



National Newspaper Association
309 S Providence Rd
Columbia, MO 65203
573-777-4980 Fax: 573-777-4985

Daniel M. Phillips Leadership Award 2015 NNA Checklist

Nominee Name: Chris Rhoades

Newspaper Name & Location: Enterprise Publishing Group

Nominated by: Allen Beermann

Age: 34

NNA Membership Information: Through 12/31/2015; verified: 5/1/2015

Year Nominated/Last Year Eligible for Award: 2015

Completed Nomination Form? Yes

Completed Nomination Letter? Yes

Documentation Supporting Nomination Criteria to Support the Areas Below? YES (Included in letters/form)

- Professional Achievement**
- Community Leadership and Service**
- NNA/National Involvement (Note: evidence of NNA service is not required)**

Biographical Sketch of Nominee? Yes

Three Letters of Reference? Yes

Photo Included? No

Daniel M. Phillips Leadership Award

2015 Nomination Form

Nominee Name Chris Rhoades

Nominator's Name Allen Beermann

Position Associate Publisher – Enterprise Publishing Group

Position Executive Director

Newspaper Blair Washington Co. Enterprise

Affiliation Nebraska Press Association

Address 138 N. 16th Street, PO Box 328

Address 845 "S" St

City, State, ZIP Blair, NE 68008-0328

City, State, ZIP Lincoln, NE 68508

Phone 402-426-2121 Fax _____

Phone 402-476-2851 Fax 402-476-2942

E-mail crhoades@enterprisepub.com

E-_____

mail abeermann@nebpress.com

Nominee's Age 34

Industry Leadership: Describe the nominee's activities and achievements that illustrate how the nominee serves to strengthen the newspaper industry through his or her leadership in the state press association.

See attached.

Community Leadership and Character: Describe and provide examples of how the nominee is well-respected in the community, of good reputation and integrity, and how he/she provides active leadership in serving the community on a local, state and/or regional level.

See attached.

NNA/National Leadership: Describe nominee's involvement in national organizations, such as NNA or other national/international service organizations or causes in which the nominee has been involved. (Evidence of NNA service is not required.)

See attached.

Please return the following by **May 1, 2015** to:

Phillips Award, National Newspaper Association, PO Box 7540, Columbia, MO 65205-7540 **OR** e-mail diane@nna.org.

- (1) This form
- (2) Letter of nomination
- (3) Three [3] letters to support the nomination from community leaders and/or professional peers
- (4) Documentation to support nomination criteria
- (5) Biographical sketch of nominee
- (6) Photo (if available)



CHRIS RHOADES bio

Like everyone in our family, Chris began to work at our newspaper at an early age. Starting at age 14 he worked summers in our circulation department up until he was about 17. He then switched to part-time sports reporter, again during his summer break throughout high school.

When Chris went off to college, he returned home during the summer his freshman year and hit the streets selling advertising. We assigned him ad sales for our Television listing sections. One of the toughest products we had to sell. He sold out all the annual packages over the summer, and many stayed on as advertisers for several years.

Chris decided to find other work during his summer breaks during college taking an internship at a local company.

After graduation from Wartburg college in Iowa, Chris made a decision on a career in the financial industry. He was hired by Edward Jones and spent a year in training at their St. Louis headquarters. The sales training he received during that time has helped him greatly and transitioned nicely into the newspaper world.

After several years in the finance industry, his dad Mark offered him a position with the family publishing company. Chris was put in charge of the Specialized Marketing Division at the parent company, the Enterprise. The Specialized Marketing Division products include Community Guides, Directories, sports posters, printing and even an Agricultural shopper. Basically, anything that was not newspaper related. Under Chris' direction, the division basically doubled in revenue every year for his first four years.

At that point Chris was named sales manager for the Enterprise, and continued to manage the SMD. Advertising sales also grew, and additional sales people were hired.

When two area newspapers came up for sale, Chris was also given the management responsibility for those papers. Chris is now the associate publisher for the Enterprise newspaper group where his responsibilities are management of the editorial and advertising departments as well as other general management duties.

Chris is currently leading the organization in new directions to embrace digital media, new editorial directions and production changes.

COMMUNITY ACTIVITIES

Blair Optimist Club-

in charge of annual pitch, hit and throw and punt, pass and kick competition

Blair Family YMCA-

Youth Soccer and baseball coach in Gretna Nebraska

NEWSPAPER ASSOCIATION ACTIVITIES

Chosen to participate in the Iowa Newspaper Foundation Leo Mores Leadership Institute

Nebraska Press Assoc. Outstanding Young Journalist 2011

Member Iowa Newspaper Association Convention Committee

Nebraska Press Association Marketing Committee

Nebraska Press Advertising Service Board of Directors

Speaker at University of Mississippi On Social Media in Newspapers

Speaker at Mississippi/Louisiana Press Convention - Social Media in Newspapers

Speaker at South Dakota Press Association Convention-

Speaker at Nebraska Press Association Convention

Diane Davis

From: Allen <abeermann@nebpress.com>
Sent: Monday, April 27, 2015 9:51 AM
To: diane@nna.org
Subject: Beermann; Daniel M. Phillips Leadership Award; Chris Rhoades Nomination
Attachments: CHRIS BIO.docx; Attached Message Part.txt

Diane,

I hereby nominate Chris Rhoades, Blair, NE for the Daniel M. Phillips Leadership Award for 2015.

Please see bio attached for information about Chris Rhoades.

Allen Beermann
Executive Director
NE Press Assoc

Please confirm receipt of this nomination.



April 30, 2015

To: Executive Director, Nebraska Press Association

Re: Chris Rhoades, Enterprise Publishing Co.

It is with great pleasure that I write this letter of recommendation for Chris Rhoades. I have had the opportunity to work with Chris over the past three years in a few different capacities.

Chris and I are both members of the Board of Directors for the Blair Optimist Club. He is very involved in club activities and supportive of the programs. Chris is always willing to step up and take the lead on different committees or providing his assistance in any way that he can. He is well respected amongst the other club members.

I also get to work with Chris on different projects through the Chamber of Commerce. He has a strong reputation in the community for being very professional and a hard worker. He is willing to go above and beyond when it comes to working on projects or ideas that will help the community. He is always looking for new and innovative ways to help support and promote our community. Chris is well known and well respected not only by local business members, but also around the State and Region. He is passionate about his work and helping other businesses be successful as well.

I believe that Chris Rhoades is true Leader and we are lucky to have him in our Community!

Sincerely,

Jordan Rishel, Executive Director

Blair Area Chamber of Commerce

Diane Davis

From: Allen <abeermann@nebpress.com>
Sent: Friday, May 01, 2015 3:03 PM
To: Diane Davis
Subject: Fwd: Chris

NNA Selection Committee
Daniel Phillips Leadership Award Nomination--Chris Rhoades of Blair, NE

I've known Chris for many years, and I think it's safe to say Chris is one of the real up and comers within the Nebraska Press Association's membership.

He currently serves on the NPA marketing committee, where his leadership skills are on brilliant display. He's a big picture guy who has a futurist vision of where the newspaper industry needs to go.

He has conducted numerous digital marketing workshops for the Nebraska Press Association. His sessions are so well received, he has been recruited as a presenter by many of our fellow state newspaper associations.

He is a third generation newspaper professional. Both his father and grandfather served as president of the Nebraska Press Association. Chris is certain to follow in their footsteps.

Chris is clearly worthy of special recognition. We are blessed to call him a member in excellent standing with the Nebraska Press Association and Nebraska Press Advertising Service.

Rob James
Nebraska Press Association



University, Miss. 38677

THE UNIVERSITY OF
MISSISSIPPI

Meek School of Journalism and New Media
114 Farley Hall
Post Office Box 1848
University, MS 38677-1848
(662) 915-7146
Fax: (662) 915-7765

April 29, 2015

To Whom It May Concern:

I am writing a letter in support of the nomination of Chris Rhoades of Blair, NE., for the Daniel M. Phillips Leadership Award.

I am a partner in a corporation that owns a weekly newspaper in the county seat, a newspaper in another town in the county and a total market circulation publication.

Our editor and publisher was not doing anything of significance on the web. He did not know how to promote his paper on Twitter and on Facebook. Basically the newspaper was languishing.

We searched around for a bright, young journalist who know how to do news and advertising and how to promote using the Internet and we found Chris Rhoades of Blair, NE.

We asked Chris if he would do consulting with our publisher and editor and then we asked Layne Bruce of the Mississippi Press Association if the MPA membership would be interested in asking Chris to do a workshop at the Meek School.

Not only did Chris do a great job with our publisher and editor, he led a very helpful workshop at Ole Miss and then did a session in Biloxi at the summer convention of the Mississippi Press Association.

I taught Dan Phillips when he was an undergraduate at Ole Miss, and Chris Rhoades is just like Dan. He is a bright young executive who keeps up with the latest developments in community journalism, is a community leader and is committed to community journalism--having grown up in a community newspaper family.

I heartily support the nomination of Chris Rhoades.

Sincerely,

Will Norton, Jr.
Professor and Dean
Meek School
University of Mississippi
University, Miss. 38677



PO Box 359 • Elgin, NE 68636 • 402.843.5500
www.elginreview.com • email: elgnrev@gpcom.net

Friday, May 1, 2015

Daniel M. Phillips
Leadership Award
Nomination Committee

Committee Members,

It is with great honor and privilege that I second the name of Chris Rhoades as a nominee for the Daniel M. Phillips Leadership Award.

Hailing from one of Nebraska's finest newspapers in Blair, there are few young men in the newspaper industry who can claim to serve the industry in a leadership capacity in the way Chris has through the years. As president of the Nebraska Press Association, I've seen first-hand how he has worked with newspapers large and small to become more tech savvy to improve the newspapers experience for their readers. When called upon, and that has been many times, he has helped greatly in the preparation for our annual convention, coming up with a theme and cover for our convention booklet which were greatly received. For example, at our recently completed 2015 convention in April, he presented several workshops on timely topics to better our publications.

Rhoades serves throughout the year on NPA committees including marketing and convention. He continues to help with our campaign to get people to "Believe in Newspapers."

As you can tell, our association benefits greatly from the expertise which Chris Rhoades provides. While others may choose to follow, only accept the challenge to lead. With leaders like Chris, newspapers will continue to tackle and solve the challenges which the future holds.

Sincerely,

Dennis L. Morgan
President, Nebraska Press Association