World-Herald veteran Steve Jordon to be next ‘Face on Barroom Floor’
50-year reporter/Buffett columnist will be honored March 18

By Tom O’Connor
Face on the Floor Committee

Steve Jordon, an Omaha World-Herald reporter for 50 years and the man who covers Warren Buffett for the newspaper, will be honored March 18 as the Omaha Press Club’s next “Face on the Barroom Floor.”

The World-Herald is co-sponsoring the evening to salute Jordon’s half-century of service to the newspaper.

“Steve represents journalism at its best,” said Mike Reilly, a longtime World-Herald editor and a vice president of BH Media Group. “He’s a happy warrior, dedicated to truth, fairness and the interests of readers. We are delighted to team up with the Press Club in honor of Steve.”

Reilly will be one of Jordon’s roasters. Other confirmed roasters include: Lyn Ziegenbein, executive director emerita of the Peter Kiewit Foundation; Mike Kelly, Omaha World-Herald columnist (emcee); Mike Holmes, former editorial page editor for the World-Herald; Jim Fogarty, co-owner of Legacy Preservation Book Publishers and a former World-Herald reporter; and Pat Waters, former World-Herald business editor.

Jordon came to Bellevue, Neb., in 1962 with an Air Force family and earned a bachelor’s degree in journalism at the University of Nebraska-Lincoln. He was a student intern at the World-Herald when he wrote his first byline story on June 7, 1967, about Nebraska’s first Job Corps graduates.

Since joining the World-Herald full-time in 1968, Jordon has covered police, county government, the courts, youth, education and -- for the past 35 or so years -- business and the economy. He was business editor of the World-Herald for a decade and helped build it into a separate section of the newspaper, now titled “Money.”

Some of the stories Jordon has covered during his illustrious career include:
• the 1970 suitcase bombing that killed Omaha Police Officer Larry Minard;
• an expose on Nebraska businesses that used undocumented laborers for projects such as the CenturyLink Center;
• The 2002 Norfolk bank robbery;
• The Von Maur shootings in 2007; and
• The tornado at the Little Sioux Boy Scout camp in 2008.

In 2008, Jordon began a weekly column, called “Warren Watch,” about Warren Buffett and Berkshire Hathaway,

OPC leadership gathers at annual meeting

Pictured at the Jan. 12 annual board meeting are, front row from left: President Marcia Cady, President-elect Claudia Bohn, Immediate Past President Sean McGuire, and board members Liz Hruska and Tom Becka.

In the back are board members Kathleen Al-Marhoon, Tom Shatel, Secretary Bridget (Weide) Brooks, Executive Director Steve Villamonte, board members D.C. ‘Woody’ Bradford and Beth Weiss, and Past President Todd Murphy. Not pictured are Treasurer J.J. Bartlett and board members Gary Sadlemyer, Jeremy Maskel and Cindy Workman.

Photo by Gary Willis
the Omaha company that has become one of the nation’s largest corporations. In 2013, Jordon wrote a World-Herald book about Buffett titled, “The Oracle and Omaha: How Warren Buffett and His Hometown Shaped Each Other.”

His stories have been recognized by the Society of American Business Editors and Writers, the Associated Press, and the American Newspaper Publishers Association. His stories have been nominated by the World-Herald for the Pulitzer Prize.

Jordon has served as president of the Omaha Press Club and was a founding trustee of the Omaha Press Club Foundation. He has served as an advisor for Junior Achievement and to UNO’s student newspaper, The Gateway. He taught reporting and newswriting at Creighton University for about 20 years and is a regular speaker at UNO’s “Genius of Buffett” course for executive MBA students.

A percussionist for the Nebraska Wind Symphony, Jordon also plays drums in its affiliated big band, the Swingtones. He has been in the Omaha Press Club Show’s Royal Festival Orchestra since it was organized, and before that was a cast member and singer. He has played in rock n’ roll and Dixieland bands over the years, and currently is a conga player for “Monkey Funk,” an up-and-coming fusion band.

He and his wife, Helen, participate in the Nebraska Marching Band Alumni Association, playing snare drum and French horn, respectively, at Husker football game halftime once a year.

The Jordons’ family includes a daughter and son-in-law, Ingrid and Brandon Jordon-Thaden, and granddaughter, Mabel Thaden, from Albany, Calif.; and a son and daughter-in-law, Leland and Jin Jordon, from Washington, D.C. Ingrid is a botanist. Leland is a retired U.S. Marine Corps musician and now a computer coder. A native of Parkersburg, W.Va., Jordon is a world traveler. In grade school, he lived in Okinawa, Japan. The only U.S.

state left on his bucket list is Alaska. His foreign travel includes Japan, Norway, Germany, Austria, Russia, England, Canada, France, Switzerland, Belgium, Poland, Liechtenstein, Hungary and Italy.

An avid golfer, Jordon played tennis for many years including in the state tournament when he was at Bellevue High School.

“FACE ON THE BARROOM FLOOR”
Steve Jordon
Saturday, March 18
Reception: 5:30 - 6:30 p.m.
Dinner: 6:30 - 7:45 p.m.
Roast: 7:45 - 8:45 p.m.
Price: Members $50, Non-members $60
CALL 402-345-8008 FOR RESERVATIONS

The Omaha Press Club Educational Series examines
The future of health care

Daniel J. DeBehnke, M.D., M.B.A., chief executive officer of Nebraska Medicine, the hospital and clinical partner of the University of Nebraska Medical Center, will provide his views at the Omaha Press Club’s Noon Education Forum on Thursday, Feb. 16.

DeBehnke will speak about the current health care environment, the innovations ahead and the direction Nebraska Medicine is taking.

DeBehnke told the Omaha World-Herald that the key challenge facing health care is making the shift form “volume to value,” in which practitioners and hospitals are reimbursed for the quality of care they provide rather than the volume of patients they see.

DeBehnke became Nebraska Medicine’s CEO in July of last year. He previously was the CEO of Medical College Physicians, a physician practice in Milwaukee, and senior associate dean of clinical affairs-adult practice and professor of emergency medicine at the Medical College of Wisconsin.

“When you have your health, you have everything.” Ever heard that statement?

Health care is all the talk these days in the halls of Congress, among health care providers, insurance executives and around the kitchen table. So what is the future of health care?
OFC scholarship helps fulfill a passion for journalism

By Matthew Barros

After two short years, it is still difficult to describe what being the 2015 John Davis Scholarship recipient has meant to me.

Obviously, it would be easy to measure the meaning in monetary terms. For example, I could expound on the financial peace it provided a first-generation college student during his senior year, paying his own way through school. And although this account would be accurate, it would fall short of my truest sentiment.

Instead, I might mention how the John Davis Scholarship gave me validation; a belief that I could, and should, pursue a graduate-level degree. Indeed, it is with great humility that I am writing this as a second-semester, graduate teaching assistant for the University of Nebraska at Omaha’s School of Communication. In my role, I report to a past Omaha Press Club president, Dr. Chris Allen, and I share in the responsibility of producing UNO’s news broadcast, “The Omaha News.” It is such a tremendous opportunity to gain real-world, career experience while assisting UNO’s faculty in training young, aspiring journalists!

But above all else, and with great sincerity I say: Having my name associated with such a prestigious organization, without question, carries the biggest sense of meaning for me. In fact, it was during a bout with non-Hodgkin’s lymphoma nine years ago that I told myself: If I survive this, I am going to change my career path, and chase my passion as a writer and a journalist.

To have this life-altering decision validated before I even leave college will forever mean the world to me; and to be counted among such talented, exceptional people, I will forever be grateful to the Omaha Press Club.

Exciting times ahead for Omaha, Council Bluffs riverfront

By Claudia Bohn

Communications Committee

It’s been years in the making, but the potential for riverfront development that could be the site of concerts, events and festivals for Omaha and Council Bluffs is no longer a vision, but a reality.

Donn Seidholz, chairman of the Missouri River Commons Committee, told a capacity crowd at the Omaha Press Club that the committee is making major strides to activate the riverfront. Seidholz was the featured speaker at the Jan. 19 Educational Forum.

“The Missouri River Commons coalition is dedicated to activating the Omaha/Council Bluffs riverfront from a ‘sometimes destination’ into a place where people regularly go for excitement, relaxation and entertainment,” Seidholz said. “We envision a riverfront alive with festivals, concerts and recreational activities.”

Seidholz says the initiative is going to take a lot of heavy lifting.

“We will need a lot of people who are willing to roll up their sleeves and get to work,” he said. “Our fundraising efforts, to date, have been phenomenal and we are certainly seeing the support from both communities for this project.”

The foundation for the riverfront plan was developed following a recent study of the area by the Urban Land Institute. Filled with essential information, the study also posed three areas of focus: improve marketing of the area, better access to the riverfront, make it a destination.

Missouri River Commons is taking another major step: naming an executive director to carry out the study’s framework. Also vital to the project is the ongoing collaboration by community leaders in Omaha and Council Bluffs.

“The progress we have made to date would not be possible without the cooperation and full support of Omaha Mayor Jean Stothert and Council Bluffs Mayor Matt Walsh,” Seidholz said. “We are at a good time and a good place for this project. We want people to be involved and join us. You will have a chance to be part of legacy for generations to come.”

More information about the project can be found on the Greater Omaha Chamber of Commerce website.
Journalists of Excellence Hall of Fame
CALL FOR NOMINATIONS

Nominations are now open for the selection of inductees for the 2016 Hall of Fame. Nominees may be living or deceased and must have been working journalists who 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.

Your Name: ____________________________
Phone Number: ________________________
I nominate (name): ______________________
☐ Check here if the journalist is being nominated posthumously.

Tell us why the person should be inducted into the OPC Journalists of Excellence Hall of Fame (attach separate sheet if necessary).

Please submit by March 30, to the Omaha Press Club Hall of Fame Committee, 1620 Dodge St., 22nd Floor, Omaha, NE 68102. Or fax to 402-345-0114.

Valentine’s Champagne Brunch
Sunday, Feb. 12, 11 a.m. - 2 p.m.
For two or the whole family

Freshly Baked
Croissants, Blueberry, Cherry, Danishes, Caramel Pecan Rolls, Cinnamon Swirl French Toast with Freshly Whipped Cream, Candied Walnuts with Brown Sugar Glazed Bananas, Bread Pudding with Crème Anglais

Salad
Thunderbird Sauté, Shrimp & Garlic Chicken, Fresh Fruit, Antipasti Style Salad, Smoked Salmon Chaud Froid

Main
Grilled Asian BBQ Tilapia with Mango Relish, Apricot Orange Rosemary Pork, Gratin Potatoes with Artichokes, Balsamic Glazed Carrot, Italian Scramble (Spinach, Roma, Artichoke, Olives, Mozzarella & Capers), New England Clam Chowder

Carved
Rosemary & Garlic Rubbed Prime Rib with Horseradish Cream

Dessert
Chocolate Mousse Pastry Swan, Tiramisu

Includes a Glass of Champagne or Mimosa for Adults

Price: Adults $30 • Children $12

Valentine’s Day Dinner
Tuesday Feb. 14, 6 p.m.-9 p.m.

Appetizer Choice
Lobster Bisque
- or -
Roasted Garlic Pesto Chicken Meatball

Salad
OPC Famous Thunderbird Salad served in a Parmesan Crisp

Entrée Choices
Prime Rib of Beef with Chantilly and Au Jus, Pan-Roasted Rack of Lamb, Roasted Tenderloin served with Sauce Bordelaise, Shrimp Prawns and Tilapia Thermidor, Chicken Villa En Croute (Mushrooms, Onions, Sun-Dried Tomatoes, Fresh Herbs, Mozzarella) Wrapped in a Puff Pastry & Sauce Au Poivre

Dessert
Kahlua Chocolate Mousse Tort with an Oreo Crust & Chocolate Strawberry -or-
OPC Blackstone Cheesecake

Price: $100 per couple
Tax & Service Fee Included

St. Patrick’s Day Buffet
Saturday, March 17
11:30 a.m. - 8 p.m.

All-you-can-eat
Fresh Corned Beef
Boiled Cabbage
Irish New Potatoes
Dark Rye Bread & Butter

Dessert
Frosted Brownie

Price: Members $15

Reservations can be made by calling the Omaha Press Club at 402-345-8008
First of all, thank you for giving me the opportunity to serve the Omaha Press Club.

For those of you who don’t know me, I spent more than 20 years in television news in Minnesota, Iowa and Omaha and about as much time in public relations for political campaigns, a utility and cable company and now Blue Cross and Blue Shield of Nebraska where I handle media relations.

Through all my experiences I have always considered myself just a reporter. The Gallup Strengths Finder says I score the highest in input -- I’m inquisitive, I like to collect information because it interests me. My second strength is responsibility. No need for an explanation there, right?

So that leads me into what I hope the Omaha Press Club board can accomplish this year. I think it’s our responsibility to find the journalists, public relations professionals, business and political movers and shakers of the future and help them become members of the club.

We started down this path last year with KMTV’s promotional video asking Omahans to “start the night” at the club. My 24-year-old calls that “pre-gaming.”

With so many young people living downtown and midtown, it’s time to capitalize on that effort further by creating a complete social media campaign to communicate with that audience while at the same time maintaining the elite atmosphere of the club. That will mean an all-out effort to solicit new members where they work, where they live and get them to experience the club.

Once we get them here, let’s get them involved in our committees, events and functions. We’ll start with the professional organizations that have a natural fit with the club: the Public Relations Society of America, the Nebraska chapter of the American Marketing Association and American Advertising Federation, the Chamber’s Young Professional group and, of course, the working journalists in Omaha.

We’ll ask our current connections and partners to help us. We have a special opportunity with WOWT/Channel 6 now that we are working with them and the League of Women Voters to televise our highly regarded political debates.

We want to engage you, too, the members. What is it that you want the Omaha Press Club to be in 5, 10, 20 years? If you have ideas, please let the board know. Working together, we can bring a new energy to this institution we are so proud of.

- Marcia Cady, OPC President

With 2016 in the books, the club finished another year in the black. I can’t say it was easy, as we faced many challenges. The biggest improvement for the club last year was streamlining the membership categories from 37 down to four. This has helped new members identify which category they would be eligible for, and it has simplified the administration of the accounts. In addition, the streamlining has made it easier to attract and sign new members.

Another major improvement for the club is with our social media presence. We now have a video for advertising the club, which you can watch on the homepage of our website. We also have a radio commercial that runs regularly on KOIL-AM (1290).

As we move ahead in 2017, OPC now has a new head chef and a new assistant in the kitchen.

Upcoming events include the Valentine’s Sunday Brunch on Feb. 12 and our Valentine’s Day Dinner on Feb. 14. I will be in the kitchen for both. Also on the calendar is our annual St. Patrick’s Day Corned Beef Buffet running all day March 17.

On March 18, Steve Jordan, long-time club member and OPC supporter, is finally getting his due when he becomes the next “Face on the Barroom Floor.” I am personally excited for Steve.

Thank you all and see you at the club. Christine and I are looking forward to serving you another year.

- Steve Villamonte CEC, BS
OPC Executive Director
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WE’RE ONLINE! READ YOUR OPC NEWSLETTER AT OMAHAPRESSCLUB.COM

Thursday, March 16
Noon Education Forum
An actor portrays Peter Sarpy 150 years ago when Nebraska gained statehood

Friday, March 17
St. Patrick’s Buffet, 11:30 a.m. - 8 p.m.

Saturday, March 18
Steve Jordon, “Face on the Barroom Floor”
5:30 p.m reception, 6:30 p.m. dinner, 7:45 p.m. roast

Sunday, April 16
Easter Brunch,
10 a.m. and 12:30 p.m.

Wednesday, April 26
Professional Administrative Day

Friday, April 28
OPC Scholarship and Awards Dinner

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Submissions for March 1 issue are due on or before February 20.

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