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Dear Member:

I am writing this note to tell you that frankly I am concerned over the small number of members that have registered to date for the upcoming SABW convention in Los Angeles.

To date we have slightly over 20 registrants, and for a group that comprises about 110 members, this is not a good showing.

It is not good at all when you consider that Bob Nichols has worked hard to develop an excellent program. We have Rudolph Peterson, president of the Bank of America, Roy Ash, president of Litton, a task force from American Institute of Certified Public Accounts to talk about how to read and understand financial reports. We also have the two top men from the New York and American Stock Exchanges, and many others.

It's true that a trip to Los Angeles is expensive for your newspaper or for you personally if you are footing the bill. However, we decided to hold the meeting in Los Angeles only after a large number of members said they would attend.

The Society has been growing stronger and bigger and better each year. Strong enough to have a successful meeting in a city like Minneapolis (a little off the beaten financial track) and strong enough to attract some of the best speakers in the country, speakers who are coming to the meeting prepared to give new insights, background, and news.

If you can possibly attend this Los Angeles meeting, please do so. It is important for the future of the Society but, more important, it will be advantageous to you for your professional development, for meeting with other business journalists, and being able to swap ideas, experiences, and gripes.

Please come if you can possibly make it, and get your fellow members to come too. The SABW needs your support.

Best regards,

Eugene Miller

P.S. If you plan to attend send your registration fee to