



# Forward

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*The mission of the Iowa Newspaper Foundation is to champion and improve the quality and future of Iowa's newspaper enterprises and the communities they serve and to raise funds to fulfill this mission.*

## “Inspiring Women Leaders” set for September 30

The Iowa Newspaper Foundation will gather women from across Iowa to a first-of-its-kind event, “Inspiring Women Leaders” Our role and influence in Iowa’s newspapers,” on Friday, September 30, 2011.

The one-day event will be held high atop the Ruan Building in Downtown Des Moines at the historic Des Moines Club. Attendees will enjoy some of the best panoramic views of the city, along with fascinating speakers and panelists discussing the unique role women play in Iowa journalism.

Speakers and panelists include:

**Tracy Lucht, Simpson College**

**Jann Freed, Leadership Development Speaker, Author and Coach**

**Rekha Basu, Des Moines Register**

**Janette Larkin, Des Moines Business Publications**

**Barbara Mack, Iowa State University**

**Jo Martin, Times Citizen Communications**

The cost to attend the event is \$40 (\$20 for students.) That fee includes breakfast, lunch and refreshments. Additional program and speaker information, along with online registration can be found at [INAnews.com](http://INAnews.com).

The INF would like to thank Connie Wimer and Business Publications for sponsoring this event.

## Family honors INA Past President with Legacy Walk Brick

The late Bill Mertens was the regarded editor and publisher of the Burlington Hawk Eye from 1985 to 2004. In 1995, he received the Iowa Newspaper Association’s Distinguished Service Award and in 2001 was named Master Editor-Publisher. Mertens also served as INA President in 2003, prior to his passing in 2004. His family, wife Mary and sons Andrew, Michael and Ryan, recently commemorated a brick in the Iowa Newspaper Foundation Legacy Walk in honor of Bill.

“I walk by the INA headquarters often when I am in the East Village, and I’ve always loved reading the names and newspapers that are represented. Some of the names I recognize, many of the newspapers I read almost every day. I wanted to see my dad represented on the Legacy Walk because the newspaper industry was such an important part of his life,” says Andrew Mertens.

“My brothers and I grew up in newspaper. We spent a great deal of time as kids running around The Hawk Eye, playing Asteroid on Dad’s computer and watching the tiny TV in the employee lounge. I still miss that smell of the printing press, but even as we got older, I don’t think we fully appreciated the impact that newspaper had on our Dad’s life – or the impact that he had on the industry. I now get the opportunity to work with reporters and editors through my career and I’m still told stories about my Dad from newspaper veterans. I know

*Continued on page 2...*

## Register now!

**The time to register for the August 25th  
INF Golf Tournament at River Valley Golf  
Course in Adel is NOW!**

This fun event offers a variety of networking opportunities for Iowa’s newspaper professionals. Network with colleagues from across the state or take the opportunity to spend a day with local advertisers out on the links.



Registration rates are \$95 per person or \$350 for a foursome of golfers. Fees include green fees, cart, lunch and prizes. A post-tournament dinner is available for only \$15. To register or for more information, contact Jennifer Asa at (515) 422-9070 or [jasa@inanews.com](mailto:jasa@inanews.com).

# The INF announces new member of Heritage Builders Club

The Iowa Newspaper Foundation is pleased to announce that Jim Normandin of the Dubuque Telegraph Herald has joined the INF Heritage Builders Club.

The Heritage Builders program allows donors to determine the amount they wish to contribute to the INF each year (minimum of \$500) and how frequently they wish to make the gift. The end result is the achievement of an Individual Heritage Club membership, a cumulative gift of \$5,000. For more information about how to join the INF Heritage Clubs, contact Jennifer Asa, INF Director at (515) 244-2145 ext. 132.

The Iowa Newspaper Foundation appreciates Jim's generous commitment to the INF's mission.



# We Need Your Help!

The 2012 INA Convention and Trade Show is just around the corner and the Iowa Newspaper Foundation needs your help! Do you work with a great company who should be participating in the trade show as an exhibitor or sponsor? Please contact INF Director Jennifer Asa @ jasa@inanews.com or (515) 422-9070 and let us know about it.

If the exhibitor you suggest agrees to exhibit at the INA Trade Show, the INF will provide you with one complimentary registration to the INA Convention (\$70 value) and your choice of one free meal (Past Presidents' Luncheon or Awards Banquet.)

# Healthy Newz 4U is back for year three

The Iowa Newspaper Foundation is excited to announce the third year of the Healthy Newz 4U program in partnership with Wellmark Blue Cross Blue Shield of Iowa for the 2011-12 school year. Healthy Newz 4U is a program developed by the INF and Wellmark to help middle school students use the newspaper to enhance their understanding of health and wellness issues and foster healthy communities.



school administrator or area educator about the program and implementation. The Healthy Newz 4U program is designed to assist schools with the Iowa Department of Education's Healthy Kids Act. The Healthy Kids Act was signed into law in 2008 and establishes physical activity requirements for students and nutritional content standards for food and beverages sold on or provided on school grounds during the school day.

supplying educators and students with the materials. Don't miss this opportunity to share excellent health and wellness resources with your community. If you would like to order the Healthy Newz 4U program for your community, an order form has been included in this week's Bulletin. For more information contact Jana Shepherd at jshepherd@inanews.com or (515) 422-9051.

This comprehensive program will provide teacher guides and student materials on a bi-monthly basis throughout the school year. The guides provide timely health information accompanied by newspaper based activities. Through the support of Wellmark, all materials are available free of charge to INF members. Newspapers preferring a PDF to supplement their e-editions may download files from a Healthy Newz 4U website.

Interested publishers and newspaper staff can preview PDFs of the material at the Healthy Newz 4U website at [www.healthynewz4u.com](http://www.healthynewz4u.com).

If you participated in the program during the 2010-2011 school year, you do not have to sign-up for the program again. Your participation will automatically renew. Now is a great time to talk to a

As part of this free program, the INF requests that a participating newspaper publish promotional advertisements letting the community know that the newspaper is

# Mertens honored

...Continued from page 1

he touched many lives in this industry - and I know he'd be happy to see us giving back to the INF this way."

The Iowa Newspaper Foundation Legacy walk is an opportunity to leave a lasting tribute to Iowa newspapers. Commemorative bricks are installed in the



Andrew Mertens, son of the late Bill Mertens, displays the brick the Mertens family had placed in the INF's Legacy Walk.

Legacy Walk outside the Iowa Newspaper Association office building in Des Moines' historic East Village. Donations to the Legacy Walk are used by the Iowa Newspaper Foundation to improve the quality and future of Iowa's newspapers and the communities they serve through exceptional educational programs.

If you would like more information about the INF Legacy Walk, please contact Jennifer Asa at [jasa@inanews.com](mailto:jasa@inanews.com) or 515-422-9070.