

This Month's Meeting February 28th -

Who: Ken Hansen
Assistant Vice Chancellor,
Facilities Management &
Planning University of
Nebraska Medical Center

Topic: will be the Saddle
Creek proposed changes

When: February 28, 2007
Noon
UNMC Private Dining Rooms
Cost is \$10.00

You can E-mail your
reservations to
valmcperson@cox.net.
Val McPherson at 490-6366 &
leave a message

PLEASE
Reservation Deadline
is Friday, February 23rd

Networking Session

March 14th

Look inside for all the details.

Think Midtown...
when purchasing for
your business!

January MBA Meeting Speaker

Gerald Kopiaz, President of Omaha Streetcar was the guest speaker at the January meeting. Omaha Streetcar is a group of volunteers who support streetcars to provide a comprehensive, integrated transit system. The cars would provide greater mobility, increased economic development and capitalize upon our heritage.

The Streetcars would fit in by working with the business organizations, individuals and neighborhood associations. Heritage Services did a study of the feasibility of streetcars and this study is now in the hands of the City for study. You can keep up-to-date on the progress of this proposal by visiting www.omahastreetcar.com.

There are two primary types of cars available. One is the modern streetcar which comes from Europe and the other is the heritage streetcar which is a reproduction or rehab of the historic cars. These are made in Ida Grove, Iowa. Both would be climate controlled. The infrastructure of the cars are recessed tracks, historic lighting and one power wire.

The proposal for the first segment of the cars is from 20th to 10th along Webster, south to Jackson, west on Jackson to 16th, north on 16th to Farnam, and then east on Farnam back to 10th. Two proposed extensions to this would be to Rosenblatt and the Henry Doorly Zoo or west on Farnam and Harney to 42nd. The cost of the first segment is \$55 million with an annual operating cost of \$2 million. The first segment would be 3.5 miles and it is proposed that the modern type car be purchased. The proposed initial ridership is 3,300 people daily for a fair of \$2 or about 6,800 if the ride is free. In the building of the tracks, no vehicle lanes will be removed and the cars will have a minimal impact on parking.

The proposal could be paid for by possibly creating a streetcar district to leverage the increased real estate values as those within a couple of blocks of the route will have increased values.

The benefit of a streetcar is that the economic impact of streetcars in other cities has been very beneficial to the communities who have the cars. Examples are Kenosha WI, Little Rock AR, Tampa FL, and Portland OR. This will also capitalize upon Omaha's heritage, will link cultural sites and educational sites.

The streetcar will provide increased mobility, will be environmentally friendly, and will supplement the bus system.



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Avian flu education – precautions

During a flu pandemic, hospitals and doctor's offices may be overwhelmed. To keep you and your loved ones healthy -- and to prevent the spread of the disease -- follow these basic precautions:

- Wash hands frequently with soap and water;
 - Cover coughs and sneezes with tissue; throw tissues away after use. Block coughs and sneezes with your upper sleeve if you don't have tissue and wash hands each time after coughing, sneezing or blowing your nose;
 - If soap and water are not readily available, use alcohol hand gel to supplement hand washing;
 - Avoid touching eyes, nose and mouth to prevent germs from entering your body;
 - Stay away from those who are sick as much as possible;
 - Stay home from work and school, if sick and contagious; keep your distance from other people to protect them from getting sick;
 - If you suspect someone else, like a co-worker is ill, practice social distancing (stay at least 3 feet away from others). Encourage sick persons to go home to recover;
 - Consider purchasing masks for family members to help protect against germs; and
- Stay up to date on appropriate vaccinations, including a flu shot.

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MBA Membership

To join the Midtown Business Association please contact Judy Dye at 536-3377 or email her at: jbdye@nationalindemnity.com to receive a membership application.

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Meet Your Neighbor!

The B.G. Peterson Company is a family business that has stood the test of time.

Established in 1936, the company has been a Peterson family and midtown fixture for 70 years.

“Working with family has a lot of benefits -- loyalty, commitment and dedication,” company president Eric Peterson said. “There’s also more teamwork.”

B.G. Peterson started the company as a manufacturer’s representative for the Kewanee Boiler Company, selling products in Nebraska and western Iowa.

B.G. Peterson’s sons Dan and B.R. eventually joined their father in the company and are now both retired. Grandson Eric Peterson has served as president of the company since 1994.

The company sells a wide variety of products for both commercial and industrial markets. Boilers, large-volume domestic water heaters, ventilation systems and steam equipment are a few of the products they provide. Their best selling items currently include Lower Energy Systems boilers and Modine heating and ventilating units.

B.G. Peterson supports other companies and corporations by supplying them with products necessary to keep their businesses running, Peterson said.

“We do business with Tyson, ConAgra Foods, the University of Nebraska Medical Center and many other big corporations and contractors,” Peterson said.

The company recently provided the new MBA Poultry plant in Waverly, Neb., with a 99 percent efficient, natural-gas fired water heater. MBA Poultry is a Nebraska-based company that produces Smart Chicken, a meat cooled by a new system that uses purified, cold air and reduces cross contamination during the freezing process.

Being in midtown has served the company well over the years, Peterson said.

“Our customers know where we are and there’s a tremendous amount of convenience for them,” Peterson said. “Everyone is familiar with it.”

Or, as Debra Peterson, secretary/treasurer and granddaughter-in-law of B.G., said, “We’re well grounded here.”

Info:

What: B.G. Peterson Company

Where: 2966 Harney Street

Telephone: 344-4311

Web site: www.bgpeterson.com



**Support Midtown
Businesses!**

Networking Session

The next MBA Networking event
will be held

**Wednesday, March 14, 2007
from 7:30 - 9:00 A.M.**

Hosted by Cindy Hanssen of Executive
Physicals.

Location is UNMC Private Dining Room
#3 (same as monthly luncheon).

Please give Chris Kilroy a call to con-
firm your attendance at 558-2111.

Omaha Lingo!

Those in Omaha should know that there is some Lingo common to our area. These are called defining moments in the Omaha experience. Some examples are:

Thirsty, you walk into a restaurant and order a soda. In one sip, you'll recognize that ordering soda in Omaha will get you a club soda. Here, a soda is called "pop." Doesn't matter if its Coke or Pepsi, it's all pop.

Omaha – the name of our city and the name of the Indian tribe that settled in the area as early as 1500. The word is Native American and is defined as "upstream people" or "going against the current." In other words, the oldest word we know for "innovative."

O! – It's the symbol of our city, our passion for progress and our excitement about the future. The O! Campaign is a partnership program of the City of Omaha, the Greater Omaha Convention and Visitors Bureau, the Peter Kiewit Foundation and the Greater Omaha Chamber of Commerce. Developed in 2003 as an image campaign to help Omahans become more active participants in promoting the city, it unites tourism and economic development under one campaign. The O! has been utilized in many ways, at events, in parades, painted onto street corners, at local gift shops and in business promotions. Sample the O! at <http://www.ososurprising.com/>.

Ak-Sar-Ben – Nebraska spelled backwards, it is the name of the former thoroughbred racing track at 63rd and Center Streets. The Knights of Ak-Sar-Ben Foundation, formed in 1895, is a civic and philanthropic organization comprised of business leaders committed to building a more prosperous community through youth leadership programs, scholarships and community service awards. The Knights sponsor many events including the annual River City Roundup family festival and the 75-year-old 4-H Livestock Exposition.

Rolls vs. Danish – In Omaha, a roll usually means a breakfast or "sweet roll," which in New York would be known as a Danish. If you ask for a roll at dinner, then it would likely be a hard or soft bread roll. But if you ask for a roll at breakfast and expect bread, hope you enjoy frosting or cinnamon.

Tubing – Take an inflated inner tube, preferably from a tractor tire, and float down the nearest river or stream. In the summer time. With a cooler full of ice and "beverages" in tow. Have a destination in mind but not an arrival time. Dangle your arms and legs. We have no sharks in Nebraska. At least, not outside the Henry Doorly Zoo.

The Base – Offutt Air Force Base, home of the U.S. Strategic Command (USSTRATCOM), formerly the Strategic Air Command. The area's largest employer, it is

south of the city in Bellevue. It is also the telecommunications command center where President Bush spent several hours immediately following the events of Sept. 11, 2001.

Saddle Creek – A creek that is now hidden in a huge pipeline a dozen feet below the road bearing the same name. The road is home to retail shops, bars and restaurants, and a nationally-recognized recording company, Saddle Creek Records, the former Lumberjack Records created by Justin and Conor Oberst (of the band Bright Eyes fame). Saddle Creek Records continues to grow in artists and respect, snagging feature stories in The New York Times, which finally admits there may be something musically that sets Omaha apart. We knew that all along.

Obtained from Greater Omaha of Chamber website.

Flu Season

Every year, come fall, we begin to ask the same question: How severe will the flu be this season? "Unfortunately, the flu is predictably unpredictable," says Mark Rupp, M.D., infectious disease specialist for The Nebraska Medical Center. "We know there will be an epidemic, but we don't know how severe or the timing."

Despite production delays over the summer, the United States is slated to receive 100 million doses. Public health officials say that 70 to 75 million U.S. residents typically receive the flu shot and predict that despite a higher expected demand for the shot this year, 100 million doses will be enough.

The flu accounts for approximately 36,000 deaths (primarily among those 65 years of age and older) and more than 200,000 hospitalizations during an average year in the United States. The flu season in this country usually runs from November through April each year.

This year's advice for protecting against the flu? Get vaccinated. "The flu shot is for anyone who doesn't want to get the flu," says Dr. Rupp. "While you can't get the flu from the flu shot, some mild muscle aches and even a low grade fever are not uncommon for a day or two following the flu shot. However, these symptoms are nothing in comparison to influenza, in which high fevers and severe debilitating muscle aches are the rule. Getting vaccinated doesn't guarantee that you won't get the flu, but if you do, it will likely be much less severe."

In addition, the federal government is now recommending rather than encouraging flu vaccinations for children between the ages of six months and 23 months.

Provided by the Nebraska Medical Center