

Opinion

Program grooms C.B. leaders

Who will be tomorrow's leaders in Council Bluffs?

What will be the issues at the turn of the century? Who will determine the issues and turn them into public policy?

The answers to those questions are being shaped today by the Leadership Council Bluffs program.

About 20 future community leaders are participating in the program put together by the Council Bluffs Chamber of Commerce.

Although the Chamber was instrumental in getting it off the ground, Leadership Council Bluffs has pretty much been on its own since.

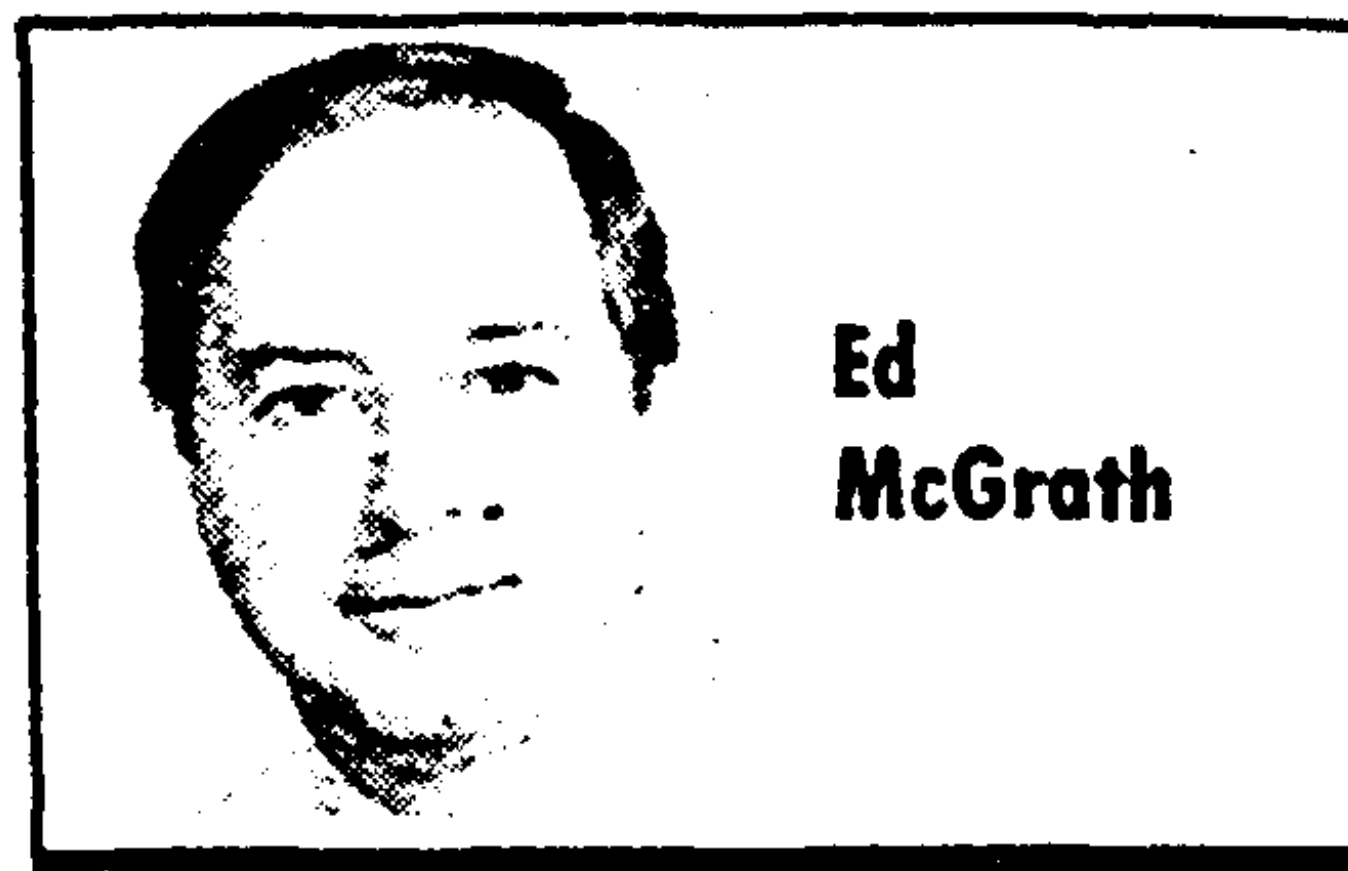
It is chaired by Andrew L. Ross, chief executive officer of Children's Square U.S.A. Ross had no contact with the Chamber before agreeing to chair Leadership Council Bluffs last fall.

Since, the group of future leaders has been busy with various seminars.

High points, Ross said, were speeches given by Thomas D. Whitson, chairman and president of Council Bluffs Savings Bank; John P. Nelson, president of Redland Group; and Thomas P. Hanafan, Council Bluffs mayor.

Each gave their vision of Council Bluffs.

Ross and Larry G. Mankin, president of the Chamber of Commerce, were at The Daily Nonpa-



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reil last week to explain the program.

Mankin said Council Bluffs needs to develop a "can do" spirit. Rich in history, Council Bluffs must draw from its history to determine its mission, its goals.

Leadership Council Bluffs was identified as a need in a 1984 economic-development study.

One of the most interesting aspects of the leadership program is to identify and reach out to various coalitions in Council Bluffs.

Labor, the Council Bluffs Business Association, Citizens for Community Improvement and the Pottawattamie County Taxpayers Association play significant roles in developing policy in Council Bluffs.

Interestingly enough, the Chamber of Commerce has been criticized for being reluctant to reach out to certain groups. It is a credit that the Chamber is attempting to reach out, although no member of the CCI, for instance, is in Leadership Council Bluffs.

The outcome of the local-option tax issue, defeated last November, may have been different had there been a bit more "coalition building" in Council Bluffs.

Repeated defeat of the local-option tax should be a clear reminder that a broader base of support is needed on issues critical to the future of the community, and that the charge on every issue cannot come from City Hall or from the Chamber.

Defining goals, leadership, coalition building — all are important factors in shaping public opinion and public policy.

Council Bluffs has a strong corps of leaders who have served our community well. With those in place and an annual leadership program, Council Bluffs has the potential leadership quality never before seen.

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Congratulations to Tammy Phillips, public relations coordinator for the Council Bluffs Community Schools.

Tammy was instrumental in publishing the West Broadway News. Volume 1, No. 1 was mailed last week. It is a quality publication that should do much to enhance the West Broadway beautification project.

West Council Bluffs was devastated by last July 15's tornadoes. Community leaders, working

with City Hall, have developed a program to beautify the area. Work was already started before the tornadoes struck. The tornadoes have created a sense of urgency in the project.

When West Broadway beautification comes about — after much hard work — entrance to our city from the west will be greatly enhanced.

And why not? Much has been done in east Council Bluffs. The riverfront project in Omaha has been much in the news.

There is something to be said for community spirit, but there is a need for neighborhood involvement, which is what should bring the West Broadway project to fruition.

Already, many have commented about the new storefront at Rog & Scotty's. More work is in the planning stages.

Members of the Council Bluffs West board of directors are: Duane Godfrey, chairman, Rog & Scotty's Super Valu; George Beno, Iowa West Racing Association; Dennis Eich, Peoples Natural Gas; Edward Morris, Amoco Food Shop; Gordon Ord, Jiffy Lube; Jerry Banks, Bredeaux Pisa; Tony Payne, First National Bank; and Phillips.

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