



First Annual CCNA Holiday Fun Run

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Next Issue's theme: Kids
For more details see page 12



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Also in this issue...

- President's Message
- 2401 Ryons Street
- CCNA Snapshot Page
- 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.

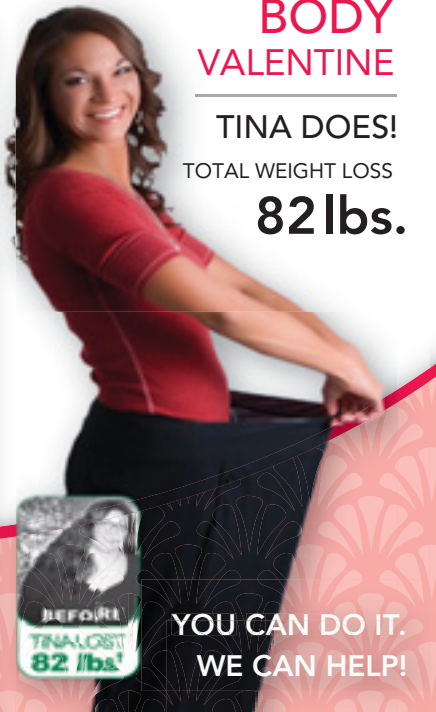
"If you do what the customers want, everything else will fall into place."

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

By Linda Brown

Santa, Elves, and Others Spotted In The Country Club Neighborhood.

First Annual CCNA Holiday 5K Fun Run Big Success!

Santa, Reindeer, Candy Cane Princesses, sparkling lights, elves and jingle bells... all things usually seen on and in houses when decorating for the holiday season. However, this is how 230 runners decorated themselves for the first annual CCNA Holiday 5K Fun Run!!

Neighbors, friends, and family joined together to run/walk through the Country Club Neighborhood enjoying the Holiday Lights to raise money for future neighborhood improvement projects . With 230 runners and 50+ post party friends, the evening was a big success!

The course ran through the historic Country Club Neighborhood starting at the Lincoln Country Club and continuing on to 24th Street, Woodscrest Avenue, Sheridan Boulevard, Bradfield Drive, and Stratford Avenue. After runners completed the course, they were welcomed to a post party in the Country Club Ballroom with live music, heavy appetizers, beverages and even a visit from Santa Claus.

Feedback from runners, participants and guests was extremely positive especially around how festive it was in spreading holiday cheer and in fostering positive neighborhood friendship and fellowship. We anticipate next year being even a bigger event so save the date: Thursday, December 20, 2012.

Best Light Display, Best Costume, Most Creative, Ugliest Sweater and Best Group Costume Awards were given to participants, as well as random door prizes provided by the wonderful CCNA sponsors. We sincerely appreciate the partnership of these businesses:

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Nicki Dunn, Bridgett Petzoldt and Amber Soucek show off their tutus and reindeer antlers at the CCNA Holiday Fun Run.



Jackie Strasburger disguised as Rudolph the Red Nosed Reindeer.

FEATURE STORY continued on page 6

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President's Message

By Justin Carlson, CCNA President



What Makes a Great Neighborhood?

When we think about The Country Club Neighborhood, what makes it special? Is it the parks, the people, the trees or the architecture? What is it about our area of town that makes it stand out? What makes the Country Club Neighborhood so great? How do we as a neighborhood association protect and promote the neighborhood?

In her book *Smart Communities* Suzanne W. Morse compiled years of research on successful communities and how they came about. She condenses their success down to a few key traits. Morse concludes that successful communities:

1. Invest Right the First Time
2. Work Together
3. Build on Community Strengths
4. Practice Democracy
5. Preserve the Past
6. Grow Leaders
7. Invent a Brighter Future

None of these traits come as much of surprise nor are they earth shattering, eureka statements. But I do think they provide us some reminders about how we operate or should operate as a neighborhood association. These traits are reflected in some of the good things we do as a neighborhood and call out some areas where we might need to improve. As we move forward into 2012 we will focus on these traits and work to be more "smart". Personally, I am confident we are well on our way to being a "smart community."

As I've mentioned before we have plenty of ways for you to get involved in the CCNA. We hope you take us up on our offer! We want your help. If you would like to get more involved in your neighborhood please contact me at info@ccnalinc.org or call me at 402-261-6328.

We hope you enjoy this issue of our newsletter.

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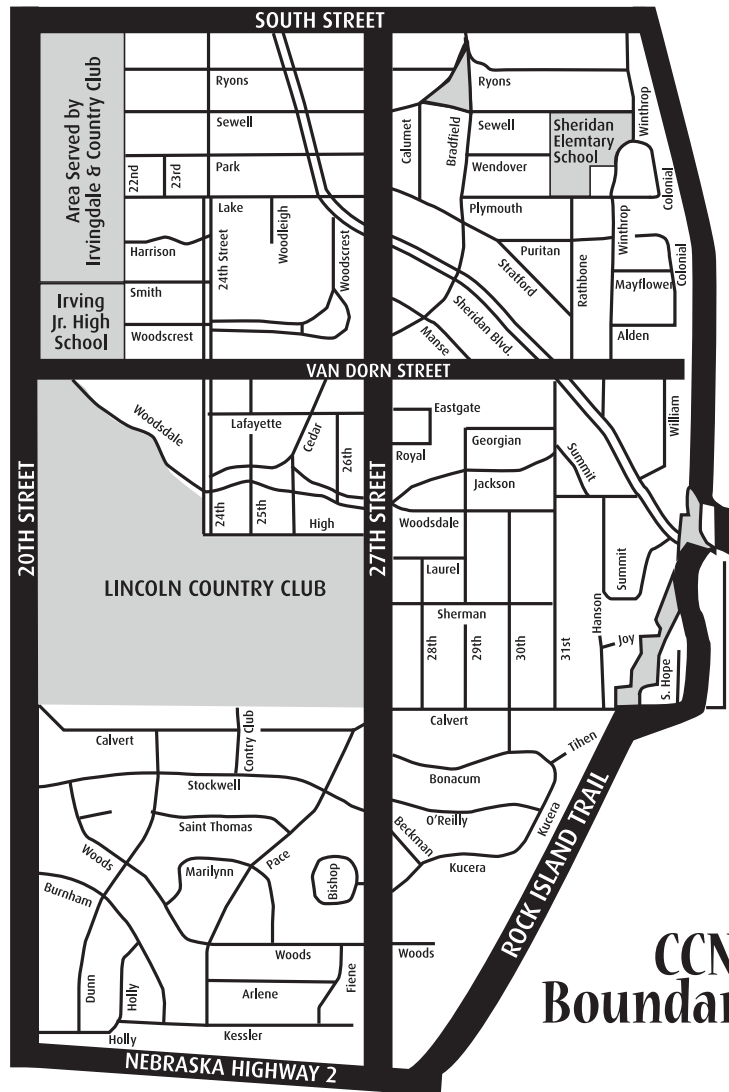
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Thank you for serving your neighborhood!

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

FEATURE STORY...continued from page 3

- Super-C
- Footloose and Fancy
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- Country Club Neighborhood Association
- The Country Club of Lincoln
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CCNA board members want to give a thank you to all of our volunteers who made the night a huge success:

Planning Committee Team:

Linda Brown, Justin Carlson, Will Stahn, Bryan Sypal, Lisa Sypal and Ron Tucker

Event Volunteers:

Kristi Anderson, Justin Pfeifer, Lacey Pfeifer, Justin Luther, Ron Sypal, Lori Sypal, Tim Sliva, Kristi Roddel, Dennis Carlson, Nancy Carlson, Ashley Hustad, Liz Ring-Carlson, Julie Sliva, Barb Sypal, Sara Voss, Sue Van Horn, David Van Horn, Billy Maxwell, Kay Maxwell, Alice Epstein, and Mike Epstein



John Ebers, left, and Bryan Sypal were the first runners to cross the finish line. Volunteers also handed out candy canes to everyone who participated.



Santa's Helpers, Holly Berry, Egg Nogg, Mary Cheery and Jingle Bells show off festive socks before the CCNA Holiday Fun Run.



Buddy the Elf and friends catch up over beverages after the Fun Run. Participants enjoyed appetizers, drinks and live music at the Lincoln Country Club after the run.

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Shari Sanne and Season Epp donned matching holiday dresses.



Pat, Ashley and Nikki Franks posing with Rusty Vanneman AKA Santa before the run.



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The Home at 2401 Ryons Street

By Alice Epstein

The home at 2401 Ryons Street has received many comments and much interest the past year. In July of 2010 Allen Simpson purchased the historical property on the recommendation of his friend, Mia Sims, who mentioned “a great old property requiring a lot of work.”

Built in 1916 by Charles Ryman for George W. Fawell, Jr. and his wife the smooth stucco home is on the list of historic homes in Lincoln. The sweeping front circular stairs lead to an arched center entrance bringing a touch of southern Italy. Allen found the entry hidden behind three truckloads of vines, numerous trees and overgrown shrubs. He has removed much of the overgrowth, planted 67 Taylor junipers, put in a fountain at the base of the circular steps, and repainted and fixed the stucco. He has worked at maintaining flowers planted from all over the world by the previous owner. The yard also features a concrete koi pool and a circular drive in the backyard.

Once you step inside the home you see a grand staircase, a multitude of rounded parapets and windows in the dining room on your left and in the living room on your right. Each of these rooms also boasts six brass sconces. Wooden doors all have glass knobs and bathrooms have glass towel bars. The master bath still has the original shaving bowl.

The home has three decks. One is on the second floor off the “ladies dressing room” with an outer wall that hides the “lady from the public”.

Allen is in the process of remodeling the kitchen. He realizes he will have projects for years to come to restore this grand home to its original splendor. He loves the neighborhood, finding it quiet and relaxing. While refurbishing his yard, he loves that neighbors never hesitate to stop to visit.



The staircase leading up to the front door of 2401 Ryons shortly after Simpson purchased the home. It was severely over grown and needed repainting.



The home after Simpson worked on it. The front yard now features juniper trees and the stucco has been repaired and repainted.





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Large Deer Wanders Sheridan Blvd Area

This article originally appeared in the Lincoln Journal Star on December 1, 2011



PHOTO COURTESY OF AMY SACK.

A large buck wandering the Country Club Neighborhood near 27th and South streets.

The size of the big brown thing Amy Sack glimpsed outside her living room window Thursday afternoon told her it wasn't a dog.

Sack lives on Ryons Street near 27th and South streets, an area not particularly well known for wildlife.

"When I went back to look through the kitchen window, there it

was in the middle of my backyard," she said, "a fully grown male deer with rack."

He was gone by the time she returned with her camera, but she managed to catch one picture out the front door as the buck headed down the sidewalk toward Sheridan Boulevard.

She said someone at Animal Control told her there was nothing they could do but hope nobody hit it with their car.

"Wow," Sack said. "A great big deer in the middle of town." Lincoln Police Capt. Jason Stille said no police reports were taken regarding the deer.

Usually they'll only take action if it causes damage or injury or poses other hazards, he said. Otherwise, it usually is a futile effort to capture it, he said.

Authorities shot and killed a buck in a south Lincoln neighborhood in October.

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Who Needs a Power of Attorney?

By: Ramzi Hynek

Many people feel nervous about signing power of attorney documents. The thought of giving another person authority over your personal affairs can be unnerving. However, there are many important reasons why each of us should consider executing both a General Durable Power of Attorney document and a Health Care Power of Attorney document.

A General Durable Power of Attorney document (or financial power of attorney) is a legal document that allows another person (your "agent") to make financial decisions for you if you are unable to do so for yourself. A Health Care Power of Attorney document is an important tool by which you can appoint an agent to make health care decisions on your behalf. Commonly, Health Care Power of Attorney documents are drafted to cover both routine medical situations as well as end-of-life decisions.

We are often asked, "Who needs power of attorney document?" In a word, our answer is, "Everyone." Regardless of your health or marital status, if you are over the age of 19, we strongly encourage you to select an agent to make life's important decisions for you if the unthinkable should happen. A special word of caution to parents of college-age children: your status as next of kin provides you with NO AUTHORITY to make decisions on behalf of your child.

Inevitably, the next question on our clients' lips is, "Who should I select?" An agent can be a family member, friend, or even a corporate trust company. While many factors will play into this decision, the most important consideration should be trust. Would you trust your selected agent to have full control over your checkbook? Do you trust your agent to make decisions regarding your end-of-life care? In addition, agents should be selected based upon factors such as specific skill sets, familiarity with your wishes, relationships with your other loved ones, emotional ability to deal with difficult decisions, and in some instances geographical proximity. It is also a very good idea to select a contingent agent in the event your first nominated agent is unable or unwilling to serve.

Not only do power of attorney documents help to provide you with peace of mind, they can also be a great blessing for your family. If you have not signed power of attorney documents, and you become unable to make decisions for yourself, then a court proceeding is most likely inescapable. Your loved ones will have to seek court authority to manage your affairs.

Life has a funny way of throwing us curveballs. Fortunately, power of attorney documents are a simple, inexpensive, and effective way to appoint a trusted person to speak for you when you are unable to speak for yourself.

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From The City of Lincoln

Winter Snow Removal Safety To Help Save Time And Money

The snowy winter months are a time to break out that winter coat, snow shovel and ice melt. It is also a time to continue protecting our watersheds and local water ways. As we move from winterizing our homes, it's important to also consider winter maintenance and how to effectively remove ice.

While ice can be very dangerous on a sidewalk or driveway, so can the methods for removing ice. One such method if not employed correctly, is a deicer. A deicer is a type of dry or liquid salt we use to melt ice and snow. However, because salt dissolves in water, it can readily wash away with snowmelt or rain into the nearest storm drain, which lead directly to a lake or stream. These salts can be toxic to fish, aquatic organisms, as well as for plants. Any excess deicer left on the ground can be a new safety hazard on the walkway and to our waters.

To help remove the dangers of ice from around your home or in your community, below are some steps to help keep you and the environment safe.

Step 1: Identify conditions to select a deicer or sand for snow and ice control. After having removed the snow, evaluate the surface and see if a deicer needs to be used to melt away the remaining snowflakes. If it is below zero, use sand for traction, because deicers will not work.

Step 2: Remove snow and ice first mechanically using a snow blower, shovel, scraper or broom before using a deicer or sand. Using deicer on snow will create a more messy situation of slush and require you to clean up the snow another day. The deicer simply doesn't have enough energy to clear the snow.

Step 3: Measure and apply the proper amounts of deicer or sand using the tools provided. Using 1 teaspoon less of salt, protects 5 gallons of water and 50 pounds less salt protects 10,000 gallons of water. How much deicer or sand you apply will have a direct affect to the interior and exterior of your building. The excess will be tracked inside, creating unsafe surfaces and more expenses for maintaining rugs and flooring. Any excess deicer or sand should be swept up and used where it is needed.

Step 4: Follow proper body mechanics and dress appropriately for the conditions. The push and scoop are two types of snow shovels. Push shovels are good for guiding or sliding snow. Scoop shovels are good for lifting and moving snow when working in small spaces. When shoveling, bend your knees and keep your body in line with your work out in front. Turn when moving your pile of snow off to the side. Be sure to take breaks as needed to rest and warm your body.

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snow removal reduces your chances of an icy compacted surface. This means less mechanical work, less chemicals to remove snow and more money in your pocket for the long winter stretch.

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

In the May 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 **"Kids"**

Take a picture of your kids, grandkids, or your neighbors kids doing what they do best and send it to ccnamagazine@gmail.com [make sure you include a short discription of the photo and your address].

Each person who submits a photo will be entered into a drawing for a **\$100 gift card for "Meet me in the Park" Photo Session.** The winner will be announced on the May snapshot page.

The submission deadline for this issue's contest is **April 15th, 2012.**

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| North Lincoln | Pine Lake Heights |
| Downtown/Meadowlane | Wilderness Ridge |
| Country Club | Pioneer Greens |
| Indian Village | Ravenwood/Iron Gate |
| Seven Oaks/Briarhurst | Vintage Heights |
| Edenton South | Himark |
| Williamsburg | Heritage Lakes |
| Cripple Creek | |

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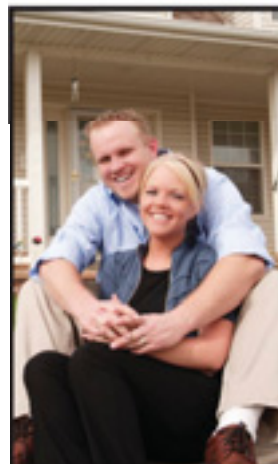
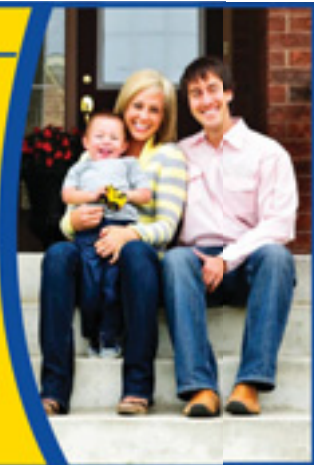


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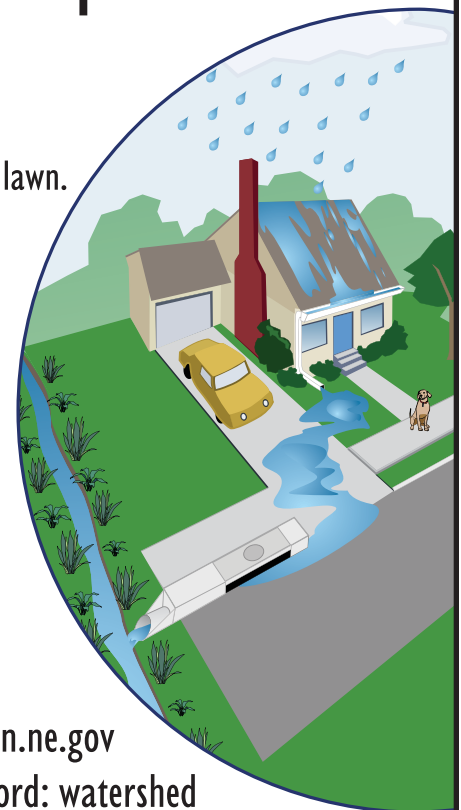
5 Things YOU can do to reduce pollutants in our lakes and streams.

1. Sweep grass clippings and fertilizer from the street and driveway onto your lawn.
2. Pick up your pet waste weekly—It's a health hazard! Pet waste washes off your lawn and enters our lakes and streams where we fish and swim.
3. Fix your vehicle's fluid leaks. Only rain in the drain.
4. Get your soil tested and find out if your lawn needs additional fertilizer or other soil improvements.
5. Build a rain garden at your home or volunteer for a stream cleanup.

What is Stormwater Runoff?

During a rain storm, water flows over lawns, streets, and buildings to lower areas such as lakes, streams and wetlands. This runoff can contain pollutants such as oil, pesticides, fertilizer and other harmful chemicals.

CITY OF LINCOLN / Public Works and Utilities / Watershed Management



lincoln.ne.gov
keyword: watershed