

Glenwood Boosts Local Connectivity

Glenwood Telecommunications has invested millions of dollars in Phelps County the past two years to ensure residents and businesses have access to reliable high-speed internet.

That investment is now benefiting Holdrege residents and businesses and giving Phelps County a boost in economic development efforts.



"Glenwood invested \$7 million in fiber infrastructure to improve connectivity in Holdrege," said Glenwood General Manager Stan Rouse. "We recognized the community's need for a robust telecommunications infrastructure, something the other providers have overlooked. Our investment in fiber demonstrates our belief in the potential of Holdrege and our dedication to supporting the residents, businesses, schools, and healthcare providers with the tools they need to thrive. Glenwood has invested over \$10 million in Phelps County as a whole."

Two years ago, Glenwood announced its plans to add infrastructure to make high-speed fiber internet available to every

continued on page 3



#GONEWS
#GROW37



Phelps County Fair to Host New Foundation's Launch Event

Phelps County farmers will be in the spotlight as the new Rural Frontier Foundation launches its first major event in partnership with the Phelps County Fair.

The Phelps County Ag Society, with sponsorship from the new foundation, will present the first Bares and Bulls Bash on Tuesday, July 22, at the fair. The event will feature a bull ride, bareback riding, kids' mutton bustin, fireworks, and live music. It will kick off with the singing of the national anthem as the American flag is delivered to the arena by Paradise Skydiving.

Julie Bushell, founder of the Rural Frontier Foundation, spent many hours in Phelps County over the past year working on various projects for PCDC.

"After spending so much time in Phelps County, it has become abundantly clear the community represents the very best of rural America," Bushell said. "The willingness to support each other, the investment of time, money, and resources to make the community the very best it can be, and the willingness to sit at the table to execute on a vision for the next generation of Phelps County citizens has been both inspiring and reinforces what makes America great. Phelps County represents everything America should be: a frontier spirit, grit, determination, and controlling your own destiny."

In addition to local marketing efforts by the Phelps County Agricultural Society, Bushell will be marketing the event across the state from Omaha to Scottsbluff.

"We hope urbanites attend, those interested in supporting rural Nebraska, and those who want to join us in celebrating and supporting agriculture," Bushell said.

She is hoping the event provides an opportunity to meet farmers interested in participating in short commercials highlighting ag operations, the farm lifestyle and the value each brings to the nation.

"We would like to interview farmers, capture the authenticity of an event like the rodeo, and create short commercials for national media," Bushell said.

In addition to the Rural Frontier Foundation, several other local sponsors are making the event possible.

"We are grateful to the Rural Frontier Foundation and all of our generous sponsors who are making this event a true celebration of ag," said Chadd Jacobson, Phelps County Ag Society board president. "We invite everyone to attend this exciting event to experience the thrill of the rodeo, the spirit of community, and the pride we have in our agricultural heritage."

For information: www.theruralfronter.com or Phelps County Fairgrounds on Facebook.



Phelps County Business Journal

Published quarterly and distributed to all businesses and residential addresses in Phelps County plus decision makers and leaders throughout the state and nation.

Executive Director

Ron Tillery
Ron@PhelpsCountyNe.com

Director of Business Services

Sally Sadd
Sally@PhelpsCountyNe.com

Director of Administrative Services

Stacy Pafford
Stacy@PhelpsCountyNe.com

PCBJ Editor

Kristine Jacobson
Send news releases,
news tips and story ideas to
kjacobson@krjpr.com

PCDC Officers

Jared Engelbert - President
Nate DeWald - Vice President
Grant Hinze - Secretary/Treasurer

Board of Directors

Janet Boehler
Grant Ericksen
Phil Hinrichs
Tye Marquardt
Reed McClymont
Chris McQuillan
Jeff Moon
Doug Stevenson
Shane Westcott

PCDC Offices

502 East Avenue, Suite 201
PO Box 522
Holdrege, NE 68949-0522
ph (308) 995-4148
fax (308) 995-4158
www.PhelpsCountyNe.com



USDA Approves Solar Project for Iron Horse Business & Industry Park

The U.S. Department of Agriculture in May approved PCDC's application to proceed with the Iron Horse Solar project, a proposed 11-acre solar farm to be built on undevelopable land in the Iron Horse Business & Industry Park west of Holdrege.

"Initially, we were simply looking for a way to maximize the use of our property, and this parcel couldn't be developed for other purposes," PCDC Executive Director Ron Tillery said. "After exploring the options for this site, we came to the conclusion that potential for adding solar energy generation was a good fit, and it would enhance the appeal of PCDC's industrial park."

Tillery said that inflation will drive up the cost of power over time, but once the electricity rate is established with this solar farm, rates will be frozen for 30 years. PCDC plans to sell electricity generated from Iron Horse Solar to the City of Holdrege at or below the price the city pays to NPPD for power. An NPPD policy limits the amount of power the city can purchase to 10 percent of its total daily community demand from the solar farm, or about 2.5 megawatts.

In addition to helping with local electricity demand, the Iron Horse Solar farm will generate renewable energy credits, which are attractive to corporations interested in achieving net-zero emissions of greenhouse gases. Purchasing energy credits generated by solar farms helps companies comply with environmental regulations.

"What we hope to do is leverage PCDC's work to develop the system to enhance our capability as an economic development organization; the system is attractive to a broad range of potential buyers once it's completed," Tillery said.

Tillery said the solar farm will cost an estimated \$4.5 million, and PCDC has applied

for and secured a low-interest loan through the USDA's Rural Utility Service to help fund the project. The interest could be as low as 0 percent on the loan, and 20 percent of the loan is forgivable once the "switch is flipped on." The operating entity will have an immediate equity position in the project, a very attractive proposition."

PCDC has partnered with Olsson on project civil engineering and GenPro Energy Solutions of Piedmont, SD, on design and technical engineering of the solar farm. GenPro works with businesses, municipalities, utilities, and government entities on energy-efficient lighting systems and utility-grade solar energy farms.

Molly Brown, GenPro's Developer on the Phelps County project, said GenPro has pioneered municipal solar in Nebraska starting with the first municipal utility solar project for the City of Lexington.

"Our work is primarily with other NPPD wholesale communities similar to Holdrege including Cozad, Gothenburg, Central City, Wahoo, Schuyler and others," Brown said.

Solar projects benefit cities by providing energy and reducing transmission and capacity charges. It also helps with economic development.

"For economic development, communities are using solar production to attract new businesses," Brown said. "Many corporations have sustainability goals, and whether a community has adopted renewable energy can determine where they decide to bring their business."

GenPro is currently still working through the application process with the USDA's PACE program. Iron Horse Solar will be located on 11 acres near the gateway to the Iron Horse Business & Industry Park near 11th Avenue and Gustin Street.

Sweet Summer Starts With Funky Monkey

Ronda and Terry Booth of Holdrege spent years dreaming about a retirement gig operating a shaved ice business. Their dream is coming true with the opening of Funky Monkey Shaved Ice & More LLC, a new business offering sweet and icy treats just in time for summer.

The shaved ice stand officially opened on May 5 across from the former Dairy Queen location near 4th Avenue and Hancock. "It's in the old Paul's Derby lot," Ronda said, for those longtime Holdrege residents who remember the iconic gas station and gaming store.

Ronda, a 1984 Holdrege High School graduate, previously worked in the grocery store deli/bakery business, so she has a background in food service. Terry works at Union Pacific Railroad and helps as needed in the business.

"This is something that really means a lot to us," Ronda said. "I remember growing up here, going to the swimming pool, and stopping to get ice cream. We wanted to create something like that for the next generation."

This spring, the Booths decided to take the leap into their business venture. They found a trailer in Colorado and redecorated the trailer's exterior to feature a monkey in sunglasses with bursts of bright blue and hot pink.

Funky Monkey serves 31 flavors of shaved ice along with slushies, iced coffee, iced tea, cookies, and Rice Krispies bars. Hours are noon to 8 p.m. daily, with occasional changes in days or hours for special events. The Booths are also



Ronda and Terry Booth opened Ronda & Terry's Funky Monkey Shaved Ice & More this spring.

hitting the road for festivals and gatherings, with many events already lined up. They are hopeful for an appearance at the Nebraska State Fair.

The most popular flavors so far have been blue raspberry, cotton candy, and tiger's blood. Their signature Funky Rootbeer Float is a one-of-a-kind treat with ice cream in the bottom, layered with shaved ice, topped with a "snow cap" made from sweetened condensed milk, evaporated milk, and simple syrup.

"We've served several of them, and people like it so much they keep coming back," Ronda said.

Getting the business up and running wasn't easy or cheap. That's where the Phelps County Development Corporation (PCDC) stepped in.

With encouragement from Gayleen Mauer at Bruning State Bank, the Booths applied for and received PCDC GO! BUSINESS grants to help with startup costs.

"I need to thank everyone who has been involved in this, including PCDC and the customers who have supported us," Ronda said. "It's been phenomenal. I can't wait to see where this takes us."

To find Funky Monkey, head to 227 4th Ave. or follow them on social media at Ronda and Terry's Funky Monkey Shaved Ice and More. For bookings or more information, call Ronda at 308-991-9161 or email funkymonkeyshavediceandmore@yahoo.com.

Glenwood Boosts Connectivity.....

continued from page 1

address in Holdrege. That project was completed on time in mid-2024. Since then, the company has been in the subscriber connection phase, activating new service daily.

Glenwood's investment in Phelps County is good for economic development efforts.

"Reliable, high-speed fiber connectivity is a foundational driver of economic development, and its impact in Phelps County will be far-reaching," Rouse said. "Businesses, both existing and new, can now operate with greater efficiency, adopt cloud-based tools, expand their online presence, and compete in broader markets. For entrepreneurs and remote workers, access to fiber removes a major barrier to locating or staying in a rural area."

The new service also strengthens essential services like healthcare and education by enabling telehealth, virtual learning, and data-intensive applications.

"And most importantly, it makes the county more attractive to families, professionals, and employers who increasingly see reliable broadband as a basic requirement just like electricity or water," Rouse said.

Community Response & Growth

The Holdrege community has embraced the project with enthusiasm.

"The response from the Holdrege community has been positive, and Glenwood is grateful for the support we've received," Rouse said. "From day one, residents and businesses have shown interest in having a local provider bring fast, reliable fiber service to their community. That trust has translated into steady customer growth since we began offering service in Holdrege."

Rouse said remote workers in Holdrege have said Glenwood's new fiber broadband has improved their daily work routines.

"Many have shared that switching to fiber has eliminated issues with downtime, buffering, and slow upload speeds during video calls and file

transfers," Rouse said.

Also, residents and business owners have reported peace of mind knowing they have a reliable connection.

"These personal accounts, where improved internet experience translates to reduced stress and increased productivity, affirm the value of our efforts," Rouse said.

Powered by Partnership

Local partnerships were vital to the project's success. The City of Holdrege and Phelps County worked closely with Glenwood on permitting and public right-of-way access, minimizing disruption and streamlining progress. PCDC's support and local insight helped Glenwood tailor services to meet the community's needs.

"Additionally, PCDC has been a strong and consistent partner from day one," Rouse said. "The PCDC staff's guidance, local knowledge, and introductions to area businesses have been invaluable in helping us build meaningful relationships within the community."

Eagles Mural Adds to Downtown Vibrancy

Holdrege Native Amy Lynn Stevenson Leads Latest Painting

Holdrege's newest mural was completed at the end of May on the north side of the Holdrege Eagles Club at 223 West Ave.

The Eagles Club hired Holdrege native and artist Amy Lynn Stevenson to design and lead the mural painting, which features an American flag and an eagle.

Stevenson started painting the mural in late April and was assisted by her former art student, Hallie J. Snyder, and Bertrand art teacher Scott Schwarz.

"I am so thrilled and honored to have the opportunity to create the largest mural and work of art in my life and in my hometown of Holdrege that I dearly love," said Stevenson, a 1991 Holdrege High School graduate. "I personally have to thank Mark Beam and the Eagles Club for chasing down this dream for me."

Stevenson is a professional artist/illustrator/muralist and instructor who lives in Ojai, Calif. She has taught at the ESU 11's Summer Honors program in Holdrege for several years. She also taught painting classes at Central Community College while in Holdrege for the mural painting.

The Eagles mural, along with other upcoming



From left: Eagles Club muralists Hallie Snyder, Scott Schwarz and Amy Lynn Stevenson. A PCDC grant helped fund a portion of the mural.

Eagles Club projects, will honor the memory of Jacob Kimberly, a veteran and Eagles member who died in a motorcycle accident in July 2024.

The mural project was funded by grants from PCDC, the Phelps County Visitors Committee, and Eagles club donors. One of PCDC's priorities is

creating more vibrant downtowns, and murals are one way to do that.

Stevenson and the other artists were grateful to the local residents who stopped by to watch the mural progress and who attended the Meet the Muralists event once the mural was completed.

CCC Begins Project to Relocate to Downtown Holdrege

Construction has started on a major renovation to transform a former bank building in downtown Holdrege into a new space for Central Community College.

CCC officials announced in March plans to relocate from the Phelps County Agricultural Society building, where it has been housed for 26 years, to downtown Holdrege. The college will now lease space from BoSox 7 LLC, which purchased the former Great Western Bank building at 424 West Ave.

The CCC Board of Governors approved spending \$1.9 million to relocate the college. Once completed, the 11,300-square-foot space will feature classrooms, live video rooms, a nursing assistant lab, a computer lab, offices, and a testing room.

"We greatly appreciate the decades of partnership with the Phelps County Agricultural Society but look forward to this expanded space to offer even more CCC services and programming to attract and enhance the lives of area residents," CCC President Dr. Matt Gotshall said.



Architectural rendering of new classroom space at CCC's new downtown center. (Courtesy photo)

Gotshall said CCC has worked with more than 540 students in the past year at the Holdrege center and is seeing growing enrollment and growth in the number of credit hours taken.

"We anticipate those numbers to increase due to expanded offerings and the increased visibility of our center and interactions downtown," Gotshall said.

CCC is planning to expand offerings in allied health, computer programming, and mechatronics while also exploring additional

English language learning, adult education, youth programming, and small-business development.

Sampson Construction is serving as the general contractor for the project and will coordinate with local and state subcontractors.

CCC hosted a construction kickoff event on May 20. The project is expected to be completed by the end of the year with students attending classes in the new space in January.

PCDC helped spur the college's relocation by setting up meetings between CCC and the building's new owners.

"We love the idea of having the facilities downtown and expanded programming available for students," said PCDC Executive Director Ron Tillery.

PCDC provides partial funding for CCC's nursing assistant classes and for the Janssen Auto Tech class conducted at Janssen locations.

The Phelps County Ag Society now has more than 4,000 square feet of space available to lease starting in January. Contact the Ag Center staff at (308) 999-1169 for details.

PCDC Awards \$23,000 in Scholarships

By Grace Maloley

PCDC has awarded \$23,000 to 11 college students to encourage future careers in Phelps County.

This scholarship is given to students pursuing a high-demand career for local employers such as nursing, agribusiness and technology, diesel mechanics, welding, tool and die making, injection mold technicians, construction trades and education.

To be chosen for the scholarship, the recipient must be willing to return to Phelps County after graduation in their field.

This year, the award amounts range from \$1,000 to \$3,000. Every \$1,000 a student receives signifies another year they are willing to return to Phelps County for.

McCartney Elliott, who graduated from Holdrege High School in 2022, received \$1,000 from the program to study healthcare and eventually return to Phelps County one day.

"I am extremely grateful to be receiving such a generous scholarship," Elliott said. "This scholarship means a lot to me, not only does it help me with the financial burden of my tuition and fees, but to also feel the support of Phelps County is something I love about this

scholarship!"

Elliott will be a senior at the University of Nebraska at Kearney this fall. She is majoring in health sciences and technologies with an emphasis in pre-pharmacy and a minor in healthcare management. She is also on the UNK Cheer team and works as a certified pharmacy technician at Tibbals Street Pharmacy in Holdrege.

"I chose to pursue pharmacy because I have always had a love for the healthcare field as I grew up with my mom working as a respiratory therapist," Elliott said. "After doing some research I loved the idea of getting to help others through the medication side of healthcare."

Elliott hopes to move back to a rural town like Holdrege after her graduation from pharmacy school.

"I love the relationships I have made after growing up in Holdrege and the support the community has given me," Elliott said.

The 2025 recipients are:

- Alexis Billeter, 2021 Loomis High School, UNK, Elementary Education, \$3,000
- Ashlea Booe, 2024 Loomis High School,

Fort Hays State University, Medical Technology, \$2,000

- Sierra Burrows, 2007 Holdrege High School, UNO, Education, \$2,000
- Lane Conway, 2025 Franklin High School, Northeast Community College, Engineering Technology and Drafting, \$3,000
- McCartney Elliott, 2022 Holdrege High School, Health Sciences and Technologies, UNK, \$1,000
- Sydney Harris, 2025 Loomis High School, Health Sciences and Technologies, UNK, \$1,000
- Jersie Hermanson, 2023 Loomis High School, UNK, Pre-Medicine, \$2,000
- Tea Kroese, 2023 Holdrege High School, UNK, Education, \$3,000
- Bethany Pelton, 2024 Bertrand High School, Oral Roberts University, Elementary Education, \$2,000
- Hanna Swearingen, 2023 Holdrege High School, Education, Fort Hays State University, \$3,000
- Trey Weaver, 2024 Holdrege High School, Northeast Community College, Electrical Engineering, \$1,000

2025 SCHOLARSHIP RECIPIENTS



Alexis Billeter



Ashlea Booe



Sierra Burrows



Lane Conway



McCartney Elliott



Sydney Harris



Jersie Hermanson



Tea Kroese



Bethany Pelton



Hanna Swearingen



Trey Weaver

Holdrege Welcomes New Spine Surgeon

Dr. Daniel Possley started as an orthopedic spine surgeon at Phelps Memorial Health Center in May. He will focus on providing relief from chronic and acute spinal issues alongside Dr. Henry Fabian, a current orthopedic spine surgeon at PMHC.

"We're proud to have Dr. Possley joining our team and working alongside Dr. Henry Fabian," said Eric Hruska, Director of Specialty Clinics at Phelps Memorial. "They are both exceptional surgeons who align with our mission of providing outstanding healthcare to those we serve."



Dr. Daniel Possley

Dr. Possley is a Board-Certified Orthopedic Spine Surgeon with a medical degree from Northwestern University's College of Osteopathic Medicine. He became an orthopedic surgeon for the U.S. Army after Sept. 11, 2001, and completed a spine surgery fellowship at William Beaumont Hospital in Royal Oak, Mich.

"Dr. Possley is dedicated to delivering spine care that has lasting positive effects on his patients' lives," Hruska said. "He brings a strong commitment to delivering exceptional surgical care while also recognizing the value of conservative treatment options. Our patients will benefit from his dedication to helping them return to their daily routine and enjoy the quality of life they deserve."

Dr. Possley and Dr. Henry Fabian now offer the following services: Cervical Anterior/Posterior Fusion, Comprehensive Spinal

Physicals, Deformity Correction Surgery, Lumbar Disc Replacement, Lumbar Microdiscectomy, Minimally Invasive Spinal Surgery, Nerve Stimulator Implants, Spinal Decompression, Spinal Fusion, and Thoracolumbar Fusion.

Call (308) 995-3305 to request an appointment with an orthopedic physician. A referral from your physician may be necessary.

Edgren Launches Serene Essence at Pampered Soles Tanning & Spa

Bailey Edgren of Holdrege started her career as a licensed esthetician at Pampered Soles in downtown Holdrege in May. Under Pampered Soles, she has her own business, Serene Essence.



Bailey Edgren

Edgren started her journey at Central Community College earning her business degree, and then she graduated from Xenon Academy in Grand Island in March 2025. Before that, she worked at Bridal Isle in Loomis as a bridal stylist.

"I really enjoyed working with people at Bridal Isle and making them feel beautiful about themselves," Edgren said. "The entrepreneurial path interested me after getting my business degree, so I decided to combine the two."

Serene Essence provides facials, chemical peels, spray tanning, and waxing.

"I like to tell people that I'm kind of obsessed with skin," Edgren said. "I love to tell my clients about the health benefits and new things to learn

about with esthetics. Each product and different machinery have many outcomes."

When she's not working at Pampered Soles, Edgren enjoys baking, golfing, and reading. She graduated from Holdrege High School in 2022 and is looking to get more involved within the community as she gets settled again.

You can find Edgren @sereneessence_bailey on social media, or by calling (308) 991-7693.

Holdrege Hy-Vee's New Director Glad to Return to Small Town

Jordan Kuhl began as Hy-Vee's store director in April. He is looking to find new opportunities, and get back to a small town like he grew up in.

Kuhl is originally from Randolph and currently resides in Holdrege with his 10-year-old son. When he is not at work, Kuhl enjoys running, watching Husker sports, and spending time with family.

"I was originally interested in the position because it is a step up from my position in Lincoln," Kuhl said. "It is also nice to go back to a small town after being in the city."

Kuhl previously worked at Hy-Vee in Lincoln as a manager of store operations for 10 years. He is excited to stay within the Hy-Vee company.

"I enjoy that every day in my life is different at work," Kuhl said. "There are always new obstacles and new people to encounter."

Jordan would like to increase Hy-Vee's visibility in the community.

"I think community involvement is huge for small towns," Kuhl said. "It takes a lot to live in a smaller community, so being involved with them means a lot and can show that we care."

— **New People in Business Stories**
By Grace Maloley

Good Park Campground Opens in Holdrege

Several new part-time residents have joined Holdrege thanks to a new campground, Good Park, on the corner of Lincoln Street and 4th Avenue in Holdrege.

Chris McQuillan, one of the park's investors, said the eight-spot campground already has six long-term tenants. Four of the tenants are working on the Black Hills Energy pipeline north of Bertrand and will be renting the spaces until Thanksgiving.

The camp spots have water, sewer, and up to 50-amp power and can be rented for a day or several months. Rates are \$45 daily or \$550 monthly. Some of the stalls can accommodate up to a 70-foot camper.

McQuillan said he is part of an investor group that purchased the property a few years ago. It was most recently Pristavec Monument.

"We didn't know what to do with the space, and RV parking came up because the one up by Elm Creek is always full," McQuillan said.

The only other campground in Holdrege is the city-operated space, which is \$10 daily for a maximum of five days.

Daily reservations can be made on the Good Park reservation site, and monthly reservations can be made by contacting McQuillan through the reservation site.



**Good Park
Reservation Site
QR Code**

Mahundi Brings New Senior Care Option to Holdrege

Caring Friends, a personalized in-home senior care provider, has expanded its services into Phelps County under the leadership of Alexander Mahundi of Holdrege.

Caring Friends offers non-medical, compassionate care designed to help seniors maintain independence while remaining safe and comfortable in their own homes. Services include assistance with daily activities such as bathing, grooming, dressing, and meal preparation, along with companionship, advocacy, and peace of mind for both clients and their families.

Caring Friends began in Superior, Neb., and has since grown to serve a large portion of Nebraska with established offices in Lincoln, North Platte and now Holdrege.

"We are blessed to have two excellent nursing facilities in Holdrege," Mahundi said. "Caring Friends is here to offer another option - enabling seniors to age comfortably at home. We aim to collaborate with the local healthcare system to serve our community well."

Unlike many providers, Caring Friends is not a franchise. This independence allows the organization to remain flexible and responsive to the needs of local clients and families.

Alongside Mahundi, there are currently 10 employees serving in and around Holdrege, and he is looking to hire more.

"Our goal is simple," Mahundi said. "We want to improve the lives of seniors and help them age well."

Mahundi and his family have lived in Holdrege for a decade. In addition to leading Caring Friends, Mahundi has served as Executive Pastor



Caring Friends, an in-home senior care provider, has expanded to Holdrege under the leadership of Alexander Mahundi of Holdrege. The business is located at 511 West Ave. in downtown Holdrege.

at Trinity Church and founded AXIOS Workforce and Talent Development, a nonprofit dedicated to empowering youth across Nebraska.

Mahundi thrives on helping others. Now with the new business endeavor, he can continue to serve an even bigger population.

"I enjoy using my God-given gifts to serve others," Mahundi said. "This venture allows me to extend that calling to a broader community."

PCDC assisted the new business with GO! Business and Franchise Development grants to help with facility renovation or equipment, initial inventory and digital marketing.

Caring Friends is located at 511 West Avenue in Holdrege. Pediatric care services are also available.

To schedule a consultation, visit caringfriends.com or call (402) 207-1050.

Mindset Magnet Helps Clients Tap Into Inner Calm

By Grace Maloley

Jennifer Vig helps clients embrace awareness with her new business, Mindset Magnet, which opened in November in downtown Holdrege.



Jennifer Vig

Vig, a Holdrege native, uses hypnotherapy to help clients break through and seek support.

She started her journey with hypnotherapy in the fall of 2023. She has earned certifications in life coaching, mindfulness, hypnotherapy, and neuro-linguistic programming, or NLP.

"Hypnotherapy is designed to help people make meaningful, lasting changes in their lives by making changes in their subconscious minds," Vig said. "I lead with relaxation, and gently guide you into a calm, focused state known as hypnosis. You are still aware throughout the process, just deeply relaxed."

Vig first investigated hypnotherapy after feeling stuck and carrying stress. She started looking into ways to change her life and found hypnotherapy.

"I was skeptical at first, like many are with things involving the mind," Vig said. "Once I did some research, I tried it, and it helped me shift those deep, heavy stories and limiting beliefs. Now, I aim to give back and help others just like me."

Vig wants to reassure clients that it's OK to fear the idea of hypnotherapy. She encourages clients to come and try it out before making any assumptions.

"You don't have to have it all figured out - just show up and be open to the idea of change," Vig said. "I work with a lot of people who are struggling with stress, anxiety, or confidence. Hypnotherapy is very flexible, and it can help with insomnia and fear of failure and bring relief and clarity."

Mindset Magnet is open 4 p.m.-8 p.m. Monday to Friday and 9 a.m.-2 p.m. Saturday. It is located at 414 East Avenue, Suite 309, in Holdrege.

Appointments must be booked in advance at (402) 519-4055 or on mindsetmagnet.com.



PCDC
PHELPS COUNTY
DEVELOPMENT CORPORATION

Post Office Box 522
Holdrege, NE 68949

OR CURRENT RESIDENT

**PHELPS COUNTY
BUSINESS JOURNAL**

Business and Economic
Development NEWS in
Phelps County and
Central Nebraska

INSIDE

1. Phelps County Fair
2. Iron Horse Solar
3. Funky Monkey
4. Eagles Mural
5. Scholarship Winners
6. Business News
7. New Businesses

Follow Us/Like Us



Visit Our Website

www.phelpscountyne.com



Sun Theater Expansion Begins

By Grace Maloley

The Holdrege Sun Theater is expanding into space south of its current location to accommodate more guests and a second movie screen.

"One of the biggest reasons we decided to pursue the expansion is to really open up the opportunity for our guests to have movie options," said Jaimee Anderson, Director of Operations for Adjacent Properties, who is facilitating the expansion. "We want to offer some additional movies and entertainment types to the community and host a lot of events, but to host the events, we would have to shut down the movie for the night. With this expansion, we would be able to have the separate spaces."

This expansion will create more room for the theater to host graduation and birthday parties, as well as other community events. It will boast a retractable movie screen with comfortable, individual seating, and a kitchenette and bar area for hosting.

"It's kind of cool to have one space for a smaller,



more intimate feel, and one space with traditional movie theater seating," Anderson said. "You will be seeing movies that have been out for a week or two in this space to free up the main theater for those bigger showtimes."

Demolition on the project has already started, and the expansion is expected to be completed by the end of 2025.

"We want to preserve the beauty of the building, so we are being very delicate with the process," Anderson said. "We have wanted to do this for years, and it finally makes sense to, thanks to some great community support in 2024."