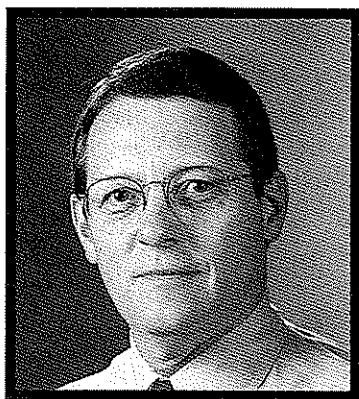




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APRIL 27-29, 2003 ♦ BOSTON

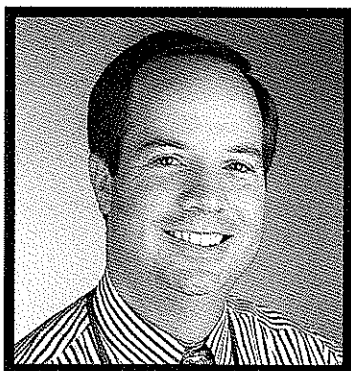
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2003 SABEW DISTINGUISHED ACHIEVEMENT AWARD WINNERS



James K. Gentry

Gentry is dean and professor at the William Allen White School of Journalism and Mass Communications at the University of Kansas. He was previously dean of the School of Journalism at the University of Nevada, Reno and a faculty member at the School of Journalism at the University of Missouri for 14 years. The School of Journalism at the University of Kansas has been praised by Quill magazine and is "considered by many to be the model for innovative curriculum revision". In its 1999 accreditation, the School was praised for its "pioneering curricular efforts to prepare students for media convergence". In addition, Gentry has presented workshops to hundreds of business reporters and is active in consulting in convergence, helping newspapers and broadcast operations develop partnerships in the areas of content, advertising, promotions, online and community outreach.



Randall D. Smith

Smith is an assistant managing editor at The Kansas City Star, and oversees metropolitan and state coverage while supervising a staff of 60 editors and writers. In his 26 year tenure with The Star, Smith has served in many capacities, including day city editor, business editor and recruitment for the newsroom. He also coordinates several newspaper internship programs, including the 25-year old Knight Ridder rotating program for minority journalists. Smith has led dozens of projects at The Star, and was a member of the team that won the 1981 Pulitzer Prize for spot news coverage of the Hyatt Skywalk collapse in Kansas City. He is a past president of SABEW and was heavily involved in the effort to raise \$1.1 million for the SABEW chair of business journalism.

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SABEW 2003 Annual Conference

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Royal Sonesta Hotel, Boston • April 27-29, 2003

SATURDAY, APRIL 26

9:00 a.m. - 5 p.m.; University B & C

SABEW Board of Governors, chaired by Chuck Jaffe, SABEW president 2002-2003

SUNDAY, APRIL 27

8 a.m. - 11 a.m.; Talk to the Sonesta Hotel concierge about the Boston Duck Tours.
Tours meet daily at the Museum of Science at 9 a.m. More information is on page 7.

10:00 a.m. - 12:00 p.m.; Grand Ballroom Foyer

Conference Registration (refreshments provided)
Exhibit Hall Opens

12:00 - 1:30 p.m.; Grand Ballroom A

Conference welcome - Chuck Jaffe, SABEW president 2002-2003

KEYNOTE: War and the Economy: Uses and Abuses

Lawrence Mishel, President of Economic Policy Institute

We used to think that a wartime economy - guns and butter - was a highly stimulated economy. But now, the war is invoked to explain a sluggish economy and to justify additional long-term tax cuts. Is the war the cause of our economic malaise? Will the war stimulate the economy? Can we afford the war?

1:30 p.m. - 1:45 p.m.; Skyline Foyer A-E

Break; Exhibit Hall Open

1:45 p.m. - 2:45 p.m.; Grand Ballroom A

BEYOND PUFF PROFILING

Many in the media promoted executive superstar images because they lacked the skills to dig deeper. How to do profiles better.

Moderator: Andrew Leckey, visiting professor, Boston University

Panelists: Mark Leibovich, *The Washington Post*; Jeff Harrington, *St. Petersburg Times*;
Anne Marie Squeo, defense industry reporter, *The Wall Street Journal*

2:45 p.m. - 3:00 p.m.; Skyline Foyer A-E

Break; Exhibit Hall Open

3:00 p.m. - 5:00 p.m.; Grand Ballroom A

ETHICS AND BUSINESS JOURNALISM - THE GARY KLOTT MEMORIAL SYMPOSIUM

Freewheeling ethics discussion involving editors and writers from papers, magazines and television.

Moderator: Alex Jones, Harvard University

Panelists: Barney Calame, deputy managing editor, *The Wall Street Journal*;

Marty Baron, editor, *Boston Globe*; Jim Ellis, chief of correspondents, BusinessWeek;

Sandy Duerr, vice president/executive editor, *The Tribune* (San Luis Obispo); Henry Dubroff, publisher, *Pacific Coast Business Times*; Pam Luecke, Reynolds Professor of Business Journalism, Washington & Lee University

6:00 p.m. - 7:30 p.m.; River Front

Reception welcoming new members and honoring current members in light of the 40th Anniversary Celebration (and much-needed cocktails, given the tongue-lashing we have likely all just endured in the previous ethics discussion).

SPECIAL RECOGNITION WILL BE GIVEN TO PAST SABEW PRESIDENTS

Master of Ceremonies: Chuck Jaffe

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MONDAY, APRIL 28

7:30 a.m. - 8:30 a.m.; Skyline Suites

Continental Breakfast; Registration; Exhibit Hall Opens

8:30 a.m. - 9:30 a.m.; Grand Ballroom A

REPORTING ON RISK

Is there a better way to describe the risks in the financial markets?

Moderator: Rex Seline, managing editor of news/business, *Fort Worth Star-Telegram*

Panelists: John Rekenhalter, president, Morningstar; Michael C. Henkel, president, Ibbotson Associates; Jeff Maggioncalda, chief executive officer and president, Financial Engines

9:30 a.m. - 9:45 a.m.; Skyline Suites

Break; Exhibit Hall Open

9:45 a.m. - 10:45 a.m.; Grand Ballroom A

RUNAWAY EXECUTIVE PAY

Spot the next corporate blow-up from a company's pay package in the proxy.

Moderator: Kathy Kristof, *Los Angeles Times*

Panelists: Scott Klinger, co-director, Responsible Wealth United for a Fair Economy; Ken Bertsch, director, corporate governance services, Moody Investments; Jack Williams, professor of law, Georgia State University

10:45 a.m. - 11:00 a.m.; Skyline Suites

Break; Exhibit Hall Open

11: 00 a.m. - 12:00 p.m.; Grand Ballroom A

BUSINESS 101

How do you get staff trained?

Moderator: Mary Jane Pardue, professor, Southwest Missouri State University

Panelists: Shelly Haskins, business editor, *Huntsville Times*; Becky Bisbee, business editor, *Seattle Times*; Gail DeGeorge, business editor, *South Florida Sun-Sentinel*; Andre Jackson, assistant managing editor for business news, *St. Louis Post-Dispatch*

12:15 p.m. - 2:00 p.m.; Grand Ballroom B

LUNCH - DISTINGUISHED ACHIEVEMENT AWARD

Professor Jimmy Gentry and Randy Smith of the *Kansas City Star*
(Please see page 3 for a brief biography of each award winner)

2:15 p.m.; Grand Ballroom A

ANNUAL MEETING - CHUCK JAFFE

Join us as your organization takes care of business. Election results to be announced. Bring your questions, comments and suggestions on what SABEW can do better.

3:45 p.m. - 4:45 p.m.; Grand Ballroom A

LOBBYING FOR RESOURCES

Now that the boom has faded, are there new ways to fight to replace lost staff and gain new coverage?

Moderator: Christian Wihtol, business editor, *Eugene Register-Guard*

Panelists: Brad Bollinger, business editor, *Santa Rosa Press*; Mark Hester, business editor, *The Oregonian*

6:30 p.m. - 9:30 p.m.; Boston Globe

BEST IN BUSINESS AWARDS CEREMONY/RECEPTION

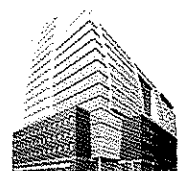
(Transportation to *The Boston Globe* provided - leave from lobby at 6 p.m.)



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TUESDAY, APRIL 29

7:00 a.m. - 10:00 a.m.; *University B & C*
Board of Governors Meeting, Kathy Kristof, SABEW President
2003-2004

7:30 a.m. - 8:30 a.m.; *Skyline Suites*
Continental Breakfast; Registration; Exhibit Hall Opens

8:30 a.m. - 9:45 a.m.; *Grand Ballroom A*
WOMEN IN BUSINESS
Do women cover business differently than men? Does gender matter?
Moderator: Kate Lee Butler, *The Orange County Register*
Panelists: Jodi Schnieder, special projects editor, *U.S. News & World Report*; Susan Bailey, executive director, Stone Center for Women's Research, Wellesley College; Winnie O'Kelley, deputy business editor, *The New York Times*; Mary Flannery, business editor, *The Philadelphia Inquirer*

9:45 a.m. - 10:00 a.m.; *Skyline Foyer A-E*
Break; Exhibit Hall Open

10:00 a.m. - 11:00 a.m.; *Grand Ballroom A*
RECRUITING
Where do you find good candidates? How do you deal with training when budgets have never been smaller? And how do you diversify your staff?
Moderator: Bernie Kohn, night business editor, *The Washington Post*
Panelists: Dan Hertzberg, deputy managing editor, *The Wall Street Journal*; Sheila Solomon, senior editor for recruitment, *Chicago Tribune*; Chris Roush, assistant professor of journalism, University of North Carolina at Chapel Hill; Brad Bollinger, business editor, *Santa Rosa Press* (Calif).

11:00 a.m. - 11:15 a.m.; *Skyline Foyer A-E*
Break; Exhibit Hall Open

BEST-IN BUSINESS BREAKOUTS:
11:15 a.m. - 12:00 p.m.; *Charles Suites*
How giant and large papers won the award, with panel of judges and winners.
Moderator: Joshua Mills, Director, Master's Program in Business Journalism, Baruch College
Panelists: Mark Hester, business editor, *The Oregonian*; Dave Allen, business editor, *The Star-Ledger* (New Jersey); Rob Reuteman, business editor, *Rocky Mountain News*

11:15 a.m. - 12:00 p.m.; *Parkview*
How mid-sized, small and weekly papers did it, with panel of judges and winners.
Moderator: TBN

12:15 p.m. - 2:00 p.m.; *Grand Ballroom B*
LUNCH - GEORGE DAVID, CEO, UNITED TECHNOLOGIES;
Exhibit Hall Open

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Thunderbird,
The American Graduate
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Management

Vanguard Group

Wealth Management
News Service

WP Carey School of Business,
Arizona State University

2:15 p.m. - 3:15 p.m.; *Grand Ballroom A*
GETTING THE STORY

Star reporters from papers, big and small, discuss how they got the story.

Moderator: Darrell Christian, business editor, Associated Press

Panelists: Deborah Turcotte, *Bangor* (Maine) *Daily News*; David Milstead, *Rocky Mountain News*; Joanne Kimberlin, *Virginian-Pilot* (Norfolk, VA); Lynn Arditi, *Providence Journal* (RI)

3:15 p.m. - 3:30 p.m.; *Skyline Foyer A-E*
Break; Exhibit Hall Closes

3:30 p.m. - 4:30 p.m.; *Charles Suites*
THE ROLE OF GENERAL CIRCULATION MAGAZINES IN BUSINESS
Leaders from national magazines discuss how they cover business and whether that's evolving.
Moderator: Jodi Schneider, special projects editor, *US News & World Report*
Panelist: Allan Sloan, columnist, *Newsweek*; Karen Dillon, deputy editor, *Harvard Business Review*

3:30 p.m. - 4:30 p.m.; *Parkview*
TECH CHALLENGE
Getting the most out of the web.
Moderator: Bill Dedman, computer guru at *The Boston Globe*

6:00 p.m. - 7 p.m.; *Skyline Foyer A-E*
Reception

7:00 p.m. - 9:30 p.m.; *Grand Ballroom A & B*
BANQUET

Introduction: Chuck Jaffe

7:00 p.m. - 8:00 p.m.

Speaker: Abigail Johnson, president, Fidelity Management & Research Co.
The Future of Mutual Funds

Ms. Johnson will discuss the ways the value proposition of mutual funds - diversification and professional management - has been demonstrated again even amid sharply declining stock markets. She will look forward to the central role that mutual funds will play in helping America's first mass generation of investors make the transition from saving for retirement to creating lifetime income solutions.

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CONFERENCE SPEAKERS

Martin Baron

Baron was named Editor of *The Boston Globe* effective July 30, 2001. Baron previously was executive editor of the *Miami Herald*. Under his leadership, the newspaper won the Pulitzer Prize for breaking news coverage in 2001. In addition, he was named "Editor of the Year" by *Editor & Publisher Magazine* in April of 2001. Baron began his journalism career at the *Herald* in 1976, serving as a state reporter and later as a business writer. He moved to the *Los Angeles Times* in 1979. He became business editor in 1983, assistant managing editor for "column one," polls and special projects in 1991, and the editor of the newspaper's Orange County Edition in 1993. Baron then moved to *The New York Times* in 1996, and in 1997 became associate managing editor responsible for the nighttime news operations of the newspaper. He departed in 1999 to assume his post as executive editor of the *Herald*.



Ken Bertsch

Bertsch, appointed Vice President and Director, Corporate Governance for Moody's Investors Service in October 2002, is charged with developing greater analytical focus to issues of corporate governance in Moody's corporate credit analysis. Previously, he was Director, Corporate Governance, for Teachers Insurance and Annuity Association/ College Retirement Equities Fund (TIAA-CREF), a leading financial services organization, major institutional investor, and the world's largest private retirement system. He coordinated TIAA-CREF's Corporate Assessment Program during his tenure there, from January 1999 to October 2002, reviewing governance structures and practices of portfolio companies, and discussing concerns with selected companies. Bertsch previously worked in a variety of capacities for the Investor Responsibility Research Center for more than 14 years. IRRRC is an independent research group that provides impartial analysis to institutional investors, corporations and others.

Becky Bisbee

Bisbee joined *The Seattle Times* as business editor in August 2000. Previously, she was the business editor at *The Austin American-Statesman* and *The Modesto Bee*.



Brad Bollinger

Bollinger is business editor of *The Press Democrat's* overseeing the newspaper's coverage of business, the economy and technology. The business editor for *The Press Democrat* since 1990, he also writes a column on Sunday. The business section has won several national, state and regional awards for its coverage, including three "Best in Business" citations from SABEW. It has won the top award from the Society in 2002, 1999 and 1996 and won for spot news coverage in 2000.



Kate Lee Butler

Butler is senior business team leader at *The Orange County Register*. She joined the paper five years ago and is responsible for the business coverage in the paper and a 25-person staff. Before joining the Register, Butler was business editor at the *San Diego Union-Tribune*. She's also been senior editor at Bloomberg News in London and has been a reporter and editor at papers in Massachusetts and Connecticut, including the Worcester Telegram & Gazette and the New Haven Register. She is a graduate of Wellesley College, where she studied economics.



Byron E. Calame

Calame is a deputy managing editor of *The Wall Street Journal*, where his responsibilities include the final reading of the paper's Page One and taking charge of the Journal in the absence of the managing editor. He joined the Journal in September 1965 as a reporter in the New York bureau, and has also worked in the Los Angeles, Washington and Pittsburgh bureaus. Calame was president of SABEW in 2000-2001 and has also served as Vice President. He received the SABEW's Distinguished Achievement Award for 2002.



Darrell Christian

Christian was named business editor of The Associated Press in January 2000. Christian previously served for 1 1/2 years as director of AP MegaSports, an electronic sports service offering stories, photos, audio, statistics and realtime scores. He was AP's managing editor from 1992 to 1998 and was sports editor for seven years prior to that. He was a Pulitzer Prize juror in 1995 and 1996. A native of Henderson, Ky., Christian attended the University of Kentucky. He joined the AP in Charleston, W.Va., and moved to Indianapolis in 1972. He became news editor there in 1975 and moved to the Washington bureau as a supervising editor in 1980. In 1981, he was named deputy sports editor in New York before being promoted to sports editor four years later.



George David

David is chairman and chief executive officer of United Technologies Corporation. He was elected chief executive officer in 1994 and chairman in 1997. He has also served as the Corporation's president since January 2002, and previously held that position from 1992 to 1999. David is a member of the Board of Directors of Citigroup Inc. and the Board of Trustees of The Carnegie Hall Corporation, Inc. He is also a board member of the Institute for International Economics and the National Academy Foundation, and a member of The Business Council and The Business Roundtable.



Bill Dedman

Dedman is a consultant for *The Boston Globe*, where he writes investigative articles, and assists other reporters and editors, and trains the news staff



on computer-assisted reporting. He has led Power Reporting seminars on reporting and editing in more than 100 newsrooms, and his Power Reporting Web site is used by many journalists as a starting point for research. He also teaches at Boston University. Dedman began in journalism at age 16 as a copy boy and has been a staff writer for the *Warrensburg (Mo) Star-Journal*, *The Chattanooga Free Press*, *The Chattanooga Times*, *The Knoxville News-Sentinel* and *The Washington Post*, and an assistant metro editor for *The Chicago Sun-Times*.

Gail DeGeorge

DeGeorge has been the business editor of the *South Florida Sun-Sentinel* since 1998, and has been a South Florida-based business journalist for 20 years, working for regional and national publications. As a reporter, she covered a broad range of stories, from the bankruptcy of Eastern Air Lines to the savings and loan crisis; white collar crime to the nascent capitalistic endeavors in Cuba. In her current post she directs coverage of South Florida's business community. She is the author of **The Making of a Blockbuster: How H. Wayne Huizenga Built a Sports and Entertainment Empire from Trash, Grit and Videotape**, published in 1996.



Karen Dillon

Dillon joined *Harvard Business Review* in 2003 as deputy editor, after spending five and a half years as deputy editor of *Inc.* magazine. During her time at *Inc.* she oversaw the day-to-day running of the magazine and its 37-person editorial staff. Prior to joining the monthly magazine for entrepreneurs, she was editor and publisher of *The American Lawyer*. During her tenure at the legal monthly, it was honored four times as a finalist in the category of General Excellence at the National Magazine Awards. While at *The American Lawyer*, she also spent four years in London as the editor of its European affiliate, *Legal Business*, which was named Editorial Team of the Year by the U.K. Press Gazette in 1994. Dillon was also named Feature Writer of the Year runner-up by the U.K. Press Gazette in 1993. She is a graduate of Cornell University and Northwestern University's Medill School of Journalism.



Henry Dubroff

Dubroff is editor and publisher of the *Pacific Coast Business Times*. He is the president and majority owner of the newspaper's parent company, Pacific Coast Business Times Inc., which he founded in 1999. Among financial journalists, Dubroff is known as one of the nation's leading experts in local business news operations. He was business editor of *The Denver Post* from 1988 until 1995 and he served as part of a management team that rescued *The Denver Post* from near bankruptcy in one of the most successful turnarounds in the newspaper industry. From 1995 until 1999 he was editor of *The Denver Business Journal*, a weekly newspaper that covers business in Colorado's fast-growing economy.



CONFERENCE SPEAKERS

In April 2001, the *Pacific Coast Business Times* won a Certificate of Merit in the annual "Best In Business" competition conducted by SABEW. In 1999, Dubroff and his staff at *The Denver Business Journal* also won the "Best In Business" award in the weekly business journal category. In 1997, *The Denver Business Journal* was a finalist for the Gerald R. Loeb awards in Business Journalism at UCLA. Dubroff is a past president of SABEW and he co-chaired a successful effort to raise \$1.1 million for an endowed chair in business journalism at the University of Missouri.

Sandra Duerr

Duerr has been executive editor of *The Tribune* in San Luis Obispo, CA since July 1998, leading the staff to win numerous state and national awards for its coverage. She began her newspaper career in 1975 as a reporter at *The Waukesha Freeman*, a community newspaper outside Milwaukee, WI. In 1983 she joined *The Courier-Journal* in Louisville, KY as a business writer. During her 15 year tenure in Louisville, she was business editor and assistant managing editor. She was a John S. Knight Journalism Fellow at Stanford University in 1989-90 and president of SABEW in 1991-92. She was given the Knight Ridder Excellence Award in 2000 for her accomplishments at *The Tribune*.



Mary Flannery

Flannery joined the *Inquirer* in 1998. Prior to that time she was a health-care reporter at *The Philadelphia News* and a sports writer for the *Daily News* in New York.



Jeff Harrington

Harrington joined the *St. Petersburg Times* in March 1988 as the banking and insurance reporter for the newspaper's business section. His current beat also includes advertising/marketing and coverage of major technology companies. He also assists in editing the daily business report. Harrington has made appearances on radio and television and been a guest panelist at a variety of seminars and forums. He has been recognized for his reporting by the Society of Professional Journalists and the Associated Press, and most recently, his work was featured in the 2003 edition of the book "The Best Business Stories of the Year".



Shelly Haskins

Haskins has been business editor at *The Huntsville (Ala.) Times* since 1998. He supervises a staff of four reporters covering business, the military and NASA.



Michael C. Henkel

Henkel has been at Ibbotson Associates since 1983, where he oversees the company's business lines-investment consulting and planning, analytical and wealth forecasting software, educational services



and a widely used line of NASD-reviewed presentation materials. With an extensive knowledge of retirement planning and a cross-disciplinary understanding of the financial planning industry with more than two decades of experience, Henkel is often called upon to discuss issues impacting the industry and the future outlook for retirees. He has been widely quoted in *The Wall Street Journal*, *Pensions & Investments*, *Plan Sponsor*, *The Journal of Financial Planning*, *Worth* and *Financial Planning*.

Daniel Hertzberg

Hertzberg is a deputy managing editor of *The Wall Street Journal*, which he joined as a reporter in the New York bureau in 1977, covering the New York City fiscal crisis. In 1987, Hertzberg and former *Journal* reporter James B. Stewart won a Gerald Loeb deadline-writing award for their coverage of the Ivan Boesky insider-trading scandal. In 1988 he shared a Pulitzer Prize with Stewart for explanatory journalism and a George Polk Award for financial reporting of the October 1987 stock-market crash and a profile of the downfall of investment banker Martin Siegel. He and Stewart received another George Loeb Award for "Terrible Tuesday", their story about the October 19 crash.



Mark Hester

Mark Hester has been business editor of *The Oregonian* in Portland since March 1998. He joined the paper as assistant business editor in 1996 and previously was business editor at *The Spokesman-Review* in Spokane, Wash., and the *San Antonio Light*. Early in his career, he was a reporter at newspapers in Mississippi and Alabama. He earned an MBA at the University of Texas. Hester has won five General Excellence awards in the SABEW Best in Business contest, three in Portland and two in Spokane. Stories written by members of *The Oregonian* business staff have won a variety of national awards in the past five years, including the Pulitzer Prize for Explanatory Journalism, National Headliners Award for Business Writing, SABEW Best in Business Awards for Projects and Spot Enterprise and Scripps Howard National Journalism Award for Business/Economics Writing. *The Oregonian* has been a Loeb Award finalist three of the past five years.

Andre Jackson

Jackson serves as the assistant managing editor/business at the *St. Louis Post-Dispatch* since spring 2001 where he oversees business news coverage at the newspaper. Previously, Jackson worked as team leader/business and as an Assistant business editor. He worked as an assistant city editor and as weekend editor/local news. Jackson joined the *Post-Dispatch* in 1987 as a general-assignment reporter, covering events ranging from presidential campaigns to a Ku Klux Klan rally. As a reporter, he also worked on special projects, including series on race relations and minority construction contractors. Earlier in Jackson's



career, he worked as a reporter and weekend editor at the old *Kansas City Times* as well as a reporter at the *Times-Leader* newspaper in Wilkes-Barre, Pa. Jackson's first newspaper stories were written for the old *St. Louis Globe-Democrat*. Jackson earned a B.S. in Mass Communications-Journalism from Southern Illinois University-Edwardsville and an MBA with majors in management/competitive strategy and marketing from Northwestern University's J.L. Kellogg Graduate School of Management.

Charles A. Jaffe

Jaffe is a senior columnist for CBS Marketwatch and host of MoneyLife on Boston's Business 1060, WBIX-AM, positions he moved to in February 2003. He first came to Boston in 1994, serving as personal finance and mutual funds columnist at *The Boston Globe*, and joined Business 1060 as a regular guest on The Bob Glosky Show in 2001. Jaffe's weekly columns are syndicated nationally, along with ShortCourse and Financial Housekeeping, two features he writes on financial basics. Currently, Jaffe serves as president of the Society of American Business Editors and Writers. He has been a member of SABEW's board of governors since 1992; in his time on the board, he has chaired the group's contest, conference, Distinguished Achievement Award and membership committees. Jaffe is the author of two books: "Chuck Jaffe's Lifetime Guide to Mutual Funds: An Owner's Manual," (Perseus Books) and "The Right Way to Hire Financial Help," (MIT Press), now out in its second edition. Prior to joining the Boston Globe in June 1994, Jaffe spent six years as business editor and columnist at *The Morning Call* in Allentown, Pa. He previously was a business writer at the *St. Petersburg Times* and the *Bradenton Herald*. He has a degree in economics and communications from the University of Michigan.



Abigail P. Johnson

Johnson is president of Fidelity Management & Research Company, the investment management organization of Fidelity Investments, the largest mutual fund company in the United States and the No. 1 provider of workplace retirement savings plans, as well as a leading online brokerage firm. She is also a director of FMR Corp and a member of the Board of Trustees of the Fidelity funds and of Fidelity's operating committee. She began her career with Fidelity in 1988 after spending two summers as an equity research analyst at the firm. Prior to joining Fidelity, she was a research associate with the consulting firm of Booz, Allen and Hamilton. She received a MBA from Harvard Business School in 1988.



Alex S. Jones

Jones is lecturer in Public Policy and Director of the Joan Shorenstein Center on the Press, Politics, and Public Policy. He covered the press for the New York Times from 1983-92 and was awarded the Pulitzer Prize in 1987 for his articles on the collapse of the Bingham family's newspaper empire.



CONFERENCE SPEAKERS

In 1991, he co-authored (with his wife and fellow journalist, Susan E. Tift) **The Patriarch: The Rise and Fall of the Bingham Dynasty**. In 1992, he left the Times to work on **The Trust: The Private and Powerful Family Behind the New York Times** (also co-authored with Tift in 1999), which was nominated for the National Book Critics Circle award. He has been a Nieman Fellow at Harvard, a host of National Public Radio's *On the Media* and is currently the host and executive editor of PBS's *Media Matters*. He is a graduate of Washington & Lee University.

Joanne Kimberlin

Kimberlin has been a journalist for nearly 10 years. She has been a reporter and an editor, and currently covers business issues for *The Virginian-Pilot*. Kimberlin has won numerous state and national awards, including the Virginia Press Association's highest award for community service. She has also been named a finalist in the Missouri-Penney Awards. Last year, she took home the Pilot's Slover Award, the newspaper's annual recognition of its top newswriter.



W. Scott Klinger

Klinger is the Co-Director of the Responsible Wealth Project of United for a Fair Economy. Based in Boston, United for a Fair Economy is a national non-profit organization that shines a spotlight on growing economic inequality in the United States. Responsible Wealth organizes affluent Americans (people in the top 5% by income or assets) to speak out against widening economic polarization. Scott is co-author of **Titans of the Enron Economy: Ten Habits of Highly Defective Corporations; Executive Excess 2002: Cooking the Books, Skewing the Rest of Us; and Choosing the High Road: Businesses That Pay a Living Wage and Prosper**. He also authored **The Bigger They Come, The Harder They Fall**, which examines the relationship between high CEO pay and poor stock performance. Prior to joining Responsible Wealth in 1999, he worked as 13 years as a portfolio manager and securities analyst.



Bernie Kohn

Kohn has been the night financial editor of *The Washington Post* since November 2000. He previously spent three years as business editor at *The Tampa Tribune*, where he led the business staff to honors in the SABEW Best in Business competition each year. Kohn has numerous state and regional writing awards during more than a decade as a business reporter and was a finalist for the Livingston and Gerald Loeb awards. He is a member of the SABEW Board of Directors and has been a speaker at seminars for SABEW, the Southern Newspaper Publishers Association and the American Press Institute, among others.



Kathy Kristof

Kristof is a syndicated personal finance columnist, whose columns appear in about 50 major newspapers nationwide including the Los Angeles Times. She's the author of three books - **"Kathy Kristof's Complete Guide to Dollars and Sense"** (Macmillan, 1997); **"Investing 101"** (Bloomberg, 2000) and the recently released **"Taming the Tuition Tiger"** (Bloomberg, May 2003). She's won numerous awards and honors, but her biggest claim to fame is that she was once a Jeopardy question: Kathy Kristof replaced what *famous* personal finance columnist, who died in 1991? (For you trivia buffs, than answer would be: Sylvia Porter.)



Andrew Leckey

Andrew Leckey is the syndicated "Successful Investing" columnist for the Chicago Tribune Company, as well as series editor of The Best Business Stories of the Year annual anthology from Random House that spotlights some of financial journalism's finest writing. A former CNBC financial anchor and contributing editor to the Quicken.com web site, Leckey is currently Visiting Professor in Business and Economics Journalism at Boston University's College of Communication. He was previously Director of the Business Journalism Program at the University of California, Berkeley. Leckey has been the author or editor of nine financial books, including **The Lack of Money is the Root of All Evil: Mark Twain's Timeless Wisdom on Money for Today's Investor** from Prentice Hall Publishing. The Investment Education Institute of the National Association of Investors Corp., which sponsors thousands of investment clubs worldwide, awarded Leckey its "Distinguished Service Award in Investment Education."



Mark Leibovich

Leibovich is a reporter for *The Washington Post*, where he has spent four years covering National Technology for the Post's Business section. He wrote the book **The New Imperialists: How Five Restless Kids Grew Up to Virtually Rule Your World**, with profiles of Bill Gates, Larry Ellison, Steve Case, Jeff Bezos and John Chambers. He is currently covering national politics for the Washington Post Style section. Prior to the Post, Leibovich worked for the *San Jose Mercury News* covering Silicon Valley, and was a reporter for the *Boston Phoenix*.

Pam Luecke

Luecke is the first Donald W. Reynolds professor of business journalism at Washington & Lee University, where she has started a new concentration in business journalism. Prior to joining Washington & Lee, she had a 26-year career in daily newspaper, most recently as editor and senior vice president of the *Lexington (Ky.) Herald-Leader*. During her career, she was supervising editor of two projects recognized with Pulitzer Prizes. She has a master's in journalism from Northwestern University and an MBA from the University of Hartford.



Jeff Maggioncalda

Maggioncalda is the president and CEO of Financial Engines, Inc. Bringing to bear his experience in applied finance, business strategy and software development, Maggioncalda sets the strategic course for the company. Maggioncalda has led Financial Engines through five successful rounds of funding, raising \$143M and building an organization committed to creating powerful and innovative financial technology solutions. Before taking the helm at Financial Engines, Maggioncalda worked for McKinsey & Company in their high-technology practice and at Cornerstone Research conducting securities and software litigation consulting. He also developed case studies for a business strategies course taught by Intel Chairman Andy Grove. Maggioncalda received his MBA from the Stanford Graduate School of Business and his BA from Stanford University in Quantitative Economics and English.



David Milstead

Milstead joined the *Rocky Mountain News* in April 2001 from *The Wall Street Journal*, where he worked from Charlotte, N.C. for the paper's Southeast Journal regional section. Before that, he was business editor of a small daily in his native South Carolina. He started his career in Cincinnati, Ohio with a business journal. He's one of the *Rocky Mountain News'* two finance reporters; he focuses on banks, accounting firms and corporate finance.

Lawrence Mishel

Mishel came to the Economic Policy Institute in 1987. As EPI's first research director, and then as vice president and now president, he has played a significant role in building EPI's research capabilities and reputation. He has researched, written and spoken widely on the economy and economic policy as it affects middle- and low-income families. He is principal author of a major research volume, *The State of Working America*, which provides a comprehensive overview of the U.S. labor market and living standards. As a nationally recognized economist, Mishel is regularly called on to testify and provide economic briefings to members Professional Journalists and the Associated Press, and most recently, his work was featured in the 2003 edition of the book "The Best Business Stories of the Year".



Mary Jane Pardue

Pardue is an assistant professor of journalism at Southwest Missouri State University in Springfield, Mo. She has 28 years of experience as a print journalist, and has worked as a reporter, columnist, assistant city editor, wire editor, copy editor, assistant Neighbors editor, deputy business editor and business editor at newspapers including *The Commercial Appeal* in Memphis, TN, the *South Florida Sun-Sentinel* in Fort Lauderdale, FL and the *Nashville Banner* in Nashville,



CONFERENCE SPEAKERS

TN. Her research interests include the timely and accurate reporting of business news and the training of journalists for business news reporting.

John Rekenhalter

John Rekenhalter is president of Morningstar Associates, LLC, a registered investment advisor and wholly owned subsidiary of Morningstar, Inc. In this role, he oversees the development and marketing of Morningstar® ClearFutureSM, an Internet-based service that provides investment research, education, and guidance or advice to help individual investors plan for retirement. Prior to his current position, Rekenhalter served as the firm's research director where he managed a team of quantitative analysts to develop Morningstar's quantitative methodologies, such as the Morningstar Rating, Style Box, and sector classifications. Rekenhalter also served as publisher and editor of Morningstar Mutual FundsTM and Morningstar® FundInvestorTM. Rekenhalter currently writes regular columns for the Journal of Financial Planning and Money. Rekenhalter is a regular source for all major investment news media including *The Wall Street Journal*, *BusinessWeek*, and the *Los Angeles Times*. Rekenhalter holds a bachelor's degree in English from the University of Pennsylvania and a master's degree in business administration from the University of Chicago Graduate School of Business. He also holds the Chartered Financial Analyst (CFA) designation and is a member of the Investment Analysts Society of Chicago.



Chris Roush

Roush is an Assistant Professor at the University of North Carolina and teaches newswriting and business reporting classes. He is the author of **Inside Home Depot: How One Company Revolutionized an Industry Through the Relentless Pursuit of Growth**, published in 1999. He was a business reporter for the *Sarasota Herald-Tribune*, *The Tampa Tribune* and *The Atlanta Journal-Constitution*, and was nominated for a Pulitzer Prize for his coverage of the insurance industry in the aftermath of Hurricane Andrew. He also was editor-in-chief of the publishing company that publishes Thrift Investor, Insurance Investor and Bank Mergers & Acquisitions.



Jodi Schneider

Schneider is Special Projects Editor at U.S. News and World Report, the newsweekly based in Washington, D.C. In that position, which she has held since 2001, she is responsible for all of the magazine's non-education guides, including quarterly Investing, quarterly Personal Finance, quarterly Health, and annual Hospitals, Career and Retirement Guides. She also produces newsstand books for the magazine. Previously, she was Assistant Managing Editor for the magazine's signature News You Can Use section. Until 1999, Schneider was with *The Washington Post* for nearly five years as local business editor. She

was also an editor for seven years at the *Orlando Sentinel*, the last several years as a deputy managing editor in charge of business news. She is a past president of SABEW and is a frequent speaker on newsroom management, consumer journalism and other topics at universities and before journalism and non-journalism groups, and at the American Press Institute.

Allan Sloan

Sloan, the Wall Street editor for Newsweek, is a five-time winner of the Gerald Loeb Award, business journalism's highest honor. He has won Loebes in three different categories in three different decades for four different employers: the *Detroit Free Press*, *Forbes*, *Newsday* and *Newsweek*. He also won the John Hancock Award for excellence in business and financial journalism. Sloan is also a contributor to Public Radio International's "Marketplace," whose "Sloan Sessions" are broadcast on Monday mornings, and frequently appears as a commentator on the PBS television program, "Nightly Business Report." He previously received SABEW's distinguished achievement award.



Sheila Solomon

Solomon is senior editor for recruitment at the *Chicago Tribune*, where she oversees the newsroom's internship and residency programs and the recruiting and training of newsroom professionals. Her career spans 28 years, beginning with a reporting internship at the *Hampton (Va.) Monitor*. She has held the positions of reporter, copy editor/page designer, interim bureau chief, assigning editor, public editor, trainer and recruiter at newspapers including *Newsday*, *The Charlotte Observer* and the *Daily Press*. She was the first African-American on the board of directors of the Virginia Press Association and the Virginia Coalition for Open Government.



Anne Marie Squeo

Squeo has been kicking the tires of the nation's artillery at *The Wall Street Journal* since May 1999. Her job focuses on the business of the defense industry, including the nation's biggest weapons makers, the executives that run those companies, new technologies developed there and how they affect warfare, and the Pentagon's buying practices. In this role, she was part of a small group that won the 2000 Pulitzer for national reporting with a series of stories about remaking the US military for the 21st century. Prior to joining the WSJ, she was at Bloomberg News for nearly 6 years, covering a range of industries, and for her last four years was based in Washington. She provided daily coverage of the landmark case against Microsoft Corporation. Squeo graduated from St. John's University with undergraduate degrees in communications and business and has a master's in journalism.



Deborah Turcotte

Turcotte is the business reporter for the *Bangor Daily News* in Maine, and is a former page designer and copy editor. Within the last year, Turcotte has covered the bankruptcies of Great Northern Paper Inc. and Bangor & Aroostook Railroad, plus the deaths of 14 foreign workers who drowned in a vehicle accident while en route to their job site in Maine's Allagash Wilderness Waterway. She has won numerous Maine Press Association awards in writing and page design, and was the only daily reporter in the state to win two first-place newswriting honors last year. Her resume includes being the first reporter in the world to interview author Stephen King after his life-threatening accident in 1999 and the first to extensively interview the driver who hit King. Turcotte is a graduate of Washington State University, and the mother of two daughters born on different dates in 2000 who wishes she had invested in Procter & Gamble (for Pampers) in 1999.

Christian Wihtol

Wihtol is business editor of *The Register-Guard*, (Eugene, Ore). He has been there since 1990 as a business reporter and copy editor. Before joining *The Register-Guard*, Wihtol worked at *The Record*, (Hackensack NJ). He has an undergraduate degree in English Literature from Oxford University in the United Kingdom and an MBA from Fairleigh Dickinson University in New Jersey.



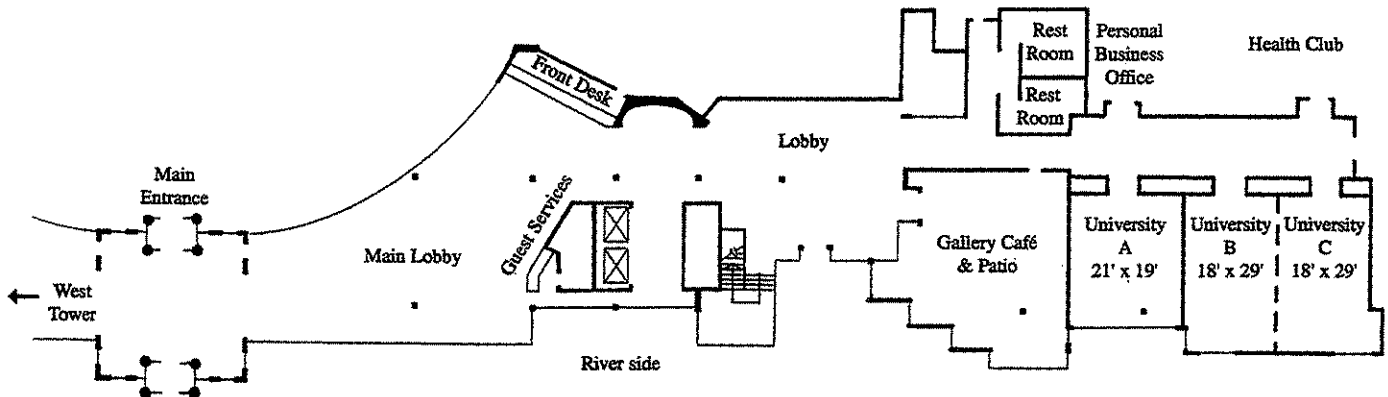
Jack F. Williams

Williams is a Professor at Georgia State University College of Law in Atlanta, GA, where he teaches and conducts research in a number of areas, including Bankruptcy, Business and Commercial Law, Commercial Lending, Corporate Law and Tax. For the years 2001 and 2002, he was selected by the Editors of the Turnarounds and Workouts Journal as one of the Top Ten Outstanding Bankruptcy Academics in the country and as one of the Top Ten Bankruptcy Tax and Accounting Professionals in the country. Williams has testified before the House and Senate committees on bankruptcy, corporate and tax litigation. He has written three books, including **Kennedy, Countryman & Williams on Partnerships, Limited Liability Entities and Corporations Bankruptcy and Tax Aspects of Bankruptcy Law and Procedure**. He has also served as a commentator on various broadcast networks and has been quoted in over 50 newspapers.

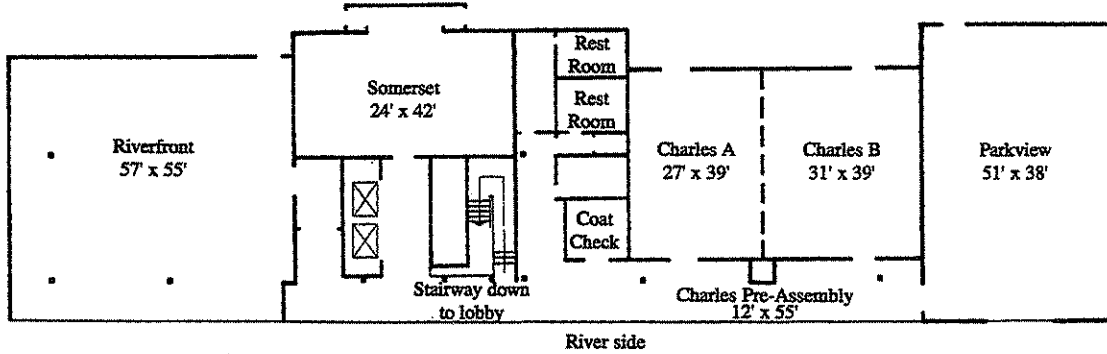


Floor Map of the Royal Sonesta Hotel

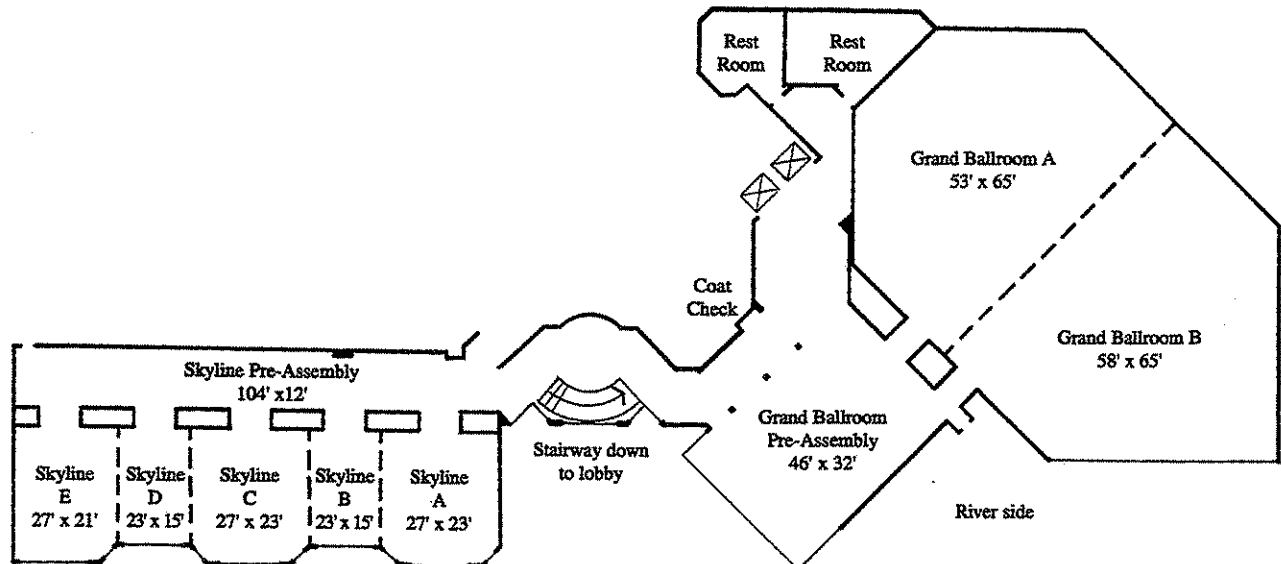
Lobby Level East Tower



Second Floor East Tower



Second Floor West Tower



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