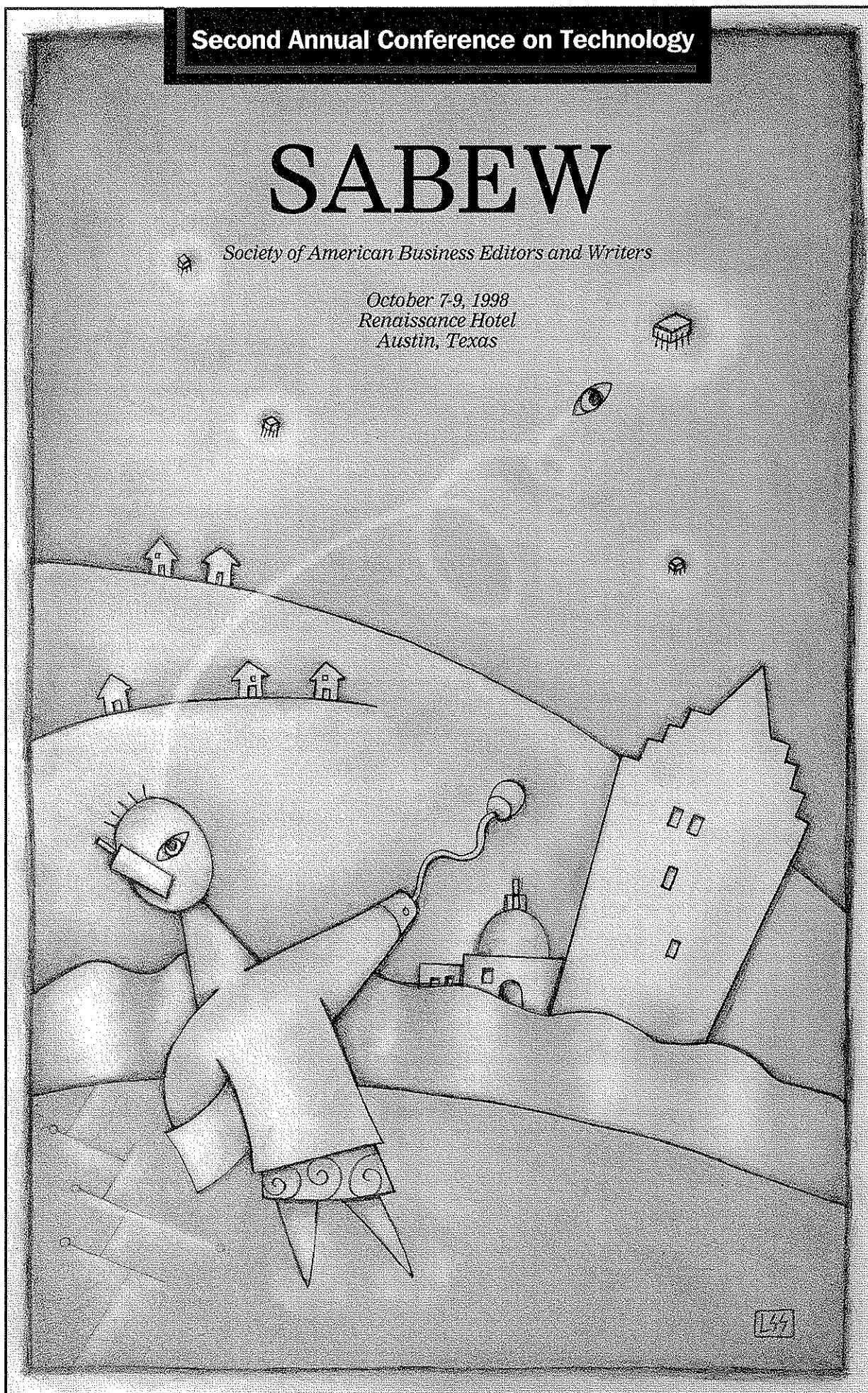


Second Annual Conference on Technology

SABEW

Society of American Business Editors and Writers

October 7-9, 1998
Renaissance Hotel
Austin, Texas



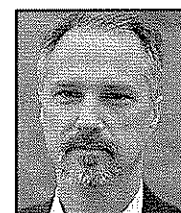
Featured speakers



Michael Dell
CEO, Dell
Computer Corp.



Jerry Yang
Co-founder,
Yahoo



Peter Lewis
Technology
writer, The New
York Times



Jennifer Hill
Deputy
business editor,
Atlanta
Journal-
Constitution



**Herb
Greenberg**
Senior
columnist,
TheStreet.com

SABEW 2nd Annual Conference on Technology

Meeting sessions are in the **SABINE ROOM**. Lunches are in the **SAN MARCOS ROOM**.
Breakfasts, breaks and exhibits are in the **PECOS ROOM**.

WEDNESDAY, OCT. 7

8 a.m. Registration/Exhibit Hall opens

10 a.m. Welcome

Susan Wells, assistant managing editor/business, Atlanta Journal-Constitution and SABEW president; and **Becky Bisbee**, business editor, Austin American-Statesman

10:10 a.m. - 11 a.m. Speaker

New approaches to new media

Peter M. Winter, president of Cox Interactive Media, discusses online media and the Cox approach.

11 a.m. - Noon Panel

How to write about technology without sounding like a geek

Moderator: **Peter Hillan**, executive business editor, San Jose Mercury News; Panelists: **Dwight Silverman**, writer, Houston Chronicle; **Jennifer Hill**, deputy business editor, Atlanta Journal-Constitution; **Dan Gillmor**, columnist, San Jose Mercury News; and **Mark Leibovich**, technology writer, The Washington Post.

Noon - 1:25 p.m. Lunch Speaker

Fun and games on the Internet

Richard Garriott, founder and head of Origin Systems, the maker of Ultima Online, takes us behind the scenes of the gaming world.

Sponsored by Austin 360.com

1:30 p.m. - 2:30 p.m. Panel

Information appliances

2:30- 2:55 p.m. Break in Exhibit Hall

Sponsored by the Dallas Morning News

3 p.m. - 4 p.m. Workshop

So you want to use the Internet, build an Intranet?

Scott Clark, business and technology editor of the Houston Chronicle, demonstrates how to use the Internet to research stories and find sources,

and how to set up a Intranet for your business staff.

4 p.m. - 5 p.m. Panel

Cybertainment

Moderator: **Jennifer Hill**, deputy business editor of the Atlanta Journal-Constitution; Panelists: **Marten Davies**, CEO, Digital Anvil; **James Van Buskirk**, Creator of the Wave Table Technologies and Principle of NemeSys Music Technologies; **David Ryan**, Chief Developer, Navigo; **Lisa Maxon**, Executive Director, The Film Alliance; **Christine Peel**, Owner, Christine Peel Web Design; **Justin Madison Smith**, Industrial Strength Network; **Jonathan Gilbert**, Techno Guru, Capitol Camera; and **Todd Judge**, Principle, I/o Studios.

5 p.m. - 5:30 p.m. Exhibit Hall open

5:30 p.m. - 7 p.m. Reception (outside patio)

Sponsored by the San Jose Mercury News and Mercury Center

THURSDAY, OCT. 8

8 a.m. Continental Breakfast in Exhibit Hall/ Registration opens

8:30 a.m. - 9:30 a.m. Keynote Address

Taking Dell Computer to the top

Michael Dell, founder and chief executive of Dell Computer Corp., outlines his plan to become the No. 1 maker of personal computers.

9:30 a.m. - 10 a.m. Break in Exhibit Hall

Sponsored by the Fort Worth Star-Telegram

10 a.m. - 11 a.m. Panel

Is the U.S. telephone system obsolete and, if so, what is going to replace it?

Moderator: **Mike Mills**, telecom writer, The Washington Post; Panelists: **Pat H. Wood III**, chairman of Texas Public Utility Commission; **John A. Garcia**, senior vice president of sales and distribution for Sprint PCS; **Valerie Walden**, senior vice president, switched and private line, at IXC Communications; **Royce Caldwell**, president, SBC Operations;

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and **Robert Stewart**, vice president of communications, Teligent.

11 a.m. - Noon Speaker

New rules, new tools

Joel Kocher, chief executive of Micron Electronics Inc., talks about changing the PC industry.

Noon - 1:25 p.m. Lunch Speaker

Leader of the pack

Jerry Yang, co-founder and company visionary for Yahoo! Inc., reveals his company's strategy to ahead of the competition on the Wide World Web.

1:30 to 2:45 p.m. Panel

What a company's financials and business plan will tell you if you know where to look, what to ask
Panelists: **Herb Greenberg**, writer at TheStreet.com; **Rusty Todd**, journalism professor at the University of Texas; and **Jeff Rupp**, principal at BT Alex. Brown, Dallas.

2:45 p.m. - 3:15 p.m. Break in Exhibit Hall

Sponsored by the Houston Chronicle

3:15 p.m. - 4:30 p.m. Speaker

Money makes the world go 'round

Joe Aragona, general partner of Austin Ventures venture capital firm, gives insight.

4:30 p.m. - 5:30 p.m. Panel

Social implications of technology — A set of haves, have nots

Moderator: **Peter Lewis**, writer, The New York Times; Panelists: **Gary Chapman**, University of Texas; **Steve Guengerich**, Powershift Group; and **Roger Crockett**, technology writer, Business Week magazine.

6 p.m.- 7:30 p.m. Reception

Sponsored by Austin American-Statesman at the Headliner's Club (Business attire required, bus transportation and map provided)

FRIDAY, OCT. 9

8 a.m. Continental breakfast (Trattoria Grande)

8:30 a.m. Field Trips

Applied Materials

Motorola

Design Edge

Samsung clean room

Dell Computer

IXC Communications

SBC Technology Research lab

Samsung and Applied Materials tour:

8:30 a.m. leave Renaissance: 9 a.m. arrive Samsung, allow two hours for briefing with top engineers, prepare to go into clean room, tour, redress. (This tour is limited to 12 people. Samsung has strict requirements for people entering its clean room facilities. They are: No dresses, wear long sleeve shirt, shoes and socks, no cosmetics or after shave.); 11:15 a.m. arrive Applied Materials. Allow one hour for briefing, tour and questions and answers. Return to hotel by 12:30 p.m. This bus can go to the airport on the way back to the hotel if necessary.

Dell Computer tours:

9 a.m. leave Renaissance. 9:15 a.m. arrive at Dell's Metric 12 manufacturing plant. Allow one hour for briefing, tour, questions and answers. Return to hotel by 10:30 a.m.

10:15 a.m. Repeat of Dell tour.

Motorola tour:

9 a.m. leave Renaissance. 9:30 a.m. arrive at Motorola's facility in Oak Hill. Allow one hour for briefing, tour questions and answers. Return to hotel by 11 a.m.

Design Edge tour:

10:45 a.m. leave Renaissance. 11 a.m. arrive at Design Edge for briefing, tour, questions and answers. Return to hotel by 12:15 p.m.

IXC Communications tour:

11:15 a.m. leave Renaissance. 11:30 a.m. arrive at IXC Communications network center. Allow one hour for briefing, tour, questions and answers. Return to hotel by 12:45 p.m.

SBC Technology Research lab tour:

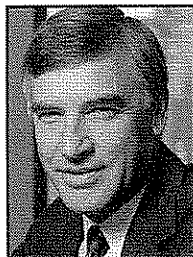
On Thursday or Friday.

Speaker biographies



JOSEPH C. ARAGONA is a general partner of Austin Ventures, one of the largest private equity firms in the United States. Aragona joined the firm in 1982 and has focused on information technology. He is a director of Technology Works (computer peripherals), AnswerSoft (computer-telephony integration software), Pervasive Software (database software) and Human Code (interactive multimedia software). He also was responsible for the firm's investments in Synoptics Communications, Proteon, Credence Systems and CompUSA.

Aragona received a bachelor's degree and MBA from Harvard University. He joined Austin Ventures from the Merchant Banking Division of the Bank of Boston.



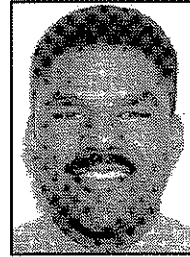
ROYCE S. CALDWELL is president of SBC Operations, a \$68 billion enterprise that markets a full range of telecommunications services in SBC's seven-state region. The organization includes Southwestern Bell's and Pacific Bell's operation—nearly 34 million access lines, more than 29 million customers,

and revenues of more than \$20 billion.

Before leading SBC Operations, Caldwell was president of Southwestern Bell Telephone (SWBT), the largest unit in the SBC family of companies.

Other previous assignments include a term as president of SWBT's Oklahoma Division, heading up SBC Communications' International Operations, and leading SBC's mergers and acquisitions unit.

SCOTT CLARK is the Business and Technology editor at the Houston Chronicle. Clark earned two bachelor's degrees from the University of Missouri and a juris doctorate in law from the University of Houston. He was a graphics instructor at the University of Missouri before joining the St. Louis Dispatch as a general assignment reporter. Clark started at the Houston Chronicle as a banking writer in 1982. He became an assistant business editor in 1987 and the Business Editor in 1988.



ROGER CROCKETT joined the Chicago bureau of Business Week in November 1997. From Chicago he covers technology and telecommunications across the Midwest, focusing on industry trends and corporate strategies deployed by heartland heavyweights such as Motorola and Gateway.

Crockett came to Business Week from The (Portland) Oregonian, the Northwest's largest daily. There, he also covered technology and telecommunications, but with a greater emphasis on software. He transitioned to technology coverage from his job reporting on workplace issues in the Northwest. Crockett has also worked at the Enquirer in Battle Creek, Mich., and Newsweek.

MICHAEL S. DELL serves as chairman and chief executive officer for Dell Computer Corp., the world's largest direct-sales computer systems company. Dell founded the company in 1984 with \$1,000. Today Dell Computer is one of the top five vendors of personal computers worldwide.

The company's corporate customer base includes the majority of the companies named to Fortune's list of 500 largest U.S. companies. With the addition of Dell Computer to this list several years ago, Dell became the youngest CEO of a company ever to earn a ranking on the Fortune 500(R).

Dell has earned the title "Entrepreneur of the Year" from Inc. magazine (1989). Dell also was named 1992 "Man of the Year" by PC Magazine and "CEO of the Year" for 1993 by Financial World magazine. PC Laptop magazine named Dell "Portable Pioneer" of the year in 1994. In 1996, he was named "Best CEO of a Turnaround" by Upside Magazine because of Dell's resurgence in the notebook market and success in the global markets. In January 1997, he was included in Business Week's list of "The Top 25 Managers of the Year."

Wall Street has recognized Dell's executive leadership with the Wall Street Transcript's prestigious Gold Award in 1991 and 1995 and its Silver Award in 1990.

Dell attended The University of Texas at Austin. He is a member of the Board of Directors of the U.S. Chamber of Commerce and the Computerworld/Smithsonian Awards. Dell serves on the nominating

committee for the National Technology Medal of Honor, and is an adviser to the Innovative Technology Management Association at The University of Texas at Austin.



JOHN GARCIA, Sprint PCS Senior Vice President, Sales and Distribution, is responsible for the planning and execution of the venture's overall sales efforts. With more than 23 years of experience in the telecommunications industry, Garcia oversees all sales channels within the company including Sprint PCS retail

centers, business-to-business, national retailers and telesales.

Prior to assuming this role in January 1998, Garcia was the region Vice president for the Southwest region responsible for the deployment of Sprint PCS' service in the five-state area of Texas, Oklahoma, Kansas, Missouri and Arkansas.

On a national level, Garcia has contributed to the creation of Personal Communications Services.

Prior to his appointment to Sprint PCS, Garcia was vice president of marketing and sales for GTE's joint venture in Argentina and spent 11 years with AT&T Consumer Products Group.



RICHARD GARRIOTT (aka "Lord British") pioneered computer gaming with his 1979 release of Akalabeth, the predecessor to the award-winning Ultima(tm) series. Ultima remains one of the highest-grossing single product lines in the history of entertainment software. In 1997, the series broke new ground on the Inter-

net with the release of Ultima Online. Throughout his career, Garriott has received extensive praise and numerous awards, including Computer Gaming World's 15 Most Influential Industry Players and Next Generation's America's Elite.

DAN GILLMOR is technology columnist at the San Jose Mercury News, Silicon Valley's major daily newspaper. His column runs three days a week in the Mercury News and is a regular feature in other American newspapers, including the St. Louis Post-Dispatch, St. Petersburg Times and Arizona Republic. Gillmor also appears frequently on television and radio programs, including National Public Radio's Morning Edition.

The Mercury News, a Knight Ridder newspaper, is widely regarded as one of the pre-eminent sources of

technology journalism, and was the first major daily to go online.

HERB GREENBERG is the Senior Columnist for TheStreet.com (www.thestreet.com), an online financial publication.

Before joining TheStreet.com, Greenberg worked for 10 years for the San Francisco Chronicle as a columnist. He previously was a reporter with the Chicago Tribune, Crain's Chicago Business, the St. Paul Pioneer Press, the Boca Raton News and Amusement Business. He also spent a year as an analyst at an arbitrage partnership.

Greenberg received a bachelor's degree in journalism from the University of Miami.



STEVE GUENGERICH is a principal of Powershift Group, whose purpose is to create, manage and invest in next generation information technology software, services and applications companies. Guengerich has 16 years of experience working directly in the information technology industry, including the IT consulting divi-

sions of Arthur Andersen & Co. and Coopers & Lybrand. Prior to Powershift Group, he was an executive and a founding shareholder with BSG Corp., one of the leading, private client/server and Internet services firms, prior to its acquisition by Medaphis Corp.

JENNIFER HILL is deputy business editor at the Atlanta Journal-Constitution, where she oversees technology coverage and edits Personal Technology, a weekly section on consumer technology. Hill has been at the AJC since 1982 and has worked in business, features and metro.



JOEL KOCHER is chairman and chief executive of Micron Electronics Inc., an Idaho company that is the third-largest direct seller of personal computers.

Kocher worked at Dell Computer Corp. from 1987 to 1994, rising to president of worldwide marketing, sales and service. He was one of the

key executives who helped develop Dell's direct marketing business model and helped shape its aggressive culture. During his time at Dell, the company expanded in sales from \$100 million to \$3.6 billion.

Kocher later was chief operating officer of Artisoft Inc. in Tucson, Ariz., before becoming chief operating

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officer of Power Computing Corp. in Round Rock, Texas, in 1996. Power was the first and largest maker of Macintosh-compatible computers until it sold its Mac-related assets to Apple Computer in late 1997. Kocher joined Micron in early 1998.



MARK LEIBOVICH covers technology for the Washington Post. In his work, he has emphasized the "culture of technology," its human side and underside, and how technology has shaped the modern corporation, routine and family. He has also covered several breaking tech-business stories, including Computer Associates' hostile takeover bid of Computer Science Corp., the slow-down of the computer chip industry, and how companies are handling the Year 2000 computer problem.

He came to the Post in September 1997 after a 3½ year stint at the San Jose Mercury News. In San Jose, Leibovich wrote features about life in Silicon Valley and about technology firms such as Apple Computer, Intel, Oracle and Sun Microsystems.

PETER LEWIS has written about science and technology for The New York Times since 1982. He was an assistant financial editor there, and started the first tech page in the Business section in the mid-'80s. He was also the newspaper's Personal Computers columnist from 1984 to 1996. In 1993 he became the first reporter for a major daily newspaper to begin full-time coverage of the Internet.

In January 1997 he quit The Times to become vice president of ideaMarket, an Internet start-up company based in Austin. Fortune magazine named ideaMarket one of the 25 "Cool Companies" of 1997; the award came the week before the company collapsed. Lewis rejoined The New York Times a few months later and now covers consumer technologies.

MIKE MILLS arrived at The Washington Post in May 1994 to report on the much-hyped and little understood communications revolution. In the past four years he has covered every major telecommunications merger, alliance and strategic and technological shift in the industry. He saw the Telecommunications Act of 1996 through from its inception and today closely covers its ramifications. Mills also writes about the wireless and satellite industries and the Internet.

Prior to the Washington Post he spent six years at

Congressional Quarterly, four of which were spent covering Congress for The Weekly Report, CQ's flagship magazine.

DWIGHT SILVERMAN is the Houston Chronicle's computer columnist and technology beat reporter. He covers personal technology on a daily basis, and writes a weekly computer column. Silverman started at the Chronicle in 1990 as an assistant state editor.

After graduating from the University of Texas at Austin, he got his start in journalism as the religion editor and rock critic for the Beaumont Enterprise. He has worked as a television critic and investigative reporter at the San Antonio Light, as a political writer for an alternative newspaper, and as the editor of a monthly magazine for senior citizens.

His personal home page can be found at www.neosoft.com/~dwights/ on the World Wide Web.

ROBERT W. STEWART, vice president of communications at Teligent, works with Teligent's senior executives to tell the company's story.

Teligent offers local, long distance, Internet and other cutting-edge communications services using digital microwave networks and other advanced technologies.

Before joining Teligent in May 1997, Stewart served as director of public policy communications for MCI Communications Corp. Between 1993 and 1995, Stewart was director of corporate communications in the Washington office of Pacific Telesis Group, the regional Bell operating company that has since been acquired by SBC Communications, Inc.

He served as a congressional correspondent and technology writer in the Washington Bureau of the Los Angeles Times from 1989 until 1993. He also worked as a reporter for The Providence Journal and Evening Bulletin in Providence, R.I.



RUSSELL G. TODD is a journalism professor at the University of Texas in Austin when he is not working for Dow Jones, which he has done off and on since 1984. This time last year, Todd was director of Market Commentary for Dow Jones. In 1992, he was the project manager and founding editor Dow Jones

Emerging Markets Report. He has also served time with The Asian Wall Street Journal in Hong Kong.

A former chair of the UT journalism department, Todd also has taught at the University of Missouri and

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California State University of Hayward.



VALERIE WALDEN is the senior vice president, switched and private line, at IXC Communications Inc. Prior to joining IXC Communications, Walden served as vice president of sales and marketing for AT&T Wireless. She has more than 15 years of telecommunications and management experience in marketing, sales,

product development and customer care management with AT&T, McCaw Communications, BellSouth Mobility and Ogilvy & Mather.

PETER M. WINTER is president of Cox Interactive Media, Inc., a division of Cox Enterprises, Inc., which is based in Atlanta.

Cox Interactive Media builds and operates consumer products and services on the Internet. Local Web sites are under construction in 25 key Cox markets around the United States. In addition, several niche Web sites are under development for regional and national distribution.

Previously, Winter was vice president of Market Development for Cox Newspapers, where his professional focus was new digital media, database marketing and investments. Concurrent with that position, in April 1995, he was named interim Chief Executive Officer of New Century Network, a joint venture of Advance Publications, Cox Newspapers, Gannett Co., The Hearst Corp., Knight-Ridder, Times-Mirror, The Tribune Company, The Washington Post Co. and The New York Times Co.

Before joining Cox in 1993, Winter was senior vice president of market development for the Newspaper Association of America, where he was responsible for helping daily newspapers reinforce and expand their share of local advertising. From 1983-1989, he was president of Digital Applications International Limited (DAI), a privately held consulting company specializing in implementing new media services for the consumer market. He joined DAI after two years as vice president of Strategic Planning /Executive Editor with Keycom Electronic Publishing, a new media research and development company owned by Field Enterprises in Chicago.

PAT H. WOOD III was appointed to the three-member Public Utility Commission of Texas in February 1995 by Texas Gov. George W. Bush. The PUC regulates the state's telecommunications and electric power industries. Wood serves as chairman of the



commission until August 2001.

A native of Port Arthur, Texas, Wood received a B.S. degree in civil engineering from Texas A&M University and a J.D. from Harvard Law School. He has worked as an engineer with Arco Indonesia and as an attorney with the Baker & Botts law firm in Washington, D.C. Wood also

served as legal adviser to a member of the Federal Energy Regulatory Commission and as legal counsel to the chairman of the Texas Railroad Commission.

JERRY YANG is the co-founder and company visionary for Yahoo! Inc. Today, Yahoo! is successfully pioneering Yang's original vision of Yahoo! as the first Internet media company leveraging brand, distribution and content.

Spearheading Yahoo's recent strategic partnerships with Visa, NBC, CBS, ESPN and other media players, Yang is a visionary for the content aggregation model that ultimately will succeed as Internet media companies evolve. "Content is king" has given way to distribution, globalization, aggregation and the power of strategic alliances to succeed in the Internet medium.

Yang, a Taiwan native, co-created the Yahoo! online guide in April 1994 and co-founded Yahoo! Inc. in April 1995. He holds B.S. and M.S. degrees in electrical engineering from Stanford University and is currently on a leave of absence from Stanford University's electrical engineering Ph.D. program.

Special thanks

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CODE OF ETHICS

It is not enough that we be incorruptible and act with honest motives. We must conduct all aspects of our lives in a manner that averts even the appearance of conflict of interest or misuse of the power of the press.

A business, financial and economics writer should:

1. Recognize the trust, confidence and responsibility placed in him or her by the publication's readers and do nothing to abuse this obligation. To this end, a clear-cut delineation between advertising and editorial matters should be maintained at all times.
2. Avoid any practice which might compromise or appear to compromise his objectivity or fairness. He or she should not let any personal investments influence what he or she writes. On some occasions, it may be desirable for him or her to disclose his or her investment positions to a superior.
3. Avoid active trading and other short-term profit-seeking opportunities. Active participation in the markets which such activities require is not compatible with the role of the business and financial journalist as disinterested trustee of the public interest.
4. Not take advantage in his or her personal investing of any inside information and be sure any relevant information he or she may have is widely disseminated before he buys or sells.
5. Make every effort to ensure the confidentiality of information held for publication to keep such information from finding its way to those who might use it for gain before it becomes available to the public.
6. Accept no gift, special treatment or any other thing of more than token value given in the course of his professional activities. In addition, he or she will accept no out-of-town travel paid for by anyone other than his or her employer for the ostensible purpose of covering or backgrounding news. Freelance writing opportunities and honoraria for speeches should be examined carefully to assure that they are not in fact disguised gratuities. Food and refreshments of ordinary value may be accepted where necessary during the normal course of business.
7. Encourage the observance of these minimum standards by all business writers.

ADDENDUM TO CODE OF ETHICS

Guidelines to ensure editorial integrity of business news coverage

1. A clear-cut delineation between advertising and editorial matters should be maintained at all times.
2. Material produced by an editorial staff or news service should be used only in sections controlled by editorial departments.
3. Sections controlled by advertising departments should be distinctly different from news sections in typeface, layout and design.
4. Promising a story in exchange for advertising is unethical.
5. Publishers, broadcasters and top newsroom editors should establish policies and guidelines to protect the integrity of business news coverage.

Cautions on use of non-journalists with conflicts of interest in the subject matter

Using articles or columns written by non-journalists is potentially deceptive and poses inherent conflicts of interest that editors should guard against. This does not apply to clearly labeled op-ed or viewpoint sections or "Letters to the Editor."