

**Landmarks, Inc.**

Established 1965

# Landmark News

The official newsletter of Landmarks, Inc.  
*Preserving and Protecting Omaha's Built Environment*

## Fall Event

Landmarks, Inc. and Restore Omaha presents:

### **Beef, How it Shaped Our Local Landmarks and Community**

**Friday, November 16, 2007**

4:30 p.m. Social

5:00 p.m. Lecture

6:00 p.m. Reception

Event Location: **El Museo Latino**  
4701 South 25 St.  
In Historic South Omaha

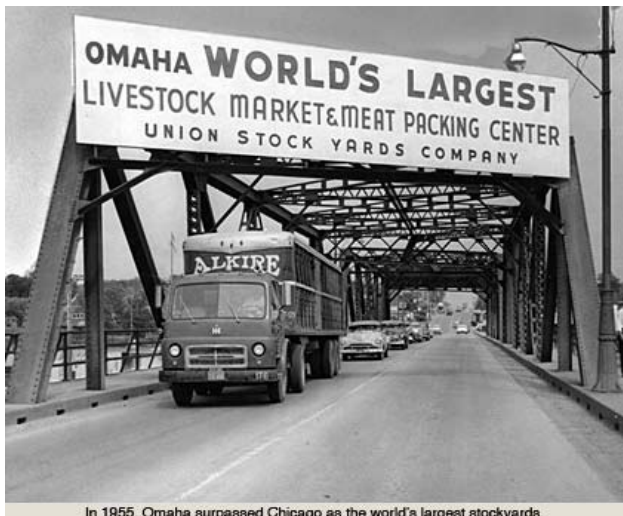
Folklorist, John Carter, with the Nebraska State Historical Society will tell the story of how the beef industry had a profound influence on Omaha's early development. Historic landmarks and leaders connected with the industry will be highlighted--to emphasize South Omaha's role in making a great city. There will be an informal reception and building tour following the lecture. This event is free to the public. Donations will be accepted.

Visit the following websites for information:

[www.omahalandmarks.org](http://www.omahalandmarks.org)

[www.restoreomaha.com](http://www.restoreomaha.com)

[www.elmuseolatino.org](http://www.elmuseolatino.org)



In 1955, Omaha surpassed Chicago as the world's largest stockyards.



Landmarks, Inc. gave tribute to architect, Thomas Kimball, by participating in the Saint Cecilia Cathedral Cornerstone Centennial Parade on October 6. The Parade marked the 100-year anniversary of the completion of the Cathedral and was followed by a festival in the Cathedral Plaza. Landmarks, Inc. was honored to be a part of this memorable event!



## Endangered Buildings List

The deadline to nominate a building to our endangered Building's list is Nov. 23, 2007. Once all nominations are collected, the Landmarks Board of Directors will review and vote on the nominations prior to the Annual meeting.

Nominations can be filled out directly at: [www.omahalandmarks.org](http://www.omahalandmarks.org)

## Baseball and the Making of a Nostalgic Place

Landmarks, Inc. has been contemplating the historical significance of Rosenblatt Stadium. Where do we stand on the issue of saving this structure, so sentimentally regarded by 14,067 petitioners who oppose building a new stadium?

Designed in 1949 by architect Leo Daly, the charming original stadium has since been covered up and modified to accommodate the wishes of the NCAA and its television sponsors. As a result, the College World Series has become bigger than ever. The stadium hardly displays architectural significance equal to other much older ballparks like the east façade of Lincoln's Memorial Stadium, or Chicago's Wrigley field, but anyone who has watched a late afternoon game under the Omaha sky will declare that Rosenblatt is still a very special place.

Meaningful to many, its placement on Omaha's most expansive hilltop viewpoint makes it a strong visual landmark to the community, and to all cross country commuters. Once inside, there is a definite sense of history captured within its walls. Over 11 million baseball fans have filled its bleachers while visiting the Royals and the College World Series. Baseball legends like Babe Ruth and Lou Gehrig, plus George Brett, Roger Clemens and Barry Bonds add fame to its rich history. The name "Rosenblatt" is a direct connection to Omaha's early baseball history. Prior to being Mayor of Omaha, Johnny Rosenblatt was one of the first who envisioned the stadium and turned it into reality. In his younger years, he played semi-pro ball at the old Western League Park on 15th & Vinton before it burned down in 1936.

Rosenblatt Stadium is like that favorite baseball mitt, worn in, comfortable and more familiar with each catch. With every inning of baseball played there, memories collect to shape its heart and soul. On such reflection comes from Steve Rosenblatt, son of Johnny, who remembers sitting next to famous spectators Dizzy Dean and Joe DiMaggio, while working the dugout at a Cardinals game.

Loyal College World Series fans are drawn to Rosenblatt from all over the country. Why? To watch kids play baseball on grass and dirt in the middle of America. That's it. A very simple and real idea. Because, for two weeks in June, people can drive away from their overly complex lives and live part of the American dream. And it is to Rosenblatt Field they come.

Saving Rosenblatt is not about saving a stadium, it is about holding onto an era. It's about preserving this genuine sporting event before it gets more exploited by the NCAA. Could a new ballpark capture any sense of history and tradition without being artificial? Keeping the event where it has been played for 58 years retains the one thing fans value most, tradition!

Paul Nelson

Landmarks, Inc. – President [pnelson@bvh.com](mailto:pnelson@bvh.com)

## Landmarks Partners with Schools for Heritage Education

What better way to promote preservation than youth education? As part of an effort to partner with local schools the Landmarks' board has reestablished a youth education committee. On the evening of October 12 the committee was at Durham Western Heritage Museum for Teacher's Night, the area's largest free educators' expo. The Smithsonian program was sponsored by Blue Cross Blue Shield of Nebraska, along with the Robert H. Storz Foundation and Thomas and Cynthia McGowan.

The event proved to be a valuable opportunity for board members to meet with teachers and share ideas about integrating historical buildings into their schools' curriculum. Specifically, the committee is working with teachers to develop lesson plans. This can involve: sharing information, resources, gathering useful support media and visiting students in class to talk about our built inheritance. To kick-off the program, Jennifer Honebrink, past president of Landmarks, Inc. will visit Russell Middle School in early November.

The committee is eager to work with additional schools to bring Omaha's landmarks to life for students. Along with exploring concepts in architecture, the integration of historic places into lesson plans is a proven approach to teaching social studies, regional history, city planning and civic involvement.

If you are interested in joining the committee, please contact Jennifer at [JHonebrink@alleypoyner.com](mailto:JHonebrink@alleypoyner.com)