



No. 134 Bob Hoig and Andrea Hoig
September 2012

Bob Hoig -- publisher of the weekly Midlands Business Journal and twice-monthly Lincoln Business Journal -- and Andrea Hoig -- publisher of the monthly metroMagazine and annual “Event Book” -- became the first father-daughter combination to be honored as Faces on the Barroom Floor.

Bob had just celebrated his 80th birthday. The octogenarian had returned to tennis at age 60 and took up flying as he approached 70. Andee

in the name of charity has rappelled down the Woodmen Tower and raced in high heels.

Artist Jim Horan portrayed the Dynamic Duo enjoying favorite activities -- Andee at a black-tie charity affair and Bob making air-mail deliveries from his airplane of his business newspapers.

Andee's favorite charity is the Nebraska Humane Society. So in addition to being surrounded in the caricature by elite party people, she is pictured with her pet cats. Meanwhile, caricatures of some of the famous people Bob has interviewed flutter below his Cessna 182 Skylane.

The Dynamic Duo were roasted and toasted by emcee Mary Maxwell, financier-author George Morgan, KMTV "Morning Blend" hosts Mike DiGiacomo and Mary Nelson, and Stuart Chittenden, Bob's stepson-in-law and vice president of David Day|Associates.

Maxwell, "Omaha's First Lady of Humor" and Face No. 109, led off the roast by noting that Bob often wears a T-shirt that says: "You don't scare me -- I have a daughter."

Roaster Morgan carried a glass of wine to the lectern, saying: "This is the first and last free drink I've ever gotten out of Bob."

And Bob heard a lot about his conservative political views. Maxwell said: "Bob is pretty conservative; Andee is not. She doesn't even read his editorials...Some people argue that Bob is so conservative he doesn't even make left turns when he is driving."

Chittenden offered: "Bob has an odd-looking plane. In our political climate and these times of cuts, he made some alterations. He just couldn't see the point of the left wing."

The "Morning Blend" duo teased Andee about the recent change of her first name (from Andy) and focused on Andee's verbal misadventures during her weekly appearances on the KMTV show. For example, an Andee quote from last March: "I feel like I look like a wet rat today!"

Andee responded to her roasters with: "I find it very difficult to make fun of old people" and concluded by turning to her father and saying. "He really has motivated and inspired me over the years. Dad, I love you."

Bob recalled that as a Press Club board member in 1966, he thought the idea of a club restaurant was "insane." But, he added, "I was the only negative vote." Five years later, he noted, support from First National Bank

made the dream of a permanent OPC home a reality.

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Bob began his journalism career in 1957 when he accidentally wandered into the *New York Daily News* lobby and scored a job as a copy boy. Over the next 20 years, he held reporting jobs at the *New York Daily News*, *Miami News*, *Lincoln Journal-Star* and *Omaha World-Herald*. He became editor of the *Douglas County Gazette* and was managing editor of the *Omaha Sun*.

After being assigned to Omaha by United Press International (UPI), he chose to stay in Omaha rather than return to New York.

Andrea "Andee" Hoig was *metroMagazine* editor when she purchased the publication (a.k.a. Metro Monthly) from her father in 1996 with the dream of transforming it into a vital component of the Omaha philanthropic community.

She created AHL Publications Inc., expanding products and publications offered, and created the "Big Event," an annual Academy Award-style evening recognizing efforts of those involved in successful events. She started the weekly interview radio show "metroCONNECTIONS: Spirit of Omaha."

Andee launched a weekly e-newsletter for charity events, the *Weekly Insider*, and is a weekly guest for *metroMagazine's* Weekly Insider segment on KMTV's "The Morning Blend" She launched the annual *101 Things to Love about the Omaha Metro*.