



A publication of the
Eastern Nebraska
Office on Aging

The Voice for
Older Nebraskans!

New Horizons



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March 2023 | Vol. 48 | No. 3

Dick Mueller's Firehouse Dinner Theatre put the Omaha's Old Market on the map

By Leo Adams
Dick Mueller, 85, is proud in the service of the Firehouse Dinner Theatre, the equity theatre he opened in 1972 in his hometown Omaha's Old Market. He represented a former fire station as he and Jackson built the theatre, which proved Mueller's "dream" of creating a district's transition from a defunct industrial building to a vibrant arts-entertainment center to a neighborhood business park as a musician, performer and stage actor. His musician father played trumpet in his own band. Dick's older brother played. Dick played trombone in the Omaha Central High band, but his "first hero was probably Bing Crosby," he said.



my life, those three hours." He said he learned musical theater moments before a playright, a good director and good actors telling a good story. "It doesn't happen very often, but you've got to have some, otherwise you stop going back to the theater." He books The Firehouse at a cost to test their commitment to the place, but the thrill was gone. "I knew it was over. We all felt the same way."

Before the Firehouse, he followed a circumspect business path as a neighborhood performer and stage actor. He musician father played trumpet in his own band. Dick's older brother played. Dick played trombone in the Omaha Central High band, but his "first hero was probably Bing Crosby," he said.

While in the service they signed with Epic Records, changing their name to The Firehouse and releasing "The Firehouse's Club" on the nationally syndicated "Arthur Conley" radio show in 1957. Their one chance to play in Las Vegas was interrupted by a U.S. Army hitch.

Back home, stage fitness Norm Verter took him under their wing. Mueller got an acting in New York. He got a job at the Omaha Community Theatre and the Community Center. "That's quite a feat for somebody who'd really never tried the boards before," he said. "That solidified my love for the theater."

Memorable: The 50th anniversary cast on the Foremost label. That night on the Foremost label, that military service in 1952. "You military career was kind of interesting," Mueller said. "We had to go through basic training, but as soon as that was over we joined the U.S. Army Field Band in Washington D.C. as the featured act."

He made his living from an Old Market shop. Dictates, he said, and business partner Betty Hartman opened. "We were kind of pioneers down there," Mueller said. "I really loved no touchstones." "I really loved no touchstones."

While in New York for a second, Mueller found himself in the theater district. "I bought the original production of *Life Four* and I sold it." "I had no idea what theater was. I thought the ultimate entertainment experience was in a nightclub. It really changed."

—Firehouse continued on page 9.

The stage for the FEI World Cup™ Finals in Omaha is set

By Ken Peterson
The Omaha Equestrian Foundation welcomes the world's finest jumping. Dressage and to host the FEI (Fédération Equestre Internationale) World Cup™ Finals on April 6-8 at the CHI Health Center.

"Omaha is such a natural fit for this event," Omaha Equestrian Foundation CEO, Julie Bouchon said. "Horses are a part of our history and are a part of our identity. The audience really feels the connection, especially the many grandparents who live in a farm."

This year's event will mark the second time that Omaha will serve as the host for the FEI World Cup™ Finals. More than 22,000 spectators representing 38 countries and all 50 U.S. states, were in attendance for the four-day event at the CHI Health Center in 2017. Since the FEI World Cup™ Finals is back in a prime location, even more spectators are expected to attend the event this year.

"You are looking at the very best in the world," Bouchon said. "The FEI World Cup™ Finals 2023 stands to build off of the 2017 success as the Vaquero Final makes its North American debut. Vaquero is a visually exciting equestrian discipline that merges the acrobatics, jumping, dressage and endurance of the three events at FEI World Cup™ Finals."

—World Cup continued on page 8.



Entertaining activity: Bingo!
Bingo is a fun activity to play and can be played around town. Learn more about the Blondo Bingo hall and the other ways to play bingo in Omaha on Page 16.

Advertising Rates & Specifications

News, entertainment, & advertising especially for older adults

4780 South 131st Street • Omaha, NE 68137 • (402) 444-6654
FAX (402) 444-3076 • enoa.org

DISPLAY ADVERTISING RATES

Direct-mailed to 8,000 homes and businesses in Douglas, Sarpy, Dodge, Cass, and Washington counties.



MECHANICAL INFORMATION

- Photo composition offset printing
- Tabloid page: 10.25 inch X 15.5 inch image area
- Five 11.5 pica columns per page
- One pica gutters
- Column width is 1 7/8 inches
- Color charge \$100
- Minimum size for color: Quarter page
- Color ads are limited to back and two middle pages

DEADLINES

Space reservations for all ads

15th of month

Ads requiring composition

15th of month

Camera-ready ads

20th of month

SIZE	12 TIMES Contract	6 TIMES Contract	3 TIMES Contract	1 TIME Open Rate
FULL PAGE 77.5 inches	\$660	\$700	\$780	\$875
1/2 PAGE 40 inches	\$395	\$445	\$495	\$545
1/4 PAGE 20 inches	\$225	\$245	\$265	\$295
1/8 PAGE 10 inches	\$130	\$145	\$155	\$170
1/16 e PAGE 5 inches	\$70	\$80	\$100	\$110

Ads may also be purchased for in-between sizes.

1 to 4 column inches..... \$24/inch

CLASSIFIED AD RATE (3" or smaller).....\$16/inch

INSERT RATE..... \$32 Per 1,000

Up to 8.5 X 11 Inches (folded).

Over-run of 10 percent and delivery to printer required.

SAMPLE AD SIZES

Full page	10.25 inches by 15.5 inches
Half page	10.25 inches by 8 inches 8 inches by 10 inches
Quarter page	10.25 inches by 4 inches 8 inches by 5 inches 6 inches by 6.6 inches 4 inches by 10 inches
Eighth page	6 inches by 3.3 inches 4 inches by 5 inches 1 7/8 inches by 10 inches
Sixteenth page	4 inches by 2.5 inches 1 7/8 inches by 5 inches

FACTS ABOUT OLDER CONSUMERS

Here are some important statistics about the fastest growing consumer market in the United States.

Older Americans:

- Own 77 percent of all the financial assets in America and 80 percent of all money in U.S. savings and loans.
- Spend more money on travel and recreation than any other age group.
- Spend more money on quality children's clothing and toys for their grandchildren than their parents.
- Purchase 37 percent of all over-the-counter medical products.
- Spend more per capita in the grocery store than any other age group.
- Eat outside their homes an average of three times per week.
- Purchase 41 percent of all small appliances.
- Switch brands as often as younger consumers.
- Account for 40 percent of total consumer demand.



NEW HORIZONS is a community specialty newspaper, published monthly by the Eastern Nebraska Office on Aging. Each issue contains a diversity of news, features, health care reporting, service and program information, and advertising of special interest to older Nebraskans.

New Horizons addresses itself to a major market. There are approximately 340,000 Nebraskans age 60 and older. This is the fastest-growing segment of the population in the United States and also the age group with the most discretionary income.

With its 100 percent target audience, *New Horizons* puts advertisers directly in touch with older adults. If you want to reach the mature market at a low cost, send your message through the *New Horizons* where every reader is a potential customer.

LET US DESIGN YOUR AD

With the latest in Apple desktop publishing capabilities, we can design your advertising to your specifications and have it ready for proofing within two working days. No charge for ad production.

GENERAL INFORMATION AND REGULATIONS

TERMS

- Payment in full must reach the *New Horizons* office no later than 30 calendar days after the billing date.
- Payment must accompany the insertion order for all first-time advertisers.

PUBLICATION

- *New Horizons* is published and distributed during the first week of each month (12 issues annually).
- Direct mailed to 9,000 homes and businesses in Douglas, Sarpy, Dodge, Cass, and Washington counties.
- The publication is free except to subscribers outside the primary five-county target area, to whom a \$5 annual fee is charged. Voluntary donations are accepted through the New Horizons Club.

- The *New Horizons* is also enjoyed by readers on ENOA's Facebook page, enoa.org website, and LinkedIn page.

CONDITIONS

- Local rates apply to firms doing business in Douglas, Sarpy, Dodge, Cass, and Washington counties.
- *New Horizons* is represented nationally by Senior Publishers Media Group in San Diego, California.
- Liability for errors shall not exceed the cost of the space occupied by the error. Credit allowance on the first insertion only.
- No allowance made for errors that do not materially affect the value of the advertisement. No adjustments will be made after 90 days.
- *New Horizons* reserves the right to refuse any advertising. Ads appearing in the

publication do not imply endorsement of the advertiser, its products, or services by *New Horizons*, the Eastern Nebraska Office on Aging, or any of its governing or advisory bodies.

- No ad may be cancelled after the copy deadline.
- Advertisements set in solid or reading matter type which simulate editorial content must carry the word "ADVERTISEMENT" over and/or under the copy.
- Political ads must carry the tagline (i.e.) "Paid for by Smith for Congress Committee."
- Advertisers or advertising agencies will assume liability for all content of advertisements printed and also assume the responsibility for any claims made against the publisher.

