

*For Immediate Release: **October 28, 2021***

United Way of the Midlands (UWM) will share the impact donor investments made in the Omaha-Council Bluffs community this past year and unveil the new impact goals for the organization at its Annual Meeting on Friday, October 29 from 11:30 a.m. to 1:00 p.m at the Omaha Hilton Hotel, 10th and Cass Streets.

The “Citizen of the Year” Award began in 1972 and is granted to a citizen(s) of the Greater Omaha-Council Bluffs metro community for his or her efforts for and “on behalf of” UWM and other volunteer-based endeavors that are dedicated to the present and future strength of our community.

This year’s recipients are Jim and Diny Landen.

Jim Landen serves as Chairman of Security National Bank, a local community bank, founded by his parents Clarence “Mickey” and Mary Landen in 1964. Security National has steadily grown, serving the Omaha-Council Bluffs area as well as Des Moines and Dallas, Texas. Jim has been active with the American Bankers Association Community Bankers Council, Federal Reserve Bank Advisory Council and the Nebraska Banker’s Association. His additional involvements have included serving on the boards of the Greater Omaha Chamber of Commerce, Clarkson Regional Healthcare Services, Children’s Hospital, Nature Conservancy, Inclusive Communities and the Salvation Army. He also served on the National Salvation Army board.

Diny Landen started KKCD radio station and was co-owner/publisher of a local magazine. Today, she serves as Chairman and EVP of Noalmark Broadcasting Company, which operates radio stations in Arkansas and New Mexico. Diny is also active in board and management roles in several companies including Murphy USA (NYSE: MUSA). Her board service includes Joslyn Art Museum, Omaha Community Foundation, Lauritzen Gardens Antiques Show and Westside Community Schools Foundation. She also served as board chair for Project Harmony, American Red Cross and Girls, Inc. She values her long-time involvement with UWM, which has included chairing the board, serving on the Planning and Allocation Committee and serving on the first Tocqueville Women’s Initiative Advisory Committee.

Diny grew up in El Dorado, Arkansas, and Jim has deep roots in Omaha. They met in college at Southern Methodist University where they both graduated with business degrees. Together, they have been active in the local business and nonprofit communities for more than 30 years across civic, social, arts and health and human services organizations. They were 2016 honorees for Nebraska Coalition for Lifesaving Cures.

They share a commitment to family and community. Currently, their three sons all live and work in Dallas: James, Wilson and Charlie and his wife, Bridger. James is Market President of Security National Bank of Texas, which was started in 2020. Jim and Diny treasure the times they share with their children traveling, enjoying sports/sporting events and vacationing at Lake Okoboji. They know they have been blessed to live and work in Omaha and value the friendships they have formed through their various business and community activities.

To recognize companies who went above and beyond to support UWM during the 2020 campaign year, UWM will also present its fourth annual “Campaign Recognition Awards” at the meeting: “Volunteer Organization of the Year,” “New Business Partner of the Year” and “Corporate Partners of the Year” in four categories. A news release will be sent following the event with details on the award winners.

About United Way of the Midlands

For the past 98 years, United Way of the Midlands (UWM) has used its community-wide perspective to identify local needs that are going unseen or unmet – and how it can partner with corporate, government organizations, nonprofits and donors to tackle them. Today, UWM remains committed to uniting our community’s caring spirit to build a stronger tomorrow. It invests donor dollars in more than 100 local nonprofit programs that, together, form a circle of support around our community. These programs are addressing pressing social and economic disparities and providing the essentials families need to thrive, such as healthy food, a safe place to go after school and job support.