



The Arnold Sentinel

“Serving the South Loup River Valley”

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2021 SORC Events Will Be Livestreamed

Great Plains Communications, KBBN Pair Up to Bring Three Races Live

By Janet Larreau

One-hundred-forty-six drivers will be roaring into town this week for the 21st Annual Sandhills Open Road Challenge. Coming from all parts of the nation, many of the drivers will be participating in all three racing events - Thursday's Loup2Loup, Friday's Half-Mile and Mile Shoot-out and Saturday's main event. For the first time in SORC's history, all three events will now be livestreamed.

In past years, a very old bag phone (yes, they still exist) was the only way for KBBN radio to broadcast at the Mile and Half-Mile Shoot-out site outside of Callaway. Even then, there was just enough signal to get the job done. KBBN worked with News Channel Nebraska and was able to televise both the Loup2Loup and the open road challenge. With other events, COVID forced KBBN's hand a bit to livestream and the station wanted that capability for the shoot-out, also.

“From our point of view, it was disappointing because it is a very exciting event. A lot of people want to make it down, but can't. It's something they have never seen before - not only in Nebraska, but around

the world,” said Gavin Higgins, news director for KBBN.

Station manager Jeremy Shipe talked to SORC about the possibility of broadcasting a video for all three days. He was told things would be put into motion to have a conversation with Great Plains Communications on how to solve the problem. In talking with GPC District Manager Ian Taylor and asking if there was a possibility of running fiber, SORC Board President Clay Mohr found out that the site was within 3/8 to half a mile of being on the end of the fiber. Taylor worked with his team and the GPC management team to determine how to provide this service, as well as with GPC's Economic Development Committee that oversees donations and sponsorship opportunities for the communities they serve. They came together quickly and made the decision to make it happen.

The work involved a 2-mile underground fiber deployment to get from GPC's existing fiber to the site. There was also engineering work, including mapping, splicing and fiber activation. Having access to the Internet over fiber, along with assistance from Central Nebraska Streaming, will now allow KBBN to livestream the



Photo/Jeremy Shipe, KBBN

(From left) Carson Badgley of Great Plains Communications, SORC President Clay Mohr, and KBBN Manager Dave Berni were out at the SORC One-Mile Shoot-Out site last week, testing a connection that will allow the event to be livestreamed for the first time. Everything was a go.

event over a fast, reliable connection.

“Having an active livestream provides more exposure for the event and the community,” said Taylor. “This type of modern connection and communication tactic takes the event to the next level, allowing SORC to deliver their mission and vi-

sion to an even broader audience while promoting Western Nebraska as a great place to live and work in communities that care. Great Plains Communications serves over 90 communities across Nebraska. As such, we realize our responsibility as a community partner and take giving back seriously. The com-

pany donates a significant amount of income back into sponsorships and worthy causes across the communities we serve. In addition, our employees donate a great deal of time volunteering for causes in their towns where they live and

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Vintage cars - including Cal Joy's '67 Ford, Ralph Nansel's '78 Chrysler New Yorker, and Ed Lashley's '63 Cadillac - were lined up at Nansel's Best Service to capture the time period that Tokheim gas pumps were commonplace across the nation. The pumps were removed soon after the photo was taken to make way for a modern pump island.

Out with the old, in with the new

Nansel's Best Service completes move into 21st century.

Before making the big decision to replace the vintage Tokheim gas pumps with a new pump island at Nansel's Best Service, the owners made the wise decision to ask local photographer Garald Horst to document each phase. The 5-week project included taking out the pumps, tearing out the old cement, installing new pumps, new dispensers, and a new cash register system that is connected to the dispensers. One-hundred-thirty-six yards of cement was then poured. Poles were repainted and the signs went back up.

In a previous interview Brad Nansel said that younger people were intimidated by the older pumps, pulled up and drove right on through - he saw it every day. With the new island, everybody is filling up. “We want to welcome everybody back,” said Brad.



New cars - Jeff Preston's '18 Mustang and RT Green's 2020 Dodge TRX pull up to the new center island.

All photos courtesy of Photon Freeze Photography/Garald L. Horst



(From left) Employee Austin Snyder, former co-owner Cal Joy, Ralph Nansel, Brad Nansel and Bryce Nansel are pictured standing by the vintage gas pumps before they were removed. Ralph installed the Tokheim pumps back in 1967. The third, center pump was installed in the mid-1980s.