



NEWS RELEASE

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AUTHOR RECEIVES NATIONAL AND INTERNATIONAL AWARDS

LA CROSSE, WI – Within a three-week span, a publication largely edited and written by Timothy S. Jacobson garnered both a national and an international award for communication excellence.



On the evening of April 16, 2013, Jacobson accepted a ClearMark Award of Distinction from the Center for Plain Language on behalf of Mississippi Valley Conservancy in a ceremony held at The National Press Club in Washington DC. Jacobson serves as executive director of the Conservancy.



Now, the International Academy of Visual Arts has recognized the Conservancy and its outside design consultant, NewGround, Inc., with a Communicator Award of Distinction for MVC's 15th anniversary magazine, entitled "Conserved."

MVC and NewGround competed with much larger groups from around the country and around the world, including the American Academy of Pediatrics and the March of Dimes.

The Communicator Awards is the leading international awards program recognizing big ideas in marketing and communications. Founded nearly two decades ago, The Communicator Awards receives over 6,000 entries from companies and agencies of all sizes, making it one of the largest awards of its kind in the world.

According to the International Academy of Visual Arts, the "Communicator Awards honors work that transcends innovation and craft - work that made a lasting impact. The Award of Distinction is presented for projects that exceed industry standards in quality and achievement."

The ClearMark Awards are given to the best plain language documents and web sites. They are judged by a panel of international experts, following a strict set of criteria. More information about the awards can be found at <http://centerforplainlanguage.org/awards/clearmark2013/>.

"The bluffs region of the Upper Mississippi River Valley possesses world-class scenery, tremendous natural resources and opportunities for outdoor recreation, and countless people committed to conservation," Tim Jacobson said. "We created the magazine as a celebration of our precious landscape and the caring landowners MVC has been privileged to work with over the past decade-and-a-half. We're thrilled to be able to share these wonderful stories and gorgeous landscape photos with the world. We hope it will inspire even more conservation."

MVC's 15th anniversary magazine resulted from a large team effort. Articles were written by several people, including Jacobson, MVC co-founder David Skoloda, writer Joe Orso, Viterbo University Prof. Rick Kyte, communications professional Nancy North. Design, content direction and project management services were donated to MVC by Nancy North and Catie Knudson of NewGround, Inc. Editing was performed jointly by Nancy North and Tim Jacobson. A variety of photographers contributed to the document including Jacobson, and numerous photos by nationally acclaimed landscape photographer Robert J. Hurt.

Jacobson added, "I'm very appreciative of the awards from the International Academy of Visual Arts and the Center for Plain Language. Also, I'm thankful to the creative team who contributed articles, photographs, design work and editing assistance to ensure the publication is top-notch."

The award-winning magazine can be found online in its entirety at www.mississippivalleyconservancy.org/DigDeeper/Newsletters.aspx.

WHO IS BEHIND THE COMMUNICATOR AWARDS?

The Communicator Awards is sanctioned and judged by the International Academy of Visual Arts, an invitation-only group consisting of top-tier professionals from acclaimed media, communications, advertising, creative and marketing firms. IAVA members include executives from organizations such as Airtype Studio, Big Spaceship, Conde Nast, Coach, Disney, The Ellen Degeneres Show, Estee Lauder, Fry Hammond Barr, Lockheed Martin, MTV Networks, Pitney Bowes, rabble+rouser, Sotheby's Institute of Art, Time, Inc, Victoria's Secret, Wired, and Yahoo! To learn more about the IAVA, visit www.iavisarts.org.

ABOUT THE CENTER FOR PLAIN LANGUAGE

The Center for Plain Language is a non-profit organization that wants government and business documents to be clear and understandable. The Center supports those who use plain language, trains those who should use plain language, and urges people to demand plain language in all the documents they receive, read, and use. www.centerforplainlanguage.org

ABOUT THE NATIONAL PRESS CLUB

The National Press Club, a private club for journalists and communications professionals, has been a Washington institution for more than a century. It is also a world-class conference and meeting facility that hosts thousands of events each year for sophisticated clients from around the globe. And while these are the Club's functions, its mission is to be The World's Leading Professional Organization for Journalists. It is a social and business organization dedicated to supporting the ongoing improvement of the profession of journalism. www.press.org

ABOUT EDITOR/WRITER TIMOTHY S. JACOBSON

Jacobson is the author of the best selling thriller *The Kurchatov Penetration*, a book published by Visjonær Press. Jacobson also is a freelance writer of magazine articles and executive producer of the documentary *Mysteries of the Driftless*, scheduled for release in summer 2013. He has served for seven years as executive director of Mississippi Valley Conservancy. Prior to that, he led the law firm O'Flaherty Heim Egan Ltd. as president.

Jacobson has engaged in a dizzying array of vocations and avocations, including serving as a U.S. Air Force Auxiliary (Civil Air Patrol) mission pilot, trial attorney in private practice and law firm executive, novelist, documentary filmmaker, conservationist, chief techie geek of a dot-com business, computer programmer, blacksmith, and motivational speaker with a black belt in

karate and an advanced scuba diving certification. His skilled legal advocacy led *Law & Politics* and *Milwaukee Magazine* to jointly name him a “Super Lawyer,” and he has appeared and advocated before the United States Supreme Court. *USA Today* once said, “If ... Jacobson[‘s firm] isn’t careful, it may wind up giving lawyers a good name.” *Saint Paul Pioneer Press* called his former firm “one of the most Internet-savvy law firms in existence.” He led the nonprofit Mississippi Valley Conservancy to receive national accreditation and be recognized as “Land Trust of the Year” and “Friend of Conservation - Outstanding Organization.” He is a proud father of one daughter.

Jacobson’s novel, *The Kurchatov Penetration*, is available for purchase as a paperback book at amazon.com, barnesandnoble.com and at other major book retailers. The thriller is available in multiple eBook formats, including Kindle, Nook and Apple iBook. More information can be found at www.KurchatovPenetration.com , www.facebook.com/KurchatovP , www.twitter.com/KurchatovP and www.VisjonærPress.com .

ABOUT VISJONÆR PRESS

The mission of Visjonær Press is seeking out and publishing books of quality that tickle the mind, engage the heart, and offer an exploration of the tangible world or the world of thought. We strive to inspire, provoke, educate, entertain and fascinate the readers of our books.

Visjonær is our name. Being visionary is our mission.

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