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February 2021

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FREMONT TRIBUNE

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Dental office offers safe care, positive patient experiences

NOAH JOHNSON Fremont Tribune

Family 1st Dental has continued to move forward throughout the COVID-19 pandemic.

They were able to do this thanks to a persistent focus on the wellbeing of their patients and team members, according to Marketing Director, Graphic Designer and Recruiting Coordinator Emily Rutledge.

She said the Fremont office was well

equipped throughout the pandemic to handle the challenges presented by COVID-19.

“Over the last year, we have increased our diligence and fortitude in keeping our patients and teams safe and well-prepared during this pandemic,” she said.

Rutledge said the office pushed through several obstacles, including office closures and various new health and safety rules brought forward in the wake of the pandemic.

“We are very proud of our doctor and team members for stepping up and continuing to provide high quality dental care while working on the front line,” she said. “Much like nurses and doctors in health care, our team members have gone above and beyond to continue to treat our pa-

tients in the safest manner possible, all while maintaining their smiles and dealing with the effects of the pandemic at home.”

The office, run by Dr. Elizabeth Desamero, has used its down time in the office to continue to develop their skills and become educated through virtual courses. Recently, the team completed courses on Invisalign, which helped them create more consistent outcomes with their patients.

This new technology helps them ensure a positive patient experience and allows their patients to see a virtual model of how Invisalign can change their smile,” Rutledge said. “This helps a patient visualize the smile they have always wanted and one that they deserve.”

TAMMY REAL-MCKEIGHAN; FREMONT TRIBUNE

Dr. Elizabeth Desamero started at Family 1st Dental in Fremont in June.

By doing this, Rutledge said the business has been able to impact the Fremont community by providing high-quality dentistry while still maintaining a safe environment.

“By still taking care of our patients’ dental health, we help create a positive impact on their overall health,” she said.

Desamero, who is originally from St. Louis, Mo., attended the University of Illinois at Urbana-Champaign. While working as an oral surgeon from 2007 to 2010, she earned a bachelor’s degree in biology.

She later earned a master's degree in biology from Southern Illinois University in Edwardsville in 2013 before she began attending A.T. Still University Missouri School of Dentistry & Oral Health.

Desamero graduated from A.T. Still in 2017. In June 2019, she began working at Family 1st Dental in Fremont.

"It's been going well," Desamero said in a 2019 interview with the Tribune. "Fremont's a nice town. I feel like people in Nebraska are extremely nice. Everybody's so friendly. It's been an easy transition because everyone is very kind."

Rutledge said Fremont's Family 1st Dental location sets itself apart by trying to provide as many services as possible to the clients it serves. By doing that, she said less patients who come through the business are referred to other offices outside of Fremont.

"Our focus has been and will remain on patient safety, the cleanliness of our office, and our safety protocols," she said. "This helps our patients maintain their routines and keeps them on track for happy, healthy smiles."

The COVID-19 pandemic has provided a number of challenges for the Fremont business. However, the dental office has continued to push through those obstacles and find success thanks to the patients who put their trust in the business.

"We are very grateful for the support we received from our patients and the Fremont community," Rutledge said. "The last few years have been difficult for us as a community between the flood and this pandemic, but we have all managed to work together to keep businesses open and our community taken care of. We are excited to be a part of the Fremont community and look forward to many more years to come."



NOAH JOHNSON,
FREMONT TRIBUNE
Family 1st Dental
is located on 140
E 22nd St.

Dr. Elizabeth
Desamero, far
right, works with
staff at Family
1st Dental in
Fremont.

**TAMMY
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With relationships at the forefront ... Don Peterson and Associates continues to thrive

NOAH JOHNSON Fremont Tribune

As time goes on, the way a business operates is bound to change.

For Don Peterson and Associates, that means innovating to find new, accessible ways to interact with the community.

Whether it's hosting virtual tours and open houses to provide a safe home-buying experience in the midst of a global pandemic or simply signing a document electronically, the real-estate group has long been focused on staying one step ahead to provide its clients with the best experience possible.

"I have been so proud of how our community has come together and stayed strong and I am also proud of how our Realtors have used their experience and market knowledge to help families find homes, either temporary or permanent, through networking and creative technology use," President Jennifer Bixby said. "The design of our firm helps us focus on our clients' needs that are always changing."

Agents across the company have done just that. However, even through all the advances in technology and modifications to how business is done during the COVID-19 era, one fact remains the same.

Building and maintaining strong relationships with clients will always be at the forefront for agents at Don Peterson and Associates.

That much is true for Marlin Brabec, a partner at Don Peterson and Associates and a longtime realtor for the company. Brabec began working at Don Peterson and Associates in 1985 and has seen the company continue to advance and innovate during the last 3 1/2 decades.

"We've grown a lot," he said. "We've done a lot of things over the years. Because of that, we've learned a lot."

When Brabec first began working at Don Peterson and Associates more than three decades ago — a time he reflects on as "ancient history" — the company only had about 10 real estate agents at a central office in Fremont.

Now, Don Peterson and Associates has grown to include about 34 agents and has offices in Fremont, West Point and Hartington. The real estate company offers residential, farm and commercial sales, but also develops land, offers rental management services and estate sales.



COURTESY PHOTO, LIBBY HEADID

Employees at Don Peterson and Associates pose for a photo outside their downtown office.

The growth is representative of the company's success, according to Brabec.

"Right now, we're selling as much in one month as we used to sell in the entire year," he said. "So, it really has increased."

Brabec also pointed to the completion of various housing developments around the Fremont area, including the recent development of SunRidge Place.

The development recently broke ground in late January and is in the first phase of construction. The 60-acre property in east Fremont will include four office buildings, 10 townhome lots and 44 single-family residences priced around \$200,000.

"I'm really excited about SunRidge," Brabec said. "I think it's going to solve a problem for people so they can afford to own a home. Everybody wants to do better for their family and that's one way of doing that. I think that the SunRidge area is a good place to start."

Brabec said not every family can afford

to own a \$300,000 home, so providing accessible housing to families in the area is an important problem to solve.

"I think the challenge is going to be to pay attention to business and to meet the needs of the people we serve," he said.

"I'm very, very proud of that," Brabec said on the success Don Peterson and Associates has had in developing properties around Fremont. "It's been a trip and it's been very rewarding for me to think about that. Sometimes you just go through your life and you don't realize all the things that have happened and it's good to reflect on that."

The successes Brabec has seen firsthand have also come hand in hand with new obstacles to overcome.

Namely, he and every realtor across Don Peterson and Associates have had to contend with the changes that came with the COVID-19 pandemic. Even so, Brabec said the team was quick to adjust to the new climate.

He said one of the most important tools he picked up throughout the year is to place more importance in communication with clients.

"In dealing with people, it's important to listen," he said. "And so you can tell what they're thinking by their facial expressions a lot of the times when we have face-to-face conversations and now you can't do that."

In the face of those challenges, realtors at Don Peterson and Associates have continued to strive throughout the pandemic thanks to their ability to maneuver and find new ways to reach their clients.

Libby Headid, an associate broker at Don Peterson and Associates, said using virtual cameras to scan homes and display floor plans for clients or having virtual tours and open houses are just some of the ways the company has managed to circumvent the obstacles put in place by the pandemic.

“It really proved to me that we support each other,” she said. “Even though, technically, being a realtor we are self employed, we still have each other’s back.”

Headid herself was diagnosed with COVID-19 in late August. Even throughout the quarantine period, she said her fellow realtors were there for her.

“We were very supportive of each other and when people were in quarantine, we would fill in and help them out,” she said.

Looking forward, Headid said she is excited to see the company continue to show how innovative it can be.

“I am looking forward to see how much we are involved in the growth of Fremont, not only on just the real estate side, but with the building of land,” she said. “And so I guess I’m just learning every single day about future growth for Fremont and that just makes me excited for our company because we’re involved in it.”

Brabec agreed. Having seen Don Peterson and Associates continue to grow despite facing challenges such as the floods of 2019 and the ongoing pandemic, he said he was confident in the leadership of the company moving forward.

“I’m really optimistic about the future of our company,” he said.

Bixby said the past three years have been a wild ride for the company after dealing with floods in 2019, along with the COVID-19 pandemic. However, she said there is still plenty of room for optimism moving forward.

“The good news is that our economy is now getting stronger and there is plenty of reason for

optimism as we begin 2021,” she said. “Our biggest challenge in the new year will be low housing inventory levels. As a community, we are working on a healthier mix of housing types and price points available but this does not happen overnight.”

She compared buying a home right now to purchasing toilet paper at a grocery store last March.

Bixby noted National Association of Realtors figures stating that home sales are only expected to increase by 10% in 2021, meaning that the momentum in the housing market is likely to remain the same.

“For homeowners, this means that your home is appreciating and most likely one of the largest assets you own,” she said. “Protecting that value during a purchase or sale is very important which is why we strongly encourage professional representation especially in an ultra-competitive market like we are seeing today.”

Through the challenges, Don Peterson and Associates has managed to remain successful. Bixby said the company could not continue to grow year after year without the support from the Fremont community.

“That’s down from the first-time buyer all the way up to other local business owners who support us, so I’m very, very appreciative of that support over the years and the continued support as we transition into the next generation of leadership on our team,” she said. “People want to work with others in their community. They want to work with people who have a vested interest in their well being and that’s really what being a community is.”



NOAH JOHNSON, FREMONT TRIBUNE

Marlin Brabec, a partner at Don Peterson and Associates, works at his desk at the location’s downtown office. Brabec has worked at Don Peterson and Associates since 1985.



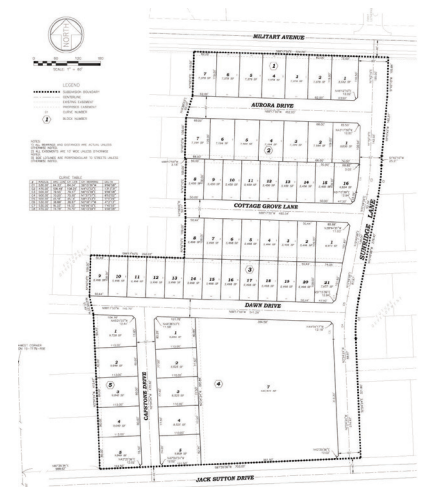
COURTESY PHOTO

Libby Headid, associate broker and partner of Don Peterson and Associates, has been with the company since 2011. She was recognized as Realtor of the Year in 2017. Here, she gives a virtual tour of a home that was posted to its Facebook page. The agency is offering both public and private tours of its homes in light of the pandemic.



COLIN LARSON, FREMONT TRIBUNE

Don Peterson and Associates President Jennifer Bixby speaks at a groundbreaking ceremony for the new SunRidge Place development.



COURTESY GRAPHIC

A plat map shows the first phase of the SunRidge Place development. The mixed-use subdivision is being developed by Don Peterson and Associates with construction slated to begin in coming months.

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FNBO's mortgage department reaching out to community for home-buying process

COLLIN SPILINEK
Fremont Tribune

As a mortgage lender at First National Bank of Omaha in Fremont, Mandy Ost-diek said she's just as excited to see people purchase a new home as they are.

"It's always rewarding when you can help somebody buy their first house, even their second or third," she said. "But it's really rewarding when it's that very first house."

At FNBO's mortgage department, the team helps guide the Fremont community through the home-buying process with pre-approvals, as well as refinances.

Having worked at FNBO for 16 years, Ost-diek spent 13 years on the retail side before moving to the mortgage department three years ago.

"As someone who was born and raised in Fremont, I'm just very happy to be part of a bank that's always changing for the good and building community relationships," she said.

Ost-diek is joined by mortgage lender Alma Rosales, who recently joined the team. The two have worked with each other for years through Leadership Fremont.

"We were on several boards together, so I was very blessed that I now have a partner who is willing to get out there with me and just meet everybody in the community's needs," Ost-diek said.

With 14 years of banking experience, Rosales said she enjoys the close teamwork at FNBO.

"I love having the opportunity to help customers with buying their first home or doing any refinances with what the market is right now," Rosales said.

The mortgage team is assisted by commercial lender Matthew Mueller, who has been with the bank for five years. In January, he also took the role of city ambassador, in which he coordinate events with nonprofits, boards and fundraising.

"My role here with some of that is just to try to help guide in any way that I can with some of the mortgage pieces," he said. "I was a mortgage loan officer before at another bank in another city a while ago and I have some expertise in that, so I'm just trying to help kind of guide with some of those things and just trying to help the team out growing that portfolio."

Mueller said since Ost-diek joined the



COLLIN SPILINEK PHOTOS, FREMONT TRIBUNE

First National Bank of Omaha commercial lender Matthew Mueller, from left, and mortgage lenders Mandy Ost-diek and Alma Rosales stand outside the Fremont bank.

mortgage team, she's charged forward with new ideas to help the Fremont community.

With the recent hiring of Rosales, Ost-diek said her bilingual ability has helped them to reach a wider audience in the area.

"Having that extra special piece toward our department has helped, because she can actually help everybody who needs a Spanish-speaking lender," she said. "So I think that was an added bonus for us, be-

cause that was something that we were lacking in our department."

Rosales said often times, purchasing a home is something people are nervous or stressed out about, but working with someone who speaks their language gives them hope.

"Now, they're excited more than being nervous," she said. "And knowing that I can give them the advice and help them

throughout the application, all the way to when it closes, that's huge for both of us."

Mueller said bringing on Rosales was a "huge win" for helping FNBO reach out to Fremont's Hispanic population.

"Everybody wants to own a house, and we want to be able to service them the best way we can," he said. "And they feel more comfortable speaking in their first language, just like I would as well."

Additionally, FNBO's mortgage department is furthering its efforts with the launch of its online portal in December 2020. The website allows for home-buyers to speed through the process right from their phone or computer.

"We still have those customers that want to sit down face to face and have a conversation, and we can do that," Ostdiek said. "The online portal actually allows us to fill out the application for the customer and then send them an invite."

Although COVID-19 forced many operations online, Ostdiek said the portal was in the works for several years prior to the pandemic.

"The pandemic kind of spearheaded it even more," Mueller said. "It's been a thing there, and we're really trying to focus a lot on technology because that's where a lot of things are going"

Like working in-person, Mueller said buyers will still get a dedicated mortgage loan officer.

"However, we just have some automated systems that just make life easy," he said. "So for instance, if Mandy talks to someone over the phone and they would like to go ahead and get their pre-approval done, instead of them taking time off their work day in the middle of the day to come see a banker, they don't have to take off work to do that."

Mueller said after the mortgage officers email buyers a link, they can log in, fill out the required information, submit the information and get a pre-approval the same day.

Additionally, buyers can upload documentation such as pay stubs and tax returns rather than having to bring them in to the bank.

"It's all safe, secure, right online and you can do it from home," he said. "But we're here to kind of watch the back-end of that system and make sure that file goes from inception to close with that house."

The portal also allows FNBO to check with realtors if a loan would apply for programs like with the Nebraska Investment Finance Authority. Rosales said customers can also pull their credit report on their own through the portal.

"We've also helped customers with, maybe they're not ready now to buy that house, but they want to get ready within the next year to purchase that home," she said. "So we can advise them on what to do, how we can prepare them to have them be ready at that time."

Although the mortgage lenders are busy every day with phone calls and emails for getting refinance inquiries and pre-approvals, Ostdiek said the portal makes it a much more seamless effort.



First National Bank of Omaha's Fremont mortgage department assists customers throughout the home-buying process using its online portal, which debuted in December 2020.

"For refinances, this gives us an opportunity to kind of figure out, 'OK, what would benefit best for the customer: Doing a cash-out, just a limited refinance?'" she said. "This also gives us the opportunity to kind of wait around if somebody wants a specific rate, and once that rate's available, then we can lock them right away."

Mueller said the new portal allows for a multitude of communications, which is something he's seen the mortgage department move toward in recent years, as well as something that's vital for people new to the home-buying process.

"We kind of know the steps that it takes," he said. "So I think what's really kind of changed is just that way of communicating to not only the customer, but also the real estate agents in town, as well as just kind of letting them know how to kind of get everything from start to finish."

For Rosales, nothing feels better than getting the keys to a house in the hands of an excited customer.

"It feels great, because I've done something for them, and at the same time, that experience for myself and for that customer is huge," she said.

Many of FNBO's customers are first-time homebuyers who had previously rented, Mueller said, making the

process much more rewarding as they finally have a place of their own.

"There's some pride in that, and I think that's really what kind of our joy is as lenders, to kind of help do those types of things and really help people achieve those goals and dreams and some of those earmarks that you'd call in life, that milestone of owning your first house," he said. "It's a pretty cool deal."

Ostdiek said the relationships with customers even extend past the deal, with many returning to the bank to show pictures of what they've done with the house or to ask questions.

"When you are obviously dealing with your first-time homebuyer, they have tons of questions," she said. "And the patience and being able to answer all of those questions and having that honest, great relationship is key to that."

Even if people are just curious to see if they qualify for a house, Mueller said FNBO invites anyone to their service to help them reach their dreams.

"We'd love to help you through that process and get the home of your dreams right there and just kind of get to that point," he said. "We have a dedicated service right here in Fremont, and we just want to help it grow."

 | MORTGAGE

Welcomes Alma to the team!

fnbo.com/mortgage/arosales

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NMLS 458273

Brad and Cathy Martindale look to build on strong roots at Gateway Realty and Glenn Martindale & Associates

NOAH JOHNSON Fremont Tribune

Brad Martindale and his family have deep ties in the Fremont community.

As the owner of two longtime businesses in Fremont — Glenn Martindale & Associates and Gateway Realty — Brad and his family have played an important role in helping Fremont families develop roots of their own.

Glenn Martindale & Associates was founded in 1960 by Brad's father, Glenn Martindale. Initially, the business focused on handling the sale of livestock, farm equipment, business liquidations and personal property.

Brad joined his father in 1973 in both the auction business and in Gateway Realty, a real estate business founded by Glenn in 1970.

Together, the pair expanded the auction business into selling construction and railroad equipment. In 1999, Glenn Martindale & Associates expanded further to handle indoor household and antique auctions.

Between the two businesses, one of which Brad co-owns with his wife, Cathy Martindale, lies more than 100 years of history in the Fremont community.

"We enjoy supplying and giving a good service to buyers and sellers in Fremont," he said. "Fremont is a good, growing community and has been over the years."

Glenn himself was involved in building up Fremont. According to Brad, his father built up homes when the northwest part of Fremont was expanding. He said his family's main goal throughout the years has been to provide a good service to their buyers and sellers.

Brad said the real estate market in Fremont has remained competitive throughout the years since he took over Gateway Realty in 1985. That competition has only been increased due to a low housing inventory.

"Unfortunately, our inventory is low compared to the amount of buyers," Brad said. "It's certainly a very active market. Homes are leaving very rapidly in today's market."



NOAH JOHNSON PHOTOS, FREMONT TRIBUNE

Cathy and Brad Martindale co-own Gateway Realty and Glenn Martindale & Associates.

Cathy said real estate listings seem to be sold just as soon as they arrive in today's market.

"It's not like it's been sitting on the market for months," she said. "Now, it's gone in a day or in a week. So, that part has been good."

COVID-19 has brought its own set of challenges for Brad and his family as they look to find alternative ways to help their

clients.

For Brad, being in the real estate business for such a long time could have left him resistant to that. However, those apprehensions ultimately turned into a desire to innovate.

"Some of us, especially myself, have been in the real estate business for a long time and it is sometimes difficult to change," he said. "COVID has forced us to change and

do different things."

Specifically, Brad said Gateway Realty has focused more and more on its social media presence.

"I think more people are just getting more and more onto social media and onto the internet to look at homes and different things and are just relying more on that than anything at this time," he said.

That apprehension during the early



Brad Martindale sits in his office behind several accolades showcasing his success throughout his career.



Staff at Gateway Realty and Glenn Martindale & Associates talk work to keep the decades-old businesses moving forward successfully.



Cathy Martindale works behind the front desk at Gateway Realty. Martindale co-owns the business with her husband, Brad Martindale.

stages of COVID-19 wasn't just limited to business at Gateway Realty. After the auction house was shut down from March through May, Brad said he knew the company needed to find an alternative to conduct business.

Teaming up with AuctionTime.com, Glenn Martindale & Associates began hosting virtual auction events. The results were game changing for the company.

"We expanded to a larger bidding audience of buyers," he said. "We're seeing buyers that we didn't see when we were doing live auctions."

Once the auction company returns to live auctions, Brad said Glenn Martindale & Associates will continue to incorporate virtual bidding.

"With the auction business being shut down for so long because of COVID, I decided that going online was our only other option, for now at least," he said.

Cathy said businesses have to continue

striving to find outlets to improve the way they do business.

"If it means going from a live auction to doing online auctions, then that's what we had to do," she said.

In the end, Cathy said the added work that comes with holding virtual auctions has further opened up opportunities for the business.

"It did cut down on our personnel and I feel sorry for them, but we still try to incorporate them," she said. "If we have a live auction, we get them back for that."

Brad admitted he was a slow learner after first transitioning to virtual auctions, but he said the hard work was worth it.

"I was pleasantly surprised at the outcome of how things sold and how smooth everything went," he said.

The last three years, coupled with a competitive housing market and little inventory to choose from for homebuyers, has forced Brad and his family to find new ways to keep their business rolling.

However, businesses don't survive for more than 50 years without learning how to ride the waves and find stability no matter what obstacles stand in the way.

Cathy said the experience of the last year has made the year challenging, but it has also made work far more interesting.

"I think it has been challenging and that is sort of scary, you know, wondering if it is going to work out and then after it all we thought, 'wow, this was sort of fun,'" she said.

Outside of the hard work, Cathy said all she and the Martindale family could do was pray for a successful path forward.

"You've got to have faith in God and you have to pray a lot, because we've done that together and He's answered our prayers, but he gets us through," she said.

Cathy added that the impact of the Fremont community throughout the years have played an important role in the sustained success of the family's businesses.

"I think they trust us," she said. "You

know what that trust is all about when working with the auction and being honest with people. I just feel like the community just knows that and you just have to be friendly and hardworking and trustworthy."

The groundwork for many of those traits the business is known for were laid by Glenn and his family when the businesses were founded decades ago.

"I think Brad's parents have paved a good way and we're just following along," she said.

Brad agreed on the challenges, but said those obstacles have only strengthened Gateway Realty and Glenn Martindale & Associates as it prepares for the future.

"It's really made us do business in different ways than what we have been used to, but the stability of our community is still here," he said. "I just want to make sure we do business stronger. It just makes you change things to make it a better business."

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COMPASSIONATE CARE

NCS offers patients variety of services in their neighborhoods

TAMMY REAL-MCKEIGHAN
News Editor

When navigating a cancer diagnosis, patients want state-of-the-art treatment and compassionate care.

Nebraska Cancer Specialists provides this in a comfortable setting that's close to home.

Local and area residents can find the treatment and other needed services at Methodist Fremont Health Park Plaza Medical Center at 450 E. 23rd St.

A regional leader in cancer diagnosis, treatment and research, NCS also offers a host of patient-focused services from nutritional webinars to occupational therapy and genetic testing.

Many times, patients believe they must seek treatment and other services in large, metropolitan cities, where they face fast-paced traffic and larger, unfamiliar buildings.

"Sometimes, it's very intimidating for patients and families and caregivers and inconvenient, too," said Kelly Horn, NCS physician liaison.

This is where NCS provides a much-needed solution.

"There's no need to be having to travel and search for providers outside the community," Horn said. "What we really pride ourselves on at Nebraska Cancer Specialists is that we do have providers and cutting-edge treatments right there in their neighborhood."

Horn notes the importance of close-to-home care.

"It's so important for patients to know they receive that care and treatment close to their homes, friends, families and support network," Horn said.

Horn points out the special care patients receive from NCS.

Like family

"When a patient first visits Nebraska Cancer Specialists, they are treated like family," Horn said. "We realize the care they receive can seem complex. We take the time to educate them on and explain their diagnosis, treatment plan, any side effects they

may experience and answer any questions they have."

Dr. M. Salman Haroon and Dr. Mary Huerter Wells provide the personalized care and leading-edge treatment in Fremont. Haroon is board certified in medical oncology and is a clinical assistant professor. Huerter Wells has a background in palliative medicine and a special interest in female cancers.

"Our physician teams are extremely thorough and really take the time to get to know the patient," Horn said. "They are like family to us and we want them to feel the same way."

Nutrition services

Karly Schneider, registered dietitian, is the nutrition specialist at NCS. She serves as a liaison between the medical team and a patient and helps translate nutrition goals for the best possible treatment outcomes.

Schneider provides solutions to problems, which range from diet education and general counseling, hints for eating when nauseated and assisting with feeding tubes.

Her services include:

- Cooking classes and demonstrations.
- Nutrition programs and education.

COURTESY PHOTOS, COLIN CONCES PHOTOGRAPHY

Dr. M. Salman Haroon, center, visits with team members. Haroon is a medical oncologist for Nebraska Cancer Specialists, which has a location in Fremont.

- Individual and group sessions.
- Healthy recipes and cooking tutorials.
- Customized meal plans.
- Medical and nutritional therapy counseling.
- Oral nutrition supplements guidance.
- Tube feeding and parenteral nutrition counseling.

Schneider schedules an appointment with the patient and completes an assessment involving questions for the patient and the person's family. She takes that information to the medical team and works with oncologists then brings a customized meal plan to the patient.

"I am an advocate for my patients by taking the time to understand preferences, personal needs, and determining what motivates them," Schneider said. "By developing trust and confidence with the patient, I can make them feel more empowered to take control of their nutrition plan of care. When a patient is educated and empowered, the best results are achieved."

‘Nutrition Now’

In March — which is National Nutrition Month — NCS is launching a virtual series called, “Nutrition Now.”

It features Schneider presenting a series of six, 30-minute webinars that will be housed on the NCS website, nebraskacancer.com. The webinars will be available 24 hours a day.

Genetic counseling

NCS provides genetic counseling as well.

“In the last few years, we have been able to find this type of service extremely helpful for families to understand their inherited cancer risk,” Horn said.

Cancer risk knowledge is a powerful tool that can help families make informed medical and lifestyle decisions.

Michaela Sherbeck is the genetic counselor who visits the Fremont clinic. She is an advance practice registered nurse and advanced oncology certified clinical nurse specialist.

Sherbeck meets with patients and their families to help them understand their inherited risk by analyzing genetic information to identify their risk for specific cancers.

She can explain test results and provide information about cancer screening, prevention, monitoring and treatment options, while providing support with services individualized to each patient.

Patients are encouraged to bring along a family member or friend, who can help listen, remember and think of additional questions.

Helpful information to bring to an appointment includes specific types of cancer diagnosed in the family, along with a list of each person’s name, current age or age at time of death and cause.

However, patients shouldn’t avoid coming to an appointment if they don’t

know much about their family’s history.

Sherbeck can continue to be a resource for families as it’s important to call a genetic counselor with any questions or if changes occur in a family’s cancer history.

Occupational therapy

NCS offers occupational therapy, which helps patients continue to be able to participate in daily activities they find meaningful.

“We help with balance, exercise and strengthening, emotional concerns and cognitive therapies,” Horn said.

Sometimes, patients will experience what’s called “chemo fog,” where they sometimes feel slightly foggy.

An occupational therapist can help a patient experiencing that situation. The occupational therapist also can help with eating, swallowing and all sorts of muscular types of therapies.

Preventative measures

NCS encourages patients to continue annual visits with a primary care physician for an annual checkup, to continue getting mammograms, colonoscopies and for men, a PSA test, used to screen for prostate cancer.

“What we don’t want to have happen is patients being frightened or fearful of going out into the public and not going to see their PCP and then they don’t get their regularly scheduled tests and then they come in three or four years later and they have Stage 3 or 4 cancer,” Horn said.

Top notch care

Patients, who need cancer treatment, can find professional and gentle care at Nebraska Cancer Specialists.

“It’s really about personalized care in the convenience of your community,” Haroon said. “I enjoy providing my patients with top notch care and treatment right here in their neighborhood.”



Karly Schneider is a registered dietitian with Nebraska Cancer Specialists, which offers a myriad of services close to patients’ homes.



Michaela Sherbeck is an occupational therapist with Nebraska Cancer Specialists, which has a Fremont location.



Kelly Horn, left, Physician Liaison and Danielle Geiger, Practice Administrator, are part of the team at Nebraska Cancer Specialists, which has a location in Fremont.

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P&L Automotive gains second employee to help service vehicles of Fremont

COLLIN SPILINEK
Fremont Tribune

Ever since playing with Hot Wheels as a young child, Paul Boyd said he's always had a love for cars.

"It started basically out of necessity," he said. "I just had to fix my own stuff to keep going, and I used to help buddies out and just kind of got into it."

Now on a much larger scale, Boyd is helping out the drivers of the Fremont community at P&L Automotive, an automotive repair shop at 2600 N. Yager Road.

Having grown up in Fremont, Boyd attended college in Milford after graduating high school. He worked at another auto shop for a decade, where he worked on fine-tuning his automotive skills.

In January 2010, Boyd finally got the opportunity from a friend to start his own business at the previous location for Custom Transmissions.

"I knew the old owner for years before I bought the place, and it came up for sale," he said. "And the time was right and the price was right, and it was just time for me to move on and do my own thing."

Although working at an auto shop taught him many lessons, Boyd said owning his own business took everything to the next level.

"It's just a lot of hours and a lot of time," he said. "I took a big leap of faith, and it's just been a lot of work."

At P&L Automotive, which stands for "Parts and Labor," Boyd said he works on all aspects of vehicle, including anything mechanicalized, bumper-to-bumper, brakes, suspensions, engines, transmissions, diagnostics, drivability and check engine lights.

"We do everything import and domestic, light trucks," he said. "We don't do much with diesels, but just a lot of light trucks stuff, pretty much anything mechanical."

Boyd said P&L Automotive sees an average of six to 10 cars a day drive through its doors. Some of the more interesting vehicles he's worked on includes 1925 Studebakers, as well as hot rods.

With P&L Automotive's customer base, Boyd said he treats every customer with respect and makes sure all of their needs are met.

"That's pretty much it, just honesty and



COLLIN SPILINEK PHOTOS, FREMONT TRIBUNE

P&L Automotive owner Paul Boyd, left, and technician Aaron Mallett stand in front of a company truck. The auto repair shop at 2600 N. Yager Road has been open since January 2010.

realism," he said. "If the car isn't worth fixing, we'll tell you that and give you some options and try to find you a more affordable route and tell you what needs to be fixed and what can wait and what doesn't have to be worried about."

Although the COVID-19 pandemic affected many businesses after hitting the United States in early 2020, auto repair shops weren't impacted like others were.

According to a survey conducted by auto repair loan agency DigniFi, auto repair shops saw a 62.3% increase in the need for car maintenance during the pandemic.

But additionally, 57.6% of dealerships also saw an increase in the number of

customers denying or postponing maintenance, and 60.8% saw an increase in customers needing financing.

Like many auto shops across the country, Boyd said the pandemic didn't have as much of an impact on P&L Automotive as it did on other businesses.

"When it first came out, we slowed down for probably the first couple of weeks, and then it picked back up," he said. "It actually got a little bit busier because everybody's home more than they're working, so they had to have their vehicle to get places to run errands and that kind of stuff."

Although P&L Automotive has had a few employees in its decade of operation,

the shop was mostly a one-man show for Boyd, taking every car that came through its door alone.

"It's a lot of hours, a lot of nights and a lot of weekends," he told the Fremont Tribune in 2020. "Between phone calls and customers in the daytime, you can get more done between 6 and 10 at night than you do all day."

However, Boyd now has additional help as the shop gained a second employee, Aaron Mallett, in July 2020.

"I was looking for a technician, and he reached out to me," Boyd said. "And he was a good fit and we get along great and he does a good job, so I brought him on."

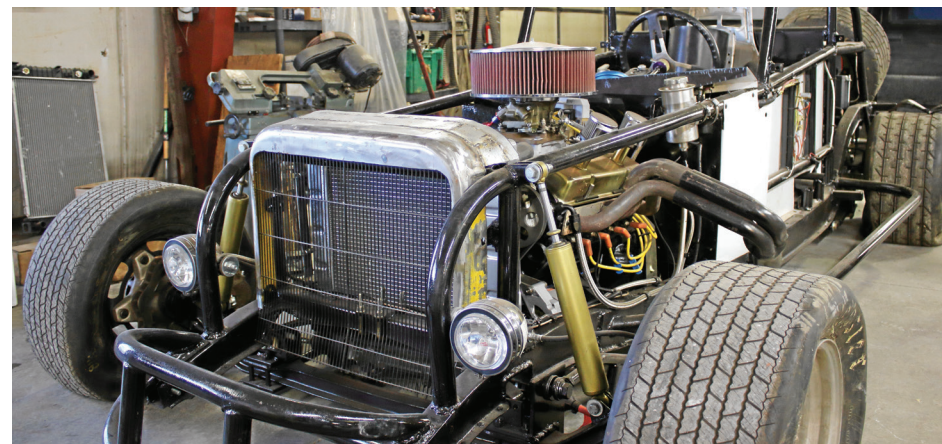


P&L Automotive at 2600 N. Yager Road offers a variety of auto repair services, including brakes, transmissions and diagnostics.



P&L Automotive at 2600 N. Yager Road offers a variety of auto repair services, including brakes, transmissions and diagnostics.

P&L Automotive at 2600 N. Yager Road has provided auto repair services to the Fremont community for 11 years.



P&L Automotive at 2600 N. Yager Road offers auto repair services to a variety of vehicles, both import and domestic.

P&L Automotive technician Aaron Mallett, front, and owner Paul Boyd inspect a vehicle at the auto repair shop. Although Boyd had previously worked alone, Mallett was hired in July 2020.

Similar to Boyd, Mallett has a long history with vehicles, having worked in the business full time for the last 12 years.

"I've worked on cars since I was probably 13, 14 years old," he said. "I started learning from my grandpa and just kind of had to fix my own stuff and on from there."

Knowing that Boyd was looking for help in servicing vehicles at P&L Automotive, Mallett knew he wanted to take the position.

"I've known him since high school, and we always got along great outside of work," he said. "And the opportunity arose, and I gave him a call and he said, 'Come on in.'"

Like Boyd, Mallett works on all aspects of the vehicles, including engine swaps, transmissions, diagnostics and drivability.

"It's a better environment than what I've had, and I'm definitely treated better," he said. "It's great to just have a better relationship with the owner."

As he's dedicated to taking care of each customer that comes to P&L Automotive, Boyd said he couldn't be happier at the auto shop.

"I've just learned to have patience, a lot of patience," he said. "With cars and customers and just a lot of stuff like that, it's just basically taking it as it goes and just working with it."





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Paul Boyd, owner

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COLLIN SPILINEK PHOTOS, FREMONT TRIBUNE

Dodge County Realty Group realtors Brian Keiborz, from left, Bayley Becher, Marlene Jacobus and Peter Jacobus stand together.

Dodge County Realty Group

Building relationships with customers in community

COLLIN SPILINEK
Fremont Tribune

Brian Kieborz knows work at Dodge County Realty Group gives its realtors much more than just a paycheck.

Realtors have opportunities to build strong ties with those they serve.

“It’s great that we can help them save money on the sale side, but I think we all just enjoy helping people, meeting new people, building those relationships with people,” he said. “It goes beyond the sale a lot of times, and these people become your friends.”

Since its opening by owners Darin Whitmer and Sam Heineman in February 2018, Dodge County Realty Group has offered services for buying, selling and leasing properties at a low commission rate of 4%.

Kieborz first joined the team as a realtor three years ago after moving to the community in 2007. He said with the position, he enjoyed the change of pace, setting his own schedule and helping people find their dream home.

“It seemed like there was a need, and with us doing the 4% listings, it seems to keep us busy,” he said. “People really respond to the less commission, so that’s what kind of brought me into it, just kind of helping people, and I enjoy what I do.”

Realtor Marilou Lenz has almost 30 years of experience in real estate, working at various agencies in Elkhorn and Omaha.

“Then I saw the opportunity to come to this company, and I do think that what we charge is a large thing of what people look at,” she

said. “So I’ve been here for about a year-and-a-half, and I just enjoy it.”

Bayley Becher said she joined DCRG shortly after it first opened. A 2015 Nebraska Wesleyan University graduate, Becher said she enjoyed Whitmer and Heineman’s young spirit.

“They’re more innovative and they have new ideas instead of older ones,” Becher said. “And I think integrity and character speak volumes, so that’s why I chose to work for them.”

The agency is also the workplace for Peter and Marlene Jacobus, who moved to Fremont with their five children from Omaha 14 years ago.

Having worked as a realtor since 2009, Marlene Jacobus said she first got into the business due to her love of working with people. Like others, she said DCRG’s pricing structure was a big part of her joining the agency.

“I thought the 4% was great, but then when I started seeing what they were doing for their clients, I felt like Dodge County did significantly more for their clients than other people as far as marketing and pictures and aerial tours,” she said.

Although his primary business is in insurance, Peter Jacobus said he was inspired by the success his wife had in real estate and wanted to join in as well. He received his real estate license in mid-February.

“This company’s pricing structure was very attractive, because I just think people really respond to that,” he said. “They get better marketing at a lower price, and it’s fun to watch.”

With the ongoing COVID-19 pandemic, Lenz said DCRG had to make adjustments for their customers' safety.

"With your clients, if they would like you do certain things, of course you'd do that for them," she said. "And you have to make sure that their houses are taken care of and that people are safely in and out."

Last year, DCRG purchased virtual tour technology to use to show off its houses, which Kieborz said has been a tremendous benefit to the agency at this time.

"Especially with COVID, I think that's still a lot of people to kind of really get a detailed look into somebody's house without having to interact with us or homeowners or have people going in their houses at a time when we're having major COVID issues," he said. "And so I think that's really kind of helped and set us apart."

With the new virtual tours, Lenz said customers can see immediately the exact dimensions of their rooms in a convenient fashion.

"Because lots of times, people would say, 'Well, can we go back and remeasure everything?'" she said. "They don't need to because they have that, so they know what works for them."

As DCRG uses more technology, Kieborz also said the agency has created a large database of potential buyers and sellers for the realtors to view.

"We all are a family and we all get along, so we tell each other our listings," he said. "We want people to see more clients, we're not like competing against each other."

Additionally, DCRG's realtors said the agency's use of advertising has also helped it in getting potential customers lined up with the house of their dreams.

"Our marketing, between our pictures, just our getting it out there on social media, different ways like that that I just feel like we get it out there more than any other company around here does, for sure," he said.

Becher said DCRG's realtors have almost unlimited resources for getting their houses online for people to view.

"We have different avenues that we use for advertising, and it's consistent," she said. "The advertising that they give us is great, so that's a great standout between other places."

In getting pictures of houses online, Marlene Jacobus said DCRG has a quick turnaround time to help speed up the process.

"Our gal who takes the pictures is amazing," she said. "She takes very high-quality, great pictures and she gets them on the market website right away, so there's no wait time."

When he first met with the owners of DCRG, Peter Jacobus said he was "blown away" at its advertising and marketing.



In 2020, Dodge County Realty Group purchased virtual tour technology to show off its houses to potential customers. The software has been a benefit to the agency in the midst of the COVID-19 pandemic.

"It's better than everybody else at a lower price," he said. "And that was very attractive to me to come here, and it's obviously attractive to customers."

With the houses DCRG advertises online, Kieborz said each one is treated the same regardless of who lists it.

"Whereas at other firms a lot of times, agents don't want to necessarily advertise because they don't want to spend the money to do that because it actually comes out of their pocket," he said. "But we have an advertising budget that we utilize and get everybody's houses out there equally."

Lenz said putting each realtor on the same level at DCRG has created a healthy working environment.

"Somebody will always help you do it if you need something," she said. "We're always ready to let people know that we have things for sale, that type of deal, so if you have any clients, that we can immediately try to help them."

Becher said each of the realtors have similar objectives in mind, which makes working together much easier.

"We all have the same goal of helping people, not because we have to, but because that's how we are," she said. "So I feel like that's what makes us different also is that we're each different, but we have the same idea and all work together."

In turn, the realtors' camaraderie impacts the customers, as those relationships are also seen at a time when hunting for a house can be chaotic.



Dodge County Realty Group realtors Peter Jacobus, from left, Marlene Jacobus, Bayley Becher and Brian Kieborz stand together. The agency, which offers a low commission rate of 4%, entered the Fremont community in 2018.

"I feel like the long-term relationships you build are the best, and that's what I like most about real estate," Becher said. "The friends that become family or acquaintances that you become really close with is the biggest for me."

As many of the customers they work with have lived in their homes for long periods of time, Lenz said DCRG is able to give them the help they need.

"I'm dealing with another couple that they've lived at their house 35 years, so a lot of people don't know a lot of these things,"

she said. "You have to kind of remember that they haven't sold a house for a while, so if they have questions, you have to talk to them so they feel comfortable."

Having watched his wife in the real estate business for more than a decade, Peter Jacobus said he's excited to join the team at DCRG, which he said is able to give people a better service at a lower price.

"They always say you can't have all three: You can't have speed, quality and service," he said. "But here, you don't have to choose; you get all three. It's really unique."



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