

THE BUSINESS JOURNAL

www.sabew.org

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New www.sabew.org
debut! See page 3

President's Letter

We Need More Time To Confer



BILL BARNHART

Financial Markets

Columnist,

Chicago Tribune

312-222-3599,

webarnhart@aol.com

Look carefully and you'll notice a subtle change as SABEW gears up for its 39th annual conference in Phoenix from April 27-30.

Did you notice?

It's a conference, not a convention.

For 38 years, including last year in the former World Trade Center, we held an annual SABEW convention. To be honest, we've changed the word to "conference" because we hope that in these tough economic times you and your employers will be more likely to support a "conference" than a "convention,"

**PHOENIX '02
DETAILS
PAGES 8-10**

which dredges up images of wild parties and funny hats.

I, for one, have nothing against wild parties and funny hats. But the people we represent – consumers of business and financial news – probably would question a rollick-

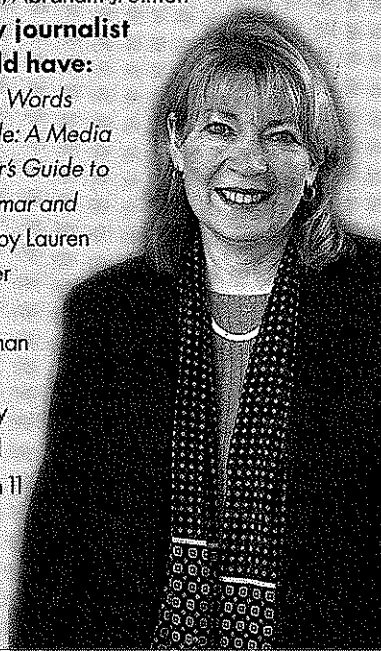
(continued on page 2)

Finally, The Chair!

Marty Steffens is SABEW's 1st educator at Missouri J-School

STEFFENS SNAPSHOT

- **Born:** 1953
- **College:** Indiana University
- **Degree:** BA in journalism
- **Career Highlights:** Vice President Content/Executive Editor/San Francisco Examiner and Executive Editor/Managing Editor, Press & Sun-Bulletin, Binghamton, N.Y.
- **Business Journalism Experience:** Financial News Editor, Los Angeles Times Orange County Edition.
- **When she's not working:** Plays tennis.
- **Book on the nightstand:** *Maestro: Greenspan's Fed and the American Boom* by Bob Woodard
- **Book every journalist should read:** *Vest Pocket MBA* by Jae K. Shim, Joel G. Siegel, Abraham J. Simon
- **Every journalist should have:**
 - When Words Collide: A Media Writer's Guide to Grammar and Style* by Lauren Kessler
- **Kids:**
 - Jonathan 20,
 - Jeffrey 12 and
 - Lauren 11



BY CAROLYN GUNISS

SABEW Executive Director

573-882-8985, gunissc@missouri.edu

A decade in the making, the SABEW Endowed Missouri Chair in Business and Financial Journalism finally has an occupant at The Missouri School of Journalism – Martha "Marty" Steffens.

The former executive editor of the San Francisco Examiner, "was the first choice of the search committee," said Dean Mills, dean of The Missouri School of Journalism. "We can use her general skills in many ways in conjunction with her business journalism knowledge."

Mills expects Steffens to teach business journalism to graduate and undergraduate students as well develop mid-career programs for working business journalists. There were about 30 contenders for the post.

"All the applicants were very competent individuals, but Marty represented the complete package," said James Sterling, Missouri Community Newspaper Management Chair, and head of the search committee. Other committee members were U. of Missouri educators Stuart Loory and Mike McKean and two

(continued on page 15)

Society of American Business Editors and Writers, Inc.

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President's Letter (continued from page 1)

ing business press in the wake of Sept. 11, the recession and Enron.

There is a more valid consequence of our change in nomenclature. "To convene" means "to meet together for a common purpose," according to Webster's. "To confer" means "to meet for discussion."

SABEW conventions always have given the nation's business journalists — just a handful in the beginning; several hundred more recently — an opportunity to hear from business newsmakers and from experts in reporting and delivering business news.

It's comforting and inspiring to convene for these purposes with reporters and editors who face similar challenges. Today, SABEW must expand its mission. The Internet, conference calls, Web casts, CDs and other innovations give business reporters everywhere greater access to news sources and expertise.

In particular, the new SABEW Web site is a powerful tool for rapidly communicating solutions to your reporting and editing problems.

Marty Steffens, the new SABEW Chair in Business and Financial Journalism, will also be a great resource for us all, all the time, wherever you are.

In the years ahead, there will be less need for business journalists to travel and convene to benefit from the expertise that SABEW can deliver. But the need to confer has never been greater.

The day has come when journalists who understand principles of business, financial accounting and economics must be more than a few geeks relegated to specialty publications or niche cable TV outlets or Wall Street wire services or the far corner of a newsroom. The story we are reporting, from Wall Street to Main Street, is simply too important.

I was struck by the fact that last March reporter Bethany McLean at Fortune

magazine raised questions about Enron's complex businesses and opaque financial reports. Shortly afterwards, Total Derivatives, a London-based newsletter covering the over-the-counter derivatives market, reported on market fears about Enron. These stories emerged months before Enron's reported shareholders' equity sprung a leak and the general press swung into action.

SABEW must dedicate itself to training a new generation of journalists who will — indeed, who will enjoy — uncovering business news for both the little fry like former rank-and-file Enron employees as well as Wall Street sharpies.

To train, we must confer.

The first SABEW business reporting and writing workshop, held in Chicago last fall, revealed energetic demand among young reporters for skills they need to cover business and economics in their communities. The oversold crowd enjoyed most of all discussing techniques with peers and more seasoned colleagues, not merely listening to talking heads.

Essentials of business reporting, which seldom change, as well as the latest tricks of the trade are best conferred face to face. There are many discussions that need to take place among us. Let us begin.

A reporting and writing workshop has been added to the annual conference this year. There will be a small business workshop in June and a personal finance conference in the fall. Regional workshops on basic business reporting skills will continue. We need volunteers to lead these discussions and pass on their special knowledge.

And feel free to wear a funny hat. TBJ

SABEW's president Bill Barnhart is a financial markets columnist at the *Chicago Tribune*. He can be reached at webarnhart@aol.com.

Web Page Gets Overhaul

INTERNET: New look, tools, information on site.

BY DICK SATRAN
Reuters, Chairman of
SABEW Internet Committee,
Dick.Satran@Reuters.com

Is SABEW becoming a dot-com?
Perish the thought.

We aren't going that route — SABEW will always be a journalism organization dedicated to upholding professional and ethical standards for business reporting.

But sabew.com is now a registered site on the Internet with an official Webmaster and paid advertising. Starting in January, the revamped SABEW site went up on the Internet.

(For the record, our true URL is sabew.org — but sabew.com works because we registered it and mapped it to our home page.)

"Our members have been asking for a secure, user-friendly site for some time, and we're pleased that we've been able to do that while only taking a small amount of cash from our reserves," said Carolyn Guniss, SABEW executive director.

SABEW governors grappled with how the site should be set up. Should we have chat? Do we need high-level security? Is it aimed at non-members or is it a SABEW-only site? Do we need streaming video to broadcast conferences?

In the end, it's a site that we hope will be a community gathering place for SABEW throughout the year, one that builds on our annual conferences and workshops. It carries news, announcements, conference schedules, job ads and perhaps, most interestingly — a searchable membership directory.

The site also lets members register and pay online for conferences and workshops in new "members only" areas. Public spaces will serve for outreach to new members and for business journalism education.

In the week after we went "public," — operationally, that is — traffic surged and there were hundreds of registrations — about half of them SABEW members and the rest non-members.

GOT IDEAS?

SABEW hired a part-time Web Editor to help in the management and development of the new Web site: Alisa Booze Troetschel. Members with suggestions, content or complaints contact cortona@tranquility.com.

software as the platform. SABEW also eliminates some costs, for example: the \$15,000 annual bill for printing and mailing the membership list.

We're not carried away with this — we're not planning an IPO right now! — but we are generating some revenue from the site. There are spots for advertising on the site — just as there are in our print publication, *The Business Journalist*. TBJ



THE BUSINESS JOURNALIST

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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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Business Editors and Writers, Inc.



Biz Buzz

BY DICK PAPIERNIK

Nation's Restaurant News

212-756-5205, rpapiern@nrn.com

Inquirer Gets Cultured

Knight Ridder's Philadelphia Inquirer may be trimming staff, yet biz ed Mary Flannery says the paper is launching a new beat, "The Business of Culture."

Former telecom reporter Patricia Horn will provide an in-depth look at the region's many cultural institutions.

Flannery says each institution "is also a business enterprise that raises and handles millions of dollars ... They play vibrant, vital roles in the life of our communities, they enrich our lives, but there is much that we, and those who shell out the millions of dollars to keep them going, don't know about them."

Also at the Inky, Tom Belden moved to retail and writes his biz travel column. Marcia Gelbart, formerly at Florida's Palm Beach Post, is covering tourism and travel. Recent GA assignments have gone to Ben Lowe, a 2001 Columbia U. grad as a one-year intern, and Tom Brady, an internal transfer.

IN THE APPLE

In the New York office of The Associated Press, according to a recent report from N.Y. biz ed Darrell Christian, Brad Skillman, assistant biz ed has been named deputy director/content and marketing for AP markets information.

Donna Weston, day supervisor on the biz desk, succeeded Skillman. Amy Finkelstein, formerly with the Wall Street Journal, is the new day supervisor. Terry Badger, assistant biz ed/enterprise, moved to San Antonio as correspondent.

Hope Yen transferred from Harrisburg, Pa., to New York as an ed. Theresa Agovino, a free-lancer in Eastern Europe, was hired as health care/pharmaceuticals reporter. Al Clendenning came to N.Y. from New Orleans as corporations/mergers & acquisitions reporter. Brad Fross moved from editing to energy/transportation reporter.

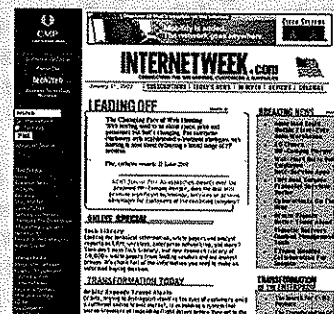
At Chain Store Age in New York, Dan Scheraga is promoted to senior ed from associate. He had worked previously at Chemical Market Reporter. Also, Barbara Hagan is promoted to senior desk ed and Siobhan Phinney has moved up to desk ed.

As for the New York Financial Writers Association, the group elected Eugene J. Smith, a 22-year veteran of The N.Y. Times and now editor of Utility Spotlight, as president.

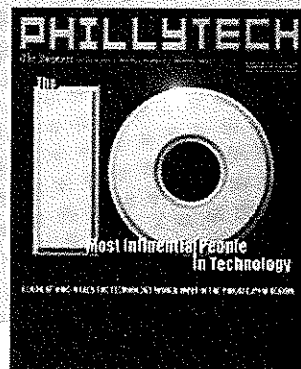
R.I.P. TECHNOLOGY

Recent victims of the tech slump:

- CMP Media folded the print edition of Internet Week magazine. The online edition at InternetWeek.com continues. The number of job cuts involved is still unknown.
- Freedom Technology Media Group closed Small Business Computing magazine after the January 2002 issue. The decision was reached after FTMG was unable to find a buyer for the publication.
- The Los Angeles Times ended its stand-alone Tech Times weekly tech section and moved tech features to an expanded Monday section.



- The Baltimore Sun killed its weekly "Plugged In" personal technology section. A smaller version of the section is now in the Business section on Thursdays.
- Philly Tech, a stand-alone monthly, was axed by the publisher of The Inquirer and Daily News. It had a circulation of 65,000.



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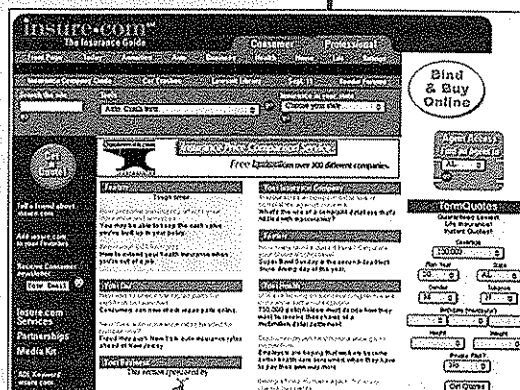


PR Newswire
United Business Media

Biz Buzz (continued from page 4)

WEB WINNER

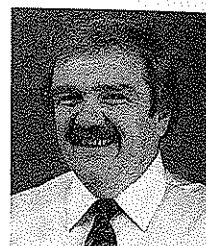
Phil Moeller, former SABEW president and biz ed at The Baltimore Sun, sold his Insure.com business to insurance broker Quotesmith.com for \$1.4 million in cash and 316,000 stock options. Moeller's site boasts of serving 400,000 visitors every month and owns a 7,500-page library of insurance articles and related content and tools. Hey, the guy was once the editor of TBJ!



Yours truly —Dick Papiernik — is vice president. Brad Finkelstein, editor of National Mortgage News is treasurer, and Noell Knox, of USA Today is secretary-assistant treasurer.

FROM THE HEARTLAND

Charles "Chuck" Camp, senior ed for biz news at the Dallas Morning News, is going to the Lexington Herald-Leader as chief projects reporter. Camp is a former senior ed at the Wall Street Journal and will be working for a former Journal colleague, Amanda Bennett, named editor at Lexington in August. Bennett describes Camp as, "a national treasure," and says, "We're eager for him to start sharing his expertise with a new generation of journalists."



Chuck Camp

In Milwaukee at the Journal Sentinel, David Haynes quits senior ed biz to become senior ed for enterprise. Haynes says he continues "working with biz reporters regularly" in his new job. Gary Miller became senior biz ed. Previously he had been ed of the Business Journal Serving Greater Milwaukee and a news ed for Bloomberg News.

In Detroit, Tom Walsh, former SABEW board member and former biz editor at The Free Press, has come back to the financial world as a biz columnist after working as a projects ed and then senior ed of technology & research.

After Free Press biz columnist Doron Levin (whom Walsh recruited in 1994 from the N.Y. Times) left to join Bloomberg News as a worldwide automotive columnist, Walsh put a bid in to succeed him. "It's great fun to be out of the office again, reporting and raising hell with the CEOs and the politicians, since a lot of the ground I tread is where business meets public policy," Walsh says.



Tom Walsh

DOWN SOUTH

At the Winston-Salem Journal in North Carolina, biz reporter Jane Seccombe is now the biz ed, succeeding Robert Douthit Jr., now heading biz coverage at The Record in Hackensack, N.J.

On a sad note, Albert Cason, whose journalism career spanned a half century including 35 years as The Tennessean's business editor, died at 86. Tennessean Editor Frank Sutherland said, "Before most other Nashville journalists, Albert Cason recognized the value of business news to Middle Tennessee readers ... Over several decades, he told The Tennessean's readers in an authoritative way the news about Nashville's business."

MOVING WEST

Business ed Ken Howe at the San Francisco Chronicle says recent buyouts at the paper are going to trigger "some beat reshuffling." Biz staffers who have taken buyouts include former SABEW board member Peter Sinton (GA, small biz and wine) and Scott Winokur (investigations.)

In Colorado, Boulder Publishing has cut 17 positions at its Daily Camera and Broomfield Enterprise newspapers. Last summer, 10 employees accepted buyouts. TBJ

SABEW Readies Small Business Workshop

TRAINING: Florida event on June 13-15 will study how tough times hit entrepreneurs.

BY THE TBJ STAFF

Small business, an important engine of economic growth, is facing challenges of securing financing and achieving growth amid the first recession in a decade.

Private equity, venture capital and entrepreneurship, which enjoyed unprecedented growth and attention during the boom years, are now adjusting to more traditional levels of activity.

The second SABEW Small Business Reporting Workshop in Miami Beach, Fla., will examine the issues facing entrepreneurs in this difficult environment.

It's a much changed climate from the first SABEW small business workshop that took place in Kansas City, Mo., in June 2000. Then, the boom-time talk was centered around the dot-com world.

This year, sessions at the conference will examine the role of small business and entrepreneurs in revitalizing neighborhoods; small business financing; and immigrants' participation in the growth of America's small business community.

"Reporters who want to wrap their arms around covering private companies should attend this workshop," said Bill Barnhart, SABEW president.

The 2002 conference will be held at the Wyndham Miami Beach Resort from June 13-15. There will be a writing critique session at the close of the conference. TBJ

QUESTIONS? IDEAS?

Just contact SABEW's office at 573-882-7862 or our event coordinator Mark Calvey at the San Francisco Business Times at mcalvey@bizjournals.com.

Additional information, including workshop speakers and panelists, will be posted to the SABEW web site and will appear in the next TBJ.

THE COSTS

SABEW is collaborating on this workshop with the Kauffman Center for Entrepreneurial Leadership at the Ewing Marion Kauffman Foundation.

The foundation's generous participation means that hotel costs will be covered for many participants. Registration is \$50 for the two-day event and you can register at www.sabew.org anytime.

In addition, six scholarships that cover transportation, lodging and workshop admittance are available for minority journalists and students. Visit the SABEW Web site to download an application or call 573-882-7862 to get one sent to you.

"The Knight Center provides sources, colleagues and **inspiration** in one wonderful week."

—JANE VON BERGEN, THE PHILADELPHIA INQUIRER

OUR NEXT SEMINAR

Airlines and Airports: Security and Commerce

April 16-19

APPLICATION DEADLINE MARCH 8

The Knight Center for Specialized Journalism offers fellowships to journalists for this timely seminar on changes in the airline industry since September 11. Air travel and transport, security, financial prospects, new federal policy and its implications will be examined. Fellowship participants gain new sources, story ideas and a network of colleagues.

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for Specialized Journalism

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To Apply Knight Center for Specialized Journalism, University of Maryland, Inn and Conference Center, 3501 University Blvd. East, Adelphi, MD 20783-8068 (301) 985-7279 ■ knight@umail.umd.edu ■ <http://www.inform.umd.edu/knight>

Fellowships cover instruction, lodging, meals and a travel subsidy. Funded by the John S. and James L. Knight Foundation, the center is affiliated with the University of Maryland's Philip Merrill College of Journalism.



Join the E-Club

SABEW now has 800 eMembers who receive TBJ via e-mail, periodic updates on new job openings and institutional membership discounts. To switch to eMembership, just e-mail sabew@missouri.edu or call our office at 573-882-7862.



Wisdom Windfall

SABEW's "Desert Double" offers something for everyone.

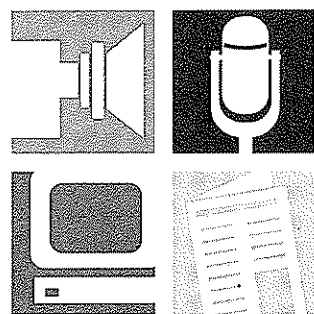
Rookies seeking basic skills and mid-career vets wanting a new edge will love our Reporting & Writing Workshop. Those navigating the tough economic climate, both in the newsroom and in the field, should sign up for 39th Annual Conference. Or you can do both at a discount price.

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.

Learn New Tools At Writing Workshop



Reporting & Writing Workshop
Pointe Hilton Tapatio Cliffs Resort
Phoenix, Arizona • April 27-28

Our second Business Reporting & Writing Workshop is designed for either a young reporter looking for foundation training or the mid-career professional seeking to take their game up a notch. Top journalists and financial specialists will educate attendees largely in small, breakout sessions which deal with everything from accounting tricks to how to be a better wordsmith.

SATURDAY, APRIL 27

- 9 a.m. ■ **BRINGING HISTORY TO YOUR STORIES**
Led by Bill Barnhart, Chicago Tribune
or ■ **TO BE ANNOUNCED**
- 10:45 a.m. ■ **RUDIMENTARY ACCOUNTING FOR JOURNALISTS**
Led by Jay Taparia, Association for Investment Management & Research
or ■ **ADVANCED ACCOUNTING SEMINAR**
Led by Rebecca Todd McEnally, Association for Investment Management & Research
- 1 p.m. **LUNCHEON SPEAKER** (To be announced)
- 2:45 p.m. ■ **WHEN BAD STUFF HAPPENS:** Veteran journalists share mistakes and triumphs.
or ■ **EXECUTIVE COMPENSATION:** How not to get it wrong.
Led by Graef Crystal of Bloomberg
- 4:30 p.m. ■ **BETTER PROFILE WRITING:** Making people stories work.
or ■ **PAPER CHASE:** Everything you wanted to know about public information, but were afraid to ask.

SUNDAY, APRIL 28

- 8 a.m. **BREAKFAST SPEAKER**
Barney Calame of the Wall Street Journal
- 9:45 a.m. ■ **BETTER LEAD WRITING:**
Led by Bernd Debusmann, Reuters news editor
or ■ **COVERING PRIVATE FIRMS:**
Led by Bernie Kohn of the Washington Post
- 11:30 a.m. ■ **BOTTOM UP:** How to develop a story when you don't have resources.
Led by Glenn Lewin, author of "The Business Reporter's Handbook."
or ■ **15 MUST-DO STORIES:** Terrific ideas you can take home and get started on.



Kohn

■ denotes small breakout session



SUNDAY, APRIL 28

Registration's at noon. Program starts at 1 p.m.

- 1:00 p.m. **OPENING SPEECH:** Hear from U.S. Trade Representative Robert Zoellick
- 2:30 p.m. **STATE OF BUSINESS JOURNALISM:** Discussion on where things stand in the middle of the changed economy, both in terms of coverage and pressure from the dark side.
Moderator: David Satterfield, business editor, San Jose Mercury News.
Panelists include Martin "Marty" Baron, editor, The Boston Globe, and Larry Kramer, CEO, CBS Marketwatch.
- 4 p.m. **MANAGEMENT WORKSHOPS**
■ Tales from the firing line on dealing with the toughest, most important and often most-difficult firm in your neighborhood.
or ■ Red flag issues, or how to spot the stuff that will get you in legal trouble.
- 5:30 p.m. **WELCOME RECEPTION:** Greet new members and Marty Steffens, SABEW Chair of Business Journalism at the Missouri School of Journalism.



Zoellick



Steffens

MONDAY, APRIL 29

- 8:30 a.m. **ENRON: WHAT WE SHOULD HAVE KNOWN:** A look at the biggest business story of 2002 and its big-picture ramifications for business journalism.
Panel includes Floyd Norris of The New York Times
- 10:15 a.m. **SEEING ACCOUNTING TRICKS:** Finding "the next Enron" means learning the trouble spots in corporate accounting.
With Jay Taparia, director/education programs, Investment Analyst Society of Chicago
- 11:30 a.m. **LIES, STATISTICS AND ECONOMICS:** How to understand, cover and bring home economics stories.
Panelists may include an economist, someone from the Conference Board and possibly an economics professor.
- 12:30 p.m. **LUNCHEON SPEAKER: JERRY COLANGELO**
Hear about the business of sports from the owner of the Arizona Diamondbacks and Phoenix Suns, Jerry Colangelo.
- 2:30 p.m. **BEST IN BUSINESS BREAKOUTS:** Learn in small groups how contest-winning work was accomplished.
- 5:30 p.m. **AWARDS CELEBRATION:** The SABEW Best in Business Awards Presentation/Reception



Colangelo

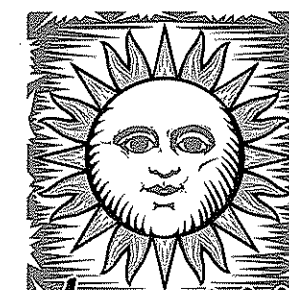
TUESDAY, APRIL 30

- 8:30 a.m. **GREAT IDEA WORKSHOPS:** Split sessions on ideas for large business sections or small/medium business sections. These round-table sessions will give you at least 10 ideas that might change your coverage.
- 9:45 a.m. **TRADE TRACKS:** A panel discussion on how NAFTA has changed things around the world and in your market.

■ denotes small breakout session

(continued on page 10)

Economy's Hot Topic At Annual Conference



sabew 2002
Annual Conference
Pointe Hilton Tapatio Cliffs Resort
Phoenix, Arizona • April 28-30

SABEW's 39th Annual Conference, dubbed "Riding the Roller Coaster Economy," targets business journalists trying to ride through a rough economy for our news sources as well as our own news organizations. We'll celebrate some of the best work of 2001, tackle some tough industry issues, plus be informed — and even entertained — by a lineup of national newsmakers including Southwest Air founder Herb Kelleher, sports-team owner Jerry Colangelo and U.S. Trade Representative Robert Zoellick.

GET PROGRAM
UPDATES AND
REGISTRATION
MATERIALS
FOR BOTH
PHOENIX SHOWS
AT THE NEW
www.sabew.org!



Annual Conference

(continued from page 9)

Distinguished
Achievement
Award Recipient
Barney Calame



Banquet Speaker
Herb Kelleher
of Southwest
Airlines



TUESDAY, APRIL 30 (continued)

- 11:15 a.m. ANNUAL MEMBERSHIP MEETING: Be a part of SABEW's future by participating in the annual membership meeting.
- 12:30 p.m. LUNCH SPEAKER: BARNEY CALAME
Hear from the Distinguished Achievement Award winner, Barney Calame, deputy managing editor, The Wall Street Journal.
- 2:20 p.m. TRAINING: WHAT YOU NEED
A conversation led by Marty Steffens, the SABEW Chair of Business Journalism, about new forms of training and new training tools.
- 3:30 p.m. MORE WORKSHOPS
■ Great Web sites for business journalists with Sreenath Sreenivasan, Columbia U. journalism professor.
or ■ Agate, the never-ending story. A look at the future of the stock tables and how to manage them better.
- 5:30 p.m. RECEPTION/ANNUAL BANQUET
The speaker is Herb Kelleher, founder of Southwest Airlines.

WEDNESDAY, MAY 1

OPTIONAL PROGRAMMING: THE BUSINESS OF PLEASURE

A morning round of golf or a trip to the spa, followed by a discussion of the business of pampering ourselves.

■ denotes small breakout session

10 Seek 7 Seats

BY BARNEY CALAME

SABEW Nominations Committee Chair

Wall Street Journal

barney.calame@wsj.com

The SABEW Nominating Committee has named a slate of 10 candidates for the seven seats on the Board of Governors that will be open at the time of the annual conference this spring.

Under new election guidelines adopted by the Board two years ago, the Nominating Committee is encouraged to present a slate with three more nominees than there are openings. The voting will take place during this spring's conference.

The terms of six current Board members expire this spring. Two members decided not to seek re-election, Rex Seline of the Fort Worth Star-Telegram was elected Secretary-Treasurer and Alecia Swasy of the St. Petersburg Times resigned from the board. Three Board incumbents are on the committee slate.

The six candidates with the highest vote totals will receive regular three-year terms. The candidate with the next highest vote count will fill the remaining two years of Swasy's term.

The Nominating Committee, as established in the SABEW Constitution, is composed of the three most recent past presidents, the current vice president, and one board member appointed by the president. The chair is the immediate past president.

Each nominee was invited to provide a picture and a statement of no more than 250 words about themselves and/or their interest in serving on the Board. Here are their submissions.

NOMINATING COMMITTEE SLATE:

- ✓* Mark Calvey, San Francisco Business Times
- ✓ Gertha Coffee, The Roanoke Times
- ✓ Henry Dubroff, Pacific Coast Business Times
- ✓ Ilyce Glink, Syndicated Writer, Chicago
- ✓ George Gombossy, The Hartford Courant
- ✓* Sandra Gonzalez, Bloomberg News
- ✓ Dave Kansas, WSJ.com
- ✓* Jonathan Lansner, The Orange County Register
- ✓ Greg McCune, Reuters
- ✓ Christian Wihtol, The Register-Guard (Eugene, OR)

(asterisk indicates incumbent)

• MARK CALVEY

SENIOR REPORTER
SAN FRANCISCO BUSINESS TIMES

Calvey is a senior reporter at the San Francisco Business Times, where he covers banking and venture capital. Mark has worked in business journalism for 17 years at several publications including the Charlotte Observer, Atlanta Constitution, Bridge News and Investor's Business Daily.



• GERTHA COFFEE

BUSINESS EDITOR
THE ROANOKE TIMES

Coffee has been business editor at The Roanoke Times since Jan. 1, 2000. Previously, she was Sunday business editor at the Atlanta Journal and Constitution.



She spent nearly 10 years at the AJC, where she also was a business reporter, personal finance writer and assistant business editor.

She received a Best of Cox newspaper award in 1996 for her work as an editor for a series on black wealth. That series won regional and national attention, including recognition from the American University/ICI Education Foundation for personal finance reporting.

Coffee began her 23-year career at The Commercial Appeal newspaper in

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mediaresource.entreworld.org

If entrepreneurship is your beat, visit the Kauffman Center Entrepreneurship Media Resource site. It's a world of resources about entrepreneurship at your fingertips. Developed with the Society of American Business Editors and Writers, this site was designed to help reporters covering entrepreneurship issues. Start here for resources and research about entrepreneurship and other business-related topics.

The Entrepreneurship Media Resource site offers:

- ▶ Links to entrepreneurship publications on the Web for quick access to background information.
- ▶ Links to entrepreneurship statistics to provide context and data for stories.
- ▶ Links to colleges and universities with entrepreneurship courses and entrepreneurship support organizations.
- ▶ Searchable database of entrepreneurship experts for direct contacts.
- ▶ Links to columns by entrepreneurs for an inside look at their challenges.

For additional information contact: Kate Pope Hodel
4801 Rockhill Road | Kansas City, MO 64110-2046
816-932-1043 | fax 816-932-1420 | khodel@emkf.org

KAUFFMAN CENTER
FOR ENTREPRENEURIAL LEADERSHIP
AT THE EWING MARION KAUFFMAN FOUNDATION

SABEW Board of Governors



Candidates for Election

Memphis, and has held reporting and/or editing positions at the Detroit Free Press and Pittsburgh Press. She is a graduate of Northwestern University and studied for her master's in journalism at Southern Illinois University in Carbondale.

She strongly supports SABEW's initiatives to improve the quality of business reporting and editing. The organization was especially responsive to the events of Sept. 11.

She would like to help SABEW continue to expand its reach, especially to smaller business staffs that face the same journalistic challenges as their larger counterparts—but with fewer resources.

• HENRY DUBROFF

EDITOR/PUBLISHER
PACIFIC COAST BUSINESS TIMES

My name is Henry Dubroff and I am the editor, publisher and principal owner of Pacific Coast Business Times, a weekly business journal serving Santa Barbara, Ventura and San Luis Obispo Counties in California.

I am a past SABEW president and past board member and I really enjoy being involved with the SABEW staff and fellow members.

I currently serve the organization in a number of capacities, including co-chair of the SABEW chair fund-raising committee, member of the SABEW chair search committee and publisher of The Business Journalist.

I want to return to the board because I think that I have a unique perspective on SABEW and on business journalism.



As a longtime SABEW member I have seen the organization grow tremendously but I want it to remain true to its roots as an advocate for better business journalism and as a forum for timely discussion of the issues.

It is important to remember the basics that make for good reporting, good editing and a better SABEW.

Second, as the owner of an independent business publication, I gather a lot of information about what the larger media companies are doing and I think my non-aligned status is a real plus for SABEW.

I also bring an entrepreneurial, "let's roll up our sleeves and get this done" spirit to the board. And I believe that I bring a measure of fiscal discipline to the board that will be very important as we enter a potentially tough period economically.

• ILYCE GLINK

SYNDICATED WRITER
CHICAGO

Glink is a syndicated journalist, television correspondent, author and radio host specializing in real estate, personal finance, and business.

She has published six books, including 100 Questions Every First-Time Home Buyer Should Ask; 100 Questions Every Home Seller Should Ask; 10 Steps To Homeownership: A Workbook for First-Time Buyers; 100 Questions You Should Ask About Your Personal Finances; and 50 Simple Things You Can Do To Improve Your Personal Finances.



Her newest book, 50 Simple Steps You Can Take To Disaster-Proof Your Finances, will be published in May.

Glink's column, "Real Estate Matters," appears in more than 30 newspapers and Web sites. She contributes frequently to Woman's World magazine and the Los Angeles Times. Based in Chicago, Glink is the real estate and personal finance correspondent for Chicago's WGN-TV. She's been the money expert for Lifetime Life on the Lifetime Network and is the permanent guest-host for the Clark Howard Show, on WSB Newstalk, the Cox radio station in Atlanta. Her company, Think Glink, Inc. (www.ThinkGlink.com), provides content and consulting to major companies and Web sites.

As for SABEW, she says: "I've spent years helping journalism organizations reach out to young journalists. I'd like to use some of that experience to broaden SABEW's reach. If elected, I'd like to help SABEW continue to develop new and innovative programming that will engage members."

• GEORGE GOMBASSY

BUSINESS EDITOR
THE HARTFORD COURANT

One of the first things I did when I became the business editor of The Hartford Courant in 1995 was to join SABEW. While I didn't have extensive experience as a business reporter, I recognized immediately SABEW's potential benefit.

It was one of the best decisions I made. Through SABEW I met many



(continued on page 13)

SABEW Board of Governors



Candidates for Election

people who gave me solid advice on how we could improve our business sections.

SABEW is a crucial resource as more people turn to us for advice and information on business and economics.

Educating business journalists on how they could fulfill their responsibilities by being more sophisticated, skeptical and hard-hitting, is a worthy endeavor for SABEW.

I believe there are two other crucial areas. One is to encourage and help news organizations do more to diversify their business staffs. The other is to encourage more ground-level reporting.

As we rely more on the Internet and experts for information, there is less incentive to talk with common workers and consumers — other than for that anecdotal lede. To really connect with our readers, viewers and listeners, I think we need to broaden our sources to include the people who count the most — the little people.

I have been with The Courant for 31 years and have received more than 20 journalistic awards for stories that I wrote or co-authored. Those awards include the George Polk Award for local reporting, the American Bar Association's Silver Gavel Award, and the Aviation/Space Writers Association Award for Excellence.

• SANDRA GONZALEZ

EDITOR
BLOOMBERG NEWS
(No information provided.)



• DAVE KANSAS

DEPUTY MANAGING EDITOR
WSJ.COM

Dave Kansas oversees Money & Investing coverage for WSJ.com and is involved in the development of new initiatives.



Prior to rejoining the Wall Street Journal in Dec. 2001, Kansas worked for five years at TheStreet.com. In that role, he directed the launch and expansion of the online news operation. In addition, he was responsible for overseeing a news-gathering operation that included staff in New York, San Francisco, London and Hong Kong. He held the titles of editor-in-chief, chief strategic officer and executive vice president. In addition, he sat on the company's board of directors. Kansas also sat on the board of TheMarker.com, a joint venture between Ha'aretz and TheStreet.com.

Prior to TheStreet.com, Kansas worked for five years at the Wall Street Journal covering the environment, utilities and the financial markets. At the Wall Street Journal he also spent time covering economics and the financial markets in Tokyo. He is a Minnesota native and lives in New York.

• JONATHAN LANSNER

BUSINESS COLUMNIST
THE ORANGE COUNTY REGISTER

SABEW has been a big part of my life the past five years. I've served as a SABEW governor since 1997; been Executive Editor of SABEW's The Business Journalist newsletter the last

three years and was recently appointed to the Executive Committee by SABEW President Bill Barnhart

This organization is a crucial element in the advancement of business journalism, a craft I've undertaken since 1983. The last 15 years I've worked as a business journalist at The Orange County Register as a reporter, editor and now as business columnist. I've also been involved in three personal finance book projects.

During my stint as The Business Journalist editor, I'm proudest that we have been able to totally erase the large losses that the newsletter long suffered. In the last two years we evolved TBJ to a point where one-fourth of SABEW members get TBJ delivered via the Internet and members who want electronic delivery also get periodic e-mail updates on job openings posted to SABEW's Web site.

It also has been an honor to serve as host for three SABEW events held in Orange County: the 1998 Annual Conference, the 2000 Technology and 2001 Personal Finance workshops.

As for my hopes for SABEW, I believe the organization must be accessible to as many business journalists as possible using events and information tools we currently possess plus new forms of outreach. Prudent growth must serve both big organizations and small; new members and potential ones; the deep-pocketed institutions and the members attending a SABEW event on their own dime.



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SABEW Board of Governors



Candidates for Election

• GREG MCCUNE

MIDWEST BUREAU CHIEF
REUTERS

McCune has been around the world in 25 years as a business journalist, eight years with Bridge News and then 17 years with Reuters. He has written and edited in five countries—the U.S., Canada, Britain, Belgium and Australia—and served as Reuters chief correspondent in Canada (1992-96), Washington bureau chief (1996-2000), and now Midwest bureau chief based in Chicago.



He is responsible for a 13-state region including reporters covering everything from airlines to agricultural commodities. In his reporting career he covered a host of stories including international trade, negotiations on the euro single currency, and the Quebec referendum in Canada. As Washington bureau chief, he supervised Reuters reporting on everything from the Microsoft antitrust case and the International Monetary Fund's response to the Asian financial crisis, to presidential elections, and the Monica Lewinsky scandal.

McCune taught a session in October at the SABEW's Business Reporting and Writing Workshop in Chicago and

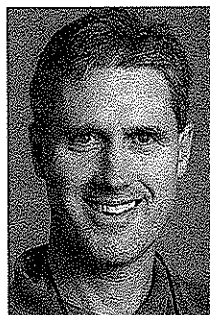
helped teach a business journalism course at the University of Illinois last year. He is a member of the Reuters panel charged with promoting diversity in the company workforce.

"I have been fortunate to have such a variety of domestic and international experiences in business journalism. After 25 years with my suitcase mostly packed and ready to go, it is time to give back to my profession. If elected, I would promise to be an active board member and would hope to help with SABEW training programs and expanding membership."

• CHRISTIAN WIHTOL

BUSINESS EDITOR
THE REGISTER-GUARD

SABEW has no board members from under-100,000 circulation dailies. I've worked as business editor for an 80,000-circulation daily since 1990. If elected, I would seek ways for SABEW to help small dailies make business news a priority for staff, space, money.



- Number of U.S. dailies under 100,000: 732
- Number of U.S. dailies over 100,000: 104

At most small papers, business news is a poor stepchild. This, despite a 1997 American Society of Newspaper Editors national readership survey showing that business news is much more popular than sports.

Fighting for staff/money is a lonely gig. Backup from SABEW would help.

SABEW could provide industry surveys; examples of successful business-section and

business-staff expansions; examples of successful business-resource lobbying techniques; testimonials from publishers/MEs who have expanded their business report.

Also, I would lobby for SABEW to create paid summer internships for under-100,000-circulation papers.

Before working at the Register-Guard, I was a business reporter and copy editor at The Record in New Jersey. I hold an MBA from Fairleigh Dickinson University, and a bachelor's of arts from Oxford University in the United Kingdom. I am very active in the journalism community, and was an adjunct assistant professor at University of Oregon School of Journalism. Under my leadership the Register-Guard has won the SPJ Pacific Northwest 2000 contest; SABEW Best in Business, 1995-97, spot news 1999 contests; and Oregon Newspaper Publishers Association 1995, 1997, 1998. TBJ

Finally, The Chair!

(continued from page 1)

SABEW past presidents: Randy Smith, assistant managing editor of the Kansas City Star and Henry Dubroff of the Pacific Coast Business Times.

Qualities that attracted Steffens to the committee included her vitality, creativity, and credibility. She exudes an energetic spirit and enthusiasm for SABEW and the journalism school, Mills said.

Steffens said she understands the important role business and financial journalism plays in today's society.

"Financial interests go through every thread of our world today," she said. "It seems simple to say follow the money but it's always been about the money."

No one's more relieved about the hiring than Smith, one of the original thinkers about the chair.

"This was a multi-step process," Smith said. "We had to agree to launch a fundraising drive; we had to sign on to it as a group; then work at it during the 10-year process; and then to find the right person for it. It is a testament to the cohesiveness of SABEW."

The notion of the chair was born out of the idea that SABEW needed to strengthen its relationship with the Missouri School of Journalism and identify new sources of operating income. Leaders of SABEW outlined to members eight years ago key motivations: "a crisis in the teaching of business journalism at the undergraduate and graduate levels" and "wanting to strengthen mid-career programs for business journalists."

"We have done something that many organizations haven't," Smith said. "I think there is a lot to be proud of here. We have set up a great institution that will outlast most of their careers." TBJ

THE MONEY TRAIL

Raising the funds for the SABEW Chair took time and a lot of givers: 139 to be exact.

Fifty-four media companies, one anonymous donor and 84 individuals gave sums ranging from \$10 to \$200,000 for the needed \$1.1 million. The state of Missouri, through a matching funds program, will match dollar-for-dollar up to 5 percent interest income generated from the endowment.

"It took more years than we anticipated to finish the fundraising," said SABEW President Bill Barnhart. "That's because we limited our fund-raising to media organizations and foundations."

The fund-raising launched in 1993 and was to last three years. It seemed off to a grand start with a \$200,000 gift from Capital Cities/ABC Foundation but actually took seven years to complete.

STEFFENS' REQUEST

Words from the SABEW chair Marty Steffens:

"What do you need to know? Knowledge is essential to great reporting, and it's my mission to train the next generation of business journalists as well as inspire working journalists like you.

"On SABEW.org you'll find a survey of training needs. We'd like to know what you need, and how that training should be delivered. For example, I'm working on a Web-based calculator to help interpret financial statements from companies. Would other interactive tools be useful?

"What about seminars? Is there still a strong need for basic 'boot camp' information? Or should we focus on hot topics that are developed quickly? Should we develop CDs? Or do webcasts?

"Let me know. We'll share the results of in a future issue of *The Business Journalist*."

Steffens can be reached at e-mail at steffensm@missouri.edu, or by phone at 573-884-4839.

JOB LISTINGS

The following is a synopsis of help-wanted job postings on the Society of American Business Editors and Writers Inc. Web site at www.sabew.org. Check the Web for more details and other job opportunities that may have been posted since our press time.

• Atlanta Journal-Constitution is looking for a journalist to cover Hartsfield International Airport. Send resume and clips to: Angela Tuck, News Personnel Manager, Atlanta Journal-Constitution, 72 Marietta St. NW, Atlanta, GA 30303.

• Bloomberg News seeks Houston Bureau Chief/Energy Team. Please use Requisition #11562 in all correspondence. Use online application found at www.bloomberg.com.

• Golf Digest seeks apparel editor. Forward your resume & salary requirements to: The Golf Digest Companies, Human Resources, 5520 Park Avenue, Trumbull, CT 06611 or fax 203-371-2109 or e-mail recruiter@golfdigest.com.

• Las Vegas Sun is looking for reporters to expand coverage of the nation's gambling industry. E-mail your resume to Business Editor Steve Green at sgreen@lasvegassun.com.

• Mutual Funds magazine has an opening for a reporter in the Fort Lauderdale, Fla. Apply at www.careers.timeinc.com. Click on "Begin Search" and enter 4761 under the Keyword search field.

• Small Times Media is looking for an experienced business writer. Interested applicants can contact Marlo Pabst at 734-528-6133 or e-mail at marlopabst@ardesta.com.

• Weiss Research is looking for a financial staff writer to research and write electronic and/or print newsletters. E-mail resume to Corporate Recruiting Department at jobs@weissinc.com. Reference WRITER in the subject line.

• Winston-Salem Journal seeks business journalist to cover banking/financial services and regional economy/economic development. Submit resume, clippings and a cover letter to Jane Seccombe, business editor, Winston-Salem Journal, Box 3159, Winston-Salem, N.C. 27102.

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.

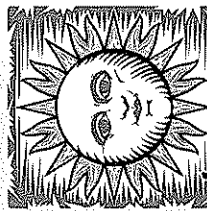
Hurry! Attendance is limited. Details at www.sabew.org.

SABEW

Society of American Business Editors and Writers, Inc.

Workshop underwritten by the Kauffman Center for Entrepreneurial Leadership at The Ewing Marion Kauffman Foundation

Training Bonanza Set For Desert



Phoenix In
April Is The
Place To Be

For reporters and editors seeking more journalism skills, SABEW holds the second Reporting & Writing Workshop, April 27-28.

For managers needing tools for content issues and budget battles, there's the SABEW 39th Annual Conference, April 28-30.

DETAILS, PAGES 8-10

Also:

**Marty Steffens
Is New SABEW Chair**

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Revamped Sabew.org
Up And Running

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Biz Buzz: Philly Gets A Dose Of Culture

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Job Opportunities
PAGE 14

PAGE 14

BOARD ELECTIONS: WHO'S RUNNING? SEE PAGES 11-14

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