

NEWSLETTER

Society of American Business and Economic Writers

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1982 Convention Special

Everything is up to date in Kansas City

There'll be something for everybody at SABEW Convention

By Jerry Heaster

President, SABEW

Kansas City is ready if you are and kick-off time for Society Convention XIX is noon Sunday May 2 when the hospitality suite opens for registration at the Alameda Plaza Hotel.

Barring any last-minute changes, here's what you can expect:

Sunday

High Noon: Registration opens at Plaza Suite and Conference Parlor 235 with plenty of refreshments to rejuvenate weary travelers and cure even the most debilitating cases of red-eyed regret for those who over-juleped on Derby Day.

The Board of Governors will hold its annual meeting at 3 p.m. and board members should forward any suggestions for the agenda to the president by April 25.

The annual reception will begin at 6 p.m. and will be hosted by The Kansas City Star and The Kansas City Times.

Monday

The first session of the program will be with executives from the Kansas City Board of Trade, who will discuss the new stock index futures contract based on the Value Line Index.

James Cloonan will be joining the Society for the next presentation and will be discussing the marketplace as seen through the eyes of The Little Guy. Mr. Cloonan is founder and president of the American Association of Individual Investors, a Chicago-based organization that has gone from a gleam in Mr. Cloonan's eye to 20,000 members in only four years. His idea for such an association sprung from the belief that individual investors need professional guidance from people who don't have anything to sell them.

The luncheon speaker will be Roger Guffey, president of the Federal Reserve Bank of Kansas City, who will discuss the outlook for Federal Reserve policy in the months ahead.

Kurt Luedtke will follow lunch and lead a workshop on journalistic ethics. Mr.

Luedtke is a former executive editor of the Detroit Free Press who went to Hollywood to seek his fortune as a screenwriter a couple of years ago. His first screenplay, "Absence of Malice," was worthy of an Academy Award nomination and produced some sharp criticism from some people in the newspaper business.

William Verity, chairman of Armco, will wind up the afternoon session with a talk on the challenges facing the domestic steel industry in particular and American industry in general.

Monday evening will be free and, need-

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The meeting at-a-glance

In an effort to answer some of the most often asked questions that members have posed in recent days, here is a quick rundown on the 19th annual meeting of the Society.

WHERE: The Alameda Plaza Hotel in Kansas City's Country Club Plaza, the most beautiful area of what many people think is one of America's most attractive cities. It is about 20 blocks south of the downtown area and approximately 45 minutes from Kansas City International Airport by taxi. Limo service is available from KCI every half-hour and costs considerably less than a taxi.

WHEN: From Sunday, May 2, to Wednesday, May 5. Registration begins at noon Sunday in Plaza Suite and Conference Parlor 235.

COST: Registration fee will \$150 and members should be prepared to pay their dues through the 1982-83 fiscal year, which begins June 1. Dues will remain \$25 per year. Single rooms run \$70-\$85.

LATE BOOKINGS: Late birds shouldn't have to worry about getting a room, according to Alameda sales representatives. Although the deadline was April 12 for booking from the reserved block held in the Society's name, occupancy rates are such that rooms will be available well after that date. Those who book late should tell the reservations clerk they are with SABEW. The toll-free number at the hotel is 1-800-821-5502. Anyone who has a problem getting a room should call Jerry Heaster at 816-234-4370.

SPOUSE'S PROGRAM: As of April 11, only four members had planned to bring a spouse. Without a minimum of eight, it will be difficult to arrange a separate program at a reasonable price. If lack of attendance dictates against a spouse's program, there is still much to be done on an informal basis. The Plaza area is a tourist's delight—with myriad shopping opportunities and some of the best restaurants in the city. Also, beautiful statuary and fountains abound and camera buffs will find it a delightful place to spend time. Meantime, the Nelson Art Gallery is nearby and has one the finest collections of oriental art in the world. For those who want to go farther afield, the Truman Library in Independence is approximately 30 minutes from the hotel by taxi.

GUESTS: Precise costs for luncheon and banquet guests are still not known, but should be in the neighborhood of last year's, which were \$17 for lunch and \$40 for the banquet. Members are welcome to invite guests and, of course, spouses are welcome at both as always. However, the program planners will need 48 hours notice on all guests who plan to join us for lunch or the banquet.

OUTSIDE REPORTING: In the past, some members have arranged to stay an extra day at meeting sites to pursue stories about interesting companies or economic developments in the cities where meetings are held. Meeting planners will be able to assist those who want to do so at this year's meeting.

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less to say, the hospitality suite will be open following the dinner hour.

Tuesday

Corporate philanthropy will be subject at the early session with a panel that will include Richard Contee, president of the Dayton Hudson Corp. Foundation, and a top executive from Control Data. This all-Minneapolis panel will discuss corporate initiatives in two contexts. Dayton-Hudson pioneered the "5 Percent Club" Concept, which calls for corporate members to contribute 5 percent of pre-tax profits to charitable endeavors. Control Data's strategy has been to target new facilities in the inner city and thereby make jobs more immediately available in areas where urban decay has limited opportunities.

George L. Bernstein, executive partner of the international accounting firm of Laventhol & Horwath, will be next on the program and will talk about the problems facing those who run medium-sized and small businesses in America during the '80s.

The luncheon program will feature James W. Kinnear, president of Texaco USA and executive vice president of Texaco Inc., who will be discussing the impact of the oil glut and falling petroleum prices on the economy and on the energy industry.

Harold "Red" Poling, executive VP/Ford North American Automotive Operations, will gather with members after lunch and the theme for his presentation will be "The American Auto Industry: A New Direction."

The annual meeting of the membership will be convened at 3:30 p.m. and members who want to make suggestions concerning the agenda should send them to the president by April 25. Also, anyone wishing to be considered as an active candidate for the board of governors is advised to notify a member of the nominating committee before Monday, May 3. The nominating committee this year includes Jerry Heaster, John Rumsey, vice president, and Margaret Daly, immediate past president.

The Biggie when it comes to Society meetings is, of course, the annual keynote banquet and installation of officers and this year's will be an especially notable event. This year's keynote speaker will be Yoshio Okawara, Japan's ambassador to the United States, who will discuss his country's perspective on U.S.-Japan trade relations. With this year's meeting heavily focused on the future of industrial America and how it will remain competitive in the global marketplace, the Japanese ambassador's speech serves as a balance to the remarks Society members will be hearing

from leaders in the auto, steel and agribusiness industries.

Wednesday

Leading off the last day of the convention will be Bill Donoghue, the money market guru and pioneer of the money market newsletter concept, who will be exploring the continuing impact of the money markets on the economy and the outlook for the credit markets.

The financial supermarket will be the next topic for discussion and leading it will be Richard Jones, who as vice chairman and chief financial officer of Sears is a key shaper the giant retailer's move to sell socks and stocks under one corporate roof. This overview from a corporation that has taken the lead in the revolution occurring in the financial marketplace should prove one of the most interesting and useful of the meeting.

Agribusiness is battling cleanup for the Society as John Anderson, president of Farmland Industries, concludes the annual meeting with a luncheon address on the problems facing America's farmers and everyone else involved in the agricultural marketplace. These are not happy times for this vital segment of the nation's economy and as head of the largest agribusiness cooperative in America, Mr. Anderson promises to detail what is ailing agribusiness and what needs to be done to get the industry out of the troubles in which it is mired.

In short, this year's program offers a broad diversity that should fit the needs for everyone attending. For those who file daily stories, there will be lots of newsmakers. For those who come looking for ideas for columns and economic analyses, there will be thoughtful discussions of important issues that should provide plenty to chew on. And for those who come for no other reason than to recharge their intellectual batteries and relax with old friends, there will be plenty of opportunity for that, too.

All in all, Society Convention XIX promises to be another meeting well worth attending.

Apparently many members agree. The early commitments from members who plan to attend indicate that we're going to have one of the best turnouts ever for an annual meeting. Among them will be several new members who are looking forward to meeting with us for the first time.

Come and get it!

Membership rolls still mounting

The recruiting campaign begun in mid-February continues to bear fruit for the Society. New members added to the rolls since the last newsletter include:

Rick Erickson, business editor of the *The Express-News* in San Antonio; Steve Lund, business writer for the *Kenosha News*; Mike Seemuth, financial writer, *The Journal Herald* in Dayton, Ohio; Charles Crumpley, financial writer, *The Kansas City Times*; Dick Dilsaver, business editor of the *Wichita Eagle Beacon*; and Stephen Row, business editor of the *Richmond News Leader*.

Keepin' up

A number of members have been on the move since the Society last met:

Cheryl Hall has been promoted to business editor of the *Dallas Morning News*; Dave Beal went from Milwaukee to St. Paul for the *Pioneer-Press* and *The Dispatch*, where he is executive business editor for both papers; Pete Silberman has been promoted by *The Washington Post* to assistant

managing editor/news; Ray Kenney has moved from *The Milwaukee Sentinel* to *The Milwaukee Journal* as executive business editor; Bruce Ellison traded Fort Lauderdale sunshine for a Maine winter and is a free-lancing economic journalist (while he wants to remain a member, he is not going to be a candidate for office this year);

Bill Doyle has become business editor of *The Daily Record* in Morristown, N.J.; Fred Freeman, who quit the business editor's post at the *Cleveland Plain Dealer* a couple of years ago to pursue a public relations career, has rejoined the newspaper ranks as special economic projects editor for the *Cleveland Press*; Chet Holcombe has retired from the *Santa Barbara News-Press*; Dave Whitney has stepped down as business editor of the *Florida Times-Union* to devote full time to an economics column for the paper; and Anne Tanner has left the *Rochester Democrat & Chronicle* and is doing advertising and public relations work with Hutchins/Young & Rubicam there.