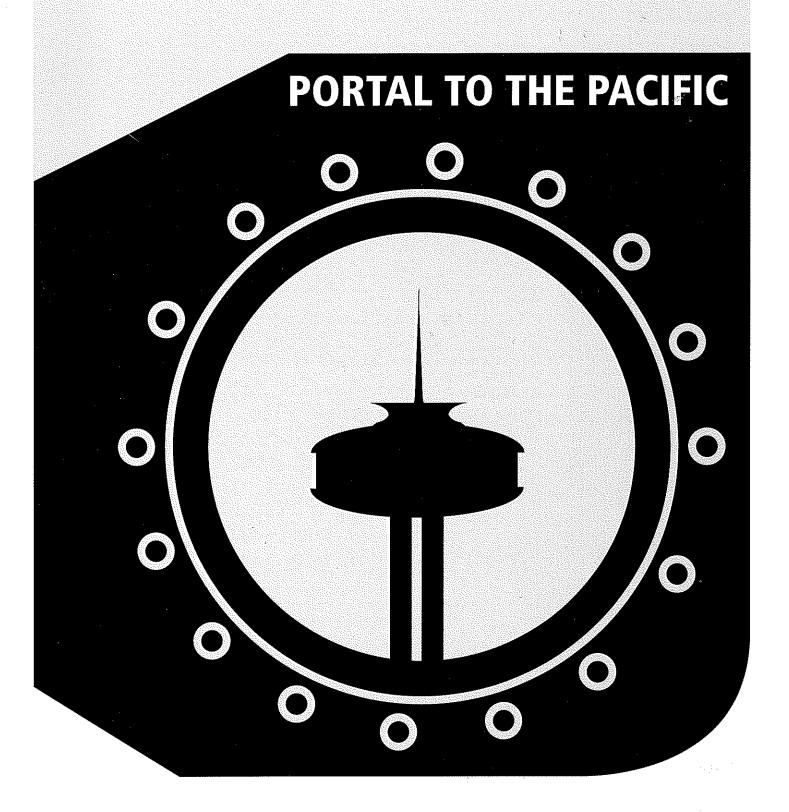
SAB&E&W

42ND ANNUAL CONFERENCE MAY 1-3, 2005 SEATTLE



OFFICERS

REX SELINE, President Fort Worth Star-Telegram, Managing Editor/News

JON LANSNER, Vice President Orange County Register, Columnist DAVE KANSAS, Secretary-Treasurer Editor Money & Investing,

Wall Street Journal

GOVERNORS BECKY BISBEE

The Seattle Times, Business Editor

BILL CHOYKE

The Virginian-Pilot, Business Editor

GERTHA COFFEE

St. Louis Post-Dispatch, Assistant Business Editor

GAIL DEGEORGE

South Florida Sun-Sentinel. **Business Editor**

HENRY DUBROFF

Pacific Coast Business Times, **Editor and Publisher**

GEORGE GOMBOSSY

Hartford Courant, Business Editor

SANDY GONZALEZ Bloomberg News, Editor

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The Houston Chronicle, Assistant Managing Editor/Business

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St. Louis Post-Dispatch, Assistant Managing Editor/Business

BERNIE KOHN

The Baltimore Sun. Assistant Managing Editor/Business

JAMES MADORE

Newsday, Media Writer

GREG MCCUNE

Reuters America, Midwest Bureau Chief

JOSH MILLS

Baruch College, Director Master's Program in Business Journalism

CRAIG SCHWED

Gannett News Service, Managing Editor/Business, Sports & Multimedia

JILL JORDEN SPITZ

The Arizona Daily Star. Assistant Managing Editor/Business

CHRISTIAN WIHTOL

The Register-Guard, Business Editor

EX-OFFICIO

BILL BARNHART

The Chicago Tribune, Markets Reporter

CHUCK JAFFE

CBS Marketwatch.com, Senior Columnist

KATHY KRISTOF

Los Angeles Times, Columnist

SABBEW

ABOUT THE ORGANIZATION

of Journalism in Columbia, Mo. Our mission is to encourage comprehensive reporting of economic and financial events without fear or favoritism and to upgrade the skills and knowledge of our members through continuous educational efforts.

Larson, a former associate editor of the

SABEW is an independent, not-for-profit organization based at the Missouri School who in 1961 put together a three-day session that attracted 60 business editors and writers. The success of that seminar resulted in another in 1963. A permanent organization took shape in 1964 when the Society of American Business Writers held its first meeting in New York City.

Today, our more than 3,400 members are edi-SABEW traces its roots back to the late Kit tors and reporters from North America and several countries.

MEMBER SERVICES

SABEW offers a variety of services to its members, including:

AWARDS/CONTESTS

- This is the 13th year we have honored an outstanding business journalist with the Distinguished Achievement Award. This year's recipient, Stephen B. Shepard, will be honored Sunday night.
- This is the 11th year we have honored the outstanding work of our members with the Best in Business contest. College students participated in this year's contest. All winners will be honored Sunday night.

EDUCATION

• Seattle marks the 42nd time SABEW members have gathered for our Annual Conference, which includes major business newsmakers and breakout sessions devoted to the craft of business journalism and the important topics of the day.

- Fall conferences feature specialized workshops on topics such as personal finance, business reporting and writing, and technology.
- In 2002, our first Endowed Chair in Business and Financial Journalism at the Missouri School of Journalism at the University of Missouri-Columbia came on board.

NETWORKING

Our Web site allows members to:

- Post a resume.
- ▶ View job openings from around the country.
- ▶ Share ideas on the Listserv.
- Search for other members in the directory.

PUBLICATIONS

▶ The Business Journalist newsletter is published seven times a year.

FUTURE EVENT

FALL WRITER'S WORKSHOP

Oct. 10-11

Sheraton West Port Hotel, St. Louis

ADMINISTRATION

CARRIE PADEN Executive Director

VICKI EDWARDS Fiscal Analyst

CALLIE EPPERSON Membership Coordinator

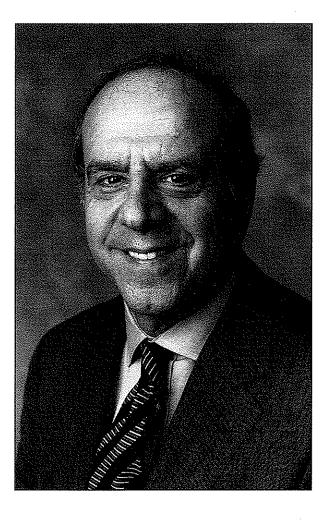
FACULTY MARTY STEFFENS

SABEW Chair in Business and Financial Journalism

SABEW ADDRESS

The Missouri School of Journalism 385 McReynolds Hall Columbia, MO 65211 Phone: 573-882-7862 Fax: 573-884-1372 E-mail: sabew@missouri.edu Web site: www.sabew.org

2005 AWARDS •



Distinguished *achievement*

Stephen B. Shepard is the founding dean of the new graduate school of journalism at City University of New York. He is best known for his two decades (1984-2005) as editor-in-chief at BusinessWeek magazine. On his watch, BusinessWeek won four National Magazine Awards, 11 Overseas Press Club Awards and four Loeb Awards, and expanded its circulation by 40 percent. He also helped establish the Knight-Bagehot Fellowships in Economic and Business Journalism at Columbia University Graduate School of Journalism. He will be honored Sunday night at the Best in Business awards ceremony.

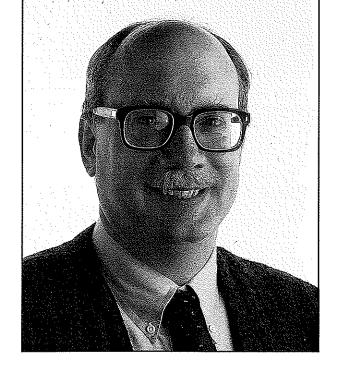
PAST WINNERS

2004: Linda O'Bryon, Nightly Business Report 2003: Jimmy Gentry, University of Kansas, and Randy Smith. Kansas City Star 2002: Barney Calame, The Wall Street Journal 2001: Allan Sloan, Newsweek 2000: Ernest Holsendolph, Atlanta Journal Constitution

1999: John Cuniff and Chet Currier, The Associated Press 1998: Marshall Loeb, Money and Fortune magazines 1997: Chris Welles, BusinessWeek 1996: Cheryl Hall, Dallas Morning News 1995: Larry Birger, Miami Herald 1994: Myron Kandel, CNN 1993: Hobart Rowen, The Washington Post

Service to SABEW

Bill Barnhart, the markets reporter at the Chicago Tribune, has been a quiet yet energetic stalwart of SABEW for nearly 20 years. He edited The Business Journalist from 1991-1998 and served as president of the organization in 2001. When he was president, he led SABEW into the venture with the Southern Newspaper Publishers Association that produced dozens of training sessions for young journalists. This is the third time the Service to SABEW Award has been bestowed. Previous recipients were Doris Barnhart (no relation), who served as administrative assistant of SABEW for 15 years, and Eugene Mills, who as vice president at McGraw-Hill was one of the founders of SABEW and organized the first conference in 1964. Barnhart will be honored during the lunch on Sunday.



CONFERENCE PROTOCOL

ATTIRE: Business casual is appropriate for all working sessions at the conference. More dressy business attire is preferred for the reception and banquet Monday night.

BADGES: SABEW name badges will be required for admittance to all conference events.

BOARD ELECTION: Ballots

will be distributed to institutional and individual members at registration. You may cast your ballot at the registration desk until noon on Monday. Election results will be announced at the Annual Meeting on Monday afternoon.

CONFERENCE OFFICE:

The registration desk in the third-floor Emerald Fover doubles as the conference office. This is your first stop for information and program updates.

COURTESY: Please turn off all cell phones, pagers and PDAs while sessions are in progress. Time is set aside in each session for auestions from the floor. By tradition, only SABEW members are invited to ask questions. Please identify yourself and your media organization before asking your question.

MEETING SPACE: All

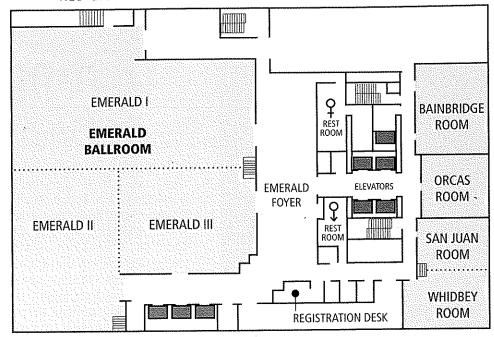
scheduled speakers and sessions will be held on the third floor of the Red Lion Hotel.

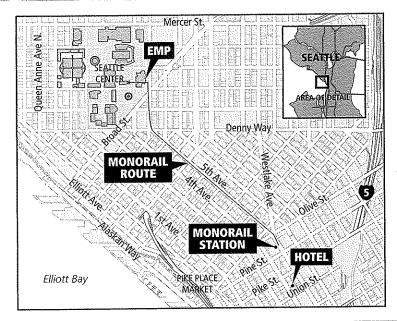
SCHEDULE: All sessions will hegin and end on time. Floor captains, led by Henry Dubroff and Jill Jorden Spitz, will be on hand to help keep things moving smoothly.

SENSE OF PLACE TOURS:

Members are invited to take a tour Tuesday afternoon. Choices are Starbucks in south Seattle for a cupping: Boeing for a tour of its Renton plant; and Microsoft's Redmond campus. Seating is limited. The tours are free but the buses are not. Check in with the SABEW staff about availability and costs.

RED LION HOTEL'S THIRD-FLOOR CONFERENCE FACILITIES





AWARDS CEREMONY:

The Best in Business Awards Ceremony on Sunday night will be at **Experience Music Project** in Seattle Center. You may walk one block Northwest from the Red Lion to catch the Monorail, which ends at Seattle Center, 1.2 miles away. One-way Monorail ticket is \$1.50. The Monorail closes at 7 p.m. on Sundays. EMP, at 325 Fifth Ave. N., is an easy (as in flat) walk. Follow the Monorail. Cab fare is \$6.

SATURDAY, APRIL 30

11 a.m. to 5 p.m. SABEW Board of Governors meeting. WHIDBEY ROOM

CONFERENCE COMMITTEE

Co-Chairs: Becky Bisbee and Jon Lansner

Board committee: Bill Choyke, Henry Dubroff, Jill Jorden Spitz and Christian Wihtol Local committee: Dina Bass, Bloomberg News; Charley Blaine, MSN Money; George Erb, Puget Sound Business Journal; Jay Greene, BusinessWeek; Rami Grunbaum, The Seattle Times; Mark Hester, The Oregonian; Kristi Heim, The Seattle Times; Monica Soto Ouchi, The Seattle Times; Alwyn Scott, The Seattle Times; Don Smith, Seattle Post-Intelligencer; Luke Timmerman, The Seattle Times; Emory Thomas Jr., Puget Sound Business Journal; and Nancy Roberts Trott, Associated Press

Program design: Jen Mystkowski, Seattle Post-Intelligencer Cover design: Guillermo Munro, Seattle Post-Intelligencer

SUNDAY, MAY 1

8:00 to 10:30 a.m. Registration opens. EMERALD FOYER Exhibitors set up. EMERALD III

10:30 to 11:45 a.m. Three concurrent sessions

SESSION ONE: WHIDBEY ROOM

BEST IN BUSINESS: WHAT THE JUDGES SAW

MODERATOR: Sandy Gonzalez,

Bloomberg News **PANELISTS:** Chris Roush, University of North Carolina: Alan Saracevic, San Francisco Chronicle; Don Smith, Seattle Post-Intelligencer; and David Wilson, Bloomberg News

SESSION TWO: BAINBRIDGE ROOM

NEW MEDIA AND THE FUTURE OF JOURNALISM

MODERATOR: Kristi Heim,

The Seattle Times PANELISTS: Jonathan Dube, MSNBC.com; Dan Gillmor, Grassroots Media; and Dave Kansas, The Wall Street Journal

SESSION THREE: ORCAS ROOM

TOP COMPANIES: HOW TO MAKE A LIST, CHECK IT TWICE

MODERATOR: David Milstead, Rocky Mountain News PANELISTS: Jim Cheesman, Sioux Falls Argus Leader; Dan Haar, Hartford Courant; Suzanne Kincheloe, Washington Business Journal; and Caleb Solomon, Boston Globe

11:45 to Noon Break

Noon to 1:30 p.m. Lunch sponsored by MSN Money EMERALD BALLROOM

WELCOME: SABEW President Rex Seline, Fort Worth Star-Telegram **SPEAKER:** Craig Ueland, President and Chief Executive, Russell Investment Group

Craig Ueland is president and chief executive officer of Russell Investment Group, a global leader in multi-manager investing. As Russell's CEO, he chairs the company's executive and operating committees, as well as serving on the board of directors. He became president in July 2003 and CEO in January 2004. Previously he was Russell's chief operating officer (1999-2003) and chief financial officer (1998-1999). Ueland joined Russell in 1983 as a research analyst. He earned the CFA charter in 1986, the same year he was asked to open Russell's office in Sydney, Australia. He served as head of Russell's Australian business between 1986 and 1990 before assuming overall leadership for the company's international operations. He holds degrees in economics and finance from Stanford University and the University of Washington. He began his career in investments in 1980 as a pension consultant for Prudential Insurance Company of America.

AWARD: Bill Barnhart of the Chicago Tribune receives the Service to SABEW award (See Page 3)

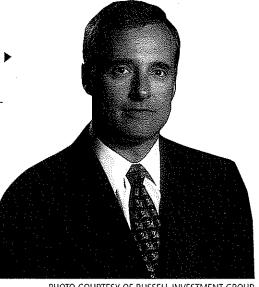


PHOTO COURTESY OF RUSSELL INVESTMENT GROUP

1:30 to 1:45 p.m. Break

1:45 to 3:15 p.m. Three concurrent sessions

SESSION ONE: BAINBRIDGE ROOM

SPORTS STADIUMS: DIGGING FOR THE REAL STORY ON ARENA PLANS

MODERATOR: Josh Mills, Baruch College/CUNY PANELISTS: Brad R. Humphreys, University of Illinois: Brian Krieger, 2010 Commerce Centre; and Washington state Lt. Gov. Brad Owen

SESSION TWO: WHIDBEY ROOM

YOU MEAN THERE IS LIFE AFTER THE BUSINESS SECTION?

MODERATOR: Bill Chovke, Virginian-Pilot PANELISTS: Kate Lee Butler, The Associated Press; Peter Hillan, Zeno Group; Curt Rosengren, Passion Catalyst; and Alecia Swasy, The Virginian-Pilot

SESSION THREE: ORCAS ROOM

GLOBAL COVERAGE ON A LOCAL BUDGET

MODERATOR: Christian Wihtol, The Register-Guard PANELISTS: Eric Blom, Portland Press Herald/Maine Sunday Telegram; Mark Bowder, The Press-Enterprise: Jill Jorden Spitz, The Arizona Daily Star: and Erin Allday, Santa Rosa Press Democrat 3:15 to 3:30 p.m. Break

3:30 to 4:45 p.m. Gary Klott Third Annual Ethics Symposium

MERALD BALLROOM

COVERING YOUR OWN MEDIA ORGANIZATION: THE GOOD, THE BAD AND THE WHO CARES

MODERATOR: Pam Luecke, Washington and Lee University

PANELISTS: David Boardman, The Seattle Times; Dave Callaway, Marketwatch.com; Jill Dutt, Washington Post; Andre Jackson, St. Louis Post-Dispatch; Myron Kandel, CNN; and James Madore, Newsday

6:00 to 7:00 p.m. Reception sponsored by Reuters America EXPERIENCE MUSIC PROJECT

7:00 p.m.

DISTINGUISHED ACHIEVEMENT AWARD CEREMONY

EMP SKY CHURCH

RECIPIENT: Stephen B. Shepard of BusinessWeek **INTRODUCTION BY:** Gail DeGeorge, South Florida Sun-Sentinel

7:15 p.m.

BEST IN BUSINESS AWARDS CEREMONY

HOSTS: Greg McCune, Reuters America, and Gail DeGeorge, South Florida Sun-Sentinel Sponsored by The Seattle Times. Museum remains open until 10 p.m.

MONDAY, MAY 2

8:00 a.m. Continental breakfast sponsored by American City Business Journals EMERALD FOYER

8:00 to 8:45 a.m. Two concurrent sessions

SESSION ONE: WHIDBEY ROOM

COFFEE WITH THE PROFS: WHAT CAN LOCAL J SCHOOLS DO FOR YOU?

HOSTS: Chris Roush, University of North Carolina; Mary Jane Pardue, Southwest Missouri State University; and Marty Steffens, Missouri School of Journalism SESSION TWO: BAINBRIDGE ROOM

COFFEE WITH BLOGGERS: INVASION OF THE INFORMATION SNATCHERS

HOSTS: Dawn Chmielewski, San Jose Mercury News; and Ken Sands, Spokesman-Review

9:00 to 10:30 a.m. General session EMERALD BALLROOM

SPEAKER: Jim Sinegal, Co-founder, President and Chief Executive, Costco Wholesale Corp. **INTRODUCTION BY:** Monica Soto Ouchi, The Seattle Times

Jim Sinegal has been president and CEO of Costco Wholesale since October 1993.

From its inception in 1983 until 1993, he was president and chief operating officer and served as CEO from August 1988 until October 1993. Before 1983, he was president of Sinegal/Chamberlin & Associates, and an executive with the Price Co., Builders Emporium and Fed-Mart Corp. Costco has 110,000 employees and 44 million cardholders who spend nearly \$50 billion a year at more than 450 stores in eight countries.

Sinegal has received national attention for his progressive management practices.

PHOTO COURTESY OF COSTCO WHOLESALE CORP.



MONDAY continued

10:30 to 10:45 a.m. Break sponsored by The Oregonian

10:45 to 11:45 a.m. Three concurrent sessions

SESSION ONE: WHIDBEY ROOM

COMPELLING BUSINESS WRITING

SPEAKER: Jacqui Banaszynski, The Seattle Times SESSION TWO: BAINBRIDGE ROOM

10 WAYS TO IMPROVE YOUR BUSINESS SECTION OVERNIGHT

MODERATOR: Jill Jorden Spitz, The Arizona Daily Star SESSION THREE: ORCAS ROOM

GETTING PUBLISHED: TURNING THAT PROJECT INTO A BOOK

MODERATOR: Ilyce Glink, syndicated columnist PANELISTS: Alice Martell, The Martell Agency; and Henry Ferris, William Morrow & Co.

11:50 a.m. to 1 p.m. Lunch EMERALD BALLROOM



SPEAKER: Al Hubbard, Assistant to President George W. Bush on Economic Policy and Director of the National Economic Council **INTRODUCTION BY:** Don Smith, Seattle Post-Intelligencer

Sponsored by Reynolds Center and Tribune Co.

Al Hubbard founded and was president of E&A Industries, which owns three specialty chemical companies in Indiana and a light fixture company in Chicago. From 1990 to 1992, Hubbard was deputy chief of staff to Vice President Dan Quayle. He also served as executive director of the President's Council on Competitiveness. Hubbard received his bachelor's degree from Vanderbilt University, his master's degree from Harvard School of Business Administration, and his J.D. from Harvard Law School.

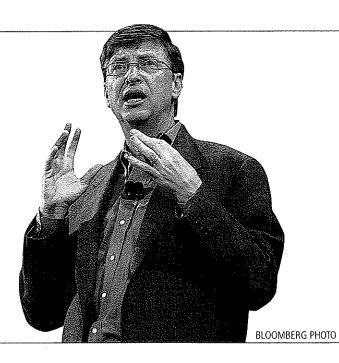
AP PHOTO

1 to 1:30 p.m. Break

1:30 to 2:30 p.m. General session EMERALD BALLROOM

SPEAKER: Bill Gates, Co-founder, Chairman and Chief Software Architect, Microsoft Corp. INTRODUCTION BY: Charley Blaine, MSN Money MODERATOR: Jay Greene, BusinessWeek

Bill Gates left Harvard University to devote his energies to Microsoft, a software company he had begun in 1975 with his boyhood friend Paul Allen. Guided by a belief that the computer would be a valuable tool on every office desktop and in every home, they began developing software for personal computers. Today, Microsoft is the worldwide leader in software, services and solutions with annual revenues of \$37 billion and more than 55,000 employees in 85 countries and regions.



MONDAY continued

2:30 to 2:45 p.m. Break sponsored by The McClatchy Co.

2:45 to 3:45 p.m. Three concurrent sessions

SESSION ONE: WHIDBEY ROOM

ECONOMIC ASPECTS OF DISASTERS: AFTER THE HOUSES STOP FLYING AND THE EARTH STOPS SHAKING

MODERATOR: Marty Steffens,
Missouri School of Journalism
PANELISTS: Mark Guidera, Tampa
Tribune; Diana McClure, Institute
for Business & Home Safety; Karl Newman,
Washington Insurance Council; and Ines
Pearce, City of Seattle

SESSION TWO: ORCAS ROOM

THE ART OF AGATE: WHAT ARE WE DOING?

MODERATOR: Jon Lansner, Orange County Register PANELISTS: Christopher McCullough, The Wall Street Journal, and Brad Skillman, The Associated Press SESSION THREE: BAINBRIDGE ROOM

WHAT THE WEB CAN TEACH US ABOUT READERS

MODERATOR: Emory Thomas Jr., Puget Sound Business Journal PANELISTS: Thomas Brew, MSNBC.com, and Chris Linnett, Microsoft Corp.

3:45 to 4 p.m. Break

4 to 4:30 p.m. SABEW Annual Membership Meeting and Election Results BAINBRIDGE ROOM

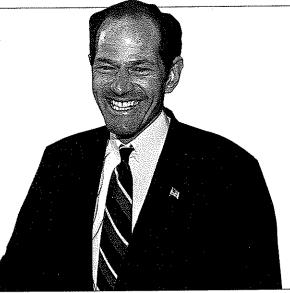
6 to 7 p.m. Reception sponsored by The Associated Press, Dow Jones and The Wall Street Journal EMERALD FOYER

7 to 9 p.m. Banquet EMERALD BALLROOM

SPEAKER: Eliot Spitzer, Attorney General, New York INTRODUCTION BY: Myron Kandel, CNN

Sponsored by Bloomberg and Seattle Post-Intelligencer

Eliot Spitzer has served as New York's Attorney General since 1999. He has led initiatives to make New York a national leader in investor protection, environmental stewardship, labor rights, personal privacy, public safety and criminal law enforcement. His prosecutions of Wall Street shenanigans have resulted in some of the nation's largest fraud recoveries. Spitzer is a 1981 graduate of Princeton University and a 1984 graduate of Harvard Law School, where he was an editor of the Harvard Law Review.



BLOOMBERG PHOTO

TUESDAY, MAY 3

7 to 9 a.m. Board breakfast meeting WHIDBEY ROOM

8 to 8:45 a.m. Continental breakfast sponsored by the Tribune Co. EMERALD FOYER / One session BAINBRIDGE ROOM

COFFEE WITH AP AND THE AGATE FOLKS

HOSTS: Nancy Roberts Trott and Brad Skillman, The Associated Press

9 to 10:30 a.m. Three concurrent sessions

SESSION ONE: BAINBRIDGE ROOM

SOCIAL SECURITY: HAS THE TIME COME FOR PRIVATE ACCOUNTS?

MODERATOR: David Crook, The Wall Street Journal PANELISTS: Barbara B. Kennelly, National Committee to Preserve Social Security and Medicare; John Rother, AARP; and Mark J. Warshawsky, Treasury Department SESSION TWO: WHIDBEY ROOM

A GLOBAL GIANT: CAPITALIST CHINA IN YOUR BACK YARD

MODERATOR: Kristi Heim,
The Seattle Times

PANELISTS: David Bachman, University
of Washington; Jon Dudas,
Commerce Department; and former Gov.
Gary Locke, Davis Wright Tremaine

SESSION THREE: ORCAS ROOM

LOOSENING LIPS: THE ART OF THE INTERVIEW

SPEAKER: Eric Nalder, Seattle Post-Intelligencer

10:30 to 10:45 a.m. Break

10:45 to 11:45 a.m. Three concurrent sessions

SESSION ONE: WHIDBEY ROOM

BIOTECHNOLOGY: HOW – AND WHEN – WILL THE GENOMICS REVOLUTION TRANSFORM HEALTHCARE?

MODERATOR: Luke Timmerman, The Seattle Times

PANELISTS: Leroy Hood, Institute for
Systems Biology; Bruce Montgomery,
Corus Pharma; Alan Frazier, Frazier
Healthcare Ventures; and Catherine
Friedman, Morgan Stanley SESSION TWO: BAINBRIDGE ROOM

WHERE IS THE WTO HEADED? LOOKING FORWARD TO HONG KONG

MODERATOR: Al Scott, The Seattle Times PANELISTS: Bill Bryant, Bryant Christie; Gawain Kripke, Oxfam America; Timothy Punke, Preston Gates Ellis; and Thea Lee, AFL-CIO, Washington SESSION THREE: ORCAS ROOM

CONSUMER COVERAGE: MAKE IT SNAP, CRACKLE AND POP

SPEAKER: Cathie Anderson, The Sacramento Bee PANELISTS: Edward Felsenthal, The Wall Street Journal; Gail MarksJarvis, St. Paul Pioneer-Press; and Michael Wann, Seattle Post-Intelligencer

PROGRAM ADDENDUM

New session

8 a.m. TUESDAY, MAY 3 ORCAS ROOM

COFFEE WITH MICHAEL BELKIN

"Five Things You Must Know About The Markets Now That No One Is Talking About"

Michael Belkin is a financial and economic forecaster based in Bainbridge Island, Wash. He counsels hedge funds, pension funds, investment banks, mutual funds, institutional money managers and high-net-worth investors throughout North America, Europe and Asia. Belkin's institutional advisory services are furnished via the weekly Belkin Report, which offers strategic forecasts for international stock indexes, industry groups, interest rates, currencies, commodities, emerging markets and economic indicators. Belkin was a vice president in the equity department of Salomon Brothers until 1991. He was quantitative strategist in global macro proprietary trading. He developed and applied innovative statistical forecasting models in a four-man unit that managed the firm's global proprietary trading equity book. Belkin studied finance and statistics at the University of California at Berkeley.



Additional speakers

10:45 a.m. MONDAY, MAY 2 ORCAS ROOM

Joining the panel "Getting Published: Turning That Project Into A Book" will be **Andrew Leckey**.

Andrew Leckey became the first director of the Donald W. Reynolds National Center for Business Journalism at the American Press Institute in July 2003. A long-time syndicated investment columnist for The Chicago Tribune and series editor of The Best Business Stories of the Year annual anthology from Random House, he received the National Association of Investors Corp.'s "Distinguished Service Award in Investment Education." He was also a CNBC anchor, contributing editor to Quicken.com and first director of the Business Journalism Program at the University of California, Berkeley. He has written or edited 10 books published by Random House, Warner Books and Prentice Hall. A number of them also published in Japanese, Chinese and Arabic for international distribution.

9 a.m. TUESDAY, MAY 3 WHIDBEY ROOM

Joining the panel "A Global Giant: Capitalist China In Your Back Yard" will be **Charles Guiping Lu**, attorney, Garvey Schubert Barer.

Charles Lu is a corporate attorney specializing in corporate finance and securities, mergers and acquisitions, federal taxation and China practice. Prior to joining Garvey Schubert Barer, Lu worked in Beijing for three years, focusing on foreign direct investment in China, venture capital financing, and general corporate and commercial transactions. From 1999 to 2001, Lu worked with a corporate finance law firm in Hong Kong. His work there includes initial public offerings, post-listing compliance, private equity and venture capital transactions, and foreign direct investment in China. Lu was admitted into the Chinese Bar in 1993 and in Washington in 2004.

Sponsor Information

The Tribune Co. sponsorship includes donations from the following newspapers: Chicago Tribune, Newsday, Los Angeles Times,

MONDAY continued

2:30 to 2:45 p.m. Break sponsored by The McClatchy Co.

2:45 to 3:45 p.m. Three concurrent sessions

SESSION ONE: WHIDBEY ROOM

ECONOMIC ASPECTS OF DISASTERS: AFTER THE HOUSES STOP FLYING AND THE EARTH STOPS SHAKING

MODERATOR: Marty Steffens, Missouri School of Journalism PANELISTS: Mark Guidera, Tampa Tribune: Diana McClure, Institute for Business & Home Safety; Karl Newman, Washington Insurance Council; and Ines Pearce, City of Seattle

3:45 to 4 p.m. Break

4 to 4:30 p.m. SABEW Annual Membership Meeting and Election Results BAINBRIDGE ROOM

.m. Break 6 to 7 p.m. Reception sponsored by The Associated Press, Dow Jones and The Wall Street Journal EMERALD

SESSION TWO: ORCAS ROOM

THE ART OF AGATE:

WHAT ARE WE DOING?

MODERATOR: Jon Lansner,

Orange County Register

PANELISTS: Christopher McCullough,

The Wall Street Journal, and Brad

Skillman, The Associated Press

7 to 9 p.m. Banquet EMERALD BALLROOM

SPEAKER: Eliot Spitzer, Attorney General, New York INTRODUCTION BY: Myron Kandel, CNN

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TUESDAY, MAY 3

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Continental breakfast sponsored by the Tribune Co. EMERALD FOYER / One session BAINBRIDGE ROOM

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Three concurrent sessions **MODERAT**

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PANELISTS: T and Chris

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MODERATOR: Kristi Heim, The Seattle Times PANELISTS: David Bachman, University of Washington; Jon Dudas, Commerce Department; and former Gov. Gary Locke, Davis Wright Tremaine

SESSION THREE: ORCAS ROOM

LOOSENING LIPS: THE ART OF THE INTERVIEW

SPEAKER: Eric Nalder, Seattle Post-Intelligencer

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SESSION TWO: BAINBRIDGE ROOM

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MODERATOR: Al Scott, The Seattle Times PANELISTS: Bill Bryant, Bryant Christie; Gawain Kripke, Oxfam America; Timothy Punke, Preston Gates Ellis; and Thea Lee, AFL-CIO, Washington

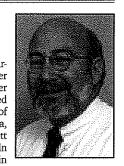
SESSION THREE: ORCAS ROOM

CONSUMER COVERAGE: MAKE IT SNAP, CRACKLE AND POP

SPEAKER: Cathie Anderson, The Sacramento Bee PANELISTS: Edward Felsenthal, The Wall Street Journal, Gail MarksJarvis, St. Paul Pioneer-Press; and Michael Wann, Seattle Post-Intelligencer

Έ

has worked in various capacities in jour-: 1972. He began his professional career town newspaper in Waukegan, Ill., after from Ohio University in Athens, Awarded lowship at The Darden Graduate School of lministration at the University of Virginia, his MBA in 1991. Choyke joined Gannett marketing director for its newspaper in lowa, and moved back to the newsroom in



ecame business editor of The Virginian-Pilot in March 2003.

:ROOK

ireet Journal Sunday

ook is the founding editor of the Sunday Journal, a weekly section news, columns and advice on investing, careers and other financial vritten by the staffs of The Wall Street Journal, Barron's and other es divisions. He developed and launched the section, which appears wspapers, in 1999. Crook has also worked on the Journal's Weekend Home Front, Property Report and Career Journal pages, Before joining nal, he was a reporter and editor at the Los Angeles Times and managir of the Los Angeles Newspaper Group. He is a native of Memphis and rs graduate of Tulane University.

THAN DUBE

ng Producer

an Dube is an award-winning print and online journalist and MSNBC. managing producer. He also publishes CyberJournalist.net; writes a column and teaches for The Poynter Institute; is a senior editor for The Center at The American Press Institute; and serves as a board member Online News Association, He's won six Society of Professional Journalists s, and his coverage of the 1999 World Trade Organization riots in Seattle)NA's first-ever Online Journalism Award for Breaking News.

W. DUDAS

r Secretary of Commerce for Intellectual Property and Director of the United s Patent and Trademark Office

Dudas served as deputy under secretary and deputy director for nearly two s before moving into his current position in December. As Under Secretary commerce for Intellectual Property, Dudas is the lead policy adviser to Secretary of Commerce, President Bush and administration agencies on llectual property matters. As director of the USPTO, he is responsible for ninistering the laws relevant to granting patents and trademarks, and the to-day management of the agency's \$1.3 billion budget and 7,000 employ-Prior to joining the Bush administration, Dudas served six years as counsel he Subcommittee on Courts and Intellectual Property, and staff director and buty general counsel for the House Committee on the Judiciary. Before his ployment with the House of Representatives, Dudas practiced law in the icago law firm of Neal Gerber & Eisenberg. Dudas holds a bachelor's degree, mma cum laude, from the University of Illinois and a law degree from the liversity of Chicago, with honors. He is a member of the Illinois State Bar and e Bar of the U.S. District Court for the Northern District of Illinois.

LL DUTT

ssistant Managing Editor for Business News ne Washington Post

ill Dutt was named AME/Business News in June .998. During her tenure, the section has won two Jerald Loeb awards for excellence in financial journalsm. She became business editor for The Post two years after joining the paper. Dutt previously worked for Newsday, Investment Dealer's Digest and Institutional Investor. She graduated from The American University in Washington, D.C., in 1984.



•SPEAKERS• •MODERATORS•PANELISTS•

ERIN ALLDAY

Business Reporter Santa Rosa Press Democrat

Erin Allday has been a business reporter at the Press Democrat for five years, covering small business and two of the region's largest high-tech companies. Last year, she was one of four reporters who wrote a four-day series on the effects of global outsourcing on



ERIC BLOM

Business Editor Portland Press Herald/Maine Sunday Telegram

Eric Blom is the business editor of Maine's largest daily newspaper. Previously, he served as the newspaper's city editor. A graduate of Boston University, he's worked as a reporter covering business, technology and other topics for the Press Herald and for newspapers in Massachusetts.



CATHIE ANDERSON

Business Editor The Sacramento Bee

An award-winning designer at the Detroit News, Cathie Anderson returned to her native Texas to become an assistant business editor at The Dallas Morning News in 1998. She joined The Sacramento Bee as its business editor in 2003 and leads a staff of 16. And, she's an Aggie.



DAVID BOARDMAN

Managing Editor The Seattle Times

Dave Boardman became responsible for the news department of Washington state's largest newspaper in 2003. As an editor for The Times, Boardman has directed two Pulitzer Prize-winning team projects and edited six other stories that were Pulitzer finalists. He is a graduate of the Medill School of Journalism at Northwestern University and has a graduate degree from the University of Washington. He is board president of Investigative Reporters and Editors

Mark Bowder joined The P-E as assistant business edi-

tor in 2000. He was previously business editor and city

editor at the Inland Valley Daily Bulletin in Ontario,

Calif. The newspaper's coverage area - Southern

California's booming Inland Empire — has become a

major distribution hub for Pacific Rim trade. Bowder's

staff has chronicled the growth of trade and logistics

and explored its impact on the region. He is a native

Oregonian and graduate of the University of Oregon.



DAVID BACHMAN

Professor at the Jackson School of International Studies, University of Washington

David Bachman specializes in Chinese domestic and foreign politics and is the chair of the China studies program at UW. He is also president of the Washington State China Relations Council. He was a post-doctoral fellow at the Center for Chinese Studies at University of California, Berkeley, and received the Mellon Receptor from Princeton University. He graduated from Swarthmore College with high honors and received his master's and Ph.D from Stanford University.



JACQUELINE BANASZYNSKI

Associate Managing Editor for Projects at The Seattle Times, and Knight Chair in Editing at the Missouri School of Journalism

Jacqui Banaszynski spent 18 years as a beat and enterprise reporter, then worked as a projects editor at newspapers in the Midwest and Northwest. While at the St. Paul Pioneer Press, her series "AIDS in the Heartland" won the 1988 Pulitzer Prize for feature writing and a national Distinguished Service Award from the Society of Professional Journalists. She was a finalist for the 1986 Pulitzer in international reporting

and won the national AP Sports Editors deadline-writing contest in 1988. She has also edited several projects that have won national writing awards. And she has served as a Pulitzer juror. Banaszynski has taught at The Poynter Institute, API, the University of Kansas and the University of St. Thomas in St. Paul.



University of Florida.

Executive Editor

MSNBC.com

MARK BOWDER

The Press-Enterprise

Business Editor

Tom Brew came to Redmond and MSN News in 1995 after a 20-year career in newspapers. At MSNBC, he acts as the Web site's liaison with various Microsoft properties and helps manage editorial and product strategies. Brew worked as a reporter and editor for newspapers in Florida and California. While at the San Jose Mercury News, he was part of the team that developed the first online newspaper edition.

He is a graduate of Mount St. Mary's College and the



BILL BRYANT

Chairman

Bryant Christie Inc.

Bill Bryant was appointed to serve on the advisory committee of the U.S. Export Import Bank in 2003 and 2004. In 1999, he chaired the WTO Seattle Ministerial's Non-Governmental Organization Committee, and the Program Committee's Subcommittee on Agriculture. He served under U.S. Trade Representatives Carla Hills and Mickey Kantor. He is a member of the Pacific Council on International Policy and serves on the executive committee of the Washington Council on International Trade, on the board of Stewardship Partners and on the executive committee of the University of Washington's European Union Studies Center. Bryant graduated from Georgetown University's School of Foreign Service.

KATE LEE BUTLER

Assistant Bureau Chief for California and Nevada

Before joining the AP, Kate Lee Butler was senior business team leader of the Orange County Register, where she directed a 25-person staff. She has been business editor at the San Diego Union-Tribune, a senior editor at Bloomberg News in London, and a reporter and editor at papers in Massachusetts and Connecticut, including the Worcester Telegram & Gazette, and the New Haven Register. A Massachusetts native, she is a graduate of Wellesley College, where she studied economics.

DAVID CALLAWAY

Editor-in-Chief MarketWatch

Dave Callaway is responsible for the day-to-day coverage of global financial news with a team of about 90 journalists on three continents. Callaway joined MarketWatch in March 1999 as managing editor and was promoted to executive editor in early 2000. He became editor-in-chief in March 2003. Callaway has been a financial journalist for more 18 years. He came to MarketWatch from Bloomberg News, where he worked for five years, almost all of it in London, as a

reporter and team leader covering financial services. Before that he worked for six years as a reporter, and then columnist, for The Boston Herald. Callaway earned a master's degree and a bachelor's degree in science for journalism from Northwestern University's Medill School of Journalism.

JIM CHEESMAN

Business Editor Sioux Falls Argus Leader

Jim Cheesman has led a three-person Business department since 2001. His first job in journalism was as a sports reporter for the Daily Journal in Vineland, N.J. He also has worked at the Bradenton Herald, Argus Leader and a chain of weekly newspapers in New Jersey. He has a degree from University of South Florida in Tampa.



DAWN C. CHMIELEWSKI

Entertainment Technology Writer and Columnist San Jose Mercury News

Dawn Chmielewski (shim-ill-ES-key) is an entertainment technology writer and columnist for the San Jose Mercury News. She writes about digital music distribution, peer-to-peer file-sharing, streaming media and interactive video games. Before joining the Mercury News in December 2000, she was a technology writer and columnist for The Orange County Register's "Connect," section, and wrote about business and

technology for the Quincy Patriot Ledger in south suburban Boston. She has also written technology features for Playboy Magazine. She is a frequent guest discussing digital entertainment topics on CNNfn and TechTV. She is a graduate of Utica College of Syracuse University.

Business Editor The Virginian-Pilot Bill Choyke has worked in various capacities in journalism since 1972. He began his professional career at his hometown newspaper in Waukegan, Ill., after graduating from Ohio University in Athens. Awarded

a Batten Fellowship at The Darden Graduate School of Business Administration at the University of Virginia, he received his MBA in 1991. Choyke joined Gannett in 1993 as marketing director for its newspaper in Iowa City, Iowa, and moved back to the newsroom in

1995. He became business editor of The Virginian-Pilot in March 2003.

DAVID CROOK

BILL CHOYKE

The Wall Street Journal Sunday

David Crook is the founding editor of the Sunday Journal, a weekly section featuring news, columns and advice on investing, careers and other financial matters written by the staffs of The Wall Street Journal, Barron's and other Dow Jones divisions. He developed and launched the section, which appears in 80 newspapers, in 1999. Crook has also worked on the Journal's Weekend Journal, Home Front, Property Report and Career Journal pages. Before joining the Journal, he was a reporter and editor at the Los Angeles Times and managing editor of the Los Angeles Newspaper Group. He is a native of Memphis and an honors graduate of Tulane University,

JONATHAN DUBE

Managing Producer MSNBC.com

Jonathan Dube is an award-winning print and online journalist and MSNBC. com's managing producer. He also publishes CyberJournalist.net; writes a weekly column and teaches for The Poynter Institute; is a senior editor for The Media Center at The American Press Institute; and serves as a board member for the Online News Association. He's won six Society of Professional Journalists awards, and his coverage of the 1999 World Trade Organization riots in Seattle won ONA's first-ever Online Journalism Award for Breaking News.

JON W. DUDAS

Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office

Jon Dudas served as deputy under secretary and deputy director for nearly two years before moving into his current position in December. As Under Secretary of Commerce for Intellectual Property, Dudas is the lead policy adviser to the Secretary of Commerce, President Bush and administration agencies on intellectual property matters. As director of the USPTO, he is responsible for administering the laws relevant to granting patents and trademarks, and the day-to-day management of the agency's \$1.3 billion budget and 7,000 employees. Prior to joining the Bush administration, Dudas served six years as counsel to the Subcommittee on Courts and Intellectual Property, and staff director and deputy general counsel for the House Committee on the Judiciary. Before his employment with the House of Representatives, Dudas practiced law in the Chicago law firm of Neal Gerber & Eisenberg. Dudas holds a bachelor's degree. summa cum laude, from the University of Illinois and a law degree from the University of Chicago, with honors. He is a member of the Illinois State Bar and the Bar of the U.S. District Court for the Northern District of Illinois.

JILL DUTT

Assistant Managing Editor for Business News The Washington Post

Jill Dutt was named AME/Business News in June 1998. During her tenure, the section has won two Gerald Loeb awards for excellence in financial journalism. She became business editor for The Post two years after joining the paper. Dutt previously worked for Newsday, Investment Dealer's Digest and Institutional Investor. She graduated from The American University in Washington, D.C., in 1984.



EDWARD FELSENTHAL

Editor, Personal Journal The Wall Street Journal

Edward Felsenthal is editor of Personal Journal, the fourth section of The Wall Street Journal that reports on the business of life, including personal finance, health, travel, cars and consumer electronics. Prior to assuming his current position in December 2001, Felsenthal had been associate editor of Weekend Journal, a fourth section of The Wall Street Journal that appears on Fridays and explores issues of personal interest to Journal readers. Felsenthal joined the Journal in October 1992. He covered the Supreme Court from 1996-98, when he was named an assistant news editor for Weekend Journal. In June 2000, he was named news editor. From 1990 to 1992, Felsenthal did reporting and production work from WGBH-TV in Boston. In addition to his MALD, Felsenthal holds a J.D. from Harvard Law School.

HENRY FERRIS

Executive Editor William Morrow

In his more than 20 year as an editor, Henry Ferris has worked with journalists from publications such as The New York Times, The Washington Post, Time, Newsweek, BusinessWeek, The Detroit News and the Hartford Courant. Among the books he has edited for publication this year are: "Rebels on the Backlot," by Sharon Waxman of The New York Times; "Beautiful Jim Key," by Mim Eichler Rivas; "A Crack in the Edge of the World," by Simon Winchester; "One Sunday Morning," by Amy Ephron, and "Where God Was Born," by Bruce Feiler.

ALAN D. FRAZIER

Founder and Managing Partner Frazier Healthcare Ventures

In the last decade, Frazier Healthcare has raised five funds that have been invested in more than 60 companies, with over \$750 million of capital under management. Alan Frazier has been involved in growing several successful early-stage companies into national prominence, such as Immunex, Affymax, Affymetrix and Alexza. He was the executive vice president and chief financial officer of Immunex. Later, he served as the senior financial advisor and chief financial officer of Affymax. Frazier holds a bachelor's degree in economics from the University of Washington. He serves on the boards of Alexza MDC, GenoSpectra, Portola Pharmaceuticals and Rigel. Frazier also serves on the board of trustees and is the chairman of the strategic advisory committee of the Fred Hutchinson Cancer Research Center, is a member of the advisory board for the University of Washington Business School and is the chairman of the University of Washington Medicine Industry Advisory Committee. He also serves as an Advisory Council member for the J. David Gladstone Institutes, University of California.

CATHERINE FRIEDMAN

Managing Director, Healthcare Investment Banking Morgan Stanley

In her 20 years at Morgan Stanley, Cathy Friedman has been involved in over \$5 billion of capital-raising for healthcare clients and has advised on a number of notable M&A transactions. She graduated from Harvard University with an economics degree and later received an MBA from the Darden School at the University of Virginia. She also serves as a board member of the Boys and Girls Club of the Peninsula.



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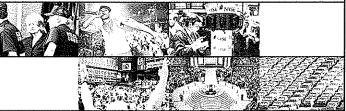
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DAN GILLMOR

Founder

Grassroots Media Inc.

Dan Gillmor is author of "We the Media: Grassroots Journalism By the People, For the People," a 2004 book that is widely credited as the first comprehensive look at way the collision of technology and journalism is transforming the media landscape. From 1994-2004, he was a columnist at the San Jose Mercury News, and wrote a weblog for SiliconValley.com. He joined the Mercury News after six years with the Detroit Free Press. Before that, he was with the Kansas



City Times and several newspapers in Vermont. He is a Phi Beta Kappa graduate of the University of Vermont. He was a journalism fellow at the University of Michigan in Ann Arbor in 1986-87.

ILYCE GLINK

Syndicated Columnist

Ilyce Glink is an award-winning syndicated columnist, the financial reporter for WGN-TV, a radio talk show host for WSB-AM, and a best-selling book author. Her latest book is "100 Questions Every First-Time Home Buyer Should Ask," third edition. Her Web site is ThinkGlink.com.



SANDY GONZALEZ

Planning Editor Bloomberg News

Sandy Gonzalez is the Planning Editor for Bloomberg TV and has been with the news organization for the past eight years. During that time she has been a features writer and a print editor. Prior to Bloomberg News she was with The New York Post. It was there that she was a Pulitzer finalist for the newspaper's yearlong series on child abuse in New York City. She graduated from the University of Texas at Austin.



JAY GREENE

Seattle Bureau Chief BusinessWeek

Jay Greene joined BusinessWeek in January 2000 and is responsible for technology coverage in the Northwest. He has been a reporter for a wide range of publications, including The Seattle Times, The Orange County Register, Variety, The Plain Dealer, The Daily News in Los Angeles and for The Press Enterprise in Riverside, California. In July 1997, Greene won the Missouri School of Journalism's Lifestyles Journalism Award, a consumer affairs reporting prize, for leading



a team of reporters on a five-day series about the business of gathering and selling personal information. He received a master's degree from Columbia University. He received a bachelor's degree from Macalester College in St. Paul, Minn., and studied English and Irish literature at Cambridge University in Cambridge, England.

MARK GUIDERA

Senior Business Editor Tampa Tribune

Mark Guidera joined the Tribune in November 2003, after 14 years as a reporter and editor for The Baltimore Sun. In his job in a converged newsroom, Guidera oversees coverage of business across broadcast, print and online platforms. As a reporter, he won 14 awards for investigative, public service, news, feature and magazine writing, reporting and editing.

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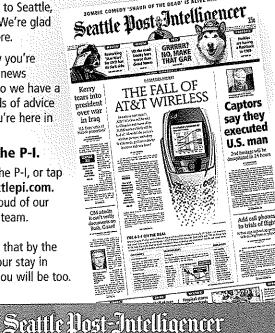
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DAN HAAR

Columnist

The Hartford Courant

Dan Haar joined the Hartford Courant in 1981 as a photographer. He writes a business and economics column and edits the Outlook and Top 100 sections. He graduated from Wesleyan University.



KRISTI HEIM

Technology Enterprise Reporter The Seattle Times

Kristi Heim joined The Seattle Times after nearly five years covering technology for the San Jose Mercury News. She holds a bachelor's degree in journalism and a master's degree in international studies, focusing on China. She has worked in Asia for much of her career, including at the Asian Wall Street Journal in Hong Kong and Asiaweek magazine. She studied in Beijing as a Blakemore Fellow in 1996. She began her career at the Press Telegram in Long Beach, Calif.



PETER HILLAN

Senior Vice President Zeno Group

Pete Hillan spent two decades as a journalist, including an eight-year tenure as executive business editor of the San Jose Mercury News through 2000. Before working at the Mercury News, Hillan was national/foreign editor at the Dallas Times Herald and news editor at the Wisconsin State Journal. He has taught economic and finance programs at Stanford University, New York University, and the University of Minnesota. Prior to joining Zeno Group, Hillan was senior vice president at FitzGerald Communications, where he directed work on behalf of emerging technology companies. He was editor of Government West, a SABEW board member, and business program director of the Foundation for American Communications. He attended the University of Wisconsin.

LEROY HOOD

Co-founder Institute for Systems Biology

Dr. Hood's research has focused on the study of molecular immunology, biotechnology, and genomics. His professional career began at Caltech where he and his colleagues pioneered four instruments that comprise the technological foundation for contemporary molecular biology. In 1992, Dr. Hood moved to the University of Washington as founder and chairman of the cross-disciplinary Department of Molecular Biotechnology. In 2000, he co-founded the Institute



for Systems Biology in Seattle to pioneer systems approaches to biology and medicine. He has received the 2004 Association for Molecular Pathology Award for Excellence in Molecular Diagnostics; the 2003 Lemelson-MIT Prize for Innovation and Invention; the 2002 Kyoto Prize in Advanced Technology and the 1987 Lasker Prize for his studies on the mechanism of immune diversity. He has published more than 500 peer-reviewed papers, received 14 patents and is a member of the National Academy of Sciences, the American Philosophical Society, the American Association of Arts and Sciences, and the Institute of Medicine. Dr. Hood has also played a role in founding numerous biotechnology companies, including Amgen, Applied Biosystems, Systemix, Darwin and Rosetta. He received an M.D. from Johns Hopkins School of Medicine and his Ph.D. in biochemistry from California Institute of Technology.

BRAD R. HUMPHREYS

Associate Professor

University of Illinois at Urbana-Champaign

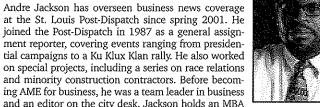
Brad Humphreys is an associate professor in the Department of Recreation, Sport and Tourism. He received his Ph.D. in economics from the Johns Hopkins University in 1995. Before coming to the University of Illinois he was an assistant and associate professor in the Department of Economics at the University of Maryland, Baltimore County. In 2001-2002 he was a Fulbright Scholar. His research on the economics and public policy of sports has been widely published in economics and public policy journals.



ANDRE JACKSON

Assistant Managing Editor – Business St. Louis Post-Dispatch

at the St. Louis Post-Dispatch 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 a 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.

MYRON KANDEL

Commentator and Consultant

Mike Kandel's first job in journalism came in 1951, as a copy boy at The New York Times. After graduating from the Columbia University Graduate School of Journalism he was promoted to copy editor, then financial reporter. He went on to work for The Herald Tribune, The New York Post and The Washington Star. as well as the editor of the New York Law Journal. In 1980, he joined Ted Turner's fledgling 24-hour Cable News Network. His coverage of the 1987 stock market



crash earned him a Peabody Award. He has been the president of four journalism groups: SABEW (1976, 1996); the New York Financial Writers' Association; the Alumni Association of the Columbia Graduate School of Journalism; and the Deadline Club, the New York Chapter of the Society of Professional Journalists. He has taught journalism at Columbia and the City College of New York. In 1985, he received the Columbia Journalism Alumni Award and in 1988, he received the Elliott V. Bell Award from the New York Financial Writers' Association. He also received SABEW's Distinguished Achievement Award in 1994.



DAVID KANSAS

Money & Investing Editor The Wall Street Journal

Dave Kansas oversees coverage of Wall Street, banking, markets, investing and personal finance. He also manages the day-to-day operations of the section. Kansas began his journalism career in 1987 as an engineer and a reporter at the NBC Radio Network. He later worked for New York Newsday as a reporter. He originally joined The Wall Street Journal in 1991 after completing a summer internship. He was editor in chief of TheStreet.com and then rejoined the Journal in 2001



as deputy managing editor of The Wall Street Journal Online at WSJ.com. He served in that role until February 2003, at which time he was named to his current position. Kansas's book, "TheStreet.com Guide to Investing in the Internet Era," was published in 2001 by Doubleday and was an Amazon No. 1 seller.

BARBARA B. KENNELLY

President and Chief Executive

National Committee to Preserve Social Security and Medicare

Barbara Kennelly became president and chief executive of the National Committee to Preserve Social Security and Medicare in April 2002 after a distinguished 23year career in elected public office. She was appointed to the Policy Committee for the 2005 White House Conference on Aging. The congresswoman served 17 years in the House of Representatives representing the First District of Connecticut, which includes Hartford and surrounding towns. During the 105th Congress,



she was the ranking member of the Subcommittee on Social Security, which oversees the largest single government program in the United States. After Congress, Kennelly was appointed to the position of counselor to the commissioner at the Social Security Administration. Upon leaving SSA, Kennelly joined the law firm of Baker & Hostetler, where she was a lobbyist within the federal policy practice group. Kennelly received a bachelor's degree from Trinity College. She earned a certificate from the Harvard Business School on completion of the Harvard-Radcliffe Program in Business Administration and a master's degree from Trinity College.

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SUZANNE KINCHELOE

Research Director

Washington Business Journal

Suzanne Kincheloe has been the Research Director at the Washington Business Journal since 2001. She produces the top company lists each week, and she's responsible for the annual Book of Lists. Before taking her current job, Kincheloe was a reference librarian at the National Press Club and interned at the Dallas Morning News. She has a master's degree in Library and Information Science from the University of Iowa.



CHRIS LINNETT

Group Manager

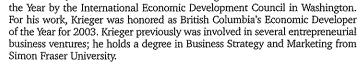
Dr. Linnett has been managing Web sites at Microsoft for 10 years. He led a global redesign of MSN and later the launch of Office Online, which has become one of the most popular sites on the Web. He has a Ph.D. in Cognitive Psychology and has published several articles on visual perception.



BRIAN KRIEGER

General Manager 2010 Commerce Centre

Brian Krieger is responsible for connecting the business community with the Vancouver 2010 Winter Olympic Games. Before joining the 2010 Commerce Centre, Krieger was the director of Linx BC, an economic development agency that played a major role in creating more than 8,500 jobs in British Columbia. In 2001 Linx BC was named the Best Overall Economic Development Program by Business Facilities Magazine of New York, and in 2003 it was named Program of



GAWAIN KRIPKE

Senior Policy Adviser Oxfam America

Gawain Kripke has experience as an advocate, spokesperson and author. He heads the policy work of the organization's Make Trade Fair campaign that aims to change international trade rules so that trade becomes a powerful force for reducing poverty across the globe. Prior to joining Oxfam, Kripke worked as director of economic programs at Friends of the Earth, an international environmental NGO, and as a freelance journalist and researcher. Kripke earned a bachelor's degree from Harvard College.

JONATHAN LANSNER

Business Columnist
Orange County Register

Jonathan Lansner is The Orange County Register's business columnist. A business journalist since 1983, Lansner has worked at the Register since 1986 as a writer and editor in the business section. Before coming to Orange County, Lansner spent seven years at the Pittsburgh Press, working in the Sports and Business departments. He's a graduate of the University of Pennsylvania's Wharton School and written three books on investing. He is the incoming president of SABEW.



THEA M. LEE

Chief International Economist AFL-CIO

Thea Lee oversees research on international trade and investment policy. Previously, she worked as an international trade economist at the Economic Policy Institute in Washington, D.C., and as an editor at Dollars & Sense magazine in Boston. She received a bachelor's degree from Smith College and a master's degree in economics from the University of Michigan. She is co-author of "A Field Guide to the Global Economy," published by the New Press. She serves



on several advisory committees, including the State Department Advisory Committee on International Economic Policy and the Export-Import Bank Advisory Committee. She is also on the board of the Worker Rights Consortium and the National Bureau of Economic Research.

FORMER GOV. GARY LOCKE

Partner

Davis Wright Tremaine

Former Gov. Locke joined Davis Wright Tremaine, an international law firm, earlier this year after serving two terms as governor of Washington. He was the first Chinese-American governor in the country; he joined the firm as a partner with its China and governmental relations practice groups. As governor, he opened doors in China for many Washington state companies. In addition to his two terms as governor, Locke served as King County Deputy Prosecutor for seven years



before being elected to a seat in the State House of Representatives. He was then elected King County Executive in 1993, a post he held until 1997 when he became governor.

PAMELA LUECKE

Donald W. Reynolds Professor of Business Journalism Washington and Lee University

Pam Luecke joined Washington and Lee University in summer 2001. Before joining Washington and Lee, Luecke had a 26-year career in daily newspapers and most recently served as editor and senior vice president of the Lexington (Ky.) Herald-Leader. She also worked at the Hartford Courant, The (Louisville) Courier-Journal, and the Louisville Times. During her career, she was supervising editor of two projects recognized with Pulitzer prizes. Luecke received a



bachelor's degree in philosophy from Carleton College in Northfield, Minn., and has served on the college's board of trustees. She has a master's in journalism from Northwestern University and an MBA from the University of Hartford. She was also a Bagehot Fellow in Economic and Business Journalism at Columbia University.

JAMES T. MADORE

Media Writer

Newsday

James Madore covers the news industry and journalism issues. Since June, he has been investigating Newsday's inflated circulation numbers going back to 2001. Madore joined Newsday in 1996 and has covered retail and the economy. Prior to coming to Long Island, Madore was a business reporter for the Buffalo News and the Watertown (N.Y.) Daily Times. A native of Illinois, Madore graduated summa cum laude from Washington University in St. Louis with a hachelor's degree. In 1988, Madore received a master



a bachelor's degree. In 1988, Madore received a master's degree with honors from Columbia University's Graduate School of Journalism. Madore is the immediate past president of the Columbia Journalism Alumni Association and serves on the board of Washington University Student Media Inc.

GAIL MARKSJARVIS

Columnist

St. Paul Pioneer Press

Before beginning her financial column in 1997, Gail MarksJarvis won the aviation industry's top airline reporting award for her coverage of Northwest Airlines' near miss with bankruptcy. During the year prior to the Mall of America's opening, she covered retailing and



the implications of the megamall on Twin Cities' malls and downtowns. She has also covered local government, politics and social issues. She has covered business for Minnesota Public Radio and for the national public radio program "Marketplace." She continues to provide business commentary and analysis for Minnesota Public Radio, KSTP radio and Channel 9 TV. MarksJarvis was the first managing editor of Minneapolis/St. Paul City Business, and has written for many other publications, including BusinessWeek, USA TODAY, Corporate Report and Minnesota Monthly. She holds a bachelor's degree from the University of Minnesota, and has served on the journalism school's advisory board.

ALICE FRIED MARTELL

Owner

The Martell Agency

Alice Fried Martell is a literary agent who has had her own firm, The Martell Agency, in Manhattan for over 20 years. Prior to that, she practiced law. The agency's list ranges from literary fiction to narrative non-fiction, although the bulk of her clients are journalists with, among others, The New York Times, The Washington Post, The Los Angeles Times and The Wall Street Journal. The agency's recent bestsellers include: "Perfectly Legal," by David Cay Johnston; "The Power of Full Engagement," by Jim Loehr and Tony Schwartz; "America's Women," by Gail Collins; "The Truth about the Drug Companies," by Marcia Angell, M.D.; and the National Book Award winner for non-fiction, "Waiting for Snow in Havana," by Carlos Eire.

DIANA MCCLURE

Assistant Vice President, Business Protection Institute for Business & Home Safety

Diana McClure has worked in a number of capacities with IBHS since 1997. She represents IBHS at national, state and local meetings, conducts workshops and training sessions, writes proposals and articles for publication and gives press interviews. From 1989 to 1996, she served as a mitigation specialist with the Federal Emergency Management Agency. Prior to that, she served as a regional representative for the Insurance Information Institute, and a consultant on



civil liability of law enforcement officials and on civil rights conflict management. She has a bachelor of arts degree in international relations from Brown University and a MSW from Boston College.

CHRISTOPHER MCCULLOUGH

Director, Market Data Group The Wall Street Journal

Christopher McCullough joined Dow Jones in 1996 as a database statistician in corporate information services. He held a variety of positions before becoming assistant director of the market data group in January 2001. McCullough played a key role in The Journal's April 2002 redesign of its statistical packages. In January 2004, he was promoted to his current position. McCullough received a bachelor's degree from Rider University, and an MBA from Seton Hall University.



JOSHUA MILLS

Director of Master's Program in Business Journalism Baruch College/City University of New York

Josh Mills has worked as a business journalist for more than 20 years, half of that time at The New York Times as an editor and reporter. Previously, Mills worked at The Star-Ledger, The Associated Press, New York Post, Newsday, Daily News and Bloomberg News. He also has taught at Columbia University and New York University. He continues to work as an editor, concentrating mostly on book projects.



DAVID MILSTEAD

Finance Editor Rocky Mountain News

David Milstead 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. He started his career in Cincinnati, Ohio, with a business journal. He is a graduate of Oberlin College with majors in economics and political science.



A. BRUCE MONTGOMERY, M.D.

Founder and Chief Executive Corus Pharma

Dr. Montgomery founded Corus in January 2001 and serves as the company's CEO and Director. Prior to founding Corus, Dr. Montgomery served as executive vice president of research and development at PathoGenesis Corp. Montgomery's accomplishments there included the development and regulatory approval of inhaled tobramycin treatment for cystic fibrosis. Prior to PathoGenesis, Montgomery helped Genentech develop Pulmozyme, another treatment



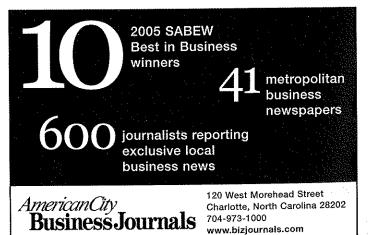
for cystic fibrosis. In 1998, Montgomery was recognized by the commissioner of the FDA with a special citation for his acceleration of the development and approval of tobramycin solution for inhalation. Montgomery has served on the Army Science board of directors for six years and serves on the board of directors of the Seattle Biomedical Research Institute. Montgomery received his bachelor of science in chemistry and Doctorate of Medicine from the University of Washington and is a board-certified internist and pulmonologist.

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ERIC NALDER

Investigative Reporter Seattle Post-Intelligencer

Eric Nalder has received two Pulitzer Prizes, one for national reporting in 1990 and another for investigative reporting in 1997. He was a finalist for the Pulitzer in public service in 1992. He has published one book, "Tankers Full of Trouble," which won the Investigative Reporters and Editors book award for 1994. He has taught interviewing and investigative reporting workshops in five countries, each year adding new techniques learned from journalists, cops, FBI agents,



lawyers, social workers and other practitioners. He's been a reporter for 35 years, minus nine months spent as a pig farmer. He works on the investigative team of the Seattle Post-Intelligencer. He has also worked for The Seattle Times and San Jose Mercury News.

KARL J. NEWMAN

President

Washington Insurance Council

Karl Newman is president of the Washington Insurance Council, a trade association representing member insurance companies writing more than \$3.5 billion in business each year in Washington state. He also serves on the boards for both the Arson Alarm Foundation and Crime Stoppers of Puget Sound. He began his career as a travel writer for Sunset Magazine before accepting a marketing position with PEMCO Insurance Companies. He graduated Phi Beta Kappa and Magna Cum Laude from University of Oregon's School of Journalism and Communication.

BRAD OWEN

Lieutenant Governor Washington state

Lt. Gov. Owen was a small business owner for 22 years before entering politics. Prior to his election as lieutenant governor, Owen served as Shelton finance commissioner from 1976-1979, as a member of the Washington State House of Representatives from 1976-1982, and in the Washington State Senate from 1983-1996. He was elected to the state's second-highest office for the first time in 1996. In 2002, he received an Honorary Doctorate of Letters (Humanities) from



Walla Walla College for his years of public service and work with kids and communities. He chairs the state's Checkered Flag Task Force, which is charged with attracting a NASCAR track to Western Washington.

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Welcome to the Pacific Northwest

MARY JANE PARDUE

Assistant Professor

Southwest Missouri State University

Mary Jane Pardue has 28 years of professional experience and has worked at The Commercial Appeal, South Florida Sun-Sentinel and Nashville Banner. She has been a reporter, columnist and business editor. She has taught at the University of Memphis, Florida Atlantic University, Western Kentucky University, Middle Tennessee State University, Palm Beach Community College and Volunteer State Community College. She earned a doctorate in English in 1988 and a master's degree in English in 1984 from Middle Tennessee State University in Murfreesboro. Her research interests include the timely and accurate reporting of business news and the training of journalists for business news reporting.

INÉS PEARCE

Project Impact Program Manager City of SeattleEmergency Management

Inés Pearce was appointed as Seattle Project Impact Program Manager for the City of Seattle Emergency Management in December 1998, managing four mitigation programs that provide resources for safer schools, homes, businesses, and better hazard maps. Pearce leads 19 cities/counties on the Regional Home Retrofit program, to strengthen houses vulnerable to earthquake damage. In January, Pearce addressed the United Nations regarding public-private partnerships



at the World Conference for Disaster Reduction in Kobe, Japan. Pearce was inducted into the 2003 Contingency Planning & Management (CPM) Hall of Fame in the Public Servant Category. Seattle Project Impact has received a number of national excellence awards including a 2002 Emmy Award for a school retrofit video. Pearce is president of the Contingency Planning and Recovery Management (CPARM) group and on the board of the Cascadia Region Earthquake Workgroup (CREW). Before joining Seattle government, she managed the Emergency Management & Security Department for SAFECO Corp.

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TIMOTHY PUNKE

Partner

Preston Gates Ellis

Tim Punke's practice focuses on policy and public law international trade and Asia. Prior to joining Preston Gates, he was chief international trade counsel to the Senate Finance Committee. As an economic policy adviser to the White House, he focused on issues relating to China's accession to the World Trade Organization, the 1999 WTO Ministerial in Seattle, and the 2000 G7/G8 summit in Okinawa, Japan. He lectures on resolution of international trade disputes at



Georgetown University Law School, where he lectures on international trade dispute resolution. He is a term member of the Council on Foreign Relations and a fellow for the U.S.-Japan Leadership Program.

CURT ROSENGREN

Founder

Passion Catalyst

Since 2001, Curt Rosengren has been helping clients identify their passions and create careers that ignite them using his Occupational Adventure Guide. Previously, he was a professional malcontent, working as a marketing consultant focusing on the high-tech



JOHN ROTHER

Director of Policy and Strategy

John Rother guides formation of the federal and state public policies of AARP, sets international initiatives and focuses the organization's overall strategic direction. He is an authority on Medicare, managed care, long-term care. Social Security, pensions and the challenges facing the boomer generation. Prior to coming to AARP, Rother served eight years with the U.S. Senate: first, as special counsel for labor and health to Sen. Jacob Javits, then as staff director and chief counsel for the investigative Special Committee on Aging under Chairman Sen. John Heinz.

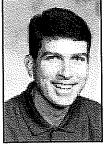


CHRIS ROUSH

Assistant Professor and Director of the Carolina Business News Initiative

University of North Carolina

Chris Roush teaches newswriting, business reporting and economics reporting at the University of North Carolina at Chapel Hill. He also has taught at the University of Richmond and Washington and Lee University. He worked as a business reporter for The Sarasota Herald-Tribune, The Tampa Tribune and The Atlanta Journal-Constitution. He has also worked for BusinessWeek and for Bloomberg News. He is the



author of "Show Me the Money: Writing Business and Economics Stories for Mass Communication" and "Inside Home Depot: How One Company Revolutionized an Industry Through the Relentless Pursuit of Growth."

KEN SANDS

Online Publisher

The Spokesman-Review

Ken Sands has been a reporter, assistant city editor, bureau chief, interactive editor and managing editor since he began at the Spokane paper in 1981. He is a board member of the Associated Press Managing Editors Association and an active member of the Online News Association. His innovative work in civic journalism and interactivity has been recognized with the Batten Award for Excellence in Civic Journalism (1998) and the APME's Convergence Award honor-



able mention (2002). He is a consultant with the APME's National Credibility Roundtables project, and in that capacity has tutored 75 newsrooms across the country on how to use e-mail to better interact with readers. He has led the newspaper industry in experimentation with blogging and frequently consults with newspapers and media organizations on issues related to blogging.

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ALAN SARACEVIC

Deputy Business Editor The San Francisco Chronicle

Alan Saracevic has been deputy business editor at Northern California's largest newspaper for five years. He also writes a weekly column, "Money Talks." Prior to joining The Chronicle, Saracevic spent five years at The San Francisco Examiner, working as a copy editor, reporter and editor in the main news and business departments. Saracevic also has written for Mother Jones Magazine, the San Francisco Bay Guardian, SFWeekly and Business 2.0. A graduate of Rutgers University in

New Jersey, Saracevic he was an editor at Neal-Schuman Book Publishing and an associate editor for the weekly chain of Resident Newspapers.

Wisconsin-Madison.



BRAD SKILLMAN

Markets Information Group Director The Associated Press

Brad Skillman was the assistant business editor in charge of spot news before taking over the as director of AP's agate director. Please, ask him about the Red Sox. He received an MBA in economics from New York University in 2003.



DON J. SMITH

Business Editor

Seattle Post-Intelligencer

Don Smith became business editor of the P-I in 1996. Previously he served four and a half years as City Editor of the newspaper, heading the paper's local, state and regional reporting efforts. In 1995, he served a stint as acting assistant managing editor of the paper. A native of Washington state, he came to the P-I in late 1989 after six years as an editor on the metro desk of the Dallas Morning News. He has also edited suburban dailies and a small weekly in his more than three decades in the news business.



set of changes to the paper. She was named business editor in July 2000 and moved into her current position in June 2004.

MARTHA STEFFENS

JILL JORDEN SPITZ

Arizona Daily Star

SABEW Chair in Business and Financial Journalism. Missouri School of Journalism

Assistant Managing Editor—Business and News

Marty Steffens was named the first SABEW Chair in early 2002. Steffens was executive editor of the San Francisco Examiner in 2000. Previously, she was executive editor of the Press & Sun Bulletin in Binghamton. N.Y., from 1997-2000 and managing editor at the paper from 1995 to 1997. She has held editing posts at the Dayton Daily News, Evansville Courier, Los Angeles Times and The Orange County Register. She earned a bachelor's degree from Indiana University.



ALECIA SWASY

Deputy Managing Editor/Sections The Virginian-Pilot

Alecia Swasy leads teams of reporters and editors who produce Business, The Daily Break, Sports, Gracious Living, At Home and all special sections. Prior to joining the Pilot in 2003, Swasy was assistant managing editor and business editor at The St. Petersburg Times. Previously, she worked as a reporter for eight years at The Wall Street Journal, where she covered Proctor & Gamble. She is the author of "Soap Opera, The Inside Story of Procter & Gamble" and "Changing Focus, Kodak and the Battle to Save a Great American Company." A native of Blairsville, Pa., Alecia graduated in 1985 with a bachelor's degree from Penn State University. She has been honored as a Distinguished Writer and member of Penn State's Carnegie Society. She has taught at Penn State, the University of Missouri, the University of Wisconsin and the Poynter Institute for Media Studies.

LUKE TIMMERMAN

Biotech Reporter The Seattle Times

Luke Timmerman joined The Times as a suburban business reporter in April 2000, and began covering biotechnology in June 2001. Previously, he worked for The Capital Times of Madison, Wis., and The Spokesman-Review of Spokane, Wash. He graduated from the University of Wisconsin- Madison with bachelor's degree in journalism in 1997.



CALEB SOLOMON

Assistant Managing Editor for Business

Caleb Solomon left the The Wall Street Journal/Europe after nearly two years to ioin The Globe, where he oversees the Business news, Real Estate, Autos and BostonWorks sections. Previously he was regional editor of The Wall Street Journal in New England and in Texas. He also served for eight years as a Journal reporter in Houston, concentrating heavily on the oil industry. Solomon graduated from Columbia College in 1980 with a bachelor's degree in English, and he received a master's degree from Columbia University's Graduate School of Journalism a year later.

EMORY THOMAS JR.

Puget Sound Business Journal

A veteran business writer and editor, Emory Thomas currently serves as the editor of the Puget Sound Business Journal. A veteran of both online and print publications, including MSNBC, The Wall Street Journal, MSN Money and the Atlanta Business Chronicle, Thomas has won two Gerald Loeb awards.



NANCY ROBERTS TROTT

Washington State and Idaho Bureau Chief The Associated Press

Nancy Roberts Trott returned to the Northwest in 2003 after serving as AP's regional news editor in Washington, D.C. She previously served as Washington state news editor in Seattle from 1999 to 2002. She joined the AP in Concord, N.H., in 1991, and later worked in AP bureaus in Providence, R.I., and Albany, N.Y., before returning to Concord in 1993 as a supervising editor. She left Concord three years later to move to the Pacific Northwest, where she worked briefly for the Seattle Post-Intelligencer before moving to ABC News' online operation in 1997 and then rejoining the AP at Seattle. Trott graduated from the University of New Hampshire.

MICHAEL WANN

Assistant Business Editor Seattle Post-Intelligencer

Michael Wann is the Seattle Post-Intelligencer's assistant business editor. Before joining the P-I, he worked as a new media projects editor at The San Diego Union-Tribune, and he was business editor and managing editor of the Prague Post in the Czech Republic. He's also worked as a reporter for the Austin Business Journal and the Austin Chronicle in Texas and the Homer Tribune in Alaska. When not working for newspapers, Wann has relied as a grab figherman and a submen figherman in Alaska.



toiled as a crab fisherman and a salmon fisherman in Alaska, worked on breakbulk cargo ships up and down Alaska's Inside Passage to the Aleutian Islands and captained supply boats and tug boats in the oil fields of the Gulf of Mexico.

MARK J. WARSHAWSKY

Assistant Secretary for Economic Policy U.S. Department of Treasury

As the assistant secretary for economic policy, Mark Warshawsky is adviser to the Treasury secretary and the deputy secretary on all aspects of economic policy. His office is responsible for reporting on current and prospective macroeconomic developments and assisting in the determination of appropriate economic policies.



His office is also responsible for the review and analysis of domestic microeconomic issues and developments in the financial markets. Before coming to Treasury, Warshawsky was director of research at the TIAA-CREF Institute. He directed research on retirement and investment behavior and policy, pension, insurance and investment products, corporate governance, financial planning, and the financing of higher education. Warshawsky has organized four research conferences, and has authored three books and over 50 professional articles. His article, written with Brenda Spillman and Chris Murtaugh, investigating the advantages of the integration of the life annuity and long-term care insurance, won a prize competition sponsored by the British Institute of Actuaries in 2001. Warshawsky received a Ph.D. in Economics from Harvard University and a bachelor's degree with Highest Distinction from Northwestern University.

CHRISTIAN WIHTOL

Government and Public Policy Team Leader The Register-Guard

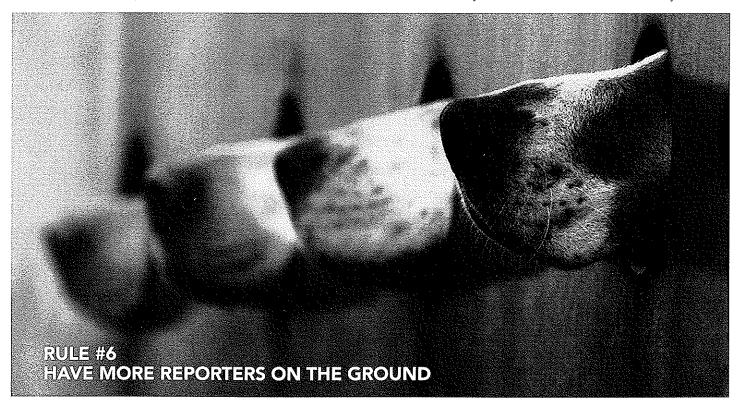
Before working at the (Eugene, Ore.) Register-Guard, Christian Wihtol was a business reporter and copy editor at The Record in New Jersey. He holds an MBA from Fairleigh Dickinson University, and a bachelor's of arts from Oxford University in the United Kingdom. He is very active in the journalism community, and was an adjunct assistant professor at University of Oregon School of Journalism.



DAVID WILSON

Managing Editor for Global Stocks Bloomberg News

David Wilson joined Bloomberg News in October 1990, four months after the publication of its first news story. He started as a stock-market reporter in New York and inaugurated U.S. company news coverage the following year. He served as bureau chief in New York and Princeton, editor in charge of global training, and a stock-market columnist before assuming his current role in August 2002. He co-authored "The Bloomberg Way," an in-house guide to business and financial journalism. Before coming to Bloomberg, Wilson worked at Dow Jones, the Millville Daily and the Asbury Park Press. He graduated from Monmouth University and received an MBA from Rider University.



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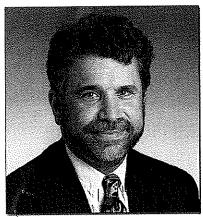
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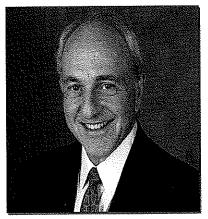
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Myron Kandel

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(left to right) Andrew Leckey, Leslie Laura, Kevin Sweeney, Vandana Sinha, Lori Tait

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