

Nebraskans asked to sell, grow state

Written by Elizabeth Barrett
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Gov. Heineman visits Gothenburg.

Working together to market and grow the state is what Gov. Dave Heineman touted during a Monday visit to Gothenburg.

“Something special about Nebraska is our people,” Heineman said.

Referring to the national Special Olympics in Lincoln recently, he said he was amazed by stories of friendliness and honesty extended to visitors.

“People even offered rides which you’d never do in New York City, Los Angeles and Chicago and we do those things everyday.”

Heineman talked to local Rotarians at noon before traveling to the public library to visit with Chamber of Commerce and Gothenburg Improvement Company members.

The governor also shared a story about a minister from Beaver City who attended a convention in North Carolina where he met a representative of Kaufman Trailers, Inc.

By successfully marketing his town and Nebraska, Heineman said the man helped bring a division of the company to Beaver City, population 610.

Although the state has assets such as low energy rates and a strong education system,

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Heineman said it's still about relationships and trust.

Recruiting the Internet search engine company Yahoo to the Omaha area involved asking what the company wanted and delivering those things, he said.

"We also put up a website with everything someone might want to know about Nebraska," Heineman said.

Touching upon the importance of technology in a global economy, he said Nebraska students need more than a high school education—two years of postsecondary studies and preferably four.

Young people are also more likely to transact business on cell phones, Heineman said, noting that 80% of Nebraskans filed taxes last year electronically which saved the state money. He noted that electronic renewal of driver's licenses is also available.

However he said more online opportunities through the Nebraska Health and Human Services Department and accessing individual medical records are needed.

Noting that Nebraska experienced a net migration into the state in 2009, Heineman said

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