

2004 Fall Writers' Workshops

Keynote Speakers:

- Joe Kolshak
Delta Airlines
Chief Operating Officer
- Joe Leonard
AirTran Airways
Chief Executive Officer
- Clark Howard
Nationally Syndicated
Radio Host
- Ira Chinoy
University of Maryland's
Philip Merrill College of
Journalism

3 Workshop Tracks:

- Personal Finance
- Business
Investigative
Reporting
- Agate Boot Camp

October 4-5, 2004

Westin Atlanta North
at Perimeter Hotel

Atlanta, Georgia



Getting to the Pit of the Matter



SABEW

Society of American Business Editors and Writers, Inc.

Schedule at a Glance

Monday, October 4, 2004

- 7:30-8:15 a.m. - Breakfast. Kern/Porter/Rogers rooms.
- 8:15-9:15 a.m. - Keynote Address: "What's the Future of Legacy Carriers?" Joe Kolshak, Chief of Operations, Delta Airlines. Kern/Porter/Rogers rooms.
- 9:30- a.m. 12:30 p.m. - Separate sessions for Agate Boot Camp, Personal Finance and Business Investigative Journalism. Details on pages 4, 5, and 8.
- 12:30-2:00 p.m. - Lunch. Keynote Speaker: Joe Leonard, CEO AirTran Airways. Kern/Porter/Rogers rooms. Sponsored by Donald W. Reynolds Center for Business Journalism.
- 2:00-4:30 p.m. - Separate sessions for Agate Boot Camp, Personal Finance and Business Investigative Journalism. Details on pages 4, 5, and 8.
- 6:00-7:30 p.m. - Reception at Federal Reserve Bank of Atlanta. See page 10 for details. (Only those who register by September 26th are eligible to attend the reception, due to security protocol.)

Tuesday, October 5, 2004

- 7:30-8:15 a.m. - Breakfast. Kern/Porter/Rogers rooms.
- 8:15-9:15 a.m. - Keynote Speaker: Clark Howard, nationally syndicated radio host. Introduction: Mark Meltzer, Atlanta Business Chronicle. Kern/Porter/Rogers rooms.
- 9:30-11:00 a.m. - Keynote Speaker: Internet Research Techniques, Ira Chinoy, University of Maryland. Kern/Porter/Rogers rooms.
- 11:00 a.m. -12:00 p.m. - Separate Sessions for Personal Finance and Business Investigative Journalism. Details on pages 5 and 8. No Agate Boot Camp sessions scheduled today.

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Keynote Speaker Bios:



Joe Kolshak
Senior Vice President and Chief of Operations, Delta Air Lines
Joe Kolshak is Senior Vice President and Chief of Operations for Delta Air Lines. He is responsible for Flight Operations, Technical Operations, Operations Control Center, Safety, Security, and Delta Connection Inc. Kolshak joined Delta in 1988. In the early 90s, he served as a Special Assignment Supervisor to the Vice President of Flight Operations and as a Flight Operations Manager and Assistant Chief Pilot in the Atlanta Domestic and Atlanta International Chief Pilot Offices. In 1996, he returned to the World Headquarters as General Manager - Flight Operations Administration. In 1998, Kolshak was promoted to Director - Investor Relations, prior to assuming his most recent role as Senior Vice President - Flight Operations since November 2001. Additionally, Kolshak is a 757/767 Captain.



Joe Leonard
Chairman of the Board and Chief Executive Officer, AirTran
Joe Leonard is chairman and chief executive officer of AirTran Holdings, Inc. and its subsidiary, AirTran Airways, Inc. He joined AirTran Airways in January 1999. A 30-year veteran of the commercial air transport industry, Leonard most recently served as president and CEO of AlliedSignal, Inc.'s aerospace marketing, sales & service organization. Prior to joining AlliedSignal, Leonard held a wide range of executive positions. These included chief operating officer for Eastern Air Lines as well as a number of key management positions at American Airlines, Northwest Airlines and the Boeing Company. Leonard serves on the Board of Directors of both the Orlando/Orange County Convention and Visitors' Bureau and the Metro Atlanta Chamber of Commerce.



Clark Howard
Syndicated radio talk show host
Clark Howard is the host of The Clark Howard Show, a radio talk show syndicated in more than 130 cities around the country. He is also a featured commentator on CNN and WSB-TV in Atlanta, and a columnist with the Atlanta Journal-Constitution. Clark's most recent book, "Clark's Big Book of Bargains," (2003) has been No. 7 and No. 11 on the New York Times "Best Seller" list for "Business Books." Clark is an Atlanta native who has always been very involved in improving his community. He has started several civic programs, such as Atlanta Volunteer Action, Volunteer Action, Inc., The Big Buddy Program, and Career Action. In 1993 he opened the "Team Clark Howard" volunteer center, an advice service for consumer questions staffed by more than 140 volunteers. His website is www.clarkhoward.com.



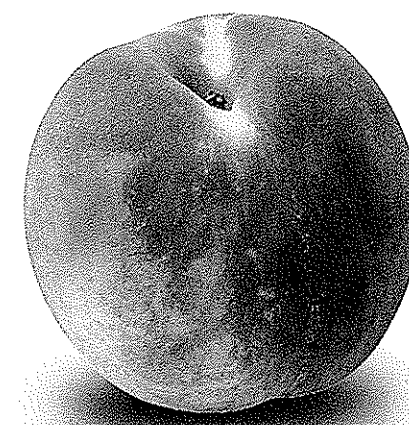
Ira Chinoy
Lecturer, University of Maryland's Philip Merrill College of Journalism
Ira Chinoy is in his fourth year on the faculty at the University of Maryland's Philip Merrill College of Journalism, where he teaches courses in computer-assisted reporting, mining the National Archives for news, and basic news writing and reporting. He is also pursuing a Ph.D. in media studies as the college's first Scripps Howard Foundation Doctoral Fellow. Chinoy has 24 years of experience as a journalist at four newspapers: The Washington Post, The Providence (R.I.) Journal, The Lawrence (Mass.) Eagle-Tribune and The Pine Bluff (Ark.) Commercial. He has twice been part of teams which won Pulitzer Prizes, and has also won a George Polk Award.

Exhibitors:

- ◆ Treasury Direct, US Department of the Treasury - www.treasurydirect.gov
- ◆ Nuveen Investments - www.nuveen.com

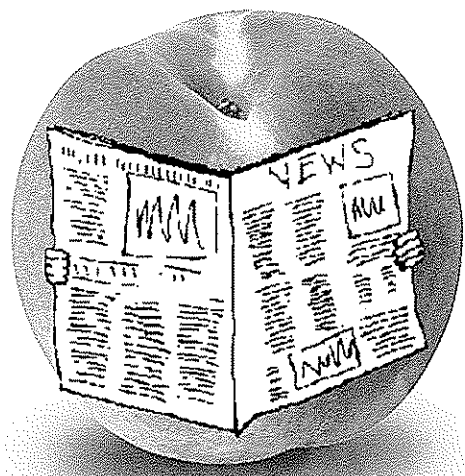
Sponsors:

- ◆ Donald W. Reynolds Center for Business Journalism
- ◆ Atlanta Journal Constitution



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Agate Boot Camp



Monday, October 4, 2004

- 7:30-8:15 a.m. - Breakfast - Kern/Porter/Rogers rooms.
- 8:15-9:15 a.m. - Keynote Address: "What's the Future of Legacy Carriers?" Joe Kolshak, Chief of Operations, Delta Airlines. Kern/Porter/Rogers rooms.
- 9:30-11:00 a.m. - The Must-Have Tables: What should your newspaper have - or what can it cut - from your stock and mutual fund listings and how much should you run of other tables such as commodities. Acacia room.
- 11:00-11:15 a.m. - Break.
- 11:15-12:15 p.m. - One-on-one. Individual critiques of your agate package by knowledgeable editors. Acacia room.
- 12:30-2:00 p.m. - Lunch. Keynote Speaker: Joseph Leonard, chief executive, AirTran Airways. Kern/Porter/Rogers rooms.

- 2:00-3:15 p.m. - The "Value Add" - How can you snap up your markets coverage with analytical tables that go deeper than the most active or biggest gainer/loser lists? Acacia room.
- 3:15-4:30 p.m. - To Tell, or Not to Tell - How to best communicate the agate changes you're making with your readers. Acacia room.
- 6:00-7:30 p.m. - Reception at Federal Reserve Bank of Atlanta. See page 10 for details.

No agate sessions scheduled for Tuesday, October 5, 2004.

Please select an 11:00 a.m. session from Personal Finance (see page 5) or Business Investigative Reporting (see page 8).

About Agate Boot Camp

The Society of American Business Editors and Writers knows that many publishers worry if they're getting the best bang for their editorial buck from the financial tables they publish in their newspapers.

To help answer that question, SABEW will be holding a novel one-day "Agate Boot Camp" in Atlanta on Oct. 4 to delve deeply into the ins and outs of stock, bond and mutual fund tables. The boot camp will be held in conjunction with SABEW's annual reporting workshops on Oct. 4-5, this year focusing on personal finance coverage and investigative reporting.

The Agate Boot Camp sessions are designed to deeply probe how papers can improve this important part of the daily business news package and/or do the least damage when trimming the financial tables.

The boot camp concept will have a small group of attendees spend several hours going over each slice of financial tables in depth - from what's best to trim - either to save money or improve content; to what kind of value-added, analytical tables can be built; to how to best educate your readers on upcoming changes.

The boot camp can include getting agate experts to give a one-on-one review of a paper's agate presentation. There will also be ample time provided for boot camp attendees to sample some of the writers' workshops activities.

The organizer of the Agate Boot Camp is Jon Lansner, Business Columnist for the Orange County Register and current SABEW Vice President.



Jon Lansner, SABEW Vice President Business Columnist, Orange County Register
Lansner is the Orange County Register's business columnist. He has been a business journalist since 1983. He has been with the Register for 17 years as a writer and editor in the business section. Before coming to the Register, Lansner spent seven years at the Pittsburgh Press, working in the sports and business departments. He has also written three books on investing. Contact him at lansner@cox.net.

Personal Finance Schedule

Monday, October 4, 2004

- 7:30-8:15 a.m. - Breakfast - Kern/Porter/Rogers rooms.
- 8:15-9:15 a.m. - Keynote Address: "What's the Future of Legacy Carriers?" Joe Kolshak, Chief of Operations, Delta Airlines. Kern/Porter/Rogers rooms.
- 9:30-11:00 a.m. - On the Scandal Front - What's Next (i.e. hedge funds, variable annuities, college savings plans.) Chuck Jaffe, CBS Marketwatch; Mercer Bullard, Fund Democracy. Concourse South.
- 11:00-11:15 a.m. - Break.
- 11:15-12:15 - Bush vs. Kerry - How the Election Could Affect your Personal Finances. Moderator: Sharon Epperson, CNBC. Panelists: Tim Adams, Policy Director, Bush-Cheney 2004; Jason Furman, Director of Economic Policy, Kerry-Edwards campaign; Gregory Valliere, Chief Political Strategist, Schwab Soundview Capital Markets. Concourse South.

- 12:30-2:00 p.m. - Lunch. Keynote speaker: Joseph Leonard, chief executive, AirTran Airways. Kern/Porter/Rogers.
- 2:00-3:15 p.m. - The New Scams. Moderator: John Wasik, columnist, Bloomberg News. Panelists: Joseph P. Borg, Alabama securities commission; William H. Sorrell, Vermont Attorney General; and James H. Vaules, Vice President, Lexis/Nexis and former supervisor of white-collar crime section, Federal Bureau of Investigation. Concourse South.
- 3:15-4:30 p.m. - The Telecom Tangle. Ilyce Glink, syndicated columnist; and Allan Keiter, President, myrateplan.com. Concourse South.
- 6:00-7:30 p.m. - Reception at Federal Reserve Bank of Atlanta. See page 10 for details.

Tuesday, October 5, 2004

- 7:30-8:15 a.m. - Breakfast - Kern/Porter/Rogers rooms.
- 8:15-9:15 a.m. - Keynote Speaker: Clark Howard, nationally syndicated radio host. Introduction: Mark Meltzer, Atlanta Business Chronicle. Kern/Porter/Rogers rooms.
- 9:30-11:00 a.m. - Keynote Speaker: Internet Research Techniques, Ira Chinoy, University of Maryland. Kern/Porter/Rogers rooms.
- 11:00 a.m. -12:00 p.m. - The Cashless Society. Moderator: Ilyce Glink. Panelists: Roy Sosa, President, NetSpend; Liz Handlin, Manager of Marketing and Outreach, Federal Reserve Bank of Chicago; and Tom Mizejeski, Vice President of Research, The Pelorus Group. Concourse South.



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Speaker Bios, Personal Finance

Tim Adams
Bush-Cheney Campaign Policy Director
Tim Adams is the Policy Director for the Bush-Cheney 2004 Campaign and has served in that capacity since December of 2003. He is a senior member of the campaign team and directs the policy operations. From January 2001 to December of 2003, he was the Chief of Staff at the Treasury Department. During the 2000 presidential race, Adams was a full-time senior member of the Bush-Cheney campaign policy staff. Previously, Adams held several positions at the G7 Group, which he co-founded and later led as the Managing Director. The G7 Group is a Washington-based consulting firm that forecasts and interprets economic and political events for blue-chip global financial institutions. In the first Bush Administration, Adams held several policy-related positions, including stints at the Ex-Im Bank, Treasury Department and the Office of Management and Budget.



Joseph P. Borg
Director, Alabama Securities Commission
Joseph Borg, Director of ASC since 1994, previously served as President of the North American Securities Administrators Association (NASAA 2001-2002) and is currently the Chair of the Enforcement Section. He has testified before various committees of Congress in such areas as micro-cap securities fraud, criminal elements in the markets, and information-sharing among regulators. He served as in-house counsel to First Alabama Bank (n/k/a Regions Bank, 1979-1984) and has been an adjunct professor of law at Faulkner University Jones School of Law teaching securities law and banking (1982-2002). He is admitted to practice in Alabama, Florida, New York, U.S. Federal District Court and the U.S. Supreme Court.



Mercer Bullard
Founder and President, Fund Democracy
Professor Bullard is one of the nation's leading advocates for mutual fund shareholders. He is the founder and president of Fund Democracy, a nonprofit advocacy group for mutual fund shareholders, and an Assistant Professor of Law at the University of Mississippi School of Law. He teaches in the areas of securities and banking regulation, corporate finance, corporations and contracts.



Sharon Epperson
CNBC Personal Finance Correspondent
Sharon Epperson has been a correspondent at CNBC since 1996. She covers personal finance and appears throughout CNBC's Business Day programming. Epperson can also be seen on NBC's "Nightly News," NBC's "Today," "Early Today" and on the MSNBC network and various NBC affiliates nationwide. Epperson has also been a personal finance columnist for Time, and has written for The Wall Street Journal, The Washington Post, Boston Globe and Pittsburgh Press. An adjunct instructor of international affairs at the School of International Public Affairs at Columbia University, Epperson also teaches a course on professional development for graduate students interested in careers in international media and communications.

Jason Furman
Kerry-Edwards Campaign Economic Policy Director
Jason Furman is the Director of Economic Policy for the Kerry campaign. Previously Dr. Furman served as Special Assistant to the President for Economic Policy in the Clinton Administration. Dr. Furman has lectured in economic policy at Columbia and Yale Universities. In addition, Dr. Furman served as a Staff Economist at the Council of Economic Advisers, Senior Economic Adviser to the Chief Economist of the World Bank, and Policy Director for Wesley Clark's Presidential campaign. Dr. Furman received his Ph.D. in economics from Harvard University.



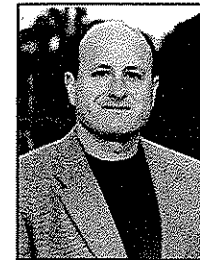
Ilyce Glink
Syndicated Columnist
Ilyce Glink is an award-winning columnist, radio talk show host, television correspondent and best-selling author specializing in business, personal finance and real estate. She is the money and real-estate reporter for WGNTV in Chicago, and has appeared on "Oprah" and "The Today Show." Her newspaper column, "Real Estate Matters," is syndicated nationally.



Liz Handlin
Federal Reserve Bank of Chicago
Elizabeth (Liz) Handlin is manager of marketing and outreach for the Federal Reserve Bank of Chicago, responsible for managing the Chicago Fed's financial literacy and economic education outreach programs. Handlin has authored numerous articles on issues ranging from personal finance to international remittance issues and appears regularly in both television and print media. Ms. Handlin is the creator and organizer of MoneySmart Week, an annual event that highlights financial literacy activities sponsored by organizations throughout Chicago. In addition, Handlin leads Financial Empowerment for the Unbanked, a partnership with the U.S. Department of the Treasury, which serves as a catalyst in influencing public policy on issues pertaining to the unbanked population. Handlin is also a member of State Treasurer Judy Baar Topinka's Advisory Board on Women's Issues and she is a board member for Central States SER.



Charles A. Jaffe
CBS Marketwatch
Chuck Jaffe is senior columnist for CBS Marketwatch and the host of "MoneyLife" on AM-1060, WBIX in Boston. His "Your Funds, Your Money" and "Stupid Investment of the Week" columns are syndicated nationally. In addition to MarketWatch and WBIX, Chuck provides regular guest commentary on Nightly Business Report on Public Television and for "All Things Considered" on National Public Radio. He is also the author of two books, "The Right Way to Hire Financial Help" and "Chuck Jaffe's Lifetime Guide to Mutual Funds." Chuck is a past president of the Society of American Business Editors and Writers. Prior to joining Marketwatch in 2003, Chuck spent nine years as personal finance and mutual funds columnist at The Boston Globe. He moved to Boston after six years as business editor and columnist at The Morning Call in Allentown, Pa.



Allan Keiter
President, MyRatePlan
Allan Keiter is the founder and president of MyRatePlan. After earning his MBA from Columbia University in 1991, Mr. Keiter embarked on an eight-year path directing the pricing and revenue management strategies and tactics for large service companies, including United Parcel Service, Continental Airlines and BellSouth Cellular (now Cingular). He founded MyRatePlan.com in early 1999. Under Mr. Keiter's leadership, MyRatePlan has been and remains a profitable Internet company, growing significantly in each year of its existence. MyRatePlan has been recognized in The Wall Street Journal, US News & World Report, and on NBC's Today show.



Tom Mizejeski
VP of Research, The PELORUS Group
With over 15 years experience in the communications industry, Mr. Mizejeski has an extensive background in market research, strategic analysis and technology assessment. Prior to joining The PELORUS Group, Mr. Mizejeski was with Telcordia Technologies (formerly Bellcore). In addition, Mr. Mizejeski consulted for research firms Northern Business Information (now part of the Gartner Group), The Eastern Management Group and Insight Research. During this time, Mr. Mizejeski authored over 20 major research studies and worked with key telecommunications carriers and manufacturers on competitive and strategic issues.



William H. Sorrell
Vermont Attorney General
Attorney General William H. Sorrell started his career as Chittenden County Deputy State's Attorney. He moved on to serve as Chittenden County State's Attorney, then to private law practice at McNeil, Murray & Sorrell. He later served as Vermont's Secretary of Administration. Governor Howard Dean appointed General Sorrell May 1, 1997. He has enjoyed strong voter support in standing for election in November 1998, 2000 and 2002. His current term of office will expire in January 2005. Sorrell is currently President of the National Association of Attorneys General (NAAG). In June of 2003 he was chosen by his fellow attorneys general to receive NAAG's Kelley-Wyman Award, given annually to the "Outstanding Attorney General" who has done the most to further the goals of the nation's attorneys general.



Roy Sosa
Co-Founder and President, NetSpend
Mr. Sosa is the visionary and primary force behind NetSpend's innovative business model which to date has processed transaction volumes in excess of \$600 million, and earned NetSpend the 2003 NASBIC Portfolio Company of the Year Award. In 2003, Mr. Sosa was honored with the Minorities in Business Magazine 2003 Entrepreneurial Spirit Award. In 2004, Mr. Sosa was awarded the regional 2004 Ernst & Young Entrepreneur of the Year Award.



Gregory Valliere
Chief Political Strategist, Schwab Soundview Capital Markets
Gregory R. Valliere is a Managing Director of the Washington Research Group, which provides political, economic and industry research for institutional and corporate investors. The Washington Research Group is part of Schwab Soundview Capital Markets. Valliere coordinates WRG's political and economic research, focusing on how Congress and the White House shape fiscal policies. Valliere has been covering economic and political developments in Washington for institutional investors for the past 28 years, first at The Washington Forum, the predecessor of the Washington Research Group. Currently he is WRG's chief strategist.



James H. Vaules
Vice President, LexisNexis
Jim Vaules is a Vice President with LexisNexis, a provider of identity verification and authentication products for corporations, governments and financial institutions. For 27 years, Mr. Vaules served with the Federal Bureau of Investigation as a Special Agent, Supervisor at the White Collar Crime Section of FBI Headquarters in Washington, D.C. and Agent-in-Charge of the Atlantic City Office. He initiated the most significant reinsurance fraud matter ever investigated by the FBI (prior to 1996), and served as an undercover agent and supervisor for several international money-laundering matters. While supervisor of the White Collar Crime Section, Mr. Vaules maintained liaison with foreign law enforcement organizations, numerous federal agencies and state banking and insurance regulators. He served as the FBI's representative to the Department of Justice's Security Fraud Working Group and Insurance Fraud Working Group.

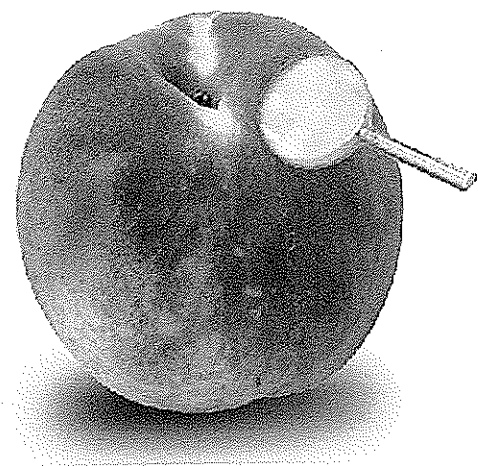


John Wasik
Columnist, Bloomberg News
John Wasik is the personal finance columnist for Bloomberg News. His columns reach 400 newspapers on five continents and are featured on the Bloomberg Professional Service. He has written five books on investing and retirement including "The Bear-Proof Investor" and "The Late-Start Investor." He has addressed audiences from coast to coast on investment topics and appeared on radio and television shows throughout the world.

Floor Captains:

- ◆ Rex Seline
- ◆ Bill Barnhart
- ◆ Chuck Jaffe
- ◆ Josh Mills
- ◆ George Haj
- ◆ Jim Madore

Business Investigative Reporting



Monday, October 4, 2004

- 7:30-8:15 a.m. - Breakfast - Kern/Porter/Rogers rooms.
- 8:15-9:15 a.m. - Keynote Address: "What's the Future of Legacy Carriers?" Joe Kolshak, Chief of Operations, Delta Airlines. Kern/Porter/Rogers rooms.
- 9:30-11:00 a.m. - Anatomy of a Project. Dan Tracy, the Orlando Sentinel. Learning Center.
- 11:00-11:15 a.m. - Break
- 11:15-12:15 - Organizing the Big Project - a look at the idea, reporting and investigating processes. What to do when. Doug Pardue, Charleston Post & Courier, and Marc Perrusquia, Memphis Commercial-Appeal. Learning Center.
- 12:30-2:00 p.m. - Lunch. Keynote speaker: Joseph Leonard, CEO, AirTran Airways. Kern/Porter/Rogers rooms.

- 2:00-3:15 p.m. - I've Got All This Stuff, Now What Do I Do With it? The Writing Process. Diana Henriques, The New York Times. Learning Center.
- 3:15-4:30 p.m. - Where an investigation can go wrong. Mary Pat Flaherty, Washington Post, and Shawn McIntosh, Atlanta Journal-Constitution. Learning Center.
- 6:00-7:30 p.m. - Reception at Federal Reserve Bank of Atlanta. See page 10 for details.

Tuesday, October 5, 2004

- 7:30-8:15 a.m. - Breakfast. Kern/Porter/Rogers rooms.
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- 9:30-11:00 a.m. - Keynote Speaker: Internet Research Techniques, Ira Chinoy, University of Maryland. Kern/Porter/Rogers rooms.
- 11:00 a.m. -12:00 p.m. - Choice of two sessions:
1. More than Just Profiles: Covering minority business and entrepreneurs. Moderator: Andre Jackson, St. Louis Post Dispatch. Panelists: Alvelyn Sanders, Senior Editor, Atlanta Tribune; and Darius Myers, CEO of Sportscartmedia. Learning Center.
 2. Footnotes, executive compensation and insider deals: Getting More from SEC filings. David Milstead, Rocky Mountain News. Acacia room.

Speaker Bios, Business Investigative Reporting



Mary Pat Flaherty
The Washington Post
Mary Pat Flaherty joined The Washington Post in 1993 as projects editor for the Metro desk coming from The Pittsburgh Press where she had worked for 15 years until its demise. In 2001, she returned to reporting with The Post's investigative unit. A series of articles on black marketing in human organs won her a Pulitzer Prize and a series on the D.C. police department was a Pulitzer finalist. A native of Pittsburgh, Flaherty lives now in Washington, D.C. She is a graduate of Northwestern University.



Diana B. Henriques
The New York Times
Henriques joined The New York Times in 1989 as a financial reporter. She has specialized in reporting on financial fraud, white-collar crime and corporate governance issues. Henriques serves as a SABEW board member. She is the author of *The Machinery of Greed: Public Authority Abuse and What to Do About It* and *of Fidelity's World: The Secret Life and Public Power of the Mutual Fund Giant*. Her latest book, *The White Sharks of Wall Street: Thomas Mellon Evans and the Original Corporate Raiders*, was published by Scribners in May 2000.

Speaker Bios



Andre Jackson
St. Louis Post Dispatch
Jackson has overseen business news coverage at the newspaper since spring 2001. He joined the Post-Dispatch in 1987 as a general assignment reporter, covering events ranging from presidential campaigns to a Ku Klux Klan rally. He also worked on special projects, including series on race relations and minority construction contractors. Before becoming AME for business, he was a team leader in business and an editor on the city desk. Jackson holds an MBA degree from the Kellogg Graduate School of Management at Northwestern University and a bachelor's degree from Southern Illinois University.



Shawn McIntosh
The Atlanta Journal-Constitution
Shawn McIntosh is deputy managing editor of The Atlanta Journal-Constitution, overseeing longer-range enterprise and investigations. Shawn has been a top editor at The Clarion-Ledger in Jackson, Mississippi, and a projects and investigations editor at various newspapers, including USA TODAY and The Dallas Morning News. She is immediate past president of Investigative Reporters and Editors.



David Milstead
Finance Editor, Rocky Mountain News
David Milstead is finance editor of the Rocky Mountain News, which won a 2004 "Best in Business" award of excellence from SABEW. He focuses on banks, accounting, executive compensation and corporate finance. He joined the 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. Milstead is a 10-time winner or co-winner in various Colorado statewide journalism competitions, including six awards for coverage of Qwest. The Rocky Mountain News' Qwest stories, authored by Jeff Smith, Lou Kilzer and Milstead, also won two awards in 2003's SABEW Best in Business competition and are featured in Best Business Crime Writing of the Year 2003 and Best Business Stories of the Year 2004.



Darius Myers
CEO of Sportscartmedia
Darius Myers has a 20 year background as an advertising agency executive, media sales professional, strategic marketer and brand development director at several major media organizations including NW Ayer Advertising, CBS Magazines, USA TODAY/Gannett Inc. and AOL/Time Warner. Prior to the October 2001 formation of SCM, Mr. Myers was the Chief Executive Officer of Dare Media, a start-up media company with interests in ethnic and special interest markets. From October 1996 to December 2000, Mr. Myers was Director of Market Development at FORTUNE Magazine. Mr. Myers is an avid golfer and plays to a 16 handicap.



Doug Pardue
The (Charleston, S.C.) Post and Courier
Doug Pardue is special assignments editor for The (Charleston, S.C.) Post and Courier. Before joining the Charleston paper, he was projects editor for USA Today. Projects he directed there include: The Florida election recount in cooperation with The Miami Herald and Knight-Ridder; misconduct in the National Guard and a series reconstructing what occurred inside the World Trade Center towers after the first terrorist attack. His work has received three National Headliner Awards, a Robert F. Kennedy Citation, a Gerald Ford Award for coverage of National Defense and two Southern Journalism Awards. He was part of Roanoke (Va.) Times team that was a 1990 Pulitzer Prize finalist for coverage of the year-long Pittston Coal strike. He has also been a projects/investigations editor at The Tampa Tribune and The (Columbia, S.C.) State.



Marc Perrusquia
The Commercial Appeal
Reporter Marc Perrusquia, 45, a native of Wisconsin, joined The Commercial Appeal, the Memphis, Tenn., daily newspaper, in 1989. He covers special projects. Perrusquia has written extensively on predatory lending and political corruption. His stories led to the firing of 80 convicted felons working in public classrooms in 1995. His stories about corruption in Shelby County's massive subsidized day care system led to convictions this year of five people. Perrusquia also wrote extensively about Martin Luther King assassin James Earl Ray's efforts to get out of prison, exposing several conspiracy myths endorsed by King's family. Perrusquia's series on problems in Memphis's Habitat For Humanity program was a finalist this year in the APME's public service award. He is a graduate of the University of Minnesota. He and his wife, Tina, have two sons and a daughter.



Dan Tracy
The Orlando Sentinel
Dan Tracy spent 18 months researching and writing the Building Homes: Building Problems stories. The 8-part series, conducted with NBC affiliate WESH-NewsChannel 2, won numerous awards, including one from SABEW, from Tribune Co. for outstanding local coverage and a Peabody. Tracy, a 24-year veteran of the Sentinel, has covered a variety of beats and now is a projects reporter. He is working on a series about the convention and tradeshow industry.

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Federal Reserve Reception Details

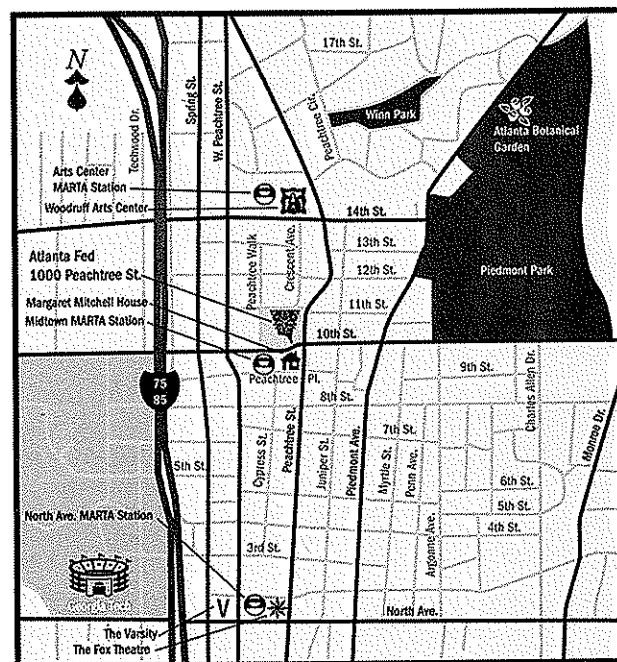
Reception at the Atlanta Federal Reserve Bank
Monday October 4th, 6:00-7:30 p.m. • 1000 Peachtree Street N.E.

The Federal Reserve Bank of Atlanta is hosting a tour and panel discussion for workshop participants. The tour will include a look at the Atlanta Fed's Monetary Museum, where visitors can learn about the work of a Federal Reserve Bank, see rare currency and coin artifacts, get a glimpse inside the Bank's cash and check processing operations, and learn more about a Reserve Bank's role in setting monetary policy. The program will conclude with a panel discussion to learn about the Federal Reserve's role in consumer and community affairs and current trends and issues in personal financial reporting.

Due to security protocol, only those who registered for the conference before September 26th are eligible to attend the reception. We were required to present a list of all attendees to bank security on that date.

A bus will pick up from the hotel, leaving for the reception at 5:00 p.m. If you prefer, you may take your own vehicle.

Directions to Federal Reserve Bank:
From Interstate 75/85 South, take Exit 250 (the exit has 17th Street, 14th Street & 10th Street), turn left onto 10th Street, and left onto Peachtree Street. The Bank is located at the intersection of 10th and Peachtree Streets.



Restaurants close to Federal Reserve Bank:

(SABEW will provide hors d'oeuvres and drinks at the reception; dinner is on your own.)

Front Page News, A Crescent City Grill
1104 Crescent Avenue
404-897-3500

New Orleans patio bar and grill serves traditional New Orleans fare, Cajun and Creole cuisine and features fountains, fireplaces and a lively piano bar. \$\$
<http://atlanta.diningguide.net/data/d100483.htm>

South City Kitchen
1144 Crescent Ave.
(404) 873-7358

Sophisticated New South specialties, hip Midtown atmosphere. \$\$\$
<http://www.southcitykitchen.com/>

Spice
793 Juniper St.
(404) 875-4242

High-profile spot with clubby décor - ambitious menu and Paul Albrecht back in town as the new chef. \$\$\$\$
<http://www.spicerestaurant.com/>

Tamarind
80 14th St.
(404) 873-4888

Exquisite food with an uptown sensibility. Best of the Thais. \$\$\$
<http://atlanta.citysearch.com/profile/3001272>

Zocalo
187 10th St.
(404) 249-7576

Regional Mexican food and great margaritas in fun - hip Midtown environment. No reservations. \$\$
<http://atlanta.citysearch.com/profile/3001231/>

French Quarter Food Shop
923 Peachtree Street
404-875-2489

Very casual, but good Cajun food. Located beside a pool hall whose motto is "Still straight after all these years." \$\$

Restaurants close to Westin Atlanta North Hotel:

Malone's Bar & Grill
2089 Savoy Drive
770-455-3450
American Grill - Moderate

Steak And Ale
2165 Savoy Drive
770-455-3450
Steak/Seafood - Moderate

Macaroni Grill
4788 Ashford-Dunwoody Road
770-455-3450
Italian - Moderate

Chili's
4784 Ashford-Dunwoody Road
770-394-6676
American Grill - Moderate

California Pizza Kitchen
4600 Ashford-Dunwoody Road
770-393-0390
Pizza - Moderate

Applebee's Bar & Grill
4400 Ashford-Dunwoody Road
770-394-1711
American - Moderate

P.F. Chang's
500 Ashford Parkway
770-352-0500
Chinese - Moderate

Mi Spia
4505 Ashford-Dunwoody Road
707-393-1333
Italian - Upscale

Rio Brava Cantina
4749 Ashford-Dunwoody Road
707-395-6603
Mexican - Moderate

Houston's
4701 Ashford-Dunwoody Road
707-512-7066
American - Moderate

McKendrick's
4505 Ashford-Dunwoody Road
707-512-8888
Steaks - Upscale

Chequers Seafood Grill
236 Perimeter Center Parkway
Across from Perimeter Mall
770-391-9383
Seafood - Upscale

Mozzarella's Cafe
4400 Ashford-Dunwoody Road
770-393-9622
Italian - Moderate

Cafe Intermezzo
4505 Ashford-Dunwoody Road
770-396-1344
Desserts - Upscale

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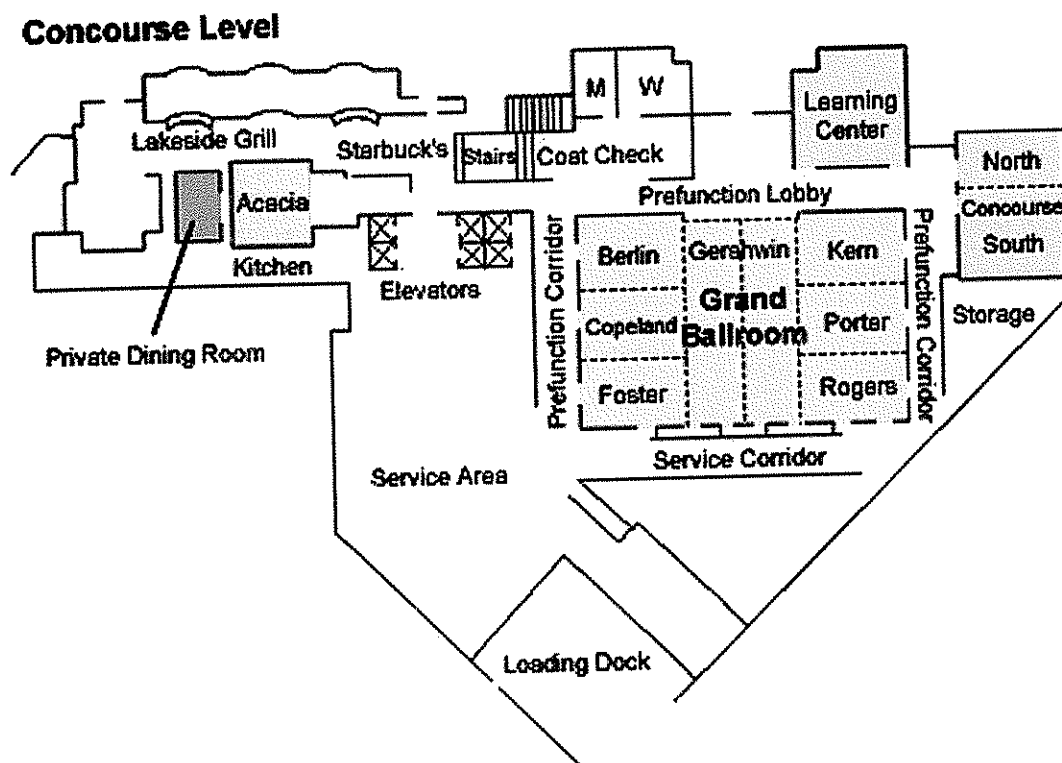
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Westin Atlanta North at Perimeter Hotel

Floor Plan



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