



SPOTLITE

An Employee-Owned Company

Volume 31 **May 2010**

Clean Energy



Lincoln Electric System is a municipal electric utility serving approximately 130,000 customers in Lincoln, Nebraska and surrounding communities. Since 1966, LES has provided reliable, low-cost electricity to its customers. In fact, for more than 20 years LES' rates have been among the lowest in the nation and currently rank among the lowest 12 percent in the country. Efficient operations are a key factor in maintaining this level of performance.

FBG plays an important role in LES' daily operations, servicing the customer's three main facilities: the *Lincoln Electric building* downtown, the *Walter A. Canney Service Center* and the *Terry Bundy Generating*

Station. Representing a combined total of \$1.1 billion in electric plant assets, it's a big responsibility.

Russ Reno from LES readily admits the company's 449 employees provide a daily challenge for FBG crews, especially at its Service Center where line technicians return from the field after working in the dirt, rain and snow. According to Reno, it's all in a day's work for the FBG team. "LES appreciates the great job FBG does in making the building appear brand new each morning."

According to District Manager Guy S. Robarge, it's a partnership FBG has fostered since it began working with the customer in 1987. "Our crews continue to provide outstanding service for LES. During

recent remodeling projects at the Fairfield Service Center, our crew remained flexible and adaptable to the changing demands on the facility during all the construction and office moves."

Efficiency in both equipment and manpower allocation is critical to the team's success. According to Reno, it's helped LES expand its service area and customer base over the years. "LES is (currently) the 56th largest public power utility in the U.S. for revenues. About 1,800 customers are added to our system each year, representing 13,000 kWh of load, which is substantial."

Robarge credits his team for adding a daily spark to the effort. "I am honestly grateful for the service our Cleaning Specialists provide—not only to the customer, but to each other and to FBG." He said. "They truly work together to ensure the highest level of service is delivered each and every day."

"We appreciate the detailed job that the FBG staff provides," Reno said. "They are friendly and courteous to the employees who frequently work into the evenings. On behalf of everyone at LES, we congratulate FBG on 50 years of quality service." Just goes to show you the power of teamwork. ■

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As part of FBG's 50th Anniversary, each month we will feature another chapter in the story of our company, highlighting some of the key historical events that have helped make FBG what it is today. This month we focus on the late 70's, a period of true evolution for the company.

The History of FBG: Installment Five.

Jimmy Carter is in the White House. The disco craze is in full swing. Rocky and All the President's Men are tops at the Box Office; *Happy Days* and *M*A*S*H* on television...not that Floor Brite employees had much time for entertainment in those days.

Back in the late 70's, it was all about opportunities. Wayne Simmonds' vision was limitless and the company's geographic footprint was growing by leaps and bounds. We opened our 5th major branch in 1976, this time in Phoenix, with a large contract from State Farm. We added a 6th major branch in Des Moines that same year with the purchase of Artistic Building Maintenance. By the end of the decade, the company would open a 7th major branch in Dallas.



The 1978 acquisition of *Coordinated Security Services and Building Maintenance* was perhaps the most important merger in that time because it launched us into the security service business. The move dramatically expanded our market share in Omaha, Lincoln and Des Moines and brought large customers on board such as Brandeis Department Stores and the *Ak-sar-ben Horse Racing Track* (Nebraska spelled backwards).



Floor Brite landed a number of other high-profile customers in that time as well, most notably *The U.S. Air Force Strategic Air Command* in 1976. SAC was arguably the most vital defense installation in the Western hemisphere at that time. So naturally Floor Brite was chosen to service it. Among their many tasks, Floor Brite teams were responsible for the high bays of windows in the underground command center known as the "War Room". Interruptions were frequent. In those Cold War days, when sensitive information was to hit the big screens, civilian contractors were escorted to a secured area until it was "clear" to resume working.

Oddly enough, that wasn't the only nuclear facility we serviced. Floor Brite was also part of the construction clean-up team for Nebraska's first nuclear power plant—the OPPD plant in Ft. Calhoun. Our crews were in charge of cleaning the facility's 4-story-high reactor before it became operational, which meant scaffolding, climbing gear and a few white knuckles. Floor Brite was also contracted to clean the facility once it opened, which became Jim Simmonds' first supervisory job after leaving the Navy, where he served on the *U.S.S. South Carolina*, a nuclear-powered frigate.

By the end of 1979, the company had grown to more than **\$5 million in annual revenue** and was starting to gain national industry recognition with a BSCAI honorable mention for *Janitor of the Year* to Virginia Krussel. Jim Simmonds also achieved RBSM (Registered Building Services Manager) distinction, 1 of just 30 nationally at the time.

Many key employees also joined the company during the late 70's, including Sherri and Terri Simmonds. Terri is shown here modeling the new employee uniforms with Dick Daniel (left) and Kathy Marxen (right), all of whom still work for FBG. Starting as a receptionist, Terri would eventually become FBG's president. Working in the Security division, Sherri would go on to become co-owner of our spin-off company *Team Software, Inc.*



December 1978 saw the last issue of "Dustin' Articles". In that issue, Wayne announced a new "Name the Newsletter" contest—this time the prize was \$50. Supervisor Jim Day won the contest for his winning name, SPOTLITE. The following month *SPOTLITE Vol. 1, No. 1* was launched, marking the beginning of what would become a new era for Floor Brite. ■



Colorado Value Award Winners

Quality

Zachary Padilla's customers have had great things to say about his performance as evidenced by numerous mentions in the Mailbag section of the Spotlight. While attending school to become a fireman, Zach works full-time for us, rarely missing a day of work. He helps with other accounts, has taken the initiative to start learning about floor care, and continually seeks to improve his cleaning knowledge. Thank you Zach!

Ruben Bais can best be described as cheerful, energetic, and helpful. Ruben is always going above and beyond our customer's expectations. One customer forgot to put in a work ticket for a room set up, and he completed the task on short notice with great results making the customer very happy and relieved. Good work Ruben!

People Development & Empowerment

Aja Silvola – Aja has been the Clean Room Specialist for a Colorado Springs customer since 2007. She has continually increased her knowledge of the clean room functions and procedures and communicates any concerns to management immediately. She has been challenged to clean this area while it is both in full production and undergoing construction. Aja, you are instrumental in providing vital feedback to the customer which has saved them money in addition to helping develop our staff.

Brandy Bolton – has an eye for detail and assists the operational team with new ideas including implementation of our green initiative. She made huge improvements that have been visible not only to FBG but to the customer as well. She is currently a Supervisor at Quantum and has also taken on an additional building. Her ability to motivate and develop staff has created exceptional bench-strength for us. She is also an active volunteer with the Employee Owner Committee. Thank you Brandy!

Ethics and Integrity

Maria Medina – Every time she finds lost objects, she turns them into security or the owner. Last year she saw a gentleman drop his wallet and she followed him to his office and returned it, he was very happy for her quick reaction because he did not realize it had fallen. Thank you Maria for your honesty and doing what is right.

Michael Peat– No word can define the work performed by Michael. He needs little if any supervision when assigned a task. He responds quickly to any and all additional requests asked of him. Michael communicates regularly with his supervisor and management. He has never turned down a request from his supervisor or management to perform additional duties. Well done Michael!

Innovation & Experimentation

Robert Bartek - After 20 years with FBG, our customer had to reorganize their business. They decided to replace our crew with their own, keeping Robert as manager. This was a challenging mission both professionally and personally, but Robert trained the new employees (front line plant workers that the customer didn't want to lay off) while completing his own scheduled tasks. When things improved, the plant workers returned to their normal positions. FBG then had to re-fill the positions and get the new crew up to speed. Thank you, Robert, for your guidance through this challenging process.

Profitability

Mario Macias– Due to the location of this account, it is imperative that Mario be in the right place at the right time. He's excellent at performing his job within the budgeted hours, even when covering an additional shift. If equipment is not working properly, he will explore the problem before calling maintenance – which in turn eliminates costly trips for unnecessary repairs. Outstanding service at this location also led FBG to secure an additional contract this past year. Great job Mario!

Dominic Duran – Dominic assists with numerous special projects in Denver. FBG has received several emails from customers praising his work. Last fall he was assigned a special project and by using existing tools with a new method he developed, he managed to save more than half the hours budgeted for the project. The customer was thrilled with the results. Dominic, you are an excellent example of how working efficiently, while keeping quality in mind, is key to our company's growth. ■



Lincoln Value Awards

Quality

Lori Gripenstroh was highly commended by the Director of the *State of Nebraska Crime Lab* for the extra effort she gave when it was being inspected for their national accreditation. Lori went all out to get the facility ready for this inspection. Afterwards, the inspectors said that this facility was one of the “cleanest” labs that they’d ever inspected. Lori takes great pride in the service she provides to her customers. Thank you Lori for being a part of the FBG Team!

Candy Villanueva learned the value of good performance and working with Quality in mind as a Cleaning Specialist. She asked to learn carpet cleaning, and after training, again

proved that she could provide service with the highest quality in mind. Because of her quality work, great attitude and willingness to help, Candy was promoted to Account Supervisor for *Principal Financial* in Grand Island. Thank you Candy for your dedication.

People Development

Timm Johnson (VP of the American Institute of Management) has been coaching our front line supervisors, and other potential leaders, in Basic Supervision training. He offers this class to all the districts through monthly teleconference calls. Timm is being recognized for his outstanding effort and success in bringing the best out in each of our employees. Thank you Timm for all you do for us!

Ethics and Integrity

Regina Smith is a Cleaning Specialist at *NU Technology Park*. One evening during routine cleaning, Regina found a man’s gold wedding band on the garage floor. Regina gave the ring to her supervisor Rhonda Hester. Rhonda located the owner and returned the ring. The owner was naturally elated and relieved to get his wedding ring back; he thought he’d lost it forever. Regina’s actions, character and integrity exemplify the characteristics we expect from each FBG employee. Thank you Regina!

Walter O’Neal currently cleans two financial facilities in Lincoln. One evening he noticed a large sum of money left in several large gunny sacks. Walter called the proper authorities and reported his find. The bank manager promptly came over and secured the money. Walter’s actions, his honesty, character and integrity exemplify the characteristics we expect from each FBG employee. Thank you for your honesty Walter!

Innovation & Experimentation

Rich Munson cleans the *Fallbrook Office Building* in North Lincoln. After receiving several calls about malfunctioning paper towel dispensers, Rich tried to determine the cause. People thought they were just empty. Upon inspection, Rich realized that the paper dust from the towels was interfering with the electronic sensor that triggered the dispenser. So he bought a can of compressed air and blew the dust from the interior of the all the machines. There hasn’t been one complaint since. Thank you Rich!

Profitability

Bob Jones is being recognized for his outstanding efforts in account management this past year. Not only did he increase his profit margins by controlling costs he did it while on the road a great deal of the time. Thank you Bob for taking a leadership role in profit generation for FBG and our company owners.

Kimberly Johnsey heads up the Scrubbing team at the *Eaton* manufacturing plant in Kearney. Recently, due to a personnel shortage, Kimberly took on the additional duties of the Scrap/Salvage department. Kimberly allowed us to maintain our service commitment. Congratulations and thank you for your commitment to *Eaton* and to FBG!

Rich Hejtmanek is an Area Manager in Grand Island and has assumed the management responsibility of our customers in York as well. Rich is being recognized for his outstanding efforts in account management this past year. Not only did he increase his gross margin he did it with a revenue reduction. Thank you Rich for taking a leadership role in profit generation for FBG and our owners. ■

Des Moines and Minnesota Value Awards



Quality

Pauline Lytis is a Cleaning Specialist at one of our several school systems. During the summer, she helps with the rest areas. Both Area Managers that she has worked with agree she does quality work. Currently at Des Moines Area Community College, Pauline does her part to maintain this facility, getting high praises from the teachers and staff. Thank you Pauline for all of your dedicated effort!

Andy Shoafstall has served most of his years with FBG at MidAmerican Energy Two Rivers Facility. Since his placement at this building the level of clean has been consistently high. Two Rivers is a service facility and this is not an easy thing to accomplish.

We thank you Andy, for your many years of service. Thanks for being a part of the FBG Team!

People Development

Keith Odem is fairly new to FBG, but he has been in the cleaning industry for a long time. As a previous supervisor, Keith was able to step in and instruct new employees on how to clean effectively and efficiently from his years of expertise. His own personal level of quality sets the bar high and gives our employees a challenge to do equal or better. Congratulations Keith and thank you for all you do for FBG.

Lacey Mason services three buildings for us in Grinnell and has eagerly filled in at nearby Newton facilities as needed. When there are special customer requests, Lacey is there to assist. Lacey is always willing to learn about new chemicals and effective and safe cleaning techniques. Lacey, thank you for all of your hard work and dedication to our customers and FBG!

Ethics and Integrity

Boun and Phoun Baccam have proven over and over that they are ethical workers. They have perfect attendance. They drove two hours through a winter storm to get to their accounts. Our account contacts have only good things to say about them and it shows in their high Job Status Report scores. Congratulations Boun and Phoun and we are glad to have you working with Team FBG.

Lynn Hauser takes care of two Alliant Energy facilities and they hope he never leaves! Lynn follows his job schedule efficiently and customer satisfaction is his first priority. He always handles special requests with a smile and a "Sure, we'll take care of that!". Lynn had to clean a facility during a blizzard and walked through several feet of snow to get to the front door. Thank you, Lynn!

Innovation & Experimentation

Milbra Davis is a valuable member of the Employee Owner Committee and was instrumental in the success of the FBG food drive last fall. She also volunteers on the Safety committee and has been an important member of that team as well. It's not always easy to come up with new ideas and stay fresh for numerous meetings on committees but Milbra does it better than anyone. Congratulations Milbra!

Jeff Crago. When we needed to replace the Site Supervisor at Clow Valve, Jeff accepted the position and Clow has never been the same. Jeff is an enthusiastic employee who took an average account and made it great. He does his personal best and helps his team do the same. Jeff, continue on this course and congratulations!

Profitability

Danny Davis, Team Leader, Heartland Project Crew, made sure his crew reached their profit goal by monitoring productivity effectiveness and the loading of supplies and equipment to make sure nothing is left behind resulting in extra trips. He ensures his staff uses the right chemicals in the right way and is ready to go wherever he is needed. Thank you Danny, for all that you bring to our District.

Continued on Page 6

From the Mailbag



To: *Spotlite Editor*
From: *Alan Renner, Union Pacific Center, Omaha, NE*
Re: *Ahmed Alyusfi-Floor Tech*

Just wanted to take some time to let you know how much we appreciate how Ahmed handled the water situation we had at the Union Pacific Center Saturday night and through Sunday. He went out of his way to make sure everything was done adequately and professionally. He also went to get fans that were needed and he has good communication skills that are very important in an emergency situation.

To: *Diane Osbahr, Iowa Western Community College*
From: *Peter Soby, CBTV, Iowa Western Community College, Council Bluffs, IA*

Subject: *FBG*

Diane, FBG did an AWESOME job cleaning the floors here at CBTV. The floors had years of dirt on them and after their hard work, they now look amazing. I thank FBG and I never thought we would get the floors this clean. It makes it easier for us to present our station to our students and guests. Thank you very much.

To: *Guy Robarge, Western Trails District Manager*
From: *Daryl Watson, Plant Hygienist, Purina Nestle, Crete, NE*
Subject: *Thanks*

Guy, please pass on to Valeria Hunt and her crew (Supervisor Carol Allerheiligen and Cleaning Specialists Nikolina Puskar, Uraela Bajric, Jasmin Bajric, Christopher Wipf) that they did a great job for the inspection and tour we had. The hard work they put in is appreciated. Thanks!

To: *Pamela R. Kincaid, Facility Manager, Verizon*
From: *Donna S. Mike, Group Manager, Global Customer Support | Implementation & Delivery, Verizon Conferencing and Collaboration Services, Cedar Rapids, IA*

Subject: *Facilities Request*

Pam, I know I have shared with you previously that Fernando Calderon, who manages our housekeeping, is phenomenal! He is so thorough, hard working and always pleasant. I shared with him yesterday that we are lucky to have him and thanked him for the nice job that he does every day. Please let me know if there is a more formal way to recognize his efforts.

To: *Dennis Westendorf, FBG Program Manager*
From: *Victor Palmer, RN, Assistant Program Manager for Allied Health, Nursing and Long-term Care, Hawkeye Community College, Waterloo, IA*

Subject: *Helen Ahrenholz*

Dennis, I want to let you know that Helen Ahrenholz, the gal that cleans Grundy Hall on day shift does a very good job. She is conscientious about her job and is also very kind and pleasant. She always seems to be happy and tries her best to cheer everyone up while doing her work. I am glad Helen is assigned to our area! Feel free to pass this on to her. ■

Des Moines and Minnesota Value Awards –Continued from Page 5

Profitability

Ellen Cooper, Administrative Assistant, is, and has been, a key factor in our success. She keeps tight control of our inventory and only orders what is needed; she will not tolerate being off budget by even a few cents. Ellen wears more hats in a day than would fit on a hat rack and still manages to get the priorities completed with time to spare, and spends that helping our Ops team. Her dedication to her work and to FBG is an inspiration. Thank you Ellen!

Jorge Rios is a multi-talented individual with many useful skills and talents. He brings profitability to his account at Harland Clarke in Ankeny by being efficient in his cleaning ability and chemical usage. He is also able to perform many extra tasks including buffing his own floors and running the auto-scrubber. Thank you Jorge for being such a conscientious employee. ■

MAY CELEBRATIONS

BIRTHDAYS (By Date)

ANNIVERSARIES (By Years of Service)

- 1 Ahmed Alyusfi *Omaha*
Deborah Bennett *Cedar Rapids*
Terry Bowles *Omaha*
Cherie Louis *Cedar Rapids*
- 2 Jack Kruger *Cedar Rapids*
- 3 Norman Callejas *Lincoln*
Nicole Fick *Omaha*
Robert Gale *Omaha*
Judith Gonzalez Diaz *Colorado - South*
Deborah Haynes *Corporate*
- 4 Sandy Berry *Cedar Rapids*
Enrique Ortega *Omaha*
- 5 Ray Culliver *Omaha*
Shawn Ebling *Omaha*
Emma Navarrette *Omaha*
Jacqueline Raus *Omaha*
- 6 Gary Bienemann *Cedar Rapids*
Manuel Cruz *Omaha*
Melvin King *Des Moines*
Juana Lanzas *Colorado - South*
- 7 Soledad Baumgardner
Colorado - South
Sharon Gienau *Des Moines*
Pauline Lytis *Des Moines*
Bahira Sari *Des Moines*
- 8 Rhonda Craig *Des Moines*
Michael Lawson *Cedar Rapids*
Joseph Michalec *Cedar Rapids*
Travis Steichen *Cedar Rapids*
- 9 Matthew Borum *Cedar Rapids*
Cecilio De Leon *Davenport*
Thomas Roberts *Cedar Rapids*
Maurice Valdez *Lincoln*
- 10 Patricia Braack *Des Moines*
Bonnie Campbell *Omaha*
Juan Ibarra Jr *Omaha*
Nancy Kinney *Omaha*
- 11 Uranela Bajric *Lincoln*
Michael Bowden *Omaha*
Fernando Calderon *Cedar Rapids*
Cruz Martinez *Cedar Rapids*
Mary Siders *Omaha*
- 12 Sonia Acosta *Omaha*
Laura Beggs *Des Moines*
Deysi Garcia Bravo *Cedar Rapids*
- 13 Regina Smith *Lincoln*
- 15 Evaristo Caraveo- Erives
Colorado - North
- Susan Kingston *Des Moines*
- 16 Francis Brown *Des Moines*
Honorato Sandoval Linarte
Minnesota
- 17 Cathy Clark *Des Moines*
Donald Williams *Omaha*
- 18 David Bradley *Omaha*
Ron Maher *Davenport*
- 19 Bertha Espinoza *Colorado - South*
William Hatten *Lincoln*
- 20 Lance Pennington *Colorado - North*
Armando Rosas *Davenport*
Tara Staley *Corporate*
- 21 Richard Leiknes *Corporate*
Elizabeth McCord *Des Moines*
Shauna Veronee *Lincoln*
- 22 Jack Mills *Des Moines*
Michael Taylor *Des Moines*
- 23 Barbara Burns *Davenport*
Harry Flores Saez *Colorado - South*
Rita Gorham *Omaha*
Daniel Sindjeu *Omaha*
- 24 Roger Montoya *Colorado - South*
Ana Rodriguez *Cedar Rapids*
Margaret Studeny *Omaha*
- 25 Melvin Billups *Colorado - South*
Rose Nielsen *Omaha*
- 26 Georgina Barrera Gallardo
Colorado - North
Saengduan Couden *Omaha*
Richard Finnigsmier *Des Moines*
Pedro Garcia *Cedar Rapids*
Tamara Vollmer *Lincoln*
- 27 Sue Galo *Colorado - North*
Claudia Linares *Minnesota*
Maria Lopez *Minnesota*
Maria Loza *Cedar Rapids*
- 28 Ada Arevalo *Cedar Rapids*
William Caldwell *Colorado - South*
Tresa Cox *Lincoln*
Valeria Hunt *Lincoln*
Kenneth Schoon *Des Moines*
- 30 William Gladwell *Omaha*
- 31 Alicia Beltran *Lincoln*
Sergio Cortez *Minnesota*
Carlos Landaverde *Colorado - North*
R.C. Matthews *Omaha*

- 1 Jessica Aguirre *Cedar Rapids*
Thomas Argetsinger *Des Moines*
Gary Bienemann *Cedar Rapids*
Richard Blutcher *Omaha*
Nathaniel Clark *Omaha*
Monica Dirkes *Cedar Rapids*
Lisa Duffey *Lincoln*
Jose Escobedo *Cedar Rapids*
Roxann Essmann *Cedar Rapids*
Ralph Furst *Omaha*
Pedro Garcia *Cedar Rapids*
Claudia Gloeckler *Cedar Rapids*
Marjories Grant *Omaha*
Bradley Gress *Lincoln*
Brent Gross *Cedar Rapids*
Maria Guerrero *Cedar Rapids*
Raul Gutierrez *Davenport*
Lawrence Hanson *Colorado - South*
Michelle Hespén *Lincoln*
John Hoban *Lincoln*
Sarah Hotsenpillar *Lincoln*
Eddie Jacobo *Colorado - North*
Stephanie Lopes *Lincoln*
Cherie Louis *Cedar Rapids*
Raymond Oller *Des Moines*
Dominic Olmos *Colorado - North*
Lawrence Phillips *Cedar Rapids*
Guillermina Pickett
Colorado - North
Jose Pompa *Lincoln*
Juvenal Rodriguez *Cedar Rapids*
Tammy Rutherford *Cedar Rapids*
Carolina Santos *Colorado - North*
Lawrence Smith *Cedar Rapids*
James Thomas *Lincoln*
Larry Urwin *Omaha*
Dennis Westendorf *Cedar Rapids*
Peggy Wilson *Omaha*
- 2 Larry Ahlman *Lincoln*
Thomas Archuleta *Colorado - South*
Alma Bonilla Hidalgo *Minnesota*
Mary Brown *Omaha*
Craig Coe *Colorado - South*
Ipun Dineen *Colorado - South*
Jeffire Elmore *Omaha*
Greg Fox *Des Moines*
Daniel Hammen *Des Moines*
Juana Lanzas *Colorado - South*
Albert Lavigne *Colorado - South*
Maria Mena *Colorado - North*
Cenorina Mendoza *Omaha*
Stuart Meyer *Des Moines*
Emma Navarrette *Omaha*
Walter O'Neal *Lincoln*
- Michael Peat *Colorado - South*
Benjamin Rodriguez *Omaha*
Fabian Sandoval *Omaha*
Coletta Stroughter *Colorado - South*
Michael Vogelzang *Omaha*
- 3 Laron Chatmon *Omaha*
Sergio Cortez *Minnesota*
Lloyd Dickson *Lincoln*
Jeanne Fisher *Omaha*
Lynn Hauser *Des Moines*
Lawrence Luten *Lincoln*
Mario Macias *Colorado - South*
Deanna Richardson *Des Moines*
Dianna Rivera-Belle *Des Moines*
Nouanlahong Saengdara
Colorado - North
Souriya Senphannarat
Colorado - North
Charles Thomas *Lincoln*
- 4 Karen Butler *Davenport*
Rita Conard *Omaha*
Patrick Danforth *Corporate*
Elizabeth Espinoza
Colorado - South
Earl Roberts *Des Moines*
Borislav Stankovic *Des Moines*
Smiljana Stankovic *Des Moines*
Melissa Terrones *Davenport*
- 5 Jeremy Harvieux *Minnesota*
Sherman Jones *Colorado - South*
Vanessa Vigo Rodriguez *Davenport*
- 6 Joseph Palmer *Omaha*
Sandy Rodriguez *Lincoln*
Louis Valenciano Jr. *Des Moines*
- 7 Leslie Struss *Minnesota*
Diane Tapscott *Colorado - South*
- 8 Kris Bruno *Corporate*
Rita Gorham *Omaha*
Thomas Herrera *Colorado - South*
- 9 Dora Gomez *Omaha*
- 11 Leticia Cruz *Davenport*
- 11 Judy Hollinger *Corporate*
- 16 David Rutherford *Omaha*
- 17 Gwen Bornhoft *Omaha*
- 18 Michael Livermore *Des Moines*



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||: MUSIC REVIEW by Rodger Stroup

As the Beatles became four guys with solo careers and the Peace and Love of Woodstock evolved into craziness at Altamont, I bought my first bass guitar and joined my first rock band.

I learned to play the bass by picking the parts off my favorite records. "Proud Mary" by Creedence Clearwater Revival was the first song I learned.

While learning my rock moves, I was still drawn to the sweet sounds of the Top 40. The early seventies were filled with ear candy of every style. "Band of Gold" by Freda Payne, "Julie, Do You Love Me" by Bobby Sherman, and "Close to You" by the Carpenters. Guilty pleasures all.

But, those weren't the songs I wanted to play, so I learned to play tunes like "American Woman" by the Guess Who, "Jump into the Fire" by Nilsson, and every song I knew by Grand Funk Railroad.

The musical soundscape was wide open back then. If you couldn't find music to

enjoy, you weren't trying. The Rolling Stones and The Who carried the flag for the British Invasion bands from the 60s. The Who were at the top of their game, releasing the landmark album *Who's Next*. The Rolling Stones released either the best album of their career or possibly the worst album ever made, depending on who you ask, with their *Exile on Main Street*. *Exile* wouldn't be the last Stones album to inspire this type of love/hate response.

While the Who and the Stones were rocking their way through the 70s, Jeff Beck, formerly of the Yardbirds, took an unknown singer named Rod Stewart, and recorded two albums, *Truth* and *Beck-Ola*. Beck then disbanded the group and Stewart became Rod the Mod recording a few hits with a band called The Faces ("Stay With Me") along with some solo sides ("Maggie May" and "You Wear it Well").

Leaping out of Britain was a piano-

pounding elf of a man who would go on to become one of the decade's biggest stars. Elton John introduced himself to us with his great single, "Your Song," and from there, the hits kept on coming.

The success of "Your Song" spawned a whole slew of sensitive singer songwriters. Jackson Browne, Gordon Lightfoot, and Jim Croce found success by wearing their hearts on their sleeves.

Two great collections are essential listening when it comes to the music of the 70s. First, *Soul Hits of the 70s: Didn't it Blow Your Mind!*, 20-cds of some of the greatest soul music of the decade, and make no mistake; it was a great period for soul music.

The other collection is called *Super Hits of the 70s: Have a Nice Day*, 25 cds of the great and not so great hits of the decade.

Next month it's the late 70s with Led Zeppelin and some guy named Springsteen. ■

SPOTLITE FEEDBACK

Give us your feedback! If you've had a change of address, would like to be removed from our mailing list or have story ideas to share for upcoming Spotlite issues, please let us know! Email Barbara Luna with your request at bluna@fbgservices.com with the word 'SPOTLITE' in the subject line.