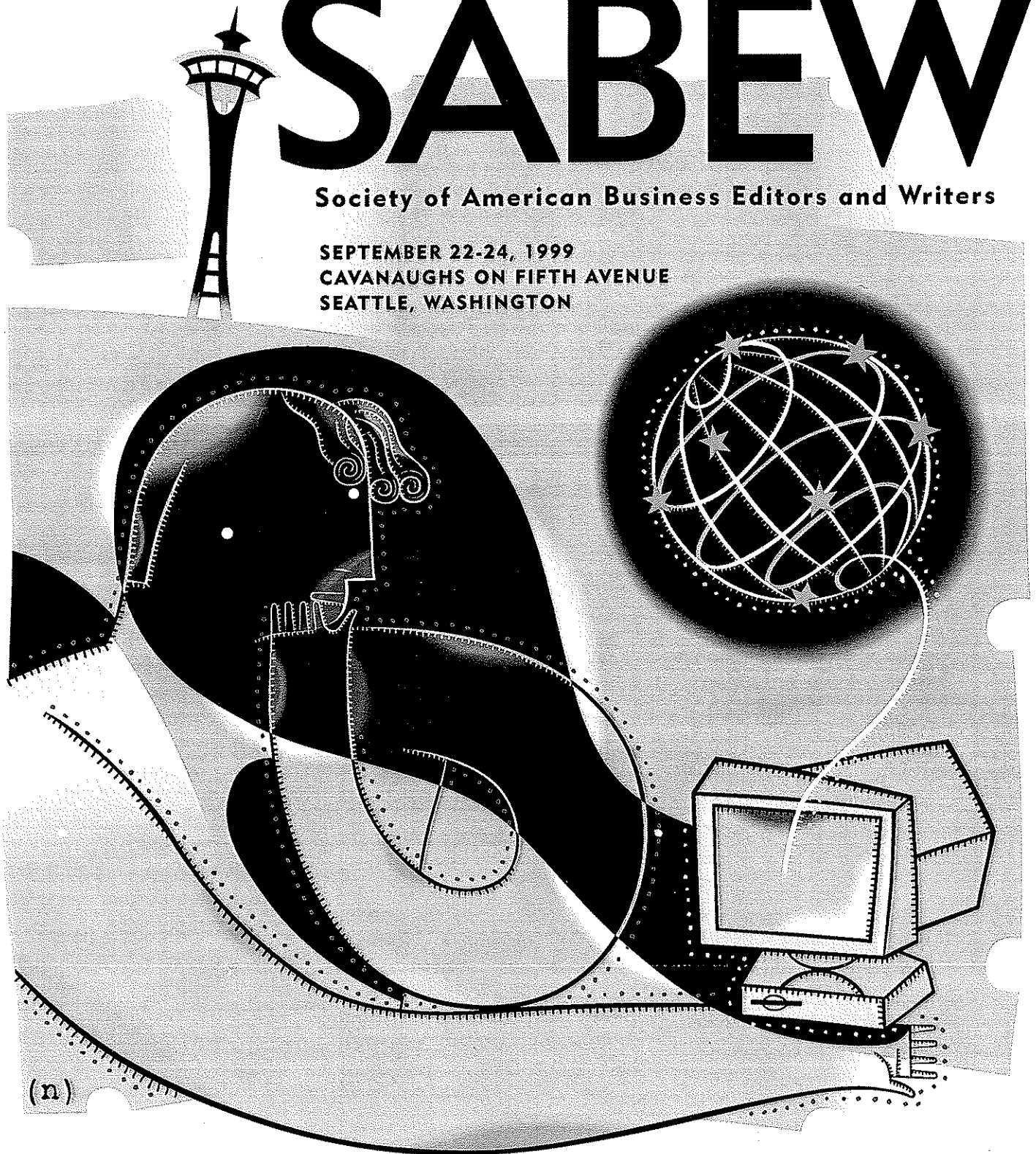


THIRD ANNUAL CONFERENCE ON TECHNOLOGY

SABEW

Society of American Business Editors and Writers

SEPTEMBER 22-24, 1999
CAVANAUGHS ON FIFTH AVENUE
SEATTLE, WASHINGTON



FEATURED SPEAKERS

STEVE BALLMER
President,
Microsoft Corp.

**RUSSELL C.
HOROWITZ**
CEO, Go2Net, Inc.

PETER NEUPERT
CEO and President,
drugstore.com

ROB GLASER
CEO,
RealNetworks, Inc.

PHIL BURGESS
Director, Center for
the New West

SCHEDULE

Society of American Business Editors and Writers

Room locations: All sessions take place in Emerald Ballroom 3.
Meal functions and exhibits will be held in Emerald 2. Room changes will be announced.
Registration is in the ballroom foyer.

TUESDAY, SEPT. 21

7:30 p.m. - 11 p.m.

Hospitality Suite Opens
in the Presidential Suite

Sponsored by Bridge News

Lise Buyer, Internet analyst,
Credit Suisse First Boston; **Dan
Levitan**, founder, Maveron Capital
Fund, and **Owen Van Natta**,
director, business development,
Amazon.com

Noon-1:25 p.m. Lunch speaker

*Creating a Viable Business
on the Internet*

Russell Horowitz, CEO, Go2Net
Introduction: Steve Dunphy,
Seattle Times business
columnist.

Sponsored by Bridge News.

3 p.m. - 4 p.m. Speaker

*The Great Digital Divide:
Haves and Have Nots*

Phil Burgess, president, Center
for the New West
Introduction: **Carolyn Guniss**,
SABEW Executive Director

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

*Covering Tech
in a Multimedia World*

Moderator: **Don Nelson**, editor,
Puget Sound Business Journal
Panelists: **Eddie Yandle**,
managing editor/personal
finance, Microsoft;
MoneyCentral.com; **Dick Satran**,
technology editor/columnist,
Reuters; **Liz Enbysk**, managing
editor, AnchorDesk

5 p.m. - 5:30 p.m. Break

Exhibit hall open

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

Columbia Tower Club
(Less than 10-minute walk.
Business attire is required)

Sponsored by The Seattle Times

Off-site reception

Ace Hotel

Sponsored by TheStreet.com

WEDNESDAY, SEPT. 22

8 a.m. Registration/Exhibit Hall
open, continental breakfast

*Sponsored by The Puget Sound
Business Journal.*

10 a.m. Welcome

Charley Blaine, SABEW
president; **Rob Weisman**,
business editor, Seattle Times

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

Multimedia on the Internet

Rob Glaser, CEO, RealNetworks
Introduction: Jay Greene, Seattle
Times Microsoft reporter

11 a.m. - Noon: Panel

*How Do You Value
Internet Companies?*

Moderator: **Adam Lashinsky**,
columnist, TheStreet.com
Panelists: **Peter Neupert**, chief
executive officer, drugstore.com;

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

*The Changing Newspaper
Technology Beat*

Moderator: **Mark Watanabe**,
Seattle Times technology editor
Panelists: **Susan Wells**,
technology editor, Atlanta
Journal-Constitution; **Peter Hillan**,
executive business editor, San
Jose Mercury News; **Linda
Himelstein**, Silicon Valley bureau
manager, Business Week; and
Mike Francis, technology editor,
The Oregonian

2:30 p.m. - 2:55 p.m. Break

Exhibit Hall open

THURSDAY, SEPT. 23

8 a.m. Continental breakfast

Exhibit Hall/Registration open

Sponsored by The Atlanta Journal-Constitution and The Austin American-Statesman.

8:30 a.m. - 9:30 a.m. Speaker

Technology in the New Millennium

Steve Ballmer, President, Microsoft Corp.

Introduction: **Paul Andrews**, Seattle Times technology columnist

9:30 a.m. - 10 a.m. Break

Exhibit Hall open

10 a.m. - 11:30 a.m. Panel

Seattle.com: A Leader in E-commerce

Moderator: **Helen Jung**, Seattle Times technology reporter

Panelists: **Terry Drayton**, CEO, Homegrocer.com; **John Arnold**, vice president of e-commerce, InfoSpace, and **Matt Hyde**, vice president of online sales, REI

Noon - 1:25 p.m. Speaker

The New World of Online Investing

John Stone, COO, Netstock.com

Introduction: **Jodi Schneider**, AME/Technology, U.S. News and World Report

Sponsored by The Seattle Post-Intelligencer.

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

Kids and Computers

A discussion about kids and computers and the social implications of having kids who

have grown up with powerful computers, the internet and the information age.

Moderator: **Chris Carson**, business editor, Tacoma News Tribune

Panelists: **Gordon Ross**, head of Net Nanny; **Donna Stanger**, formerly general manager of Edmark software, and **Shelly Day**, CEO, Humongous Entertainment

2:45 p.m. - 3:15 p.m. Break

Exhibit Hall open

Sponsored by The Tacoma News Tribune

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

The Cult of Bill

Moderator: **Don Smith**, business editor, Seattle Post-Intelligencer

Panelists: **Paul Andrews**, Seattle Times technology columnist and author; **James Wallace**, Post-Intelligencer business reporter and author, and **Laura Raun**, Microsoft reporter, Bloomberg News

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

Exhibit hall open

5:30 p.m. - 7 p.m. Reception

Hotel patio

Sponsored by The San Jose Mercury News

FRIDAY, SEPT. 24

8 a.m. Continental Breakfast

9 a.m. Field Trips

- Microsoft Campus
- The Boeing Co.

Noon Conference ends



Field trips will leave from the Cavanaughs on Fifth Avenue at about 9 a.m. and return by noon in order to facilitate departures or other plans.

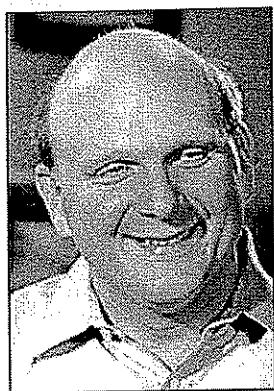
One bus will go to the **Microsoft campus** in Redmond, Wash., a Seattle suburb, across Lake Washington, about a half hour away from downtown Seattle in what is called locally the Eastside. Participants will get a look at the sprawling Microsoft campus, then break into several groups to explore specific parts of the Microsoft operation.

The other bus will go to the **Boeing plant** in Everett, Wash., about 30 miles to the north of the city. The Everett plant is one of the largest buildings in the world, the site of the manufacture of both the 747 jumbo jet and the new Boeing 777. The field trip will concentrate on how computer-aided design was used to build the 777 in an entirely new way, without a traditional mockup.

SPEAKERS

Society of American Business Editors and Writers

STEVE BALLMER,
President, Microsoft Corp.



Steve Ballmer

STEVE BALLMER, 42, was appointed president of Microsoft Corp. on July 21, 1998. His appointment by Microsoft Chairman and CEO Bill Gates was designed to help broaden the leadership of the company and better position it to take advantage of future growth opportunities.

Ballmer's new responsibilities include boosting the business discipline and performance of all Microsoft's existing and emerging businesses as well as continuing to improve customer satisfaction. With Gates, Ballmer also is focused on reinventing the Microsoft working environment so that the company is even more responsive to changing customer needs, new technologies and market dynamics.

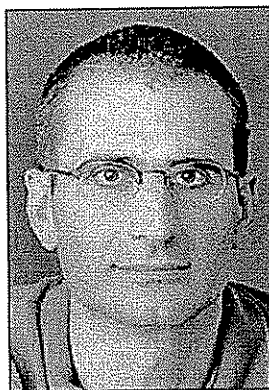
Ballmer has held a number of positions since joining Microsoft in 1980. Most recently, he was executive vice president of sales and support, where he drove all activities related to Microsoft's sales, support and marketing. He shaped the new model of broad customer service in the '90s, building and maintaining comprehensive long-term relationships with customers.

Ballmer also has been responsible for leading Microsoft's channel efforts and has been instrumental in forging strategic relationships with key business associates at every level of the value chain. He is a member of Microsoft's Business Leadership Team, in which shares responsibility

with Gates and 12 other senior executives for broad strategic and business planning for the entire company.

A graduate of Harvard University, Ballmer earned a degree in applied math and economics and later worked at Procter & Gamble Co. as an assistant product manager. He then attended the Stanford Graduate School of Business. He is also a member of the Stanford Business School Advisory Council. In his free time, he enjoys working out at the gym, jogging and playing basketball.

PETER NEUPERT
CEO and President, drugstore.com



Peter Neupert

PETER NEUPERT brings more than 15 years of computer industry experience to drugstore.com from Microsoft Corporation. In his most recent position, he was vice president of news and publishing for the Interactive Media Group, including Slate, and media business partnerships for MSNBC Cable and Internet, and Microsoft's joint venture with Black Entertainment Television.

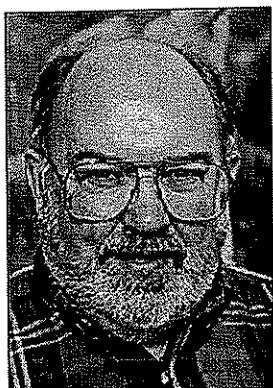
His responsibilities also included online ad sales and business development. At Microsoft, Neupert also held the position of senior director of strategic relationships for Microsoft's Advanced Consumer Technology Group, managing a broad variety of business and marketing relationships to foster the development of the information highway.

His endeavors provided the backbone for

Microsoft's entry into the media, entertainment, and content worlds. Before joining Microsoft, Neupert was vice president and chief operating officer of Graphic Software Systems in Portland, Ore. He holds an M.B.A. from the Amos Tuck School of Business at Dartmouth College, and a BA from Colorado College.

PHIL BURGESS

Director, Center for the New West



Phil Burgess

PHIL BURGESS is president of the Center for the New West, one of the nation's top think tanks outside Washington, D.C. He brings a fresh, upbeat and provocative perspective on America's future from a career that has included key positions in government, education and business, including seven years as CEO of his own investment and management advisory firm.

Burgess is one of the nation's leading authorities on the way telecommunications and computer technologies are changing the way we live, work, play, learn, move about and govern. He coined the term "Lone Eagles" for the growing number of freelance professionals who can live and work almost anywhere because of advances in telecommunications technologies.

Burgess is author of several books - most recently *Profile of Western North America: Indicators of an Emerging Continental Market*. He writes a weekly column on business, politics and the economy for *The Rocky Mountain News* in Denver. His column is distributed nationally by Scripps Howard News Service. Burgess' presentations to business and trade groups and his commencement addresses have been selected for publication in *Vital Speeches* - the nation's top journal of record for public speeches.

Burgess is a highly regarded futurist and a dynamic and popular speaker. He has delivered his optimistic, upbeat message about America's role

in the new Global Economy to major business groups and other audiences across the U.S. and abroad - including a recent nine-city lecture tour in Australia and "American Outlook" briefings in Japan and East Asia.

Burgess, his wife and two teenaged children live in Annapolis, Md., where he is a Lone Eagle telecommuter and an expert on the United Airlines flight schedule.

JOHN R. STONE

Chief operations officer, Netstock Investment Corp.



John R. Stone

John R. Stone, chief operations officer, Netstock Investment, was previously at Hambrecht & Quist, where he served as vice president of operations for nine years. Hambrecht & Quist is an investment banking broker dealer headquartered in San Francisco and which has sales offices in San Francisco, South California, New York, Boston and London.

Stone joined Hambrecht & Quist in 1987 and has broad experience in operations. He has served on the Board of Directors of Lewco Securities Corp. and the Association of Western Security Management, an industry association. Stone holds a B.S. degree in accounting from California State University at Hayward. He is a registered principal of Hambrecht & Quist.

Ston joined Netstock as Chief Operating Officer in mid September. "We are proud to be adding the experience, industry contacts and creative energy that John brings to our management team," said Jeffrey Seely, Netstock President and CEO. "Hambrecht & Quist is one of the premier securities firms in the United States and his experience there adds an element of industry know-how that will greatly benefit our introduction of new investing services."

Stone will be responsible for recruiting staff and managing the broker/dealer operations of Netstock Investment Corporation, including all clearing

activities through arrangements with Pershing Clearing Corporation, and will become a member of the Company's executive management committee.

LIZ ENBYSK

Managing Editor, AnchorDesk

Liz Enbysk is a journalism professional with 20 years in editorial management on newspapers and magazines in the Pacific Northwest. She joined ZDNet AnchorDesk in its inaugural year in 1996. In her role as managing editor, she helped grow the e-mail newsletter and its companion Web site into a five-day publication with 2.8 million subscribers world wide.

MATT HYDE

*Vice president of online sales
Recreational Equipment Inc.*



Matt Hyde

Recreational Equipment Inc. is a cooperative based in Seattle that sells a wide variety of outdoor gear, equipment and clothing. REI has spent an estimated \$1 million developing its Web site and integrating it with its computer systems.

The move appears to have paid off. The site brought in \$10 million in revenue its first year and has become a profit center, not just a marketing expense.

ROB GLASER

CEO, RealNetworks, Inc.

ROB GLASER is founder and CEO of RealNetworks, Inc. (Nasdaq: RNWK), the recognized leader in media delivery on the Web. Since 1995, RealNetworks has pioneered streaming media delivery over the Internet through its standards-setting RealAudio, RealVideo, RealPlayer and RealSystem products. In 1999, he established RealNetworks' leadership in the digital distribution of music with the launch of RealJukebox and RealSystem MP.



Rob Glaser

Glaser has a B.A. and an M.A. in Economics and a B.S. in Computer Science from Yale University. At Yale, he served as editorial-page editor of the Yale Daily News.

Glaser serves on several non-profit boards and committees, including his appointment by President Clinton to the Advisory Committee on Public Interest Obligations of Digital Television Broadcasters.

Prior to founding RealNetworks,

Glaser worked for Microsoft from 1983 to 1993. He managed Microsoft Word, then moved to the company's networking group, before becoming vice president of Multimedia and Consumer Systems.

Glaser has long been intrigued with the nexus of media, computing, and communication. As television and radio transition from a broadcast to an online medium, he envisions turning the Internet into the next mass medium.

EDDIE YANDLE

MoneyCentral

EDDIE YANDLE is managing editor/personal finance for MSN MoneyCentral, the personal finance Web site for MSN, with nearly five million users per month.

Prior to joining MoneyCentral, Yandle was the assistant business editor for technology coverage at The San Jose Mercury News. He also was an editor and reporter at The News & Observer in Raleigh, N.C., where he was involved with investigative reporter Pat Stith in the then nascent business of computer-assisted reporting.

Like most journalists, he says he has won numerous awards.

GORDON ROSS

Net Nanny Software International

GORDON ROSS has been president and chief executive officer of Net Nanny Software International since 1993. Net Nanny released the first filtering product to protect children in 1995.

The company continues to be the leading developer of security products that allow individuals, schools and corporations to protect digital data according to their own needs and values.

He was named this year to the U.S. National Action Committee for UNESCO's "Innocence in Danger" initiative and was the recipient of the first annual Internet Humanitarian of the Year award from CyberAngels, the nation's largest online Internet safety organization.

Before joining Net Nanny, Ross developed a strong working knowledge of information flow, routing, access control and network management during his 14-year tenure as a network systems manager at BC Tel, Canada's largest GTE operating company. He received his initial communications training in the U.S. Army.

He also owned a professional 24-track recording studio for nine years and has experience in television service and design. He graduated from the California State Polytechnic University in 1973, holds a B.S. degree in electronics engineering and is a registered Professional Engineer.

RUSSELL C. HOROWITZ
CEO, GO2NET, INC.



Russell C. Horowitz

RUSSELL HOROWITZ is Chairman, CEO, CFO and co-founder of Go2Net, Inc. Under Horowitz' leadership, Go2Net has grown from a two-person start-up in 1996 to a profitable, publicly traded Internet company with 220 employees and offices in New York, Chicago, Los Angeles, San Francisco, Boston, Dallas and Atlanta, to complement its Seattle headquarters.

Go2Net focuses on the categories of personal finance, search and directory, commerce and business services, and multi-player games. Some of its most popular individual sites include Silicon Investor, MetaCrawler, HyperMart and PlaySite. As a whole, the Go2Net Network is the fastest growing of the Internet's Top 20 properties, according to the

Media Metrix Web measurement firm, and is the Internet's 9th most visited destination, up from a No. 77 ranking 16 months ago.

In addition to overseeing the growth and progress of the company, Horowitz was instrumental in securing a \$300 million cash investment in Go2Net from Paul Allen and his investment organization, Vulcan Ventures, Inc. This represents the largest cash infusion in the Internet sector to-date and positions Go2Net to be a primary player in the "broadband world," as a leading delivery platform for Paul Allen's rapidly growing network of cable subscribers.

The fastest growing segment of the Go2Net Network is indicative of a broader trend in the Internet sector: The rapid entry of small and medium-sized businesses to Cyberspace. Go2Net's HyperMart and Virtual Avenue are free business hosting services, now home to more than 500,000 online member businesses and are growing at the combined rate of more than 1,500 new business members per day - contributing to the single largest aggregation of businesses on the Internet.

Horowitz attended Lakeside School in Seattle and graduated from Columbia University in New York with a degree in economics.

Special thanks

to conference organizers Rob Weisman, Business Editor, Seattle Times; Don Smith, Business Editor, Seattle Post Intelligencer; Don Nelson, Editor, Puget Sound Business Journal; Chris Carlson, Business Editor, News Tribune, Tacoma, and Carolyn Guniss, Executive Director, SABEW.

Invaluable assistants:
Samatha Thaler,
news assistant, Seattle Times,
Phousavanh Sengsavanh,
SABEW administrative assistant.

Program design: David Miller

Cover Illustration: Jeff Neumann

SABEW Leadership, 1999-2000

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SOUTHEAST

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SABEW Code of Ethics

Statement of Purpose: *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 or she buys or sells.
5. Make every effort to insure 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. Free-lance 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.

SABEW Conference Notes