

LIVING

SUNDAY, JAN. 10, 2010 | C1

SIOUXCITYJOURNAL.COM

INSIDE Skiers treated to winter white. | C9

New Year's resolutions for the home

BY MELISSA RAYWORTH
The Associated Press

It's the season for resolutions, and for many people that means vowing to get their home in the best shape possible.

Whether it's clearing out clutter, catching up on small repairs, bringing fresh style to a favorite room or organizing closets, many of us have home on the brain as the new year begins.

For interior designers, "the phone rings in January, after the holidays," says Betsy Burnham, founder and principal designer at Burnham Design and Instant Space, in Los Angeles. "People take stock and make resolutions. People get motivated, which is great."

But how can you make sure those resolutions stick, and turn into real results?

Burnham and fellow interior designers Taniya Nayak (host of HGTV's "Destination Design," premiering in March) and Brian Patrick Flynn (of TBS' "Movie and a Makeover") offer strategies:

THINK IT THROUGH

You may be feeling inspired to jump into projects right away, but these designers recommend taking time to think and plan.

Burnham suggests spending a weekend leafing through design magazines. Tear out photos of things you love, creating a stack of tearsheets that show what you really want your space to look like. "Any of your rooms can look like any of those rooms," Burnham says, if you take the time to determine what you like and how to make it happen on your budget.

Flynn recommends searching your home for small spaces that aren't being used well. Take a look at alcoves and corners of rooms, then brainstorm new uses for them. Nayak suggests photographing each room, then looking at

HOME, PAGE C2

INSIDE

In the King's court

Author George Klein, a high school classmate of Elvis Presley, writes about the funny and generous pop culture icon. **C8**

Wedding advice

You planning a wedding, or know someone who has one on the horizon? Make sure the bride and groom discuss finances before the big day. **C3**

A taste of success?



Photo submitted

Cole Koehler, right, a native of Homer, Neb., co-produced and stars in a commercial for Doritos chips. The commercial was one of six chosen among more than 4,000 entered in the chip-makers fourth annual "Crash the Super Bowl" contest. Shown with Koehler is actor Mike Rylander.

A super ticket

Commercial lands Siouxlander in Super Bowl Doritos hunt

BY TIM GALLAGHER

tgallagher@siouxcityjournal.com

Cole Koehler, a native of Homer, Neb., heads from Minneapolis to Miami for the upcoming Super Bowl in four weeks.

The trip doesn't just represent a positive swing of 70 degrees on the thermometer.

It could also swing the pendulum for Koehler's career. The 1995 Homer High School graduate earned his Super Bowl trip by co-producing a Doritos commercial that may be one of three Doritos ads to air during the game. More than 4,000 commercials were entered, but only six were deemed finalists. "Snack Attack Samurai" by Koehler and Ben Krueger is one of the six.

Fans may view the ads and vote for their favorite once each day until Jan. 31. The site is www.crashtthesuperbowl.com.

Unemployed brothers Dave and Joe Herbert of Batesville, Ind., won the Doritos contest last year. The Huberts also pocketed \$1 million when USA Today dubbed their commercial the best spot aired during Super Bowl XLIII. The Huberts now have working inter-



Photo submitted

This photo shows Steven Hahn covered in fake Doritos. Hahn is a central figure in "Snack Attack Samurai" shot by Ben Krueger and Cole Koehler.

ests on both coasts and, according to Koehler, may have a movie deal in the works.

Koehler, a freelance filmmaker who also works as a camera assistant in Minneapolis, is thankful for the doors this Super Bowl shot could open.

"This gives me more opportunities to work with Ben and to keep making commercials,"

Koehler. "We hope to sign on with a production company."

"Snack Attack Samurai" features two young men who steal a bag of Doritos out of a school locker. A Samurai covered in Doritos armor gets his favorite snack back by throwing a Dorito chip into the neck of one of the thieves.

Koehler, who is in the spot,

unleashes a bone-chilling scream when the Doritos chip finds its mark.

Krueger mentioned their participation in this contest only three weeks before the deadline. The pair contacted friends in the production business and the group spent three days in a basement planning the commercial's story. While talking, they made fake Doritos out of foam and spray-painted each a familiar Doritos yellow/orange.

"It was more feasible than hot-gluing real Doritos," says Koehler, who admits to eating his share of the chips.

The pair submitted their commercial and didn't hear a word from Doritos on Dec. 21, the day finalists were announced. They heard a day later they'd been selected, and will receive \$25,000 from Doritos.

"We felt vindicated and shared a sense of accomplishment knowing our ideas are worth something," Koehler says.

The fact he's in this business is something of a surprise. The son of Debbie Dykstra of Sioux

COMMERCIAL, PAGE C2

Theater keeps Wakefield performers clucking

BY NICK HYTREK

nhytrek@siouxcityjournal.com

WAKEFIELD, Neb. — Much like the storybook character that's the namesake of their theater, Wakefield residents continue to do it themselves.

The Little Red Hen Theatre is a rarity in communities the size of Wakefield, population 1,411. Those towns may have a community theater organization, but they often utilize the stage at the local high school.

When volunteers here started their own organization back in the early 1990s, they decided the Little Red Hen needed its own nest.

"In a community this size, the school facility is pretty busy. It's really hard not to have a home, a place you can control the lights and the heat," managing di-

Details

The Little Red Hen Theatre's 2010 event lineup has yet to be announced, but Managing Director Val Bard said those interested can continue to check for an updated schedule at www.littlered-hentheatre.com or call (402) 287-2818.

rector Val Bard said. "It's hard to maintain a patron base, a base of actors without your own home."

The theater got its start when Jean Gardner took out an ad in the local paper inviting anyone interested in forming a community theater group to a meeting.

"Quite a few people came," Bard said.

They named their group Little Red Hen Theatre, in part because of the literary Little Red Hen, who decided to "do it herself" and



The Little Red Hen Theatre

also as a nod to the town's most well-known employer, egg processor Waldbaum Company (now Michael Foods). Gardner is

the widow of Dan Gardner, the former president of the company.

The first production took place in 1992 in a former

storage building that had been donated. Eventually, the building began to deteriorate and needed to be repaired or replaced. Wakefield residents decided to replace it.

Using donations and a grant from the Gardner Foundation in Wakefield, the group tore down the old theater and built the current one on the same site at 316 Main St. Opened in 2005, it includes 140 seats on risers that can be reconfigured to accommodate different stage dimensions, a huge costume storage area, a small shop area in which to build sets and props and lighting and sound equipment equal to most area theaters of similar size.

Each year, the theater group puts on three productions, drawing actors and volunteers from as far

away as South Sioux City and Norfolk, plus many towns in between.

The theater also brings in one touring production each year, hosts an annual high school art show and musical performances. Nearly every summer, it hosts the Missoula Children's Theatre, which puts on a weeklong clinic for local children and teens.

Through those types of activities and choosing productions that include actors young and old alike, the theater aims to include everyone in the community. Bard, the theatre's only paid employee, estimates that probably half of Wakefield's residents have volunteered for at least one show.

"There's nothing like bringing people together who have talent and bring them together so people can enjoy it," Bard said.



The Association Press

This kitchen was freshened up with a bold paint on the backsplash and a few accessories placed where clutter would otherwise gather.

Home: Resolutions for fresh home style

FROM C1

the images as if the home belongs to someone else. You'll view familiar spaces differently, with fresh eyes, she says.

Next, make a list of the jobs you really want to get to this year and determine the first steps you need to take for each. Schedule those first steps and gather any necessary tools or supplies. "You need to mentally prepare. Tell yourself, 'OK, Saturday's the day,' and then don't make any other plans," Nayak says. "The more things you do to prepare, the more invested you are in making it happen."

Not everything must be done in the first months of the year, say Burnham, but it's important to set things in motion. "Think about timing," she says. "Are your kids going to camp this summer, and would that be a great time to have a bit of upset around your house?"

SMALL CHANGES THAT BRING FRESH STYLE

If your resolution is to bring new style to your space, says Flynn, there are small changes you can make that will instantly freshen any room.

Start, he says, by pulling out unframed pieces of art or things that need new frames: "Yes, framing can be expensive and you may think, 'Why am I putting money into something I already own?' But right now, you're not using it," he says. "Take it to be framed, then when you get it back, next thing you know you're finishing rooms because you're so excited about the art."

Try swapping the art in one room with art in another. Experiment with mixing styles. You can always move things back if you don't love the new combinations.

"Redo your surfaces," says Burnham. "Take everything off your coffee table, all the pretties, then rearrange. Move books, boxes, collections to new spots."

STAYING ON TASK

To keep on schedule, commit to deadlines: Plan a home decor swap or holiday decoration swap with friends, Nayak says. If you have plans to trade stuff on a given date, you're going to actually go through your home and weed out what you don't want anymore. It's also environmentally friendly and affordable.

Another great motivator: Plan a party. "My living room doesn't get touched until I have a party planned. Then, something gets done," says Burnham. "You're probably not going to do it if you guys are hanging around in your pajamas. But if people are coming over ... It just works like that."

Figure out the obstacles to doing what you want and find ways around them. Dreading de-cluttering and reorganizing your kitchen? Merge your desire to get healthy or lose weight with the desire to de-clutter and organize your kitchen. Use one resolution to help you stick to the other, says Nayak.

OUTSIDE ASSISTANCE

Commercial: Film student realizes dream

FROM C1

City and Gayle Dahlkoetter of Homer followed his parents' career path into teaching. But he only taught art for one year.

"I didn't have the patience and I realized teaching wouldn't be my vocation," he says.

Koehler was working at a Sioux City framing shop when he did an Internet search for "Cheapest Film School." Places like the University of Southern California and New York University were out of reach, he admits.

Minneapolis Community and Technical College wasn't. That's where Koehler received the bulk of his technical training and met Krueger, plus others in the Twin Cities involved in production. He and Krueger did some student film projects, efforts that reminded Koehler of the work he did during Michelle Kimball's creative writing class back at Homer High.

Koehler moved to Los Angeles for a year, but came back to the Twin Cities a year ago to meet up with Krueger and embark on some other projects. With this Doritos ad, they might have stumbled into something.

There's a chance, Koehler says, that two Minnesota-based teams could be competing at Super Bowl XLIV. One would be these Doritos fellows, the other would be the Minnesota Vikings.

Online view

View six finalists in Doritos' fourth annual "Crash the Super Bowl" self-made commercial challenge by going to www.crashthesuperbowl.com. Viewers may vote for their favorite once per day through Jan. 31. Each vote earns a voter the chance to win two tickets to the Super Bowl, tickets that will be awarded daily this month.

"I am a Vikings fan, especially this year with them having Brett Favre and the team being so successful," says Koehler, a football player during his prep days. "It would be so cool to have another Minnesota team in the Super Bowl!"

For him, the journey began 24 years ago.

"I remember watching my first Super Bowl in 1986 when the Chicago Bears played the New England Patriots," he says. "That was the year the Bears did their Super Bowl Shuffle (a music video). It was a spectacle, so theatrical. I wondered at that point about someday having a Super Bowl commercial!"

And now, he's got a 50/50 chance of realizing that goal.

"It's a dream come true," he says.

Photo event to focus on Hawkeye football

SIoux CITY, Iowa – Veteran sports photographer Bob Rasmus will present an illustrated program about his almost three decades of shooting Hawkeye football at 2 p.m. Sunday, Jan. 17 at the Betty Strong Encounter Center on the riverfront. Admission will be free.

The event is offered in association with "Touchdown Iowa!" an exhibition of more than 50 Hawkeye football photographs shot by Rasmus from 1985 to 2008. "Touchdown Iowa!" will run through March at the Encounter Center.

Rasmus' program will look at images of coaches and players from the 2009 season, including running back Brandon Wegher, a Bishop Heelan High School graduate; and graduating Hawkeye linebacker Pat Angerer.

"2009 was a spectacular season. I'll speak about that from a photographer's point of view," says the retired Sioux City orthodontist.

Rasmus' presentation will include players from the past. Many of these memorable athletes are featured in "Touchdown Iowa!" such as South Dakotan Chad Greenway of the Minnesota Vikings and running back Shonn Greene of the New York Jets.

At Iowa, Greene was 2008 Big Ten offensive player of the Year and first team All-American. He scored the most rushing touchdowns in a season in Hawkeye history, with more than 100 yards rushing in every 2008 game.

"With every picture, there's a story. The story doesn't have to be a game-



Submitted photos

Bob Rasmus will discuss almost three decades of photographing Hawkeye football at 2 p.m. Sunday at the Betty Strong Encounter Center.



the Indianapolis Colts, Clark leads NFL tight ends in receiving.

Wide receiver Tim Dwight stands out as Iowa's all-time leading receiver and punt/kick-off returner. The former NFL player set Super Bowl records in kick-off and punt returns.

Rasmus will discuss his photographs of legendary Hawkeye coaches and College Football Hall of Fame inductees, including Larry Station, All-American defensive leader on Iowa's 1985 Big Ten Championship team. Station is Iowa's all-time leading tackler.

winning touchdown. It can be a profile of an individual player. But there's always a story. That's what I want to show with my work," says Rasmus who was born in Canby, Minn., and spent his last year of high school in Le Mars, Iowa.

Tight end Dallas Clark's story is filled with distinction. He was an All-American in 2002; and winner of the 2002 John Mackey Award, given to the nation's best tight end. Now with

\$100 BONUS + FREE ACTIVATION TO SWITCH*

Our UNLIMITED PLAN has no limitations!

NATIONWIDE COMPLETE UNLIMITED TALK + TEXT + WEB PLAN
Any Number • Any Network • Anytime • Anywhere in the US

ONLY \$69.95*
Save \$600/YR*

<p>Motorola A45Eco</p> <p>ONLY 1c*</p> <ul style="list-style-type: none"> Slide QWERTY Keyboard 2.0 MP Camera Music Player with FM Radio Eco-Friendly 	<p>BlackBerry® Curve™ 8520 smartphone</p> <p>\$29.95* (After \$50 mail-in rebate)</p> <ul style="list-style-type: none"> Wi-Fi® Enabled Music & Video Media Player Dedicated Media Keys 2.0 MP Camera with Video Recording 	<p>Nokia 5530 XpressMusic</p> <p>\$49.95* (After \$50 mail-in rebate)</p> <ul style="list-style-type: none"> Touch Screen Technology Wi-Fi® Enabled with FM Radio Music & Video Media Player 3.2 MP Camera
---	--	--

i wireless WHY PAY MORE. **T-Mobile AFFILIATE***

The i's have it!

30 Day Risk-Free Guarantee*

<p>i wireless Stores</p> <p>SIoux CITY Hy-Vee Pointe Super Center Southern Hills Mall Hy-Vee</p> <p>SOUTH SIoux CITY Hy-Vee</p>	<p>2827 Hamilton Blvd. 3134 Singing Hills Blvd. 4400 Sergeant Rd. 2501 Cornhusker Dr.</p>	<p>Preferred Dealer</p> <p>Sioux City E Eagles Clothing 1411 Jackson St.</p>	<p>BUSINESS CUSTOMERS 1.877.IWS.BIZZ (497-2499)</p>
--	---	---	--

CALL 1.888.684.0500 CLICK www.iwireless.com VISIT any of our 250 locations

*New activations only. Phone pricing requires two-year agreement. \$100 bonus credit and free activation is available to customers who port their number from another wireless carrier and sign a two-year agreement on rate plans \$50 and higher, one per account. Annual savings based on current Nationwide Unlimited Plan and Mobile Web Premium rates. Unlimited calling does not apply to directory assistance, international, or 900 numbers. Buy One Get One Free phones require activation on plans \$39 and higher; phone prices and free phones are after mail-in rebate. Taxes, fees, and other conditions apply. Phones subject to availability. Offer ends soon. See store for details and 30 Day Guarantee guidelines. © 2010 i wireless.