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# SOLD! The Humboldt Standard Continues on Under New Management

By Roxanne Sailors

After weeks of speculation as to the fate of the Humboldt Standard, Jack Cooper made an announcement last Friday. The new owner of the Humboldt Standard is.....George Marburger!

George, a local businessman, was one of many people concerned that the paper remain in the community, for the community. Jane Hogue will continue with the Standard as Office Manager, and Roxanne Sailors will assume the Editor position.

Jack purchased the Humboldt Standard 42 years ago, on April 1, 1975, from Wayne Friedly.

Jack has received many awards during his newspaper career, with plaques from Five Rivers, American National Bank, Nebraska Press, Rotary International, Lions Club, Home State bank and Trust and Jaycees. Possibly his most notable award was in April of 2014, when he was presented the Harpst Award at the Nebraska Press Convention held in Grand Island that year. The Leadership Nebraska Award was created and funded by the Harpst Family to recognize a Nebraska Press Association newspaper or publisher that best illustrates efforts in promoting leadership within their community, such as news articles about youth groups that foster leadership, community leadership organizations and their participants, or information about alumni of leadership groups and success stories as these individuals go on to actual community leadership posts.

The nomination letter to Nebraska Press stated in part: "For practically his entire career, Jack has set a positive and hopeful record by focusing on our community and its importance within the county, region and state. No other person has had the influence as Jack Cooper in coalescing a community to continue to keep our town alive and relevant. His leadership can be counted upon in practically any situation; his cooperation is guaranteed."

George Marburger's commitment to the community and countless hours of volunteer work in the City of Humboldt is a perfect match for the future of the Humboldt Standard.

George took possession of the newspaper December 1.

Marburger is a name known to Humboldt since the mid-1800's. Marburger Shoes opened the door in 1879, first in the building West of Best Printing, then relocated to the building on 3rd Street, before settling in the current location on the East side of the Square. George took over the family business in 1996.

Upon presentation of his new office key, George said he had been given lots of advice about running the newspaper in the last couple of days, which mainly boiled down to "stay out of the girls' way".

George will maintain the Marburger Shoe Shop and his repair business on the East side of the Square.



**GEORGE MARBURGER** displays the keys to the Standard office, stating that he'd been given alot of advice about the newspaper business.



**JACK COOPER**, publisher and editor of the Humboldt Standard for 42 years.



## Vision Source Team Films A Day in the Life of Dr. Darren Wright

By David Swanson

A Vision Source video production team spent a couple of days in Auburn spotlighting Dr. Darren Wright of Lifetime Vision Center of Auburn.

“It was a surreal experience to have someone follow you around with a camera all day. I’ve never had anything like this previously. They were filming my every move and every word I said. Overall, it was a very professional team. They made everyone they worked with believe they were at ease. They were a real fun and down to earth crew,” Dr. Wright stated.

The eye doctor recalled the experience started about a year ago after a representative of the Vision Source office visited Auburn. The Auburn clinic has been associated with the organization since 2004.

“Over dinner I was telling him how much I like practicing in a small town. He came back with an idea to do a short production about how great it is to be a doctor outside of a large city. It will primarily be shown to an audience of optometrists who may be considering a practice in a small city. Some of them may have reservations about moving to or living in a small town. There’s a nationwide problem of recruiting doctors to move to rural areas,” Dr. Wright said.

He noted the production team wanted to interview additional Auburn leaders to obtain a good insight about opportunities available in small cities. Those included Mayor Scott Kudrna, former Mayor Bob Engles and Marty Fattig, chief executive officer of Nemaha County Hospital.

Dr. Wright remembered the crew showing up at his residence Monday, Nov. 27 at 7:15 a.m. The company was filming his family while eating breakfast and getting the children ready to go to school.

“They filmed me walking to work. I walk to work every day. They photographed me examining some patients at the office while showing the technology we have. Auburn has one of the most technologically advanced optometry offices in Nebraska. One of the team’s goals was to show how you can practice in a small town with the highest levels of technology,” he indicated.

After ending his work day, Dr. Wright said he was photographed driving around in his 1964 Chevrolet Corvette convertible and having dinner with his family. The team spent time at the Wright house with the optometrist and his wife Jodi, as well as Dr. Rusty Crotty and his wife Bobbi. Dr. Crotty also practices at Lifetime Vision Center. On Tuesday, Nov. 28, the Vision Source staff shot footage at the Auburn Rotary Club noon meeting. Dr. Wright thanked everyone attending the meeting for

allowing them to be filmed.

“I was honored they selected Lifetime Vision Center to represent an ideal small town practice,” the optometrist concluded.

Comprising the production team were Zach Jankovic, producer and camera operator; Scott Marett, camera operator and Scott Ross, audio operator. They men are from Houston, where Vision Source is headquartered. The company does a lot of production work with the organization. Lifetime Vision Center is among more than 3,300 members of North America’s premier network of independent private practice optometrists. All associated doctors collaborate to provide quality professional vision care while maintaining the personal relationship between patients and their family eye doctor.

Jankovic reported arriving in Southeast Nebraska Sunday, Nov. 26.

“We started filming with a beautiful sunrise over a cornfield of Nebraska at 7 a.m. (Nov. 27). We also featured the courthouse and the Welcome to Auburn signs. We went to Nemaha County Hospital capturing the health care system available to folks in Auburn and the surrounding area. We are just wanting to tell the story of what it’s like to have an optometry practice in a small town while encouraging others to do likewise,” the producer noted.

After leaving Auburn, the team planned to return to Houston before going to Mexico to do further production. The producer indicated the film shot in Auburn will most likely be on the Vision Source website, [www.visionsource.com](http://www.visionsource.com) as well as on social media.

During the second week of December, Jankovic said his team plans to travel to Willard, Ohio, where it will be emphasizing a similar small city optometric practice. Willard is in the north central part of the Buckeye State.

Jankovic recalled the staff previously coming to the Cornhusker State in late 2016 or early 2017. It also compiles videos for CAT Lift Trucks.

“We’re happy the weather was better than the last time we were (in the state). It was about five degrees then. This has been a much more enjoyable filming scenario for us,” he said.

The company expressed having a favorable experience in Auburn.

“It’s lived up to everything we expected,” Jankovic said. “Everyone’s super nice. Everyone waves and says ‘hi!’,” Ross related.

“It’s a beautiful town with very friendly people,” Marett noted.



**AUBURN OPTOMETRIST** Dr. Darren Wright interacts with fellow Auburn Rotary Club members Tuesday, Nov. 28 during filming. Zach Jankovic of a Vision Source production team captures Wright's daily routine in late November. Lifetime Vision Center has been affiliated with Vision Source the past 13 years.  
Nemaha County Herald photos by Kendall Neiman



**ZACH JANKOVIC** films Dr. Darren Wright while the Auburn optometrist attends the Auburn Rotary Club's Tuesday, Nov. 28 noon luncheon at Arbor Manor. Jankovic was part of a three-person Vision Source production team capturing Wright's typical work day. The crew was highlighting an advanced technology optometric practice not located in a metropolitan area.



***Hands-only CPR instruction...***



Signal photo by Greg Scellin

**Over 200 Fillmore Central students took part in a hands-only CPR training exercise on Wednesday, December 6, at the FC High School in Geneva. The Geneva Rotary Club was challenged by its district governor to teach 200 people in the local community this potential life-saving technique. Geneva, Grafton and Fairmont EMTs and firefighters, along with FC staff, demonstrated to students this CPR technique. A \$1,300 Fillmore County Foundation grant helped fund the project. Geneva EMS director Rod Renken (above) helps a student begin the hands-only CPR process during the afternoon assembly.**