



## News Release

For Immediate Release

### **Ketchum Mayor Nina Jonas Named Woman of the Year** *'I Want to Create a Very Service-Oriented City Hall'*

**KETCHUM, Idaho (Mar. 19, 2014)** — Ketchum Mayor Nina Jonas has been named the Wood River Valley's Woman of the Year.

Jonas, 42, served one term on the Ketchum City Council before being elected mayor last fall.

"It's a surprise to win," Jonas said. "I'm kind of shocked, but I'm humbled and it's an honor."

"This is a people job," she told the Idaho Mountain Express, which coordinated the competition. "We do have city assets that we manage but it's really about the interactions and serving the public. I want to create a very service-oriented City Hall. I feel we are headed in that direction, and I feel good about it.

"I'd like to get more economic initiatives in place like broadband Internet and a hotel," she added. "Also, I want us to do some sustainable initiatives in water and energy. We're in a position to be an example community for others because everyone wants to help."

She and her husband, Andreas Heaphy, are co-owners of Ketchum's Rickshaw restaurant, which they opened in 2005. "Rickshaw prepared me more for politics than my education because I'm dealing with people all the time and it's immediate problem-solving," she said. "If you don't solve a problem right away, then it explodes. I can't take things personally and just try to solve the problem."

Jonas, who grew up in Ketchum, is a graduate of Smith College in Massachusetts with degrees in art history and economic development. She also spent a year at the London School of Economics.

Prior to college, she traveled through more than half a dozen countries in Africa for a year. "The experience wasn't analytical so much as it was absorbed. I got to see how the rest of the world lives, how they are able to laugh and still have joy even though their days are centered on getting water."

After college she returned to Ketchum. Prior to starting Rickshaw, she worked in raising seed money for several then-fledgling nonprofits, including Sun Valley Adaptive Sports, Wild Gift and Winter Wildlands Alliance.

The complete Idaho Mountain Express story on her selection is at <http://www.mtexpress.com/index2.php?ID=2007151262>.



### **About the City of Ketchum**

The City of Ketchum is located in the Wood River Valley in south central Idaho. Founded in 1880 during the mining boom, Ketchum is now regarded as one of the most popular destinations for both winter and summer visitors due to its world-class skiing, fishing, hiking, mountain biking, restaurants, art galleries and shopping. The City of Ketchum hosts the famous annual Wagon Days Parade held on Labor Day weekend and numerous other year-round attractions. Ketchum is home to more than 10,000 full- and part-time residents. For more information about the City of Ketchum, visit [www.ketchumidaho.org](http://www.ketchumidaho.org).

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