Legendary Husker linebacker, Jerry Murtaugh, to speak at Dec. 15 Shatel lunch

Jerry Murtaugh, a legendary linebacker on the 1970 national championship team for the Nebraska Cornhuskers, will be the guest speaker for the Shatel Lunch Series on Dec. 15.

An Omaha native, Murtaugh played for the Huskers from 1968-1970 and was a co-captain on the 1970 team. He went on to play one year in the NFL with the New England Patriots.

In recent years, Murtaugh has served as co-host of “The Legends” radio show on KXSP-AM (590), the ESPN radio channel in Omaha. The program runs from 9 to 10 a.m. on Saturdays and features interviews with past and present Husker sports legends.

In 2012, Murtaugh created a non-profit organization, the Husker Greats Foundation, to help former Husker athletes with their medical needs. He was inspired to start the foundation by a couple Husker football greats with serious health issues – quarterback David Humm (multiple sclerosis) and fullback Andra Franklin (died of heart failure).

By Tom O’Connor
OPC Committee Co-Chair

Murtaugh has recently co-authored a book, “If These Walls Could Talk,” which will be available for sale at the lunch. The book provides an insider’s look at Nebraska football with insights from players, coaches and administrators.

The Shatel Sports Series lunch costs $12 and is open to the public. It is held on the third Tuesday of every month. To RSVP, call (402) 345-8008 or email opcjeanie@gmail.com. The menu for the Dec. 15 lunch will include prime rib sandwiches and steak fries.

The Omaha Press Club Education Series takes you inside
KETV’S Burlington Station studio

The Burlington train station in downtown Omaha opened in 1898 in time for the Trans-Mississippi International Exposition and attracted visitors from around the world. It became a landmark on the National Register of Historic Places. But when passenger service ended, so did the Burlington Station in 1974. It seemed destined for the wrecking ball. But KETV and its owner, Hearst Television, have completely rehabilitated the building into a television studio. Now is your chance to see it on our tour of KETV’s Burlington Station studio.

THURSDAY, DEC. 10
$15 per person includes a box lunch, beginning at 11:30
Number of attendees is limited.
Be among the first to call 402-345-8008 for reservations or e-mail Jeanie at jeaniec@opc.omhcoxmail.com.
Non-press club members welcome

Park along 10th Street in front of the building at 1001 S. 10th Street. Use entrance along 10th street on the west side of the building

OPC corporate membership as an employee benefit

The Omaha Press Club Marketing/Membership Committee is launching a corporate membership campaign to target Omaha employers, especially companies with a downtown presence. A membership brochure will be rolled out as part of the project. Corporate members receive full access to OPC member benefits, which include personal dining privileges, reduced member rates for OPC events, free rental for events, reciprocal dining status at clubs around the nation and internationally, and more.

If you work for a company that may be interested in offering OPC membership as an employee benefit (the membership can be structured so employees pay their own membership dues, or the company can pay the dues for its employees), please contact Bridget Brooks at 402-393-4600 or by email at bw@buildimage.com.
Chamber’s Brown says:

Omaha offering jobs to ConAgra employees

By Claudia Bohn
Communications Committee

Omaha’s “We Don’t Coast” slogan has certainly proven to be true in recent years. Under the guidance of David Brown, president and CEO of the Greater Omaha Chamber of Commerce, Omaha has seen 535 projects, 27,571 jobs and $5.2 billion in capital investments in the past 10 years.

Brown told attendees at the Nov. 19 Omaha Press Club Education Forum to not expect anything less in the coming years.

With that success can also come some heartache. ConAgra’s recent announcement regarding the relocation of its corporate headquarters to Chicago was certainly a blow to the Omaha economy and job front. Unfortunately, Brown and his team had very little opportunity to change that decision.

Within hours, eight of Omaha’s biggest employers came to the table with nearly 800 jobs. A newly designed chamber website now serves as a networking tool for employers and job seekers. Networking events, career fairs and cocktail gatherings have and will continue to occur as part of a 10-month strategy.

“There was a huge vacuum that could have been filled with angst or optimism. We decided on the latter,” Brown said. “Since that announcement, we have been working day in and day out to make sure these people have access to resources. We will do everything we can to keep our talent where it belongs – in our community. We want them to remember why they chose Omaha in the first place – quality of life, schools, affordable housing and cultural events, etc.”

‘Face on the Barroom Floor’

By Don Summerside
OPC News Copy Editor

It was batter up and swing for the fences on Nov. 20 when Kyle Peterson’s friends took their shots at the Omaha Press Club’s newest “Face on the Barroom Floor.”

From boyhood pals to a next-door neighbor, Peterson chose roasters who knew their target well. The result was a lively and irreverent salute to the former baseball star and current ESPN analyst for college baseball.

For example, Tom Kelley, president of Five Points Bank Omaha and leadoff roaster, alleged that Peterson decided to resort to performance enhancing drugs to salvage his major league pitching career. But he took the wrong drug: Viagra. The bad news: no baseball comeback.

Batting second was Ben Fogarty, owner of Dundee Financial Services and a Peterson teammate at Creighton Prep. Ben recalled Kyle’s short-lived and less-than-enthusiastic attempts at teen-age jobs such as detasseling corn and a lawn service. “I always wondered who would pay him a good salary to work about six hours a week,” Ben said. “I never thought it would be ESPN.”

Brian Fahey, president of Missouri River Title Co., was No. 3 in the roster lineup. Peterson is widely known to be a member of the Creighton Prep and Stanford University athletic Halls of Fame. What isn’t generally known, Fahey said, is that Westside High and LSU also list Peterson in their Halls of Fame - for the runs he yielded to their baseball teams.

Batting cleanup was Trent Demulling, chief financial officer for Kiewit and Peterson’s neighbor. Demulling noted Peterson’s reluctance to spend money on household fixtures he thinks he doesn’t need. For example: shunning a snow blower and using a shovel instead. That led to Kyle carving out just minimum-width paths on his sidewalks and driveway, Demulling said. Laziness? No, said Peterson, his motto is: “It’s not lazy; it’s efficient.”

Emcee for the Face frolics was Jim Fogarty, co-owner of Legacy Preservation book publishers and a former OPC president. Kyle spent many teen-age hours in the Fogarty household with his buddy, Ben. And even then, Jim said, young Kyle was already practicing broadcasting styles, imitating the public ad-

(Continued on Page 4)
things are looking up for Creighton men's basketball. That's the outlook of Steve Pivovar, the longtime Omaha World-Herald sports writer who covers Bluejays athletics. He was the guest speaker at the OPC Shatel Lunch Series on Nov. 17.

At the lunch, Pivovar highlighted several new recruits – freshmen Khyri Thomas, Martin Krampelj and Justin Patton, and juniors Maurice Watson Jr. and Cole Huff – as players Creighton will be counting on to elevate the program.

In its second year in the Big East Conference, Creighton went 14-19 last season, tying Marquette for ninth place in the conference with a 4-14 record.

Pivovar was especially excited about what the future might hold for Patton, a 6'11” freshman who played last year at Omaha North High School. Patton has agreed to redshirt this season. “He needs to get in the weight room and put some bulk on (his 215-lb. frame),” Pivovar said.

He said that Patton's career path changed dramatically in the summer between his junior and senior years. “Something clicked,” Pivovar said, as Patton went to a Creighton summer camp, played AAU ball and elevated his status from an unknown Division I prospect to one of the top 50 high school recruits in the country.

Pivovar told those attending the lunch about a 5-minute stretch at a recent Creighton practice in which Patton put on a performance that would have had NBA scouts drooling. “I’m excited about watching Justin play. I think you could say he has a chance to play in the NBA.”

During his time at the podium, Tom Shatel, Omaha World-Herald sports columnist and host of the series, covered an array of topics including:

• Husker football (“This is a team that seems to sink or rise to the level of the opposition.”)
• The bedlam surrounding the University of Missouri and its football coach, Gary Pinkel, who sided with his disgruntled team at the expense of the university president (“It was a ballsy move . . . . but the head coach has to support his players.”). Pinkel has since announced that he is resigning after this season for health reasons.

One in a series of stories saluting members who have contributed significantly to the Omaha Press Club.

OPC Hero: Susan Eustice

By Judy Horan
OPC Committee Co-Chair

Susan Eustice is the first member in almost 60 years to serve more than 12 months as OPC president. The only other Omaha Press Club co-founder John Savage, was president in both 1956 and 1957.

The story began when Susan was president-elect in 2011. “I looked forward to a year before taking on the presidency.” But Chris Allen, who was OPC President at the time, was offered a prestigious Fulbright scholarship. That meant a temporary move to the country of Oman for the UNO professor. “So I ended up serving out his term and then mine.”

She felt that she had gained a lot from her Omaha Press Club membership. It was time to pay it back by serving as president.

But Susan had a few qualms. “I would be president of a restaurant. I know nothing about restaurants. But then it hit me that it was Steve Villamonte’s role to run the restaurant. I was responsible for the ‘Press’ side of the Omaha Press Club.”

OPC’s Professional Development program was an area where she had a positive impact during her presidency. “I worked to reinvigorate this valuable program for members.”

It wasn’t the first time. Susan also had worked to grow professional development programs for other organizations where she served as president the Public Relations Society of America (PRSA) and International Association of Business Communicators (IABC Omaha).

Her PRSA service and contacts brought about a valuable collaboration with the Omaha Press Club in the membership and professional development areas.

The Press Club supporter remembers the first time she walked into the club with her parents, Dr. Carlyle and Virginia Wilson: “My parents joined because they thought the view was the coolest ever. They would bring out-of-town guests here for dinner.”

Her job as divisional director, public relations and communications for The Salvation Army Western Division, gave Susan another reason to become a member. “I realized by joining, I could interact with people I work with every day,” she said. “I wanted to get to know them as volunteers for the OPC.”
In addition to his TV duties, Peterson is also delivering a fast pitch using his ESPN microphone like a baseball. Surrounding Kyle is his own Little League team – children Teddy, Jamie and Lacie - - with wife Julie winding up to hit a home run. At age 39, Peterson is one of the youngest “Faces on the Barroom Floor” and only the second baseball player, joining Hall of Famer Bob Gibson.

Peterson said he had never been to a “Face” event. Not knowing what was in store, he joked: “I thought it best for my children’s future that they weren’t here tonight.”

More seriously, Kyle concluded: “This honor really means a lot to me and my family. Thank you.”

Nominations are now open for the selection of inductees for the 2016 Hall of Fame. Nominees may be living or deceased and must have made notable contributions to broadcast, print or new media journalism. They must have shown exceptional leadership, courage or contributions to the news industry. They will have worked in the Omaha area during their career or they may have had a reasonable career in the area before going elsewhere.

Tell us why the person should be inducted into the OPC Journalists of Excellence Hall of Fame. Use a separate sheet.

*Please submit by March 6, 2016, to the Omaha Press Club Hall of Fame Committee, 1620 Dodge St., 22nd Floor Omaha, NE 68102. Or email to opchof@gmail.com.*

**Santa Brunch**

**Sunday, Dec. 13**

Two Seatings: 10 a.m. and 12:30 p.m.

Price: Adults $20 Children $10

A new, unwrapped toy to donate to the Salvation Army would be welcome.

For reservations, call 402-345-8008

**BUFFET**

Steamship Round of Beef
Baked Ham with Maple Whiskey Sauce
Chicken Crepes Supreme
Baked Tilapia Citron
Garlic Whipped Potatoes & Gravy
Seasonal Vegetables
Build-Your-Own Omelet à la Carte
Multi-Topping Belgian Waffle Bar
Salad Display, including Thunderbird Salad
Salmon Chaud Froid & Fresh Fruit
Fresh-Baked Pastries, Tortes & Cheesecakes
Chocolate Driscoll Strawberries
Deep Dish Apple Strudel with Branded French Vanilla Ice Cream
Spiked French Vanilla Eggnog

**OPC NEW YEAR’S EVE**

**Thursday, Dec. 31**

6 p.m. • $40 per person

**Hors d’oeuvres**

Continental Cheese & Fruit Display

**BUFFET**

OPC Famous Thunderbird Salad with Sauté Toppings
Peruvian Clam Chowder
Prime Rib of Beef
(Au Jus & Chantilly)
Chicken Marsala
(Sautéed in a Sweet Marsala Wine with Mushrooms and Bordelaise)
Blackened Tilapia
(Topped with a Black Bean & Corn Salsa and Lemon Buerre Blanc)
Dauphine Potatoes & Brandied Carrots

**Desserts**

Cherries Jubilee, Brownie a la Mode, Blackstone Cheesecake

**PROFESSIONAL DEVELOPMENT**

We’ll caucus at OPC before the Caucuses

A Professional Development session, titled “Social Media & Advertising in the Iowa Caucuses,” will be held at the OPC on Thursday, Jan. 28, 2016.

Come & learn how to make sense of political reporting in the digital age.

The timing is great as the Iowa Caucuses are the following Tuesday, Feb. 1.

Cost is $15 and the event will start at 5 p.m.
with a half-hour for hors d’oeuvres & a cash bar.

At 5:30 p.m. we will host a roundtable of speakers with a Q&A session following. Speakers will be announced in the December issue.

Please mark your calendars for Jan. 28.
For example, since my company is downtown I can get our entire staff over to the Press Club where Christine Villamonte can lay out a planned holiday lunch. Their ability to customize a menu for your group is almost limitless.

Another solution for those planning holiday cheer can be a holiday dinner or reception. Some evenings are still open for you to entertain your friends, family or colleagues in one of the club’s private areas. Whether in the newly remodeled Agnew Room or the Lauritzen Rooms overlooking north downtown, entertaining at the Press Club provides ambiance you can get nowhere else.

Finally, maybe the nicest part of the holidays is on those evenings when you really need to treat that special someone to dinner, but can’t stand the thought of cooking at home. For these nights, the Omaha Press Club has you covered. Nothing says “I love you” like a dinner at the Press Club overlooking the twinkling lights of downtown Omaha. Enjoy covered parking, the cozy Press Club fire, and toast the holidays from the comfort of your chair. But hurry if you want to make a reservation. December is the busiest month of the year at your Omaha Press Club.

Happy Holidays to you and your family!

Todd Murphy
OPC President

EXECUTIVE DIRECTOR’S NOTE

Club Happenings: It’s that time of the year again and we are in our busy season. It’s a great time to entertain clients, family and friends. Be sure to call the club with your reservation before coming to lunch or dinner. We still have room for events, so call Christine and book your gathering.

The Press Club’s Santa Brunch this year is set for Dec. 13 with two seatings: 10 a.m. and 12:30 p.m. A favorite for longtime members of OPC, the buffet features an all-from-scratch brunch-style buffet with a steamship round of beef and ice carving, Santa & Mrs. Claus for the kids, and live music for all to enjoy. This is a time to truly enjoy the club at its finest.

New Year’s Eve Prime Rib Buffet: Come bring in the New Year at the Press Club with our famous Prime Rib Buffet, Thursday, Dec. 31. Watch the fireworks show and enjoy live music by the band “Soldiers of Soul.” Party favors, drink specials and great food will be the theme of the night.

Steve Villamonte CEC, BS
Executive Director
Omaha Press Club

Keep OPC Foundation in your holiday thoughts

By now, as a Press Club member you have likely received a letter from the OPC Foundation as part of our annual fund drive. Last year’s campaign helped the foundation increase scholarship levels for the first time in years, long overdue in the face of ever-rising tuition costs. We hope to continue those efforts this year. I hope you will again consider journalism students and the future of the profession as you make your charitable donations before the end of the year.

And don’t forget to save the date for Friday, April 1. Once again, the Omaha Press Club Show will be appropriately staged on April Fool’s Day. If you missed last year’s show, talk to anyone who was there. It was the most lively and entertaining in years, something we’re hoping to build on in 2016. Hope to see you there.

Happy Holidays and Best Wishes for 2016!

Henry Cordes
Past President, OPC Foundation
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“Face on the Barroom Floor”
Tom O’Connor

Hall of Fame
Judy Horan, Todd Murphy

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WE’RE ONLINE! READ YOUR OPC NEWSLETTER AT WWW.OMAHAPRESSCLUB.COM

OPC EVENTS

Thurs., Dec. 10
OPC Noon Forum to be held at KETV/Burlington Building

Sun., Dec. 13
Santa Brunch
10 a.m. & 12:30 p.m. seatings

Tues., Dec. 15
Shatel Sports Series Lunch
Guest: Jerry Murtaugh

Thurs., Jan. 14
5 p.m. OPC Annual Meeting

Thurs., Jan. 21
Noon Education Forum
Don Wilhite, Climate Change

Thurs., Jan. 28
Professional Development Seminar
5 p.m.
“Social Media and the Iowa Caucuses”

Thurs., Feb. 25
Noon Education Forum
The Rev. Daniel Hendrickson, S.J., Ph.D.
President, Creighton University

Fri., April 1
OPC Show. Watch for details.

CLUB CLOSING DATES

December 25 & 26
Christmas Holiday

January 1
New Year’s Day

January 18
Martin Luther King Day

February 15
Presidents Day

May 30
Memorial Day

CANCELLATION POLICY:
All reservations must be cancelled 48 HOURS in advance.

Hours of Operation

LUNCH
Monday - Friday
11:30 a.m. to 2 p.m.

BAR
Tuesday - Saturday
4:30 p.m. to close

DINNER
Thursday - Saturday
5:30 p.m. to close

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Submissions for January issue are due on or before December 20.