

KEYNOTE SPEAKERS: JOHN THAIN, ANNE MULCAHY,  
STEVE FORBES, BECKY QUICK

# SABEW

FALL WRITER'S WORKSHOP  
NEW YORK CITY

—OCTOBER 30-31, 2006—

Associated Press  
100s  
(est.) High Low 2:20

Net  
Stocks  
and  
Dividends

Sale  
100s  
(est.)

Market Average  
by the Associated Press

## STOCK AVERAGES

30	15	15
Ind.	Rail	Util.
389.4	142	142
390.1	142	142
393.7	144	144
402.9	143	143
339.1	16	16
406.0	149.9	149.9
341.1	121	121

## BOND AVERAGES

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8.83	89.9
88.3	88.3

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CORONA TYPEWRITER COMPANY, INC.

# Letter from the President

Dear Fellow SABEWers,

Welcome to our Fall Workshop!

We believe that this fall's program will provide you with valuable training and instruction on everything from editing and writing to guidance on ethics. One of SABEW's chief missions is providing strong training at our workshops and conferences.

All of our members make these programs possible. Members volunteer to organize sessions. They participate in panels. And they provide invaluable feedback that helps make our programming stronger. If you have any thoughts about this fall's workshop or anything having to do with SABEW, don't hesitate to email me at dave.kansas@wsj.com.

These are exciting times for SABEW. We have initiated a development plan to strengthen our financial position. While we have a strong financial position, we know that our industry is going through difficult times and we want to ensure that SABEW has the proper financial footing to weather any unforeseen difficulty. You'll hear more about this development effort at the workshop and during the year.

Along with development, we are working on expanding our services to members. We are exploring how to use our web site, which is undergoing a redesign, to provide more effective and timely training for reporters and editors. We are also increasing the amount of content on the web site and have recently signed up Chris Roush of the University of North Carolina to oversee that effort.

Every event such as this workshop has many people to thank. Our staff at the University of Missouri has done a lot of behind-the-scenes work to make sure the trains run on time. George Gombossy of the Hartford Courant did an excellent job as the Conference Committee chair. And many SABEW board members contributed time and energy to make for the best program possible.

Finally, I want to thank Bloomberg News for its generosity in hosting this event in New York. Without their valuable support, it would be challenging to bring a SABEW event to New York City. I would especially like to thank Bill Ahearn and Matthew Winkler of Bloomberg for making this event happen here.

Our annual conference is May 20-22, 2007, at Disneyland in Orange County, Calif. Editors and reporters attending the conference will get a lot of hands-on tips on key areas, including how best to handle the rising multimedia demands of the modern newsroom. In addition, we will have instruction on how to create award-winning work from small staffs, how to boost coverage of small business and how to write with great narrative flair. Reporters will, among other things, get the opportunity to see how Census data can boost the authority of their coverage and learn interviewing tips from an FBI expert.

An important part of the conference will be a town hall-like meeting that will set the stage for revisions to SABEW's ethical guidelines for its members. And, of course, SABEW will honor our Best In Business contest winners at the annual conference.

The conference will also offer a chance to see how America's West Coast influences the globe. And, of course, there will be Hollywood discussions – unavoidable in the OC!

We are looking forward to seeing everyone there for what promises to be an excellent event.

Dave Kansas

President of SABEW

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## Sunday October 29th

### 8:00-5:00 BOARD MEETING

The Wall Street Journal Board Room, 200 Liberty Street, New York, 12th floor.

### 12:00-2:00 REUTERS/CFA PRE-CONFERENCE TRAINING SESSION @ REUTERS

Program may be expanded to four or more hours.

### 5:00-8:00 BOARD DINNER

Camino Sur, 336 West 37th NYC

## Monday October 30th

### Track 1

### 7:30-8:45 BREAKFAST [ 7TH FLOOR AUDITORIUM ]

### 8:45-9:00 WELCOME

DAVE KANSAS, SABEW president

MATT WINKLER, editor-in-chief, Bloomberg

### 9:00-10:00 GENERAL SESSION [ 7TH FLOOR AUDITORIUM ] Blogging

JON LANSNER, moderator, business columnist, the Orange County Register

SREENATH SREENIVASAN, Dean of Students and New Media Professor,

The Columbia School of Journalism

MICHELLE LEDER, Founder of Footnoted.org

ERICK SCHONFELD, Editor-at-Large, Business 2.0

### 10:00-10:15 BREAK

### 10:15-11:15 SMARTER SURFING: WEB TIPS FOR BUSINESS REPORTERS [ JAPAN ROOM ]

ROB REUTEMAN Moderator, Business Editor, The Rocky Mountain News

SREENATH SREENIVASAN, dean of students and new media professor,

the Columbia school of journalism

### 11:15-12:15 GENERAL SESSION \* 7TH FLOOR AUDITORIUM

BECKY QUICK, co-anchor of "Squawk Box," CNBC

Introduction: DAWN WOTAPKA HARDESTY,

commercial real-estate reporter, Long Island Business News

### 12:15-12:30 BREAK

### 12:30-1:30 LUNCH GENERAL SESSION [ 7TH FLOOR ADITORIUM ]

STEVE FORBES, president and CEO of Forbes and

editor-in-chief of Forbes magazine

Introduction: ROB REUTEMAN, business editor, The Rocky Mountain News

### 1:30-2:00 BREAK

### 2:00-3:00 HEDGE FUNDS [ JAPAN ROOM ]

GAIL MARKSJARVIS, moderator, personal finance columnist,

The Chicago Tribune

LEE AINSLIE, managing partner, Maverick Capital

ROBERT JAEGER, vice-chairman, EACM Advisors LLC

KEVIN LYNCH, head of strategic relationships & absolute return strategies,

Verizon Investment Management corp.

### 3:00-3:15 BREAK

### Track 2

### CPA TRAINING [ SINGAPORE ROOM ]

TOM CONTILIANO,

accounting consultant, Bloomberg

JAY TAPARIA,

Bank One investment management

### WRITING GREAT NARRATIVES

[ SINGAPORE ROOM ]

SHELLY BRANCH, moderator, page one editor,

The Wall Street Journal

LEE HAWKINS, automobile reporter,

The Wall Street Journal

GEETA ANAND, investigative reporter,

The Wall Street Journal

BROOKS BARNES, media reporter,

The Wall Street Journal

3:15-4:15 **GENERAL SESSION** [ 7TH FLOOR ADITORIUM ]

**Covering Inflation and other Hot Topics**

RICH MILLER, *moderator, chief economic correspondent, Washington, Bloomberg*

FLOYD NORRIS, *chief financial correspondent, New York Times*

DIANA HENRIQUES, *investigative reporter, New York Times*

ALLAN SLOAN, *Wall Street editor, Newsweek*

4:15 **FREE RECEPTION**

Sponsored by Bloomberg. Thanks!

## Tuesday October 31st

**Track 1**

7:30-9:00 **BREAKFAST**

9:00-9:50 **GENERAL SESSION** [ 7TH FLOOR ADITORIUM ]

JOHN THAIN, *CEO, New York Stock Exchange*

Introduction: AARON LUCCHETTI *staff reporter, The Wall Street Journal*

9:55-10:50 **COVERING THE ECONOMY** [ JAPAN ROOM ]

THOMAS KEENE *moderator, editor-at-large, Bloomberg*

DAVID WESSELL *deputy bureau chief, Washington, The Wall Street Journal*

JACK DORAN *editor-in-charge, treasury news, Reuters*

KATHLEEN STEPHANSEN *head of global economics, Credit Suisse Securities (U.S.A.) LLC*

10:50-11 **BREAK**

11:00-11:50 **GENERAL SESSION** [ 7TH FLOOR ADITORIUM ]

ANNE MULCAHY *chairman and CEO of Xerox*

REBECCA JARVIS *moderator, reporter, CNBC business news*

11:50 to 12 **BREAK**

12:00-2:00 **LUNCH** [ 7TH FLOOR ADITORIUM ]

**Ethics Symposium**

Sponsored by Donald W. Reynolds National Center for Business Journalism

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MARTHA STEFFENS, *moderator, professor of business and financial journalism*

MATT WINKLER, *editor-and-chief, Bloomberg*

BARNEY CALAME, *public editor, The New York Times*

DAN COLARUSSO, *business editor, The New York Post*

ED WASSERMAN, *Knight professor in journalism, Washington and Lee University*

2:00-2:30 **BREAK**

2:30-4 **SPINMEISTERS** [ 7TH FLOOR ADITORIUM ]

GREG McCUNE *moderator, training editor, Reuters*

NEIL PARKER *managing director, Burson Marsteller, Chicago*

SUSANNE CRAIG *staff reporter, The Wall Street Journal*

LUCAS VAN PRAAG *global head of corporate communications, Goldman Sachs*

MICHELE GERSHBERG *deputy editor technology, media and telecoms, Reuters New York*

**Track 2**

**COVERING THE ENERGY DEBATE**

[ SINGAPORE ROOM ]

(Presented by The Communications Institute)

JOSEPH KALT, *Ford Foundation professor of international political economy, John F. Kennedy School of Government, Harvard University*

Introduction: JACK COX, *founder and president, The Communications Institute*

\* Participants in this session will receive a free copy of the DVD "Energy in America," produced by USC, Cal Tech, Harvard's JFK School of Government, Congressional Quarterly, and The Communications Institute.



**Lee S. Ainslie III** is the Managing Partner of Maverick Capital, a manager of private investment funds. Before starting Maverick in 1993, Mr. Ainslie was a Managing Director of Tiger Management Corporation. Prior to joining Tiger, he was employed by KPMG Peat Marwick as a Consultant for that firm's National Director of Information Technology.

Mr. Ainslie serves on the Board of Directors of the Robin Hood Foundation, the Board of Directors of the Robertson Scholars Program, the Advisory Board of the University of Virginia's Alumni Association and as a Vice Chairman of the Kennedy Center for the Performing Arts in Washington, D.C.

Mr. Ainslie received a B.S. in Systems Engineering from the University of Virginia (Westmoreland Davis Scholar and Thomas Pinckney Bryan Jr. Scholar) and an M.B.A. from the University of North Carolina (Beta Gamma Sigma).



Bombay-born **Geeta Anand** is a Pulitzer Prize-winning investigative reporter and feature writer for the Wall Street Journal. Formerly a political reporter for the Boston Globe, she now specializes in health and biotechnology. She lives in Manhattan with her husband and two young daughters.



**Brooks Barnes**, is a media reporter for The Wall Street Journal



**Shelly Branch** is a Page One editor at The Wall Street Journal, where she has served as a reporter and editor for seven years. Previously, she was a staff writer at Fortune and Money magazines. A graduate of Barnard College and the Columbia Graduate School of Journalism, she is co-author of the best-selling book, "What Would Jackie Do? An Inspired Guide to Distinctive Living." She lives in Manhattan.



**Byron E. "Barney" Calame** became public editor for The New York Times in May 2005. As the reader's representative, his responsibilities include making sure their concerns are heard and publicly assessing the paper's journalistic integrity.

Mr. Calame retired at the end of 2004 as a deputy managing editor of The Wall Street Journal. His responsibilities included paper-wide quality control, maintaining and monitoring reporting and ethical standards, and taking charge of The Journal in the absence of the managing editor. Mr. Calame, who is 67 years old, first joined The Journal in September 1965.

In 2002, he was honored by the Society of American Business Editors and Writers with its Distinguished Achievement Award. He served as president of the then 3,200-member national organization of business journalists during 2000-2001.

## Wednesday November 1st

8:00-4:00 **Tour NYC Financial Markets and Interests**

\$50 donation to SABEW's Fund for the Future required.





**Dan Colarusso** has been business editor at the New York Post since January of 2005. He frequently appears as a host on CNBC's "Squawk Box" and as a market commentator on "Your World with Neil Cavuto" of Fox News. He joined the Post as deputy business editor in mid-2002. Before that, he was an associate editor at TheStreet.com, where he also wrote a daily column on the options market. He has written for the New York Times, Barron's, Institutional Investor and the Investment Dealers' Digest. Mr. Colarusso received a bachelor's degree in journalism from Long Island University, where he serves as an adjunct associate professor of journalism.

**Tom Contiliano** serves as Bloomberg News' accounting consultant and a member of the global training team. He speaks internally and externally on global accounting topics, appears regularly on Bloomberg Television, and serves as a daily resource on financial reporting matters worldwide. Prior to joining Bloomberg in 1999, he worked for Coopers & Lybrand—and its successor PricewaterhouseCoopers—in the firm's forensic accounting and audit practices. He holds bachelors and masters degrees from the University of Virginia, where he has also taught accounting for one year at the McIntire School of Commerce. He is a Certified Public Accountant (CPA) in New Jersey. Contact: (312)443-5930 or tcontiliano@bloomberg.net.



**John E. Cox, Jr.**, a veteran nonprofit executive, founded The Communications Institute in 2003, and he presently serves as the Institute's President and Chief Executive Officer. Mr. Cox has more than 35 years of experience in nonprofit administration, public policy, journalism, and government. He served as Chief of Staff to United States Congressman Barry Goldwater, Jr. in Washington, D.C. (1969-76), and California State Senator Clark Bradley in Sacramento (1967-69). He worked as a California broadcast journalist covering government and politics on issues ranging from the first political campaign of Ronald Reagan to the early development of Silicon Valley.

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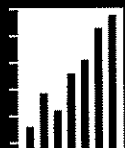
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Funded by a grant from the Las Vegas, Nevada-based  
Donald W. Reynolds Foundation.



**Susanne Craig** is a New York-based staff reporter for The Wall Street Journal. She reports to the Money & Investing section, focusing on stories about Wall Street and firms such as Goldman Sachs and Morgan Stanley. Subjects she has covered have ranged from tainted stock research and scandals plaguing the New York Stock Exchange to securities arbitration and document production problems on Wall Street.



**Jack Doran**, Editor in Charge of Treasury new for Reuters America, is an expert on the United States, Latin American and Canadian fixed income markets, credit and foreign exchange markets, macroeconomics, U.S. Federal Reserve and central banks. He joined Reuters in 1994 to head up and develop a new financial news desk focused on the U.S. municipal bond market.

Before joining Reuters, he was managing editor of The Bond Buyer, a daily financial newspaper focused on the US municipal market. Jack holds a number of degrees from Columbia University, including a Masters in journalism. He has contributed a chapter on US bond markets to the Knight-Bagehot Financial News Handbook.



**Steve Forbes** is President and Chief Executive Officer of Forbes and together reach a worldwide audience of over five million readers.

Mr. Forbes, who ran for the Republican nomination for the presidency in 1996 and 2000, serves on the boards of The Ronald Reagan Presidential Foundation, the Heritage Foundation and The Foundation for the Defense of Democracies. He is on the Board of Overseers of the Memorial Sloan-Kettering Cancer Center and on the Board of Visitors for the School of Public Policy of Pepperdine University. He served on the Board of Trustees of Princeton University for ten years.



**Michele Gershberg**, Reuters Deputy Editor technology, media and telecoms, joined the Reuters Jerusalem bureau in 1999 where she covered the resurgence of the Israeli-Palestinian conflict after peace talks failed. She moved to New York City in 2003 to write about the media and advertising industries for Reuters and was recently named deputy editor of the Technology, Media and Telecoms team. Michele previously worked at the Dow Jones and United Press International newswires in Jerusalem and holds an undergraduate degree in philosophy and English literature from Wesleyan University.



**Lee Hawkins** is a staff reporter for the Wall Street Journal and appears frequently on CNBC Business News as an on-air correspondent. Since 2003, he has been assigned to the General Motors beat at the Wall Street Journal. He is currently working on his first book, "America's New Black Overclass," which will be published by Gotham Books, a division of Penguin Publishing, in 2008. The New Black Overclass is made up of the entrepreneurial rappers, athletes, managers, producers, and creative entrepreneurs who have arisen in the last decade to create the largest population of black millionaires in history. He has won a wide array of journalism awards and holds a Bachelor of Arts degree in political science from the University of Wisconsin-Madison, where he was the editorial page editor of the Badger Herald student newspaper.



**Diana B. Henriques** joined The New York Times in 1989 as a financial reporter after having been a writer for Barron's for three years. Since joining The Times, she has specialized in reporting on financial fraud, white-collar crime and corporate governance issues. From 1982-86, Ms. Henriques was a business writer for the Philadelphia Inquirer. From 1976-1981, Ms. Henriques worked for The Trenton (N.J.) Times. From 1974-76, she worked as a copy editor for the Palo Alto (Calif.) Times, and from 1971-74 as a government reporter for the Asbury Park (N.J.) Press. Ms. Henriques is a graduate of the Elliott School of International Affairs at the George Washington University and is the author of three books on business history, including *Fidelity's World: The Secret Life and Public Power of the Mutual Fund Giant*. She is a frequent lecturer for the American Press Institute in Reston, Va., and the Reynolds Center for Business Journalism, and is a member of Investigative Reporters and Editors. She is married and lives in Hoboken, N.J.



**Robert A. Jaeger** is Vice Chairman of EACM Advisors LLC, a wholly-owned subsidiary of Mellon Financial Corporation. EACM manages diversified portfolios of hedge funds for institutional clients. In 1984 Mr. Jaeger was one of the founding members of the investment management team that eventually developed into EACM. From 1983 to 1987 Mr. Jaeger also held research and consulting positions at Evaluation Associates, a leading institutional investment consulting firm that was previously affiliated with EACM. Prior to entering the investment business Mr. Jaeger was a member of the faculty at Yale University and at the University of Massachusetts at Amherst. Mr. Jaeger holds a B.A. from Princeton University, a B. Phil. from Oxford University, and a Ph.D. from Cornell University. He is the author of *All About Hedge Funds* (McGraw-Hill, 2002).

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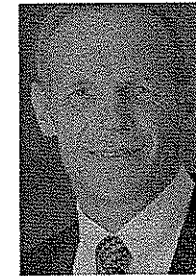
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**Rebecca Jarvis**, a reporter for CNBC Business News, has worked in both investment banking and foreign currency trading. As an investment banking analyst for Banc of America Securities, she helped advise and analyze multi-million dollar mergers and acquisitions and equity and debt transactions. As a currency trader on Citigroup's London foreign exchange desk, she executed billion-dollar trades. She left financial services to pursue a career in journalism and has written for publications ranging from Crain's Chicago Business to Business 2.0. Ms. Jarvis holds a degree in economics and constitutional law from the University of Chicago.



**Joseph P. Kalt** is Ford Foundation Professor of International Political Economy. His research focuses on exploring the economic implications and political origins of the government regulation of markets. He also heads the Harvard Project on American Indian Economic Development and is Faculty Chair of the Harvard University Native American Program, an interfaculty initiative. Mr. Kalt has published widely in the area of natural resources economics and policy. He is the author of *The Economics and Politics of Oil Price Regulation*; *Federal Policy in the Post-Embargo Era*, *Drawing the Line on Natural Gas Regulation* (with F.C. Schuller); and *What Can Tribes Do? Strategies and Institutions in American Indian Economic Development* (with Steven Cornell). Mr. Kalt received his BA from Stanford University and his MA and PhD from the University of California, Los Angeles.



**Dave Kansas** is editor of The Wall Street Journal's Money & Investing section. He oversees coverage of Wall Street, banking, markets, investing and personal finance. In addition, he occasionally writes stories for the Journal and is a guest on radio and television programs, commenting on the financial markets and investing. Mr. Kansas began his journalism career in 1987 as an engineer and a reporter at NBC Radio Network News. He later worked for New York Newsday as a reporter. He originally joined the Wall Street Journal in 1991 after completing a summer internship on the monitor desk. He was editor in chief of TheStreet.com and then rejoined the Journal in Dec. 2001 as deputy managing editor of The Wall Street Journal Online at WSJ.com. In 2006, Mr. Kansas' book, *The Wall Street Journal's Complete Money & Investing Guide* was published by Crown.



**Thomas R. Keene** is an editor-at-large for Bloomberg News. He provides economic and investment perspective to Bloomberg's various news divisions and writes the chart of the day article, available only on the BLOOMBERG PROFESSIONAL service. He features the chart on Bloomberg Television. Tom is host of "Bloomberg on the Economy" heard weekdays on the Bloomberg Radio network. He is editor of *Flying on One Engine*, *The Bloomberg Book of Master Market Economists*, *Fourteen Views on the World Economy*, published in 2005. He is a graduate of the Rochester Institute of Technology and is enrolled in courses at the London School of Economics. He is a Chartered Financial Analyst, a member of the CFA Institute and the National Association for Business Economics.



**Jon Lansner**, Immediate Past President Lansner is the Orange County Register's business columnist. He has been a business journalist since 1983. He has been with the Register for 18 years as a writer and editor in the business section. Before coming to Orange County, Mr. 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. [lansner@cox.net](mailto:lansner@cox.net)





**Michelle Leder** has been writing about personal finance and investing for the past 16 years, including 10 years spent as business reporter and later editor for daily newspapers in New York, Connecticut and Florida. A freelance journalist for the past six years, her articles have appeared in The New York Times, Inc., BusinessWeek, Business 2.0, Slate, and others. As a daily journalist, she won numerous awards, including the Society of Business Editors and Writers prestigious Best in Business award. She holds a degree in economics from Brandeis University in Waltham, MA and lives in Peekskill, NY with her husband, Scott. Financial Fine Print is her first book.



**Aaron Lucchetti** writes about exchanges and Wall Street trading for The Wall Street Journal's Money & Investing section in New York. Since starting with the Journal in 1996, he has covered a range of beats including stock and bond markets as well as mutual funds and personal finance. In recent years, his reporting on corrupt practices in the municipal-bond market helped earn the paper a New York Press Award and his writing on Google's IPO was nominated for a World Leadership Forum Award for best deals story. Mr. Lucchetti wrote about the automotive industry in Detroit as a WSJ intern in 1996 after graduating with highest honors and a Bachelor of Arts in political science from DePauw University. He currently serves on the university's media advisory board.

**Kevin Lynch** is head of strategic relationships and absolute return strategies for Verizon Investment Management Corp. Mr. Lynch is responsible for the management of Verizon's Strategic Partnership Network (SPN), a \$6.0 billion program of global balanced portfolios with six partners. He is also responsible for the management of all Absolute Return Strategies, currently a \$2.0 billion program of absolute return and cashenhanced strategies. In this capacity, Mr. Lynch oversees existing relationships, sources candidates for investment and conducts due diligence on prospective investments. Mr. Lynch has been with Verizon and its predecessor companies for 20 years.



**Gail MarksJarvis** is a personal finance columnist for the Chicago Tribune and has been named "Best Financial Columnist" by Northwestern University's Medill School of Journalism. She has been writing about investing and personal finance for eight years, and her column appears in newspapers throughout the country. She also provides commentary regularly for CLTV television, and has reported for national public radio, public television, the "Marketplace" radio program, USA Today and the St. Paul Pioneer Press. Over more than 20 years as a journalist, she has won numerous awards for business and government investigative stories and has covered everything from airlines to banking. A frequent speaker at investing and personal finance conferences and seminars, she currently serves on the board of the Society of American Business Editors and Writers and has been on the University of Minnesota Journalism School's advisory board.



**Greg McCune** is currently training editor at Reuters. Greg has 29 years of business journalism experience including 21 with Reuters. He has written and edited business news in five countries — the United States, Canada, Britain, Belgium and Australia. He was Reuters' chief correspondent in Canada (1992-1996), Washington bureau chief (1996-2000) and Chicago bureau chief (2000-2004). He was appointed Training Editor in 2004, with a key responsibility for career development and training for some 600 Reuters editorial staff in the Americas. He also serves as Reuters America coordinator for efforts to improve newsroom diversity.

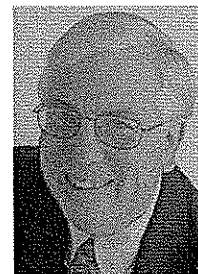


**Rich Miller** joined Bloomberg News as an Economic Correspondent in Jan. 2006. Prior to that, he covered economic issues for Business Week. He has also covered economics for USA Today and Reuters. Mr. Miller's work has included stints in Tokyo and London with Reuters. He is the author, with Akira Kojima, of "Reporting on the Global Economy: Journalists in an Interdependent World," published in 2000.



**Anne M. Mulcahy** is the Chairman and CEO of Xerox Corporation, the global leader in document management solutions with close to \$16 billion in annual revenues. Ms. Mulcahy, a 30-year veteran of Xerox, began her career selling copiers. Over the last few years, led the company through a massive transformation — reinventing Xerox into an innovative technology and services enterprise that helps businesses deploy smarter document management strategies and find better ways to work. Building on Xerox's rich heritage of social responsibility, Ms. Mulcahy ensures that the company's business decisions and actions are aligned with a clear set of corporate values.

In addition to the Xerox board, Ms. Mulcahy is a member of the boards of directors of Target Corporation and Citigroup, and is a member of The Business Council. She is also a board member of Catalyst, a nonprofit organization supporting women in business.



**Floyd Norris** is the chief financial correspondent of The New York Times and writes a weekly column for the financial section.

He was named to that post in September 1999, after spending more than a year as a member of The Editorial Board of The Times. He joined the paper in October 1988 as a financial columnist, a position he held until he joined the Editorial Board in May 1998.

Before joining The Times, Mr. Norris had been with Barron's National Business and Financial Weekly since December 1982, where he began as a staff writer and subsequently was promoted to stock market editor.



**Neil Parker** is a Chicago-based managing director for Burson-Marsteller's Media Practice. His responsibilities include development of strategic media relations campaigns and crisis and issues management programs. He is a facilitator of dozens of communications training programs every year and has worked with senior executives with Fortune 500 companies around the country. He supervises a team of media specialists who support client programs from Burson's Corporate, Brand Marketing, Healthcare and Public Affairs Practices.

Mr. Parker previously worked as news director, anchor and reporter for WXRT Radio in Chicago. He also worked as news assignment editor at WBBM-TV (CBS) in Chicago and taught news writing at Chicago's Columbia College.



**Rebecca (Becky) Quick** is co-anchor of "Squawk Box," CNBC's signature morning program. Ms. Quick is based at CNBC's global headquarters in Englewood Cliffs, N.J.

Previously, Ms. Quick, a seven-year veteran of The Wall Street Journal, covered the Wall Street beat for CNBC as part of the network's partnership with Dow Jones.

Prior to joining CNBC in February 2001, Ms. Quick spent three years working the retail and e-commerce beat at The Wall Street Journal. Before that, she covered various Internet issues ranging from online privacy to domain-name disputes.



**Rob Reuteman** has been business editor at the Rocky Mountain News since May 1997. He has been an editor at the News since 1983, working as state/regional editor, city editor and national editor. Prior to joining the News, he spent three years as city editor at the Longmont (Colo.) Daily Times-Call and two years as a reporter and city editor at the now-defunct Golden (Colo.) Daily Transcript. Mr. Reuteman is a native of Milwaukee, but has lived in the Denver-Boulder area since 1973. He has a bachelor's degree in English from the University of Wisconsin-Madison and a master's degree in journalism from the University of Colorado-Boulder, where he has also worked as an instructor. Mr. Reuteman's staff has won a variety of Best in Business awards in the section and writing categories.



As editor-at-large, **Erick Schonfeld** contributes to the editorial development of Business 2.0 magazine, writes feature stories, and puts out the daily B2Day blog, from New York. He covers both major corporations including Amazon, eBay, General Electric, Google, Microsoft, IBM, and Yahoo-and startups inventing new technologies.

Prior to Time Inc.'s acquisition of Business 2.0, Mr. Schonfeld was an editor-at-large for eCompany Now and a contributing editor for Fortune, where he wrote about technology and investing over a seven year period. In 1999, Mr. Schonfeld won the prize for best information-technology submission at London's Business Journalist of the Year Awards, and in 2001 he won the prize for best space submission at the Aerospace Journalist of the Year Awards in Paris.



**Allan Sloan**, Newsweek's Wall Street editor, has won numerous awards and honors in his 30-year business writing career. Mr. Sloan, who joined Newsweek in March of 1995, is a five-time winner of the Gerald Loeb Award, business journalism's highest honor. He has won Loeb's in three different categories in three different decades for four different employers. He also won the John Hancock Award for excellence in business and financial journalism. Mr. Sloan is a contributor to Public Radio International's "Marketplace," whose "Sloan Sessions" are broadcast on Monday mornings, and frequently appears as a commentator on the PBS television program, "Nightly Business Report." His Newsweek columns also appear in the Washington Post. In addition his Loeb and Hancock awards, Mr. Sloan's honors include being named regularly to lists of the nation's most-influential and most-respected business journalists. He was named an alumnus of the year in 1999 by the Columbia Graduate School of Journalism.



**Sreenath Sreenivasan** is a trainer and educator who works with many media organizations on new-media and convergence issues. At Columbia University's Graduate School of Journalism he is a professor and dean of students.

In addition to his classes and workshops on "Smarter Surfing," Sree, as he is universally known, does a weekly "Tech Guru" segment for WABC-TV, New York; serves as the Web Geek for Popular Science's "Geek Chorus" and writes a Web Tips column at Poynter.org.

In April 2004, he was named one of the 20 most influential South Asians in America by Newsweek.

Sree is co-founder and former president of SAJA, the South Asian Journalists Association, a group of 1,000+ South Asian journalists in New York and across the U.S. and Canada, and a co-founder and founding administrator of the Online Journalism Awards, the world's largest new media contest.



As SABEW chair, **Martha Steffens** teaches business and financial journalism, as well as organizing seminars for business journalism professionals. Ms. Steffens has taught more than 450 professional in business workshops sponsored the Southern Newspaper Publishers Assn. and SABEW. She assumed the chair in 2002, after a 30-year career in newspapers, including executive editor of the San Francisco Examiner, and earlier the Press & Sun Bulletin in Binghamton, N.Y.

Ms. Steffens' two-year economic project in Binghamton, which inspired citizens to take a proactive role in planning the community's economic future, has been studied by academics around the world. She was an editor at the Los Angeles Times business desk. She held other editing and reporting roles at the Minneapolis Star, St. Paul Pioneer Press, Orange County Register, Dayton Daily News and Evansville (Ind.) Courier.



**Kathleen Stephansen** is Head of Global Economics at Credit Suisse Securities (USA) LLC. Her research encompasses analyses of the global economic cycle and the production of the Firm's global economic forecasts. She markets the Global Economics research product to the Firm's top 100 global institutional clients. She publishes her findings in the firm's weekly publications, appears regularly in print media, TV and radio, and is frequently invited to give speeches to clients and business associations.

Prior to joining Credit Suisse in October 2000, Ms. Stephansen was a senior vice president and co-head of the economic research department in the Fixed Income Division of the Donaldson, Lufkin and Jenrette Securities Corporation. She was also the Firm's chief international economist.

Ms. Stephansen holds an undergraduate degree in economics from the Université Catholique de Louvain (Belgium) and graduate degrees in economics from the University of New Hampshire and the London School of Economics (U.K.), where she did her Ph.D. research. She has co-authored a book of economic commentary: Flying on One Engine: The Bloomberg Book of Master Market Economists (September, 2005).



**Jay Taparia**, a Chartered Financial Analyst, lectures to journalists on financial statement analysis at seminars offered by the Society of American Business Editors and Writers (SABEW), the Southern Newspaper Publishers Association (SNPA), and the American Society of Business Publication Editors (ASBPE).

Mr. Taparia has served as a senior portfolio manager at Bank One Investment Management, where he managed more than \$600 million in private client assets. While a Corporate Banker at First Chicago (now called Bank One), Jay managed a credit exposure totaling \$1 billion across the large corporate sector.

In 2000, Taparia, a registered investment advisor in the state of Illinois, founded Sanskar Investments, a money management consulting company based in downtown Chicago.



**John A. Thain** is Chief Executive Officer of the NYSE Group, Inc. He's been an officer from May 1999 through June 2003; he had been a director since 1998.

He is a member of The MIT Corporation, the Dean's Advisory Council - MIT/Sloan School of Management, INSEAD - U.S. National Advisory Board, the James Madison Council of the Library of Congress and the Federal Reserve Bank of New York's International Capital Markets Advisory Committee. He is also a member of the French-American Foundation, The Trilateral Commission, the International Advisory Board of BritishAmerican Business Inc., and the Financial Stability Forum Advisory Council, the Committee to Encourage Corporate Philanthropy, as well as a governor of the New York-Presbyterian Foundation, Inc., a trustee of New York-Presbyterian Hospital, and a General Trustee of Howard University.





**Lucas van Praag** is the Global Head of Corporate Communications for Goldman Sachs. Founded in 1869, Goldman Sachs is one of the oldest and largest investment banks in the world. The firm recently introduced a new environmental initiative that requires its employees and clients to promote environmentally friendly practices.



**Edward Wasserman**, a veteran South Florida newspaper editor and writer, is the Knight professor of journalism ethics at Washington and Lee University in Lexington, Va. Previously, Mr. Wasserman worked for news organizations in Maryland, Wyoming and New York City, was executive business editor of The Miami Herald and CEO and editor in chief of American Lawyer Media's Miami-based Daily Business Review chain. He was educated at Yale, the University of Paris and the London School of Economics.



**David Wessel**, 51, is deputy bureau chief of The Wall Street Journal's Washington bureau and writes the "Capital" column, a weekly look at the economy and forces shaping living standards around the world. He also appears frequently on CNBC and National Public Radio.

David joined The Wall Street Journal in 1984 in Boston, and moved to Washington in 1987. In 1999 and 2000, he served as the newspaper's Berlin bureau chief.

He previously worked for the Boston Globe, the Hartford (Conn.) Courant and Middletown (Conn.) Press.

David has shared two Pulitzer Prizes, one for Boston Globe stories in 1983 on the persistence of racism in Boston and the other for stories in The Wall Street Journal in 2002 on corporate wrong-doing. He is the co-author, with Wall Street Journal reporter Bob Davis, of Prosperity, a 1998 book that argues that the next 20 years will be better for the American middle class than the previous 20.



**Matthew Winkler** is editor-in-chief of Bloomberg News, a global news service he founded with Michael Bloomberg in 1990 when he joined the then eight-year-old financial information company Bloomberg L.P. Bloomberg News, which has grown to 2,000 editors and reporters in print and broadcast media in 127 bureaus throughout North America, Europe and the Far East, produces more than 5,000 stories daily on the economy, companies, governments, financial and commodity markets as well as the arts, sports, politics and policy. Mr. Winkler received the New York Financial Writers' Association 2003 Elliott V. Bell Award for making a "significant long-term contribution to the advancement of financial journalism" and he was named one of the Business News Luminaries of the Century by Mastercard/The TJFR Group. The Securities and Exchange Commission's ban on selective disclosure of corporate information, known as Reg FD, was prompted by Bloomberg News' reporting of market manipulation in the 1990s.

During the past decade, Bloomberg News has received more than 250 awards for the quality of its journalism, including: the George Polk, Gerald Loeb, Overseas Press Club, Sidney Hillman, Investigative Reporters & Editors, Society of Professional Journalists (Atlanta, Chicago, Los Angeles and New York chapters) and Society of American Business Editors and Writers. Bloomberg News is the content provider to a variety of print and broadcast media including: Markets, a monthly magazine; 350 newspapers in the U.S., Asia and Europe; Bloomberg Television and Radio, a 24-hour network reaching more than 60 million households in the U.S. and 12 countries in 8 languages.



**Dawn Wotapka Hardesty** covers commercial real estate for the Long Island Business News. She launched her career at the Raleigh News & Observer, covering night police, business and local government. She earned a master's degree in business and economic reporting from New York University. While working on that degree, she interned at Newsday twice, The Dallas Morning News and the Los Angeles Times.

## Future SABEW Conferences

### 2007 Annual Conference:

May 20-22  
Disneyland Hotel  
Anaheim, CA

### 2007 Fall Conference:

October 19-21  
Chapel Hill, NC

### 2008 Annual Conference:

April 27-29  
Wyndham Baltimore Inner Harbor  
Baltimore, MD

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