

The Golden Pica Pole Award is given for 50 or more years of service to Nebraska newspapers.

For those who don't know what a pica pole is - it's a metal ruler used by printers in the composing room to measure type by picas (12 points to the pica, six picas to the inch). *And a bit of trivia – way back in the day the pica pole was pounded against a metal surface in the ritual of honoring an employee leaving the premises for the last time.*

The Nebraska Press Association honored three pica pole recipients at the Saturday Awards Luncheon on April 22, 2017, as part of their 143rd Annual NPA Convention at the Country Inn & Suites-North, in Lincoln, NE.

Each recipient received a Golden Pica Pole Award certificate and a pica pole. The 2017 Golden Pica Pole recipients are:

Irene Barfknecht was a young widow raising two sons when she learned that the Superior Express was seeking a proofreader, and she applied. Three years later, her boss, publisher Howard Crilly, sold the newspaper, and she worked hard to train the new managing editor, Bill Blauvelt (now owner and publisher of the Superior Express).

She was there when the Addressograph was replaced by a Speedamat, and she was there to see a computer-based circulation system replace the Speedamat, but through it all she has kept a manual Royal typewriter from the 1940s on her desk.

Though more than 20 years past the normal retirement age, Irene continues to work at the Superior Express as she has for more than 50 years.

Steve Jordon was a student intern at the World-Herald when he wrote his first byline story in 1967 about Nebraska's first Job Corps graduates.

Since joining the World-Herald full-time in 1968, Steve has covered police, county government, the courts, youth, education, and for the past 35 or so years – business and the economy.

In 2008, he began a weekly column, called “Warren Watch,” about Warren Buffett and Berkshire Hathaway, the Omaha company that has become one of the nation's largest corporations, and in 2013, Steve wrote a World-Herald book about Buffett titled, *“The Oracle and Omaha: How Warren Buffett and His Home Town Shaped Each Other.”*

Given **Jack Schrieber's** 57 years in the newspaper industry, to say that ink runs in his veins may be an understatement.

Jack began his newspaper career as a freshman in high school in 1960, starting as a printer's devil for the Coleridge Blade and later working for the Wayne Herald.

In 1965, he decided to pursue a teaching degree, earning a bachelor's degree in music education from Wayne State College, and taught music at Allen consolidated school near Wayne until 1970.

Jack returned to newspapers full time in 1970, helping to oversee typesetting for ad creation as the assistant manager of dispatch at the Omaha World-Herald. His involvement in the World-Herald's conversion to electronic typesetting in 1972 led him to work in electronic ad production and supervision.

He moved to electronic maintenance at the World-Herald in 1978, taking electric classes and learning on the job. Jack transitioned to information technology in 1987, and has held a variety of jobs focused on editorial, archiving and production pre-press systems and continues to work for the World-Herald today.