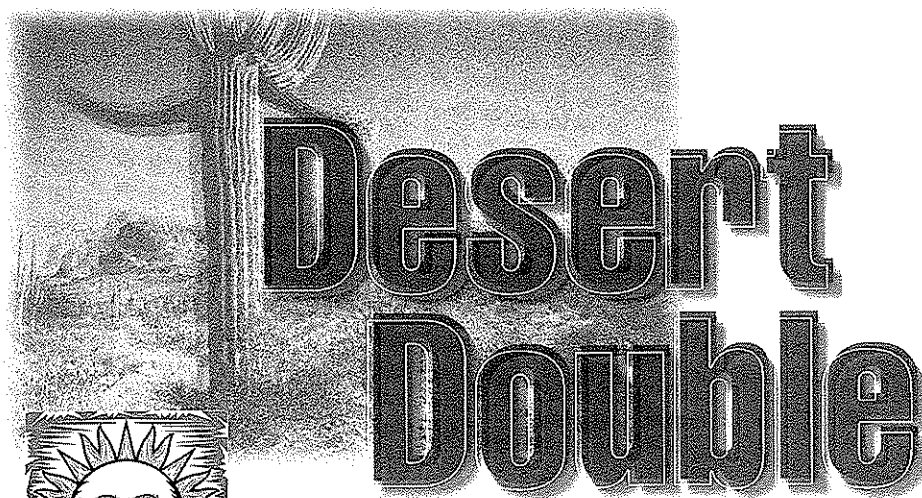


TBJ: Extra! Extra!

www.sabew.org

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EVENT: *Phoenix to host 39th Annual Conference plus Reporting and Writing Workshop in April.*

BY THE TBJ STAFF

Talk about a package deal!

SABEW is teaming up its yearly fest – the Annual Conference – with its newest event – a business reporting and writing workshop – as a back-to-back combo in the Arizona desert next April.

It's a "can't miss" opportunity.

The 39th Annual Conference will be held April 28-30 at the Pointe Hilton Tapatio Cliffs Resort in Phoenix. Right before the Annual Conference, SABEW's second Reporting and Writing Workshop will be held April 27-28 at the same hotel. Our first such workshop was a sold-out affair in Chicago last October.

"Tough times in our business, and in business generally, demand more creative ways to tell our stories and reach our audience," said Bill Barnhart, SABEW president and Chicago Tribune markets columnist. "Building on the success of

last fall's workshop in Chicago, our Annual Conference in Phoenix for the first time will offer a full menu of sessions for reporters and editors."

SABEW is offering incentives to commit early and/or stay for the entire four-day affair. The Annual Conference fee will be \$350 for those meeting the March 5th early-bird deadline. The "early bird" Reporting and Writing Workshop fee is \$200. Better yet, those wanting to attend both events pay only \$425 as an "early bird."

The Annual Conference will give attendees a solid perspective behind some of the pressing issues of our times – both in the world we cover and within our own organizations. Plus, as tradition dictates, we'll honor the winners of our Best in Business contests.

**NEED TO KNOW
MORE?
SEE PAGES 9-11**

Did Newsy Year Make Winning Copy?

CONTEST: *We'll find out ... 'cause it's time to enter!*

BY RANDY PIGHT

The Associated Press

SABEW Contest Chairman

rpicht@ap.org

BEST IN BUSINESS **T**he Best in Business contest, which set records last year for number of entries received and number of awards handed out, is ready to blast off for another campaign.

The contest, in its eighth year, honors the best and the brightest business coverage in North America including overall excellence by a newspaper and outstanding news coverage by a business news journalist or team.

**COMPLETE
RULES
SEE
PAGES
3-7**

(continued on page 8)

(continued on page 8)

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Biz Buzz



BY DICK
PAPIERNIK

Nation's Restaurant News

212-756-5205,

rpapiern@nrrn.com

What? Good News!

To get you in the contest spirit — and plus a needed respite from this column's onslaught of layoff notices — here's some outstanding work recently honored by judging panels.

MEDILL/STRONG:

Looking for a good story idea? A series written by the *Chicago Tribune's* Janet Kidd Stewart could be worth pursuing.

She was one of the 2001 Winners in the Medill School of Journalism/Strong Investments awards. Here's what the judges said of her series "Imperfect Partners" that was recognized for "best coverage of an issue, trend or development important to investors."

"In the last decade, the United States has gone through an unprecedented era of corporate mergers and acquisitions ... Whenever a merger is reported in the press, the top execs are quoted as promising that new efficiencies and 'synergies' will result in greater profits for both companies, greater opportunities for many employees, and higher stock prices for the shareholders.

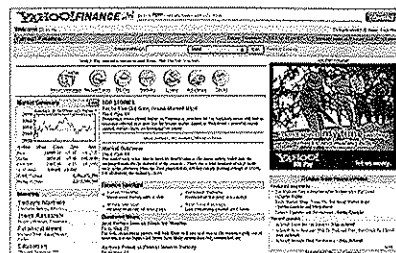
"But the truth, Stewart concludes after conducting a thorough analysis of many of the biggest national and local mergers in recent years, is that most have failed to pay off after two years, even after five. Their stock prices lagged behind the competition, tens of thousands of jobs were lost and those employees who survived grew distrustful and wary."

Other national awards from this contest: Best financial columnist: Jason Zweig, *Money*. Best coverage of an issue important to investors: David Henry and Christopher H. Schmitt, *BusinessWeek*. Best spot news on a topic affecting investors: John Waggoner, Matt Krantz, Edward Iwata, Adam Shell, and Noelle Knox, *USA Today*. Best broadcast feature useful to investors: Scott Cohn, *CNBC*.

Regional, Midwestern awards from this contest: Best coverage of news for the investor: *Cleveland Plain Dealer*. Best financial columnist: Susan Tompor, *Detroit Free Press*. Best profile of a publicly traded Midwestern company: Don Baker, *Dayton Business Journal*.

ONLINE JOURNALISM:

Two popular financial Web sites were honored by The Online Journalism Awards, a joint effort of the Online News Association and the Columbia Graduate School of Journalism. Awards for "Innovative Presentation of Information" went to Yahoo! Finance Vision and SmartMoney.com's Mutual Fund Map.



WOMEN'S ROUND TABLE:

The Women's Economic Round Table honored Soma Golden Behr with its Lifetime Achievement for Women in Financial Journalism award. The Entrepreneurship Journalism Prize went to Margaret Webb Pressler of *The Washington Post* and Donna Fenn of *Inc. magazine*. TBJ



Stewart

BEST IN BUSINESS

Contest Rules: An Overview

For Business Sections, Business Weeklies and Real-time News Providers

ENTRY
DEADLINE:
FEB. 11,
2002

The eighth annual Best in Business contest will identify outstanding daily business sections and business weeklies that distinguished themselves in 2001 plus honor outstanding breaking news and spot enterprise stories published during the year.

Awards will be presented at SABEW's 2002 Annual Conference in Phoenix on Monday, April 29.

Judges are top professionals looking for well-written, well-coordinated sections and innovative, thorough and engaging stories and story packages. Contestants compete against others at papers of similar size.

In the section contest, up to five awards will be presented in each size category. Judges can also award certificates of merit for elements of business coverage that are groundbreaking, unique or impressive.

HAVE QUESTIONS?

For clarification of rules, submission guidelines or more information on the Best in Business contests, call Randy Picht, contest chairman, at RPicht@ap.org or 212-621-1685 or Carolyn Guniss, SABEW's executive director, at gunissc@missouri.edu or 573-882-8985.

Up to three awards are presented in each size category for news stories.

The contest is open to SABEW members only. See the "eligibility rules" for more information.

ENTRY DEADLINES

Entries — which must include a completed entry form and payment for entry fees — must be **post-marked** by Feb. 11, 2002, and mailed to the SABEW office at the University of Missouri. (The

address is on the entry form.) Entries become the property of SABEW and will not be returned. Winning entries will be displayed at the Annual Conference and may be used in printed and multimedia presentations.

Entries that do not follow the contest rules may be disqualified. Winners will be notified by April 1. Judges' decisions and rulings by SABEW's Contest Committee are final.

CONTEST ELIGIBILITY

For the overall excellence competition, daily sections or weeklies may be entered into the contest if one or more staffers are SABEW members current on dues.

To enter the News Contest:

- Individuals must be a SABEW member current on dues (institutional or individual) and can submit up to two entries. Both entries must include their byline.
- Newspapers or real-time providers can submit up to two additional entries as long as at least one member of the business news staff is a SABEW member, i.e., a business editor who is a SABEW member may submit a story from a reporter who is not a SABEW member on behalf of the newspaper.

Call 573-882-7862 if you want to check your membership status. TBJ

DETAILS:
SECTIONS
PAGES 4-5,
NEWS
PAGES 6-7

THE BUSINESS JOURNALIST

The *Business Journalist* is published seven times per year by the Society of American Business Editors and Writers, Inc. Republication in any way is prohibited without written permission of SABEW.

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Columbia, MO 65211-1200
Phone: 573-882-7862
Fax: 573-884-1372
www.sabew.org

SABEW Purpose

Members of the society have joined together in the common pursuit of the highest standards of economic journalism, through both individual and collective efforts. Recognizing that economic freedom is inextricably linked to political freedom and that informed citizenry can ensure that these freedoms are sustained, it is the society's mission as an independent, not-for-profit organization to encourage comprehensive reporting of economic events without fear or favor in a manner in keeping with the proud heritage of American journalism.

SABEW

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Society of American
Business Editors and Writers, Inc.

SABEW 2002 Section Contest Entry Rules

Judges will be looking at six different publication days (five for weekly entrants) in the section contest. The contest committee chooses three dates. Editors may choose the other dates.

MANDATORY DATES

Each newspaper and business weekly must submit their publications for these three mandatory dates, which were picked at random in accordance with contest rules:

Daily

- Tuesday, Feb. 27, 2001
- Thursday, June 7, 2001
- Sunday, Oct. 21, 2001

Weeklies

(publication date on or between)

- Sunday, Feb. 25 and Saturday, March 3, 2001
- Sunday, June 3 and Saturday, June 9, 2001
- Sunday, Oct. 21, 2001 and Saturday, Oct. 27, 2001.

Papers that do not publish on week-ends and papers that do not publish a Monday business section are covered under the Miscellaneous Rules section below.

EDITOR'S CHOICE DATES

Entrants also choose their own dates — three for newspapers, two for business weeklies. In addition, daily entrants may also submit one special section produced predominantly by the business staff. Weekly entrants can also include one special edition with the submission. Contest is limited to sections and editions published during 2001.

GUIDELINES

For daily newspapers:

Editor's choice dates must be chosen in accordance with these contest rules,

which ensure that judges see a representative sample of your newspaper:

1. one section from either a Monday or Wednesday published in 2001.
2. one section from either a Friday or Saturday published in 2001.
3. one additional Sunday section published in 2001 (see Miscellaneous Rules below).

Submit four original, unmounted, uncut copies of the section for each mandatory and Editor's Choice dates. (That's a total of 24 sections; 28 if you're including a special section) If four originals are not available, send **at least one** original plus three full-size photocopies.

If business stories appeared in other sections (Page One, in the local section, or in special sections) clips of those business stories may be included and should be mounted on or photocopied on 8 1/2 x 14 sheet(s) as part of that day's entry. Include the paper's name and the date on the upper left-hand corner of the clipping; attach extra stories to the day's section that they supplement.

For weekly publications:

Submit five original copies of your publications representing the mandatory and Editor's Choice dates. (That's a total of 25 editions; 30 if you submit a special section) If five originals are not available, send **at least one** original plus four photocopies.

Editor's Choice entries are from any two weeks in 2001 other than the mandatory weeks.

SECTION CATEGORIES/FEEES

For Daily entrants, circulation categories are based on average daily circulation (total weekly circulation for

daily and Sunday editions divided by the number of days the paper is published.) Entry fees vary by circulation and publication category. The daily circulation contest categories are as follows:

- Small papers, circulation up to 125,000. Entry fee is \$75.
- Mid-sized, 125,001 to 250,000, entry fee is \$100.
- Large, 250,001 to 375,000, entry fee is \$125.
- Giant, 375,001 and above, entry fee is \$150.
- For Weekly entrants, all circulations compete in one group. Entry fee is \$100.

MISCELLANEOUS RULES

If your paper does not publish Sundays, submit the Saturday, Oct. 20, or Monday, Oct. 22, edition to cover your mandatory Sunday paper. Papers that do not publish Sunday may submit a Saturday or Monday section to complete the Editor's Choice section.

If your paper publishes a joint Sunday edition as part of a joint operating agreement, you must submit the Sunday edition if it is truly joint and reflects the efforts of your staff. (The joint Sunday paper should then be included in your average daily circulation.) If, however, your paper is joint in name only—if your staff does not contribute to it—follow the rules for papers that do not publish on Sundays.

Call the contest committee chairman or SABEW headquarters if you have questions or want a ruling.

ENTRY DEADLINE: FEB. 11, 2002

SABEW 2002 Section Contest Entry Form

POSTMARK DEADLINE: FEBRUARY 11, 2002

For more information on entry guidelines, contact Randy Picht, contest chairman, at RPicht@ap.org or 212-621-1685 or Carolyn Guniss, SABEW executive director, at gunissc@missouri.edu or 573-882-8985.

Please attach a copy of this form to each copy of your entry. Daily sections must submit four copies (one must be an original). Weeklies must submit five copies (one must be an original).

Name of Publication: _____

Average Daily/Weekly Circulation (Including Sundays): _____

Business Editor: _____

Mailing Address: _____

Phone Number: _____ Fax Number: _____

E-mail: _____

Number of reporters on business staff: _____ Number of editors: _____

ENTRY CATEGORY/FEE

Daily Newspaper with Circulation Category (check one):

- ☐ Small: \$75 (Circulation up to 125,000) ☐ Medium: \$100 (125,001 to 250,000) ☐ Large: \$125 (250,001 to 375,000) ☐ Giant: \$150 (375,001 and above)

Or Weekly?

- ☐ All Business Weeklies: \$100

You must be a SABEW member to enter

- ☐ New SABEW membership: \$35
☐ Institutional SABEW membership (see rates in chart in bottom right corner): \$_____

MANDATORY DATES FOR 2001

• Entry Dates/Daily Newspapers

Mandatory dates for daily newspapers (please check or note exemption):

- ☐ Tuesday, February 27 ☐ Thursday, June 7 ☐ Sunday, October 21

"Editor's Choice" dates (one each, please enter dates):

- 1) Monday or Wednesday section: _____ 3) One additional Sunday section: _____
 2) Friday or Saturday section: _____ 4) Special section (optional): _____

• Entry Dates/Weekly Newspapers

Mandatory dates for Business Weeklies (actual date of publication, please):

- ☐ Week of February 25 ☐ Week of June 3 ☐ Week of October 21

"Editor's Choice" dates (one each, please enter dates):

- Two weeks' publication from 2001: 1) _____ 2) _____
 One special edition from any week of the year: 3) _____

PAYMENT OPTIONS

By Check

Make checks payable to the **Society of American Business Editors and Writers, Inc.** and mail to:
 (Fed. ID #36-3297751) SABEW Contests
 The Missouri School of Journalism at
 The University of Missouri-Columbia
 76 Gannett Hall • Columbia, MO 65211-1200
 Voice: 573-882-7862 Fax: 573-884-1372
 E-mail: sabew@missouri.edu

By Credit Card

Indicate Card type: ☐ MC ☐ Visa ☐ AmEx
 Name on Card _____
 Card number _____
 Expiration Date _____ / _____
 Signature _____

BEST IN BUSINESS

Section Contest Checklist

Use this list, along with entry form, in preparing your Best in Business Section entry.

- ✓ Are you a member in good standing of SABEW?
- ✓ Have you included the required number of copies of the business sections (4) and business weeklies (5) covering the mandatory dates?
- ✓ Have you included the required number of copies of the business sections (4) and business weeklies (5) covering the Editor's Choice dates?
- ✓ Did you attach any business coverage that appeared in other sections on those days?
- ✓ Are you sending 4 copies of a special section or special edition?
- ✓ Are you entering the right category based on your average daily circulation?
- ✓ Have you attached your entry form to each submission?
- ✓ Have you enclosed a check or filled in the credit card information for the proper fees?

Institutional eMembership Rates

1-5	\$75
6-10	\$125
11-15	\$175
16-20	\$225
21-25	\$250
26 or more	...	\$10 per staffer

PLEASE CHECK CONTEST OVERVIEW PAGE 3

SABEW 2002 News Contest Entry Rules

Judges will award up to 3 awards in each of the two news contest categories, Breaking News and Spot Enterprise.

► BREAKING NEWS

Judges will look for superior coverage of breaking news, particularly stories that broke the same day and were generally unexpected. Stories should involve dogged and comprehensive efforts to gather the necessary elements of a great news story including explanation, context and perspective.

An entry consists of no more than seven articles, all on the same day reflecting work on deadline. If you choose to submit more than seven stories for judges to use as background, please make sure you MARK THE SEVEN STORIES you want to be judged.

► SPOT ENTERPRISE

Judges will look for superior coverage of developments that do not necessarily involve same-day coverage of an event or announcement but are otherwise timely. These stories may involve a broader look at an issue, trend or development in the news. Examples include explanatory pieces, analyses or trend stories.

An entry consists of one story. If you choose

to submit more than one story for judges to use as background, please make sure you MARK THE ONE STORY you want to be judged.

THE PROCESS

Up to three winners will be named in each News Contest category. Contest is open to daily newspapers, business weeklies and real-time news providers.

Individuals may submit up to two entries that include their bylines. Media institutions may submit up to two entries on behalf of the publication (see Contest Eligibility, page 3). Stories in the contest are limited to staff employed full-time when the story was produced and published in 2001. Part-time employees and freelance writers are not eligible.

Supporting documents and a background letter to the judges that briefly describe the obstacles the story presented, when the story broke in relation to the deadline and other details that might be relevant, may also be included with an entry. Just the facts, though. Judges are

not looking for sales pitches.

Entrants should submit one original (mounted on 8 1/2 x 14 paper) and three photocopies using 8 1/2 x 14 paper. If an original copy is not available, four photocopies are acceptable. Real-time news providers are encouraged to submit entries from public archives but may also submit stories from their own archives. All must include publication time, date, and the archive source. Screenshots may also be submitted as supporting documents.

CATEGORIES

Daily papers will compete in circulation categories as outlined on entry form. Weeklies and Real-time compete in separate categories.

FEES

Entry fee for either the breaking news or the spot enterprise category is \$25 per entry for current SABEW members. Non-members entering the SABEW contests may join for a one-time price of \$60, which includes the fee of \$25 for one news entry.

SABEW 2002 News Contest Entry Form

POSTMARK DEADLINE: FEBRUARY 11, 2002

For more information on entry guidelines, contact Randy Picht, contest chairman, at RPicht@ap.org or 212-621-1685 or Carolyn Guniss, SABEW executive director, at gunissc@missouri.edu or 573-882-8985.

Separate entry form required for each entry. Please attach a copy of this form to each copy of your entry or entries. An entry consists of four copies of each story, including one mounted on 8 1/2 x 14 paper and at least one original).

News medium's name/type: _____

Average Daily/Weekly Circulation (Including Sundays): _____

Name(s) of Entrant(s): _____

Position(s): _____

Phone Number(s): _____

E-mail Address(es): _____

Business Editor: _____ E-mail: _____

Mailing Address: _____

Phone Number: _____ Fax Number: _____

REAL-TIME PROVIDERS ONLY:

Archive Source? _____ (check one) ☐ Public source ☐ Own

ENTRY CATEGORY/FEE

What contest?

☐ SPOT ENTERPRISE (1 story) ☐ BREAKING NEWS (up to 7 stories)
(If entering both contests, copy this form and check the appropriate box)

What category?

- ☐ Small - up to 125,000 circulation \$25
☐ Mid-sized - 125,001 to 250,000 circulation... \$25
☐ Large - 250,001 to 375,000 circulation..... \$25
☐ Giant - 375,001 and above circulation..... \$25
☐ Business Weeklies (all compete in one group).. \$25
☐ Real-time (all compete in one group) \$25

Are you a SABEW member? (Membership required to enter contest)

- ☐ New individual member \$35
☐ Institutional membership rate \$ _____ (see chart in bottom right corner for rates)

TOTAL DUE \$ _____

PAYMENT OPTIONS

By Check

Make checks payable to the **Society of American Business Editors and Writers, Inc.** and mail to:
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 The Missouri School of Journalism at
 The University of Missouri-Columbia
 76 Gannett Hall • Columbia, MO 65211-1200
 Voice: 573-882-7862 Fax: 573-884-1372
 E-mail: sabew@missouri.edu

By Credit Card

Indicate Card type: ☐ MC ☐ Visa ☐ AmEx

Name on Card _____

Card number _____

Expiration Date _____ / _____

Signature _____

BEST IN BUSINESS

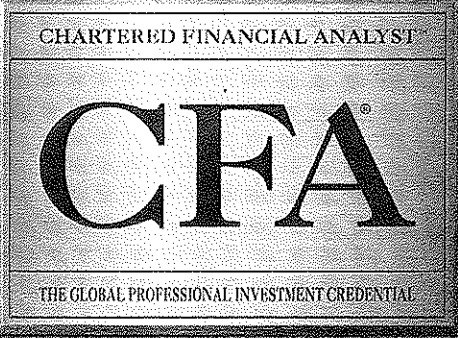
News Contest Checklist

Use this list, along with entry form, in preparing your Best in Business News story entry.

- ✓ Are you a member in good standing of SABEW, either as an individual or as part of an institutional membership?
- ✓ Have you included the required number of copies (4) of the story or stories?
- ✓ Have you checked the appropriate box for your entry (breaking news or spot enterprise)?
- ✓ If you're submitting multiple stories, have you marked the ones you want the judges to consider (unmarked stories can be included for background)?
- ✓ Are you entering the right category based on your average daily circulation?
- ✓ Have you attached your entry form to each submission?
- ✓ Have you enclosed a check or filled in the credit card information for the proper fees?

Institutional eMembership Rates

1-5	\$75
6-10	\$125
11-15	\$175
16-20	\$225
21-25	\$250
26 or more	...	\$10
		per staffer



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Did Newsy Year Make Winning Copy?

(continued from page 1)

With all of the news that broke in 2001 — the start of the recession, the visible effects of the burst of the dot-com bubble and the financial fallout from the Sept. 11 terrorist attacks — the Contest Committee is looking forward to a spirited competition and some tough choices for the judges.

There are numerous questions to answer this year including:

- Will the number of entries surpass 500 for the first time? (Last year we received 492.)
- How many newspapers will complete four-peats and win the award for overall excellence a fourth straight year? (Four newspapers have the opportunity.)
- Will the number of entries from real-time providers, which include

financial news Web sites, continue to grow?

- Will last year's big-hit category — spot enterprise — avoid a sophomore slump?

A REMINDER ABOUT ENTRIES.

For the overall excellence competition, you'll be sending in sections or publications from at least six different days in 2001. You also have the opportunity to submit a special section for the judges to review. Please be sure to consult the fairly specific rules about what to submit. These rules ensure that judges get the broadest view possible of your publication.

For the news contest, it's important to specify whether you're entering the breaking news portion of the contest or the spot enterprise.

Again, you should consult the rules to determine the best place for your entry. And please remember that the Spot Enterprise contest is limited to one story. Multi-story packages can, however, be submitted in the Breaking News contest.

Most important, don't forget the entry deadline is Feb. 11, 2002.

Good luck! TBJ

CORRECTION

A writing tip was garbled in the last TBJ thanks to a typesetting error. The advice of Mary Knoblauch, writing coach for the Chicago Tribune, was: Use "impact" as a noun, never as a verb. Avoid using "grow the company" from management declarations. Only customers and acquisitions can make a company grow. Stop adding "-ize" to create verbs from words never meant to serve that function; e.g. prioritize, finalize.

Desert Double

(continued from page 1)

Sessions on trade, the economy and travel will hopefully improve your copy. Panel discussions on risk management; stock tables; and hearing from our contest winners will hopefully help your newsroom meet its goals and budgets.

Plus, our banquet speaker should be informative as well as highly entertaining: the bold and successful founder of Southwest Airlines, Herb Kelleher.

The Reporting and Writing Workshop will offer a combination of professional training and craft development. It will run a day and a half and end just after a lunchtime break before the Annual Conference starts.

Workshop attendees will see SABEW again team with the Association for Investment Management & Research to provide lengthy sessions on financial statement analysis, forensic accounting and bookkeeping mischief.

These kind of sessions empower reporters and editors to break down balance sheets and profit statements to spot trouble or to reconstruct what happened when something goes horribly wrong with a business.

On the craft side, sessions on writing profiles, developing enterprise stories, improving your leads, writing nut graphs and more round out a program that has something both for the beginning and mid-career journalist.

So whether you're a rookie reporter or a seasoned newsroom executive, SABEW will have something for you in Phoenix come April. TBJ

Here's what is currently planned for SABEW's 39th Annual Conference to be held April 28-30 in Phoenix.

SUNDAY AFTERNOON, APRIL 28

- **Business Climate:** A panel discussion on where things stand now, in the middle of the changed economy, both in terms of coverage, its place in the paper in the current environment, pressure from the dark side and more. Moderated by David Satterfield of the San Jose Mercury News.
- **Idea Factory:** Workshop sessions on great ideas for your business news operations with breakouts by staff size.
- **The Big One:** Covering the big, powerful companies in your area that are so difficult to deal with.

WANT TO KNOW MORE?

For more details on both Phoenix programs and the most up-to-date schedule — as well who'll be speakers and session leaders as those names become available — check out www.sabew.org. If you have questions or suggestions for either event, contact The Boston Globe's Chuck Jaffe at jaffe@globe.com or 617-929-3129.

MONDAY, APRIL 29

- **Trade In A Hostile World:** Panel discussion on the continuing impact of the World Trade Organization and NAFTA.
- **Number Maze:** Panel discussion on lies, damned lies, statistics and economic stories.
- **Winning Ideas:** Workshop sessions discussing best ideas culled from the Best in Business contest winners. These round-table sessions will give you at least 10 ideas you should be working on now.
- **Best In Business Awards Ceremony:** Our celebratory gathering and reception.

TUESDAY, APRIL 30

- **Red Flag Issues:** Panel discussion on how to spot the stuff that will get your organization in legal trouble.
- **Managing Up:** Panel discussion on how to deal with the higher-ups in your organization to get and keep the resources you need.
- **SABEW Annual Membership Meeting**
- **Luncheon presentation of the Distinguished Achievement Award to Barney Calame,** immediate past president of SABEW and a deputy managing editor of The Wall Street Journal, who was a key player in the paper's heroic production of Sept. 11th coverage.
- **Newsroom tools workshops**
 - Great Web sites for business journalists.
 - Agate, the never-ending story
- **Management workshop sessions**
 - Time management for journalists.
 - Doing more with less.

CONFERENCE BANQUET

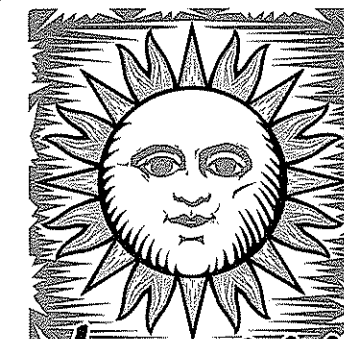
It's Herb Kelleher of Southwest Airlines! The chairman and retired CEO of Southwest Airlines, who made his mark with his employee-friendly/customer-centric workplace atmosphere. He now serves on the U.S. government's air security task force. He co-founded Southwest in the 1970s and saw it grow into the nation's fourth largest airline. His first paying job? For the old Philadelphia Bulletin, making sure papers got served in Haddon Heights, N.J.



Herb Kelleher

39th Annual Conference

Sneak Preview



sabew 2002

Annual Conference
Pointe Hilton Tapatio Cliffs Resort
Phoenix, Arizona • April 28-30

COMING IN JUNE

thinkSMALL

Interested in news about America's growth engine: Small Business?

Please join SABEW for our second Small Business Reporting Workshop June 13-15 at Wyndham Miami Beach Resort.

Registration fee is \$50 and includes housing, conference materials, meals, field trips and writing critique. Minority scholarships available.

Hurry! Attendance is limited. Details at www.sabew.org.

SABEW

Society of American Business Editors and Writers, Inc.
Workshop underwritten by The Kauffman Center for Entrepreneurial Leadership at The Ewing Marion Kauffman Foundation

FOR MAY 1:

Field trip to Phoenix area business is planned. Details in next TBJ.

2nd Writers' Workshop

Here's what is currently planned for SABEW's second Business Writing and Reporting Workshop in Phoenix on April 27-28.

SATURDAY MORNING APRIL 27

9 a.m. Breakout sessions:

- **Stronger Writing:** Nut Grafts and So-What Grafts.
- **Building The Big One:** Developing an Enterprise Story.

10:45 a.m. Breakout sessions:

- **Hidden Gems:** Understanding accounting tricks with experts from Association for Investment Management & Research.
- **Be Your Own Analysts:** How to read a financial statement like a pro.

SATURDAY AFTERNOON APRIL 27

Luncheon Speaker (To be determined)

2:45 p.m. Breakout sessions:

- **The Fine Print:** Forensic accounting with experts from Association for Investment Management & Research.
- **Make It Sing:** How to perfect narrative writing.

5 p.m. Breakout sessions:

- **People Power:** How to improve your profile writing.
- **Get Wired:** Best Web sites for business journalists

Evening Reception to share ideas among attendees.



Barney Calame

SUNDAY MORNING APRIL 28

8 a.m. Breakfast Speaker: Barney Calame, SABEW Distinguished Achievement Award winner for 2002. He's an immediate past president of SABEW and a deputy managing editor of The Wall Street Journal, where he has worked since 1965. He was a reporter in New York, Los Angeles, and Washington, D.C., and became a bureau chief in 1974.

9:45 a.m. Breakout sessions:

- **Fast Starts:** Better your lead writing.
- **Mining For Gold:** Learn how to best dig for — and dig through — newsworthy documents.

11:30 a.m. Breakout sessions:

- **15 Stories You Should Be Working on Now:** Three top business journalists each present five terrific ideas you can take home and get started on.
- **How to interview like law enforcement:** Hear how police officials interrogate their subjects.

PHOENIX FINANCES

Here's how you could budget for the Business Reporting and Writing Workshop (April 27-28) and the Annual Conference (April 28-30), both in Phoenix, at the Pointe Hilton Tapatio Cliffs Resort.

- **AIR TRAVEL:** Book SABEW negotiated discounts on America West (1-800-548-7575, Monday - Friday, 6 a.m. to 7 p.m. Reference the meeting code, 7129) and Southwest Airlines (1-800-433-5368 and reference the assigned I.D. Code, R7876.)

► EARLY BIRD REGISTRATION

FEES (by March 5): Business Reporting and Writing, \$200; Annual Conference, \$350; and Combined, \$425.

- **ROOM RATES:** Tapatio Cliffs Resort rate is \$180 plus \$8 resort fee and 11.07% tax. To make reservations, call 800-876-4683, Monday-Friday 6 a.m. - 7:30 p.m., MST and Saturday 9 a.m. - 5:30 p.m., MST by April 5.

39TH SABEW ANNUAL CONFERENCE & REPORTING AND WRITING WORKSHOP Pointe Hilton Tapatio Cliffs Resort • Phoenix, Arizona • April 27-30, 2002 Phoenix '02 Registration Form

Please fill out this form completely and legibly.

Name _____
Title _____ Preferred first name for badge _____
Employer _____
Address _____
City _____ State _____ Zip _____
Work phone _____ Home phone _____
Fax number _____ E-mail address _____

PLEASE COMPLETE FOR FULL REGISTRATION

Your registration fee includes all sessions, continental breakfasts, breaks and luncheons during the event chosen.

	EARLY BIRD (postmarked by March 5)	REGULAR (postmarked by April 5)	LATE/ON SITE (postmarked after April 5)
1. Annual Conference Registration (includes Monday awards show and Tuesday banquet)	\$350	\$400	\$450
Reporting and Writing Workshop (includes Saturday night reception)	\$200	\$250	\$300
BOTH EVENTS (includes all listed above)	\$425	\$475	\$525

PLEASE COMPLETE FOR DAILY CONFERENCE REGISTRATION

2. Daily Registration – check which day(s) you plan to attend:			
<input type="checkbox"/> Sunday (only for Writing Workshop attendees) – includes Reception	\$ 75	\$ 75	\$ 75
<input type="checkbox"/> Monday – includes News Maker Lunch, Awards Ceremony	\$250	\$300	\$350
<input type="checkbox"/> Tuesday – includes Annual Banquet, Distinguished Achievement Lunch	\$300	\$350	\$400
<input type="checkbox"/> Annual Banquet guest	\$ 120	\$ 120	\$ 120
<input type="checkbox"/> Distinguished Achievement Lunch guest	\$ 50	\$ 50	\$ 50

MEMBERSHIP

3. Not a SABEW member? Add \$40 membership application fee	\$ 40	\$ 40	\$ 40
OR, for institutional rates, see information on page 6	\$ _____	\$ _____	\$ _____

TOTAL AMOUNT DUE (You must be a business journalist to use this form) \$ _____ \$ _____ \$ _____

Indicate physical, visual, hearing or dietary needs: _____

- ☐ I WILL MAKE/HAVE reservations at the Pointe Hilton Tapatio Cliffs Resort • 800-876-4683
☐ I DO NOT NEED reservations at the Pointe Hilton Tapatio Cliffs Resort
☐ I WILL ATTEND the Annual Conference Opening Reception, April 28
☐ I WILL ATTEND the Annual Banquet, April 30

PAYMENT OPTIONS

By Check

Make checks payable to the **Society of American Business Editors and Writers, Inc.** and mail to:
 (Fed. ID #36-3297751) SABEW Registrations
 The Missouri School of Journalism at
 The University of Missouri-Columbia
 76 Gannett Hall • Columbia, MO 65211-1200
 Voice: 573-882-7862 Fax: 573-884-1372
 E-mail: sabew@missouri.edu

By Credit Card

Indicate Card type: ☐ MC ☐ Visa ☐ AmEx

Name on Card _____

Card number _____

Expiration Date _____ / _____

Signature _____

REGISTRATION REFUND POLICY: A 70% refund of registration fees may be issued only if requested in writing before March 27, 2002.

REMEMBER:

Our last workshop in Chicago did sell out! Early bird registration fee is \$200 until March 5.

TBI: Extra! Extra!

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Society of American Business Editors and Writers, Inc.
c/o The Missouri School of Journalism at
The University of Missouri-Columbia
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Columbia, MO 65211-1200
<http://www.sabew.org>

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**Biz Buzz Catches
Contest Fever
PAGE 2**

SMALL BUSINESS WORKSHOP IN MIAMI BEACH JUNE 13-15