and Parker Brown, Jackie and Ella Strasburger, Annika Carlson and Liz Ring Carlson.

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Community Relations Report on the Mayor's Roundtable Meeting

The October meeting of the Mayor's Neighborhood Roundtable met Monday, October 10, at 5:30 p.m. in the Mayor's Conference Room. Several announcements were made at the beginning of the meeting including the date for the next UNL Big Event, the city-wide volunteer day which will be April 21, 2012, from 9:00 a.m. until noon. A representative from the Public Works Department presented information regarding upcoming street projects. The recent increase in wheel tax will go to infrastructure and should result in a \$400,000 increase for residential rehabilitation. This amount is expected to grow in the future. Projects for next year are currently entering the bidding process. Arterial rehabilitation funding will have an added \$800,000 from the wheel tax increase. Next year's projects will primarily be the resurfacing of most of the downtown area. The mayor also introduced a new process called microsurfacing that will be used in the city's next construction season. The Country Club Neighborhood will likely experience this on Van Dorn from 14th to 27th Streets. This stretch of arterial is relatively new but is beginning to show cracking. In this process, a mix of Portland and asphalt is applied which will fill cracks and keep them from exposure to moisture and freezing, which is what ultimately breaks up the street. The advantages of this process is that it should maintain newer surfaces to keep them from need of total rehabilitation and it does not close the street for any significant length of time. Once the surface is applied, the street can be used in 1 hour. A brief discussion of neighborhood notification of street projects ensued. The department typically uses door hangers, but acknowledged that this is not the most effective and is open to suggestions. The city website does carry announcements of all projects.

Committee Report on Communication and Membership

The Communication and Membership Committee has been discussing raising dues for CCNA. Dues have not been raised in many years and as postage, printing, etc. have increased, we are not keeping up with costs. The CCNA Board has asked that a new Committee be formed to come up with a Comprehensive Plan for CCNA, which would involve new projects to connect neighbors and keep the neighborhood beautiful. The Plan will involve more costs. Additionally, the Committee has been discussing ways for new neighbors to be welcomed, for information to be decimated about social events, for special projects to be communicated to the neighbors, etc. It was decided that dividing the CCNA area into about 10 sections and having Captains or Co-Captains in each section be responsible for the above tasks would be advantageous. Several other neighborhood associations have implemented such a plan to great success. If you have any suggestions or would like to volunteer for any of these tasks, please do not hesitate to contact Will Stahn or Alice Epstein, the co-chairs of the Communication and Membership Committee.



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End of the Year Contributions

There's still time!

Thank you to everyone who has paid their 2011 membership dues, and to those who have given generously throughout the year to CCNA. Because of your support, the neighborhood is looking wonderful!

As we maintain, repair, and update our own homes, the need to maintain the value of the neighborhood is equally as important. Funds contributed to the neighborhood support current maintenance of our parks, boulevards, and other special projects such as tree planting and street lighting. This is what makes our neighborhood distinguished and one of the most desirable places to live in Lincoln.

If you have not yet paid your 2011 membership dues, or would like to make an additional contribution, there is still time! Dues or contributions of \$25 or more are considered tax deductible.

Again, thank you for supporting the neighborhood!

Sincerely,
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Cleanest High School Campus

This article was originally published in The Good Neighbor News, August 2011.

Congratulations to Lincoln Southeast High School, 2011 winner of the "Cleanest High School Campus" award.

A new billboard at 28th and South Streets congratulates Southeast High School as the winner of this year's "Cleanest High School Campus" award.

The competition began last fall, and was initiated because the national organization, Keep America Beautiful, has maintained for many years that some of the most littered parts of cities are high school campuses, parking lots, and immediate neighborhoods.

A team of five judges from the community toured six main public high school campuses three times during the 2010-2011 school year, rating each campus for the amount of litter and noting the number and placement of trash receptacles in relation to buildings and parking lots.

While many of the campuses were actually cleaner than the judges expected, Southeast High School stood out

repeatedly during each of the three judging tours. The judges had to look very closely to find even a stray scrap of litter.

Congratulations to Southeast High School students, faculty, staff, and administration for helping to keep our community beautiful!



New Board Member: Linda Brown, Chair of Special Projects and Beautification

My name is Linda Brown and I live at 3128 Cedar Avenue. I grew up in Cozad and moved to Lincoln in 2001. The first home my husband and I purchased was at 2501

Woodsdale Boulevard, in 2003. There, we learned a lot about older homes, this great neighborhood, and made some wonderful friends. When it came time to find more space for our growing family, we knew we wanted to stay in the Country Club Neighborhood! I stay at home with my two young sons, Ian and Owen, and am on the director team of two local running races. When I am not participating in the organizational side of a race, I am usually preparing for one.

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Activities and Special Events

The biggest news is the Fall Tour has been postponed until Spring. The committee will meet in November to regroup and start the planning.

The Fall event, Apples & Apple Cider at Pocras Park on October 11th was attended by about 60 neighbors. It was a fun time to mingle and meet some new faces.

The Book Club, led by Terry Schaaf, is up and running. Each month a book is selected to be read and discussed in the following month. This month's discussion will be on *Nightfall*, by Nelson DeMille. All neighbors are welcome. Please call Terry at 402 489 1100 for time and location of the next meeting.

Sounds like there will be several Halloween block parties in the neighborhood. I hope everyone will join in on the festivities and have a fun and safe Halloween.

As always, we can use suggestions and volunteers for future neighborhood events. Some of the suggestions which have been are: Holiday Party; vintage/classic car show; valentine party; teen dance; bridge club; food drive for the food bank; Trail cleanup day; neighborhood cleanup day. If you have ideas or would like to chair any of these projects, please call Kay Maxwell, 402 475 3613.

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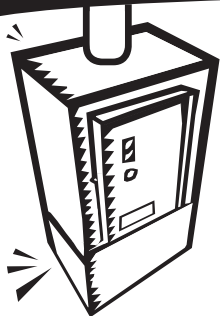
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Images for a Lifetime Page

We are creating a new neighborhood snapshot page and we need your help!

In the February issue, look for photos of your friends and neighbors to be featured in this magazine. Each issue will have a theme and we're asking for you to send us your family photos that relate to the theme.

The theme for this issue is **"Fabulous Fall."**

Take a picture of you, your friends or your neighbors enjoying the fabulous fall weather and send it to ccnamagazine@gmail.com [make sure you include "Country Club" in the subject line]. It could be anything from your kids in playing in a pile of leaves to your favorite fall activity.

Each person who submits a photo will be entered in a drawing for a FREE Meet Me In the Park Photo Session, courtesy of Images for a Lifetime.

The winner will be announced on the February snapshot page. The submission deadline for this issue's contest is

January 15th, 2012.



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HUSKER SNAPSHOT PAGE

Congratulations to Carly on your winning photo!

Carly Ederington and her daughter Brookie are ready for their first Husker game!





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