



Hoof Beats

Kiwanis Club of the Horse Heaven Hills

PO Box 6798, Kennewick, WA 99336

www.HorseHeavenKiwanis.org

October 26, 2009

Edited by: [John Lawson](#), [Donna Underwood](#), [Doug Brown](#)

If you have an announcement, advertisement, or article you'd like included, contact one of our editors.

Remember, there is always more information about our club on our website at www.HorseHeavenKiwanis.org

President Doug Brown opened the October 26 meeting. Wayne Underwood gave the invocation.

We had 2 guests this week: Jesse Kadinger from the Columbia Club and Rich Foepfel, a guest of Phil Slusser.

Birthdays, Anniversaries & Brags

Jim Hyde was wrangler.

Wayne Underwood regretted that he and Donna missed the Dinner Dance. Phil Slusser said it had been a wonderful event. Larry Hansmeier noted that Jonna was attending a Soroptomist event this afternoon. He also reminded us that he will be 65 this week. John Lawson congratulated Jim Hyde for helping get the lights working on the train. Andy Purdue said he was supporting the Oregon Ducks this past weekend.

Doug Brown had praise for the successful Dinner Dance and recognized people who had especially helped make it a success: Andy Purdue for the wine he donated to the auction, Jo Harrington for all the great centerpieces, Larry Hansmeier for auctioneer duty, Sarah Longan and Lorraine Cooper for keeping track of all the tickets.



Jo Harrington won this week's raffle and donated her proceeds to our Foundation.

Announcements and Coming Events

Special Things We Did Last Week



October Dinner Dance

Good friends, good food, good music...our *Kick'n It Up for Kids* dinner dance was another first class event at the Clover Island Inn. Highland Drive provided the music and we all had a wonderful time. Youth Services will be providing checks from our ticket sales and auction to both the Mid-Columbia Reading Foundation and the ARC of Tri-Cities youth programs. Special thanks to Lorraine Cooper and all of the Youth Services Committee for putting this event together again.

Our little train finally has all its outside lights working. Thanks to Jim Hyde, John Lawson, and Bernie Borgen for putting their heads together to work out the last of the problems. We now have headlights, tail lights, turn signals, brake lights, running lights and strobe all working again.

Math Night

October 30th will be Math Night at Virgie Robinson Elementary. Contact Jo Harrington if you would like to help out.

Book Donations

Jo Harrington announced a Mid-Columbia Reading Foundation project in conjunction with Barnes & Noble. They are supplying 3000 books to area children, and you can make a donation of a book designated for our K-Kids Schools (Virgie Robinson or Eastgate).

Membership Meeting

Don Barnes announced a Membership Committee meeting after the regular meeting to address Bernie Borgen's application for membership.

Salvation Army

Sarah Longan took Marilyn Hyde's signup sheet from table to table soliciting volunteers for Salvation Army bell ringers (weekends at Yoke's Market) again this year.

Greeter's Signup

John Lawson circulated the signup sheet for volunteers to help with guest and selling raffle tickets.

Auction

The four remaining table centerpieces that Jo Harrington created for last Saturday's dinner dance were auctioned for the benefit of the YSC project. Larry Hansmeier led the auction. Winning bidders were Marilyn Hyde, Mark Blotz, Wayne Underwood and Sarah Longan.

Meetings

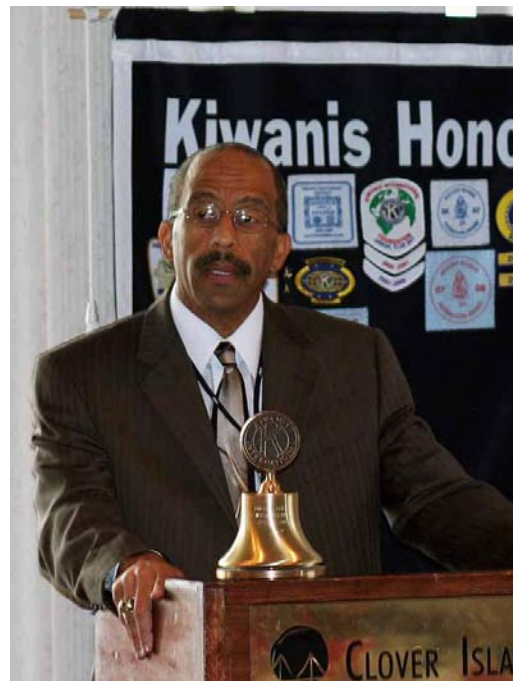
Youth Services will meet next week following the regular Kiwanis meeting, November 2. On Thursday November 5 there will be an Administrative Committee meeting at noon in the Crows Nest.

Next Week's Program:

**Genoveva Morales-Ledesma
GEAR UP**

This Week's Program:

**Rufus Friday
Future of the Newspaper Industry**



Rufus Friday

Rufus Friday, publisher of the Tri-City Herald, introduced himself with a brief biography and presented his views about the future of the newspaper industry.

Rufus had humble beginnings in a large family and grew up in a time and place that exposed him to racial prejudice. He and his siblings all managed to graduate from college. He relied on a football scholarship to help him achieve his goal.

He has brought a strong and solid management background to his position at the *Tri-City Herald*. He believes that the newspaper has had and continues to play a key role in meeting its first amendment responsibility for the community.

Despite media claims to the contrary. Newspapers are not becoming obsolete. The *Herald* is alive and well. It is facing and meeting simultaneous challenges due to both the economic downturn and due to rapid changes in technology. It is not a dying business. Newspapers will be around for a long long time. They have and will continue to change and evolve.

Some of those papers that have failed have been competing in markets that cannot support multiple papers through “joint operating agreements” that are artificial protectionist measures. Papers that focus on the needs of their readers can and do prosper. Many of the gloom and doom stories in abundance now originate with persons who have a bias towards other media. He noted too that some of the papers use talk of going out of business as a lever to trim their expenses in negotiations.

The medium itself is changing and will continue to evolve. The internet has not made the traditional paper obsolete. Instead they coexist as

complimentary ways to deliver the same or similar messages. The *Herald* has been positioning itself as a trusted information source for the Mid-Columbia in print and online. It has more news reporters than any other local media can support. There is really no other viable competition to the quality and trusted local news that the *Herald* can and does deliver.

Rufus cited data that shows newspapers remain more viable than other economic sectors. He cited the Real Estate and Automotive sectors for comparison. Still, he says it is always hard to make the tough choices when they result in cuts to service or staff.

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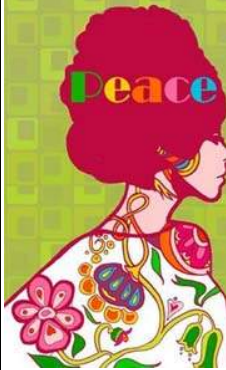
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