

THE STAPLETON

SERVING
LOGAN & McPHERSON COUNTIES
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ENTERPRISE

LOGAN COUNTY, STAPLETON, NEBRASKA 69163

(USPS 518780)

THURSDAY, MAY 3, 2018

NO.18

McPherson Co.
News



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Audrey French Story
Girl's State
Sonnenfelt Honored

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Dan Stapleton?
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Weather



DATE	HI	LOW	MT
24	67	32	.05
25	42	34	.19
26	62	35	0
27	64	33	0
28	77	33	0



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I Can Only Imagine

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Revamped website goes live

What Stapleton has to offer may surprise you!



Check out what Stapleton has to offer by going to a professional website that went live last week. Sublime Artistry and Creative Printers collaborated over the past few months to put together the site showcasing businesses, Stapleton Public Schools, activities and organizations. The user friendly site is mobile responsive and easy to use on your computer, smart phone, or tablet.

Months of work and collaboration has resulted in a professional and user-friendly website for Stapleton.

Web designer, Melody Hansen of Sublime Artistry, used her expertise and experience to create a site that portrays the community in a positive light. Information on services and businesses is easily accessible.

"I was so excited to make this site live after many months of work. I feel having an aesthetic, professional looking website that really represents our growing community and showcases all we have to offer was important," Hansen said. It was great being able to work with Marcia Hora and Kendra Cutler of Creative Printers to make it a reality. They took on the writing, tracked down most of the photos, helped me populate some of the content, figured out the site map, and really made the process go a lot smoother."

Hansen went on to say she and the two-person staff at Creative Printers donated their time to build something the community can be proud of. Other community members contributed photos which also really helped she said.

Some of the features of the new site include:

- New business directory featuring the 52 members of the Stapleton Area Chamber of Commerce. All listings link back to Facebook pages or websites where available.
 - Shopping and convenience page featuring photos inside many local businesses.
 - Logan County Fair & Rodeo page with information you need for this year's event.
 - The Augusta Winds Golf Course page includes upcoming tournaments, contact information, and photos and video from the 2017 Total Solar Eclipse on the Range event.
 - The new lodging option in town - The Bunk House - located on Main Street.
- You will also find information on the Logan County Courthouse, Stapleton Fire & Rescue, the Village Hall, a community calendar of monthly events linking back to the Creative Printers website, the front page of The Stapleton Enterprise, and the blue ribbon elementary winner - Stapleton Public Schools. Read what others have to say about the community after attending the August 2017 Total Solar Eclipse and check out the community photo gallery.

The site is mobile responsive and easy to use on any mobile device and is fully SSL secured and meets all of Google's upcoming

website requirements.

"In this day and age, people use their mobile devices for almost everything. Having a website that is mobile friendly is important, needs to be something easy to view and scroll through with your fingertips and get you to the information you are looking for fast," Hansen said. "It was also important to me that our Chamber website attract younger generations to our community by showing we are "up with the times" and also present them with all we have to offer. For a town with a population of roughly 300 we have a lot to offer and I'm proud of what we have accomplished. I also feel our new website reflects that."

Hansen said everyone needs to get out there and check it out! On your phone, on your desktop, on your tablet. Share it on social media platforms with your friends. Show that you, too, are proud of our community and all it has to offer.

Go to www.stapleton-ne.com or google Stapleton, Nebraska.

The Stapleton Area Chamber of Commerce sponsors and maintains the website. Your \$30.00 dues will get you listed on the site.

Newspapers bring home six awards

Publisher to serve on NPAS board of directors

Newspaper people from across the state of Nebraska gathered April 20-21 at the Cornhusker Marriott Hotel in Lincoln, for the 144th annual Nebraska Press Association Convention. The Nebraska Press Association is the state's oldest trade association, comprised of all 166 daily and weekly newspapers in Nebraska.

Members of the Texas Press Association judged more than 3,800 separate entries, representing nine dailies and 62 weeklies.

First, second, and third place winners were announced Saturday night at an awards banquet where more than 160 journalists attended, including Marcia Hora, publisher and Kendra Cutler, editor of *The Stapleton Enterprise/McPherson County News* and *Thomas County Herald*.

The Stapleton Enterprise brought home five awards, including one first place in Division A. First place went to the Creative Printers Online ad submitted in the single retail advertising idea - black and white division. The judge commented, "Good half page ad with

good art selection. Newspapers should advertise what they have to offer, and this is a great example of doing it well."

Second place was awarded to "Blast from the Past," entered in the reader interaction-contest division. The judge commented, "One of your newspapers does something similar to Blast from the Past. It gets readers to participate with entries, and I think readers enjoy reading." The judge suggested, when possible, to date the photos, even if you have to approximate with something like 1930's.

Third place awards went to:

Look Who's New To You in the feature series category. The judge commented, "the Look Who's New To You" series is a wonderful way to highlight and promote community, and the stories are well done. They are enjoyable to read and really give the reader a sense of being introduced firsthand to each person."

Salute to Veterans in the small ad (1/4 page or less) division. The judge commented, "Definitely the



most prominent ad on the page. Again, the simple silhouette draws the eye because the ad is not cluttered with too many elements.

A & B Hay Company of Arnold in the agricultural advertisement division. The judge commented, "They look happy. Love the understated message. Hits quick, doesn't say too much, but likely sticks in the reader's mind. We all need to show this to other advertisers to convince them that by saying less, they can say more."

The *Thomas County Herald* was awarded first place for their Sandhills

Family Dental advertising campaign. The dental clinic runs a new ad every month and three ads were submitted. The judge commented, "Nice use of photos to draw me in."

Marcia Hora, publisher of *The Stapleton Enterprise/McPherson County News* and *Thomas County Herald* was elected to serve as a director on the Nebraska Press Advertising Service board. The announcement came at the annual meeting of the Nebraska Press Association and Nebraska Press Advertising Service held Friday afternoon, April 20, at

the Cornhusker Marriott Hotel.

"I am looking forward to serving on the NPAS board and representing western Nebraska. Our hometown newspapers are so important to our small communities and we want to keep them at the front and center in decision making on the state level," Hora said.

Sessions at this year's convention included ad and page design tips, digital sales strategies for success, postal issues update, and how to get people to pick up your newspaper.