

## Goldstein named entrepreneur of year

Larry Nash was honored Thursday as Volunteer of the Year for his work on the Maasdam Barns and Jefferson County trails.

By DIANE VANCE, Ledger staff writer | Dec 09, 2011



Photo by: PHOTO SUBMITTED

Hal Goldstein, founder and owner of Thaddeus Computing and publisher of iPhone Life magazine, was named Fairfield's Entrepreneur of the Year at Thursday's annual awards banquet.

Fairfield Entrepreneurs Association honored Hal Goldstein, founder of Thaddeus Computing 26 years ago in Fairfield, as its Entrepreneur of the Year during the annual awards banquet Thursday night.

Also recognized and honored at the dinner were: Abundance Eco Village, with the Fairfield First! Award; Dr. Larry Nash, Fairfield Volunteer of the Year; Doug Daller, Fairfield Entertainer of the Year; James Falcon Wilson, Fairfield Entrepreneurs Association Hall of Fame. Fairfield artist, Mark Shafer, unveiled his portrait of Jack McMahan, last year's inductee into Fairfield Entrepreneurs Association Hall of Fame.

McMahon headed the supermarket refrigerated display part of Barker Company for 30 years; growing from nine employees in 1982 to more than 600 in Keosauqua and Centerville during that time.

Goldstein, a 1974 Maharishi International University graduate with a master's of science degree in interdisciplinary studies, and his wife Rita, founded the computing company after he left his engineering job with Hewlett Packard in California.

He also established a publishing business when he felt computer users were not able to use their DOS-based HP products fully. Goldstein wanted to create an educational newsletter for computer users, and asked his contacts back at Hewlett Packard for a user mailing list. He sold subscriptions to HP users before he even wrote the first newsletter.

"Hal Goldstein published magazines for HP mobile products through the 1990s," said John Smelcer, Fairfield Entrepreneurs Association board member in announcing the top honors last night.

Staying with evolving technology, Goldstein began producing the Pocket PC magazine in 1998 for users of Microsoft-based personal digital assistants, which eventually included smart phones.

### Awards Banquet



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In 2007, the business was at a crossroads when the market for Pocket PC began drying up as techno users switched to Apple's iPhones. After 22 years of PC, Goldstein made the switch to Apple, and launched iPhone Life Magazine in 2008, publishing quarterly.

Business was good, and publication expanded to six times a year, and now includes an iPhone Buyers Guide, an iPhone How-to Guide and provides articles on iPad and iPod touch as well as iPhone. The international, glossy magazine has a readership of more than 100,000 and can be read online through an iPhone Life app and a digital version on Zinio.

"It follows the same model as the HP magazine, relying on user-generated content," said Smelcer. "Hal has said that the beauty of the magazine business is it can be published anywhere, and Fairfield is a great place to publish it."

Goldstein, who wanted to retire, sold his 26-year-old business this year to two of his employees hired the previous year, CEO and publisher David Averbach and editor Alex Cequea, along with Raphael Burns who continues in his position as website developer and also is now chief technology officer.

Goldstein did not attend the awards banquet Thursday. Instead, Burns accepted the award on Goldstein's behalf.

"Thank you for the award, I am honored to accept this for Hal," said Burns.

"Hal has a strong conviction to do what is right for his employees and his customers," said Burns. "The transition has been smooth for everyone. We really threw the attorney for a loop when we asked him to represent both sides as the seller and buyers in this deal, and at first he refused, but then agreed. We told him to throw all the questions out to us, explore every possible curve and be thorough.

We aim to continue the tradition Hal started," said Burns. "We consider ourselves a media company, not just a magazine."

Three individuals, Lonnie Gamble, Michael Havelka and John Freeberg, accepted the Fairfield First! Award on behalf of Abundance Eco Village.

"This award celebrates an organization or individual that has been exemplary in supporting our local economy," said Burt Chojnowski, president of the Fairfield Entrepreneur Association.

"When Fairfield was named one of Iowa's 'Great Places,' we were recognized for creativity, sustainability and culture of entrepreneurship. Abundance EcoVillage was the model of sustainability that everyone fell in love with," said Chojnowski. "It is

one of Fairfield's most visited tourists' sites."

Gamble thanked the Fairfield community for, "The thousands of kindnesses that have come our way from the community."

Someday, the distinction of Abundance Eco Village will be less, he said because more and more communities will be built to leave a smaller impact on the environment.

"When Oprah was here, her team went to Eco Village," said Havelka. "When the program about her visit to Fairfield is aired next month, look for it, Abundance Eco Village will be on national TV."

Freeberg said he is in discussions to develop a community of small cottages that will use the same sustainable principles as Eco Village.

Volunteers define our community, said Molly Reiff, executive director of Fairfield Volunteer Center since August. "We have more than 50 agencies registered with us and more than 500 people signed up to volunteer," she said. "We act as a clearinghouse to match needs.

"This year's Volunteer of the Year award was a hero in two projects. Dr. Larry Nash was the force behind restoration of the Maasdam Barns and welcome center site and he's worked on the trails project."

Reiff said Nash graduated from the University of Iowa Dental School and served in the Navy. She noted his perseverance, leadership, passion and total commitment in working on the two projects.

Restoration of the Maasdam Barns took about a decade. Nash and Dick Reed began in 2002 and Nash served as president of the restoration project from 2002 to 2009. Nash began working with the trails project in 1997.

"As many of you know, as entrepreneurs and volunteers, projects don't happen because of one or two people," said Nash in accepting his honor. "There were many people contributing to the trails council and the Maasdam Barns Committee, and I accept this on behalf of all those people."

James Falconer Wilson, one of Fairfield's historical residents, was born in Newark, Ohio in 1828, and moved to Fairfield as a young attorney in 1853. From 1857, he was elected to state political office, then in 1861 represented Iowa the U.S. House. In 1882, Wilson was elected to the U.S. Senate. He was instrumental in asking Andrew Carnegie to fund construction of Fairfield's public library and in bringing railroads to Fairfield.

Local actor, Lou Bolster, appeared at the banquet, re-enacting the role of Wilson to acknowledge the award.

Daller, accepting his award as entertainer, said he is supporting and generating a trend to not only "support the arts," but also "support the artist," so musicians, performers, visual artists, etc., can earn a living wage with their passion and talents.

Daller and friends also provided musical entertainment before and after the dinner. Revelations Cafe catered the local-food dinner.

Seth Braun, past president of Fairfield's Golden Speakers Toastmasters Club, served as master of ceremonies for the evening.

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