

Tomky recognized by CPA with Rising Star Award

Written by Holyoke Enterprise



Recognized as a person who is curious, innovative, progressive and stands out as a future leader, Darci Tomky of The Holyoke Enterprise was announced as the winner of this year's Rising Star Award at the awards ceremony of the Colorado Press Association annual convention Saturday, Feb. 23.

She was applauded by her peers at the award announcement at the Westin Denver Downtown Hotel. Presenting the award to Tomky was Enterprise publisher Brenda Brandt, who was finishing her term as CPA president.

The Rising Star Award is intended to recognize, celebrate and encourage the next generation of leadership in the newspaper industry and in the state of Colorado.

Candidates are recognized for their commitment to the newspaper, passion for the industry and contribution to the future success of the industry.

Tomky, who was just promoted to managing editor at the Enterprise, has multiple roles, including designer, news reporter, photographer, paginator, webpage updater and general computer file organizer.

Judging this year's contest were Eric Bright, vice president of e-commerce, Deseret Digital Media; Joe Boydston, vice president of technology and new media, McNaughton Newspaper Group; Mark Poss, chief operating officer, Red Wing Publishing; Emily Walsh Perry, multimedia publisher, The Observer Group, Inc.; and Kimberly Wilson, president and publisher, Shurz Communications/The South Bend Tribune.

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Judge Wilson said, “She enthusiastically does a little bit of everything, not a common characteristic of newcomers to our industry.”

Walsh Perry added, “One of the key aspects of succeeding in the newspaper business is knowing every aspect of it. This lady is an ad designer, web developer, mobile developer, reporter and photographer folded all into one. And it looks like she succeeds in every aspect.”

Tomky has embraced the mobile website world, social media and more to promote and expand The Holyoke Enterprise presence. She’s an intelligent reporter covering multiple areas and her ad design abilities continue to escalate.

She’s been rewarded in both Colorado Press Association and National Newspaper Association contests.

“A tip of the hat to the designers still flourishing in the media,” said judge Bright. “But it’s also great to see someone wearing so many hats in an organization,” he added.

Tomky gains support from co-workers and involves the whole staff in projects. She understands the value of being involved in the community and has earned a high level of respect.

Tomky is a four-year staff member of The Holyoke Enterprise.

Among those attending the awards ceremony in Denver Saturday were Tomky’s parents, Darrell and Debbie Tomky; Enterprise staff members Ashley Sullivan and Kyle Arnoldy; and Bob and Molly Brandt.

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