



SANDHILLS OPEN ROAD CHALLENGE

August 10-11-12

Sandhills Open Road Challenge
Custer County and Arnold, NE

The Arnold Sentinel

“Serving the South Loup River Valley”

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A Ford Mustang gets inspected at the starting line of the 2016 Sandhills Open Road Challenge. Drivers from several states across the nation are set to compete in the annual event this week. (Jessica Tickle photo)

Looking Back on “Auto Age”

Forrester’s Dodge City Gets Cover Story in the 1980s

Editor’s note: In November of 1986, Forrester’s Dodge City in Arnold was the cover story in *Auto Age* magazine—which was then celebrating its 20th year of publication. Bob Forrester, who can still be found in the dealership most every day, has kept the magazine all these many years, and here, we share the story of those hard times for American dealerships, and the days of going to Detroit to buy cars. The story, titled “A Vanishing America,” was written by C.D. Bohon, then managing editor of *Auto Age*.

A Vanishing America

By C.D. Bohon
Arnold, Nebraska, population 810 and dropping, nestles snug against the southern edge of these sandhills, along-side the South Loup River. The area was once home to the Pawnee Indians, farmers and harvesters of the elk and buffalo, a lifestyle that has echoed down to today, when the region Arnold services is described by Custer County historian Mary Landkammer as “where cattle country and farm country meet.”

Cowmen first drifted up to the sandhills from Texas in the late 1870s. One of the outfits they set up was the Arnold and Ritchie Ranch. It got a post office in 1877 and became the town of Arnold in 1885. In the years since the town has seen range wars, lynchings, the arrival of sodbusting farmers, recessions, depressions, famine and drought. It survived everything, including swarms of locusts the “gossamer wings” of which, shining in the sun, one observer described as filling the air “a mile upward with flakes of snow.” But now the town may be dying.

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New Speed Classes Added to SORC

140 Cars Signed Up to Compete in 17th Annual Event This Week

The 17th Annual Sandhills Open Road Challenge is quickly approaching, and the community of Arnold is gearing up for the annual event. SORC organizers have been working behind the scenes for the past 12 months to ensure the success of this unique open road event.

Organizers have added two new speed classes to the venue to challenge its more seasoned and experienced racers. The Ultimate 120 MPH Class and the 90 MPH Extreme Class will test racers’ skills as they attempt to average as fast as possible without breaking 120 mph (or 90 mph). A GPS device will be installed in the race car to track speed on the course.

“We have racers that have competed in the SORC for over 10 years. These new speed classes will give our more experienced drivers a fresh challenge on our course,” said Shane Cool, SORC race director.

SORC race officials have also been negotiating a partnership with Viaero to maintain communication on courses throughout the weekend. Viaero has generously allowed SORC to place a receiver on the cellular tower located near Arnold. The tower was previously owned by Great Plains Communications, who was gracious in allowing SORC the use of the tower for more than a decade. With the change of ownership, the communication piece of the puzzle was potentially at risk.

Becky Dailey, SORC secretary, said, “Without this receiver, our communication would be compromised. We were pleased with the cooperation of Viaero. Their understanding of the importance of communication and safety for our event and community is critical to the future of the SORC.”

SORC will also be upgrading communication technology with the use of new digital radios for all race officials and flag volunteers.

“We knew after the first couple years that we needed to invest in the best communication possible to ensure the safety of our drivers, navigators and volunteers,” said Cool, “We enlisted the help of Dale Wingrove of Radio Resource, located in Denver, Colorado. Dale is the best in the business and has provided knowledge, technology, and equipment for our unique off-the-grid location since 2003.”

Radio Resource is a nationwide leader in providing short-term communication equipment for special events, conventions, festivals and sporting events. Radio Resource has been the provider for the NFL’s Super Bowl since

1991. Other events include the PAC-12 Football Championship, the Stanley Cup, Bolder Boulder, NFL Draft, Cherry Creek Arts Festival and a myriad of others.

Wingrove suggested that SORC upgrade to digital for the 2017 events. After several test-runs with the new radios last week, Cool said they work fantastic.

“We’ve gone from “A” technology to “A++” technology. I couldn’t be more pleased. Safety is our primary concern and we can’t have that without excellent communication.”

The Sandhills Open Road Challenge will be held August 9-12. Small town hospitality and a strong sense of community and volunteerism is the backbone for the success of this unique event. SORC is a non-profit organization and has donated over \$1 million back to its communities.

AVFD Purchases New Heart Monitor With Help From SORC Winter Party

SORC, Arnold Hospital District Donate Remaining Funds

The Arnold Volunteer Fire Department has purchased a Physio Control Lifepak 12 Lead Heart Monitor. The fire department had applied for a grant to receive a 12-Lead, but did not receive the grant.

“John Schmidt of Lincoln thought he could help with some of the funding for a 12-Lead through funds from the SORC Winter Party fundraiser. The winter party fundraiser raised enough for-one third of the cost,” said AVFD member Tammy Weinman. “The Sandhills Open Road Challenge offered to match the funds donated by the winter party. The Arnold Hospital Board approached the fire department with some available funds they wanted to donate to the department, and with the funds the purchase was made.”

from Lincoln helps with EMS during the SORC, helped get the 12 Lead ordered for the department.

The Lifepak monitor can be used to take blood pressures, monitor the level of oxygen in the blood and be used as a defibrillator/monitor for the heart. It has capabilities to transmit 12 lead ECG readings to two local hospitals enroute. This gives the hospitals information that they might need to treat a patient even before the arrival to their facility.

The Arnold EMT’s have trained on how to run the machine and had their last training on Monday, August 7. Once training is complete the EMTs will be able to use the 12-lead in full capacity, and it will be ready to be used, if needed, for the Sandhills Open Road Challenge.



Back row (l-r): Arnold EMTs Tammy Weinman, Cassy DeLosh, Rudy Vickers, Andrew Tickle, Tom Dennis and (front row) Susan Nelson and Heather Hagler with the new Physio Control Lifepak 12 Lead Heart Monitor that was recently purchased by the fire department. Not pictured is Chris Hough. (Courtesy photo)