

Marengo G.M. remembered by peers as advocate for weekly newspapers



Diane Goodlow, who died Tuesday, valued relationship with community

Both the Iowa Hawkeyes and Iowa community newspapers lost a friend this week with the death of Diane Goodlow, general manager of Marengo Publishing.

Goodlow, 54, of Brooklyn, Ia., died Tuesday of a heart attack. She was a 23-year employee of Marengo Publishing Corp., serving as general manager since 2009. She oversaw Marengo Publishing and Poweshiek Publications' print media in Iowa, Benton and Poweshiek counties, including the Pioneer-Republican, the Journal Tribune, the Poweshiek County Chronicle Republican, the Star Press Union, the Iowa County Advertiser, the 4-County Market and the Grinnell Pennysaver. All are Des Moines Register publications.

Goodlow joined Marengo

Publishing in 1991 as a bookkeeper; she was named general manager in July 2009.

As general manager, Goodlow coordinated the production of newspapers and shoppers reaching more than 30,000 households in Iowa, Benton and Poweshiek counties.

"Leading the newspaper group, she saw her colleagues as people, not positions," said Jim Magdefrau, Marengo Publishing group editor. "She saw the subscribers as neighbors and friends rather than customers. She truly cared about the people in this area and provided all she could to keep the newspapers going in our area. She gave everything she had to the job."

Through the years, Goodlow was a strong advocate for the role of weekly newspapers in

the communities they served, co-workers said. Goodlow understood the importance of community involvement beyond job requirements. Under her guidance, MPC and Poweshiek Publications participated in a children's winter clothing drive as well as annual food drives for local food banks.

In an email message to the Register staff, Register Media President and Publisher Rick Green wrote: "She was a beloved member of the MPC and Register Media family. Diane worked with people in every department of the Register. She was a good partner, focused on the important ties in the communities she served and with the customers who loved working with her. Her passing is a great loss to our

team."

Current and former co-workers remember her ability to be a boss and a friend at the same time.

"She was so much more than a boss to all of her employees," said Jill Brown, MPC advertising director. "She was truly a friend. Diane had an amazing gift of making each and every one of us feel special, because to her, we were family."

Goodlow was an avid Iowa Hawkeye fan.

"Who would have known when I hired Diane that she would become a great friend, also?" said Mike Simmons, former MPC owner and publisher. "The friendship extended past work to her roommate and friends and all of her family and tailgating at Hawkeye football games."

BROOKLYN RESIDENT

PCCR 10-29-2014

Diane Goodlow, 54

Funeral service for Diane L. Goodlow, 54, Brooklyn, was held at 10:30 a.m. Saturday, Oct. 25, at First Presbyterian Church, Brooklyn. She died Tuesday, Oct. 21, 2014.

The Rev. John Reynolds Jr. officiated at the service.

Burial was in Brooklyn Memorial Cemetery.

Kloster Funeral Home, Brooklyn, was in charge of arrangements. Online condolences may be left at www.kloster-funeralhome.com.

Memorials may be made to the BGM Citizens Scholarship Fund or First Presbyterian Church, Brooklyn.

Diane Leona Goodlow was born July 7, 1960, in Grinnell. She graduated from BGM High School in 1978 and worked as sta-

tion manager at the Star Inn. She received her accounting degree in 1990 from the University of Iowa, Iowa City. She had been employed with Marenco Publishing Corporation since February of 1991 and was currently general manager of Marenco Publishing and Poweshiek Publications.

She was a very loyal and avid Hawkeye fan. She was president of the 5:01 Club. She also enjoyed the Chicago Cubs. Most of all, Diane cherished and loved her family and friends and spending time with them. She was a member of the First Presbyterian Church, Brooklyn; the I-Club and the University of Iowa Alumni Association.

Goodlow is survived by her mother, Marilyn Goodlow, Brooklyn; her

siblings, Krista Humphrey, Brooklyn; Steven (Leslie) Goodlow, Albia, and Mari (Bill) Lenius, Atlanta, Ga.; special friends, Linda "Herky" Maschmann, Brooklyn, and Karen "Cy" Winwood, Williamsburg; nieces and nephews, Joshua (Heather) Humphrey, Millersburg; Megan (Andy) Vajgrt, Williamsburg; Elza and Edison Goodlow, Albia, and Erin Diane, Emily and Reagan Lenius, Atlanta; great-niece and great-nephews, Rebecca, Mason and baby Vajgrt, on the way, Williamsburg.

She was preceded in death by her maternal grandparents, Vesta and Leona Johnston; paternal grandparents, Elza and Alice Goodlow, and a brother-in-law, Larry Humphrey.

DIANE LEONA GOODLOW

Diane Leona Goodlow, age 54 of Brooklyn, died suddenly on Tuesday, October 21, 2014. Funeral services were held Saturday, October 25, 2014, First Presbyterian Church, Brooklyn, with Rev. John Reynolds, Jr. officiating. Burial was in the Brooklyn Memorial Cemetery, Brooklyn. Memorials may be contributed to the BGM Citizens Scholarship Fund, or the First Presbyterian Church, Brooklyn.

Diane is survived by her mother, Marilyn Goodlow of Brooklyn; her siblings, Krista Humphrey of Brooklyn, Steven Goodlow (Leslie) of Albia, and Mari Lenius (Bill) of Atlanta, GA; special friends, Linda "Herky" Maschmann of Brooklyn and Karin Cy" Winwood of Williamsburg; nieces and nephews, Joshua (Heather) Humphrey of Millersburg, Megan (Andy) Vajgrt of Williamsburg, Elza and Madison Goodlow of Albia, and Erin Diane, Emily and Reagan Lenius of Atlanta, GA; and great-niece and nephews, Rebecca, Mason, and Baby Vajgrt on the way, of Williamsburg.

Diane was preceded in death by her maternal grandparents, Vesta and Leona Johnston; paternal grandparents, Elza and Alice Goodlow; and a brother-in-law Larry Humphrey.

Diane Leona Goodlow was born July 7, 1960, in Grinnell. She graduated from BGM High School with the Class of 1978, and worked as station manager of the Star Inn. She received her accounting degree in 1990 from the University of Iowa. Diane was employed with Marengo Publishing Corporation since February of 1991. She was currently the general manager of Marengo Publishing and Poweshiek Publications.

Diane was a very loyal and avid Hawkeye fan. She was president of the 5:01 Club. She also enjoyed the Chicago Cubs. Most of all Diane cherished and loved her family and friends, and spending time with them. She was a member of the First Presbyterian Church, Brooklyn, the I-Club, and the University of Iowa Alumni Association.

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Celebrating the life of Diane C 1960

By MELINDA WICHMANN
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Leader. Advocate. Friend.

Diane Goodlow was more than a boss and her sudden passing has left colleagues in three counties reflecting on the impact she had on their lives.

Goodlow, 54, Brooklyn, died Tuesday, Oct. 21, 2014. (See obituary in this issue.) She was a 23-year employee of Marengo Publishing Corporation (MPC), serving as general manager since 2009. She oversaw MPC and Poweshiek Publications' print media in Iowa, Benton and Poweshiek counties, including The Pioneer-Republican, The Journal Tribune, The Poweshiek County Chronicle Republican, The Star Press Union, the Iowa County Advertiser, The 4-County Market and the Grinnell Pennysaver.

Goodlow joined MPC in 1991 as a bookkeeper and was named general manager in July 2009, stepping into the position after former publisher Dan DeBettignies retired due to health reasons.

As general manager, Goodlow worked side by side with news and advertising staff to coordinate the production of newspapers and shoppers reaching more than 30,000 homes in the Iowa, Benton and Poweshiek county area.

Through the years, Goodlow was a strong advocate for the role of weekly newspapers in the communities they served. She understood the importance of the relationships formed by the newspapers' editorial, advertising and business staff and the individuals and business owners they interacted with every day.

In an email message, Des Moines Register Media president and publisher Rick Green stated, "She was a beloved member of the MPC and Register Media family. Diane worked with people in every department of the Register. She was a good partner, focused on the important ties in the communities she served and with the customers who loved working with her. Her passing is a great loss to our team."

Current and former coworkers remember her ability to be a boss and a friend at the same time.

"We are all so blessed to have had Diane Goodlow in our lives," said Jill Brown, MPC advertising director. "She was so much more than a boss to all of her employees. She was truly a friend. Diane had an amazing gift of making each and every one of us feel special, because to her, we were family. I personally feel blessed that my last conversation with Diane was filled with her one-of-a-kind infectious laugh. I will forever cherish the memories of my friend."

"Leading the newspaper group, she saw her colleagues as people,

Goodlow

-2014 Penny Saver
10-29-2014



not positions," said Jim Magdefrau, MPC group editor. "She saw the subscribers as neighbors and friends rather than customers. She truly cared about the people in this area and provided all she could to keep the newspapers going in our area. She gave everything she had to the job."

"Diane was one of the most loving, giving and caring individuals I have ever known," said Mike Simmons, former MPC owner and publisher. "If a problem arose at work, she would help finish the project or solve the problem, then go back to her work even if it meant working extra hours sometimes into the night or in later years, pulling an all-nighter to get her work done. And it was always done with a smile and never a complaint."

During her tenure, Goodlow remained focused on the importance of customer service and strong ties with the community, as well as helping the MPC news and sales staff produce products that reflected the best of those communities.

"One of my career goals was to be an editor of a newspaper," said Brian Rathjen, Newspapers of Iowa County managing editor. "I am very grateful to no end that Diane Goodlow gave me that opportunity. I am thankful for what she taught me over the past three years. She praised us when we earned it, scolded us when we deserved it, and always told us we were doing a good job. She's helped me grow, to work through difficulties and to put out a better product."

Goodlow understood the importance of community involvement beyond job requirements. Under her guidance, MPC and Poweshiek Publications participated in a children's winter clothing drive as well as annual food drives for local food banks. She made sure MPC supported local fundraisers, benefits and youth activities, either with monetary donations, free subscriptions or discounted advertising, and encouraged MPC employees to volunteer within the community.

Goodlow was an avid Iowa Hawkeye fan and treasured the time spent with her family and friends tailgating and attending Iowa football games.

"Who would have known when I hired Diane that she would become a great friend, also?" said Simmons. "The friendship extended past work to her roommate and friends and all of her family and tailgating at Hawkeye football games. We'll miss her greatly. The Hawkeyes lost a great friend and supporter this week."

We miss you deeply!
Your MPC Family