



## THE MAN BEHIND THE NEWSPAPER: Jeff Jobe's five defining moments

Each week, readers are exposed to Jeff Jobe's no-nonsense, hard-hitting philosophy about topics covering a broad range of interests. However, few people know the story that helped make Jeff the publisher and businessman he is today. Like everyone else, his life story contains unique moments that shaped his outlook on life. Some of those defining moments are positive and happy memories while others are tinged with regret but provide a means of learning and growing. In this issue, Jeff reveals what he considers five moments in his life that have molded him into the man behind the newspaper.

### FALL 1970 - GREENUP, KENTUCKY

As a second grader, Jeff Jobe felt he had learned some things about the world, having had the experience of one year in school. He realized he knew things that his younger siblings did not and one experience in particular was one he never forgot. When he started to school the previous year, free school lunches



**YOUNG JEFF JOBE** sporting his first baseball uniform.

were given to needy students but in his six-year old bliss, it didn't occur to him to feel discomfort when asked by his teacher to raise his hand to receive the free lunch. When he faced the same situation as a second grader, he couldn't help but think of his younger sister who was then beginning first grade in a near-

by room.

"I went home and told my grandmother that I was going to pick up pop bottles and turn them in for money," Jeff recalls. When questioned about his new project, the youngster explained that he needed "to make enough money so Sissy won't have to raise her hand because she gets free lunches." The boy soon found that he could collect enough bottle redemption money to pay .62 cents per week for his sister's lunches and another .62 cents for his lunches and still have .05 cents left to buy a popsicle once a week.

### JULY 4, 1977 - IN THE OHIO RIVER

Like many typical fourteen year-olds, Jeff and two friends decided they could successfully deceive their parents and spend a day enjoying the Fourth of July in a small boat on the Ohio River without adult supervision. A day of carefree fun changed dramatically when the roar of a large boat was heard and before the boys knew what was happening, the

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