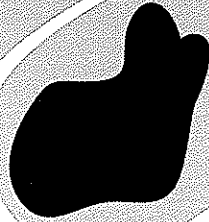


S•A•B•E•W

2007 Fall Conference

October 20-21

University of North Carolina
at Chapel Hill



Letter from the President

Welcome to SABEW's Fall Conference!

We are glad to be gathering in Chapel Hill at the University of North Carolina for a great lineup of speakers and sessions across a range of topics of keen interest to our members – and our audiences.

Few issues engender as much discussion and emotion as our nation's health care system. Countless studies and stories point to problems throughout the system, yet solutions to the inequalities in a largely employer-based insurance system remain elusive at best. Who doesn't know of a neighbor, friend or relative who is uninsured or underinsured and saddled with health care bills or who has been on the receiving end of the inefficiency rampant in the system? Debate on this issue is sure to step up as we go into an election year.

Two top executives with health care companies – David King, CEO of Laboratory Corp. of America, and J.P. Garnier, CEO of GlaxoSmithKline – will provide insights into their respective segments of the industry. A panel by The Commonwealth Fund will examine studies that argue our health care system delivers care of questionable quality more inefficiently than other industrialized nations and what those other nations are doing to get more out of their health care coverage.

The saga of Rupert Murdoch's buyout of Dow Jones & Co. and its flagship The Wall Street Journal overshadowed other major news at the Journal – its redesign and decision to push more breaking news to online. Publisher Gordon Crovitz will share details of that move at our opening session on Sunday. You'll also get to hear more about the launch of new business magazine The American by publishing director Samuel Schulman and how Consumer Reports Editor-in-Chief Kimberly Kleman views the future of consumer reporting.

These are just some of the highlights as there are panels and sessions on a number of other important topics that will give you added insights, new skills and different perspectives to help you cover the world of business.

New at this conference are a two-day program at UNC called "Business Journalism 101," and a session during the conference with top business editors who will critique your work. Both had limited participation and if you were able to take advantage of one or both, we'd like your feedback. Indeed, we would appreciate your comments on the sessions as the input helps us plan for upcoming conferences.

While you're here, take some time to enjoy the university and the town. (As a Floridian, it's a treat to enjoy the fall in such a beautiful setting.) Our thanks to the UNC School of Journalism and Mass Communication for hosting us and to SABEW Governor Chris Roush, director of the Carolina Business News Initiative at UNC, who took the lead in arranging the conference. We are sure you'll get a lot out of it.

Gail DeGeorge
SABEW President



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2007 Fall Conference Schedule

The University of North Carolina at Chapel Hill
School of Journalism and Mass Communication

Friday, Oct. 19, 2007

9 a.m. - 12 p.m.

BOARD COMMITTEE MEETINGS

Locations: Carroll 253 and 283, Carroll Hall

12 p.m. - 5 p.m.

LUNCH AND BOARD MEETING

Location: Carroll 283, Carroll Hall

9 a.m. - 4:30 p.m.

DAY TWO OF BUSINESS JOURNALISM 101

Location: Freedom Forum Conference Center, Carroll Hall

5 - 6:30 p.m.

REGISTRATION

Location: Carroll Hall Lobby

5 - 6:30 p.m.

RECEPTION

Sponsored by the School of Journalism and Mass Communication and the Kenan-Flagler Business School
Location: Halls of Fame, Carroll Hall

Saturday, Oct. 20, 2007

8 - 8:45 a.m.

REGISTRATION

Location: Carroll Hall Lobby

8 - 8:45 a.m.

BREAKFAST, EXHIBITORS

Location: Hallway outside of Carroll 143, Carroll Hall

8:45 a.m.

WELCOME

Gail DeGeorge, SABEW president and Sunday editor, South Florida Sun-Sentinel

Location: Carroll 111, Carroll Hall

9 a.m.

THE FUTURE OF HEALTH CARE

The new CEO of Laboratory Corporation of America is shaking up the health care industry by pushing his diagnostics company into new and emerging areas of health care. Hear what he has to say about health care in America, the problem of health care costs, and what personalized medicine really means.

David King, CEO, Laboratory Corporation of America Inc.

Moderator: **Gail DeGeorge**, SABEW president and Sunday editor, South Florida Sun-Sentinel

Location: Carroll 111, Carroll Hall

10 - 10:15 a.m.

Break & Visit Exhibitors

Location: Hallway outside of Carroll 143, Carroll Hall

10:15 - 11:15 a.m.

SMARTER FUND COVERAGE

Three of the top money operators in North Carolina talk about how their operations have been covered in the media, and where business journalists could do a better job.

Eugene Flood, CEO, Smith Breeden Associates Inc.; **Mike Hennessy**, managing director of investments, Morgan Creek Capital Management; and **Elliot Bossen**, chief investment officer, Silverback Asset Management

Moderator: **Gail MarksJarvis**, personal finance columnist, Chicago Tribune

Location: Carroll 111, Carroll Hall

11:15 a.m.-12:15 p.m.

CONSUMER REPORTING'S FUTURE

As the magazine with the largest subscriber base in the country, Consumer Reports wields incredible clout with companies and their products. So why don't more business media follow in its path? Editor Kimberly Kleman talks about consumer reporting's future, both at her magazine and in the rest of the industry.

Kimberly Kleman, Editor-in-Chief, Consumer Reports

Moderator: **Chris Roush**, James Shumaker Term Associate Professor, University of North Carolina at Chapel Hill

Location: Carroll 111, Carroll Hall

12:15 - 12:30 p.m.

Pick up Lunches & Visit Exhibitors

Location: Hallway outside of Carroll 143, Carroll Hall

12:30 - 1:30 p.m.

LUNCH: THE DRUG INDUSTRY AND THE MEDIA

GlaxoSmithKline's top executive discusses the myths and truths about the pharmaceutical industry. Some of those myths, he says, have come from the journalists who cover the business. Come hear his critique of business journalism.

J.P. Garnier, CEO, GlaxoSmithKline

Moderator: **Rob Reuteman**, business editor, Rocky Mountain News

Location: Carroll 111, Carroll Hall

1:30 - 2 p.m.

Break & Visit Exhibitors

Location: Hallway outside of Carroll 143, Carroll Hall

2 - 3 p.m.

THE BUSINESS OF COLLEGE SPORTS

College sports are now a multi-billion dollar business, but few business – or sports – desks cover the games on campus by focusing on the bottom line. Former college athletes in the business world, as well as the head of the Knight Commission, take a look at where College Inc. is heading.

Josh Mills, professor, Baruch College; **Hubert Davis**, former UNC player, former NBA player and currently ESPN commentator; **Eric Montross**, 1993 NCAA national champions, and former NBA player; **Amy Perko**, executive director, Knight Commission; and **Marek Fuchs**, reporter, The New York Times
Moderator: **John Sweeney**, director of sports communication program, UNC-CH

Location: Carroll 33, Carroll Hall

3- 3:15 p.m.

Break & Visit Exhibitors

Location: Hallway outside of Carroll 143, Carroll Hall

3:15 - 4:15 p.m.

COVERING ACTIVIST INVESTORS

Companies are more frequently having to address the concerns and issues of shareholders. Some of the experts in the activist investor movement talk about why they're pushing for corporate reform, and where business journalists are missing some big stories.

Roben Farzad, associate editor, BusinessWeek; **Pat McGurn**, senior vice president, Institutional Shareholder Services; **Rich Ferlauto**, director of Pension and Benefit Policy for the American Federation of State, County and Municipal Employees; and **Robert Bushman**, professor, Kenan-Flagler Business School, UNC-CH
Moderator: **Nanette Byrnes**, senior writer, BusinessWeek
Location: Carroll 33, Carroll Hall

2 - 3 p.m.

PHILLYINC: BAD ETHICS or GOOD BUSINESS?

When the Philadelphia Inquirer announced earlier this year that it would let a local bank sponsor a column on the front page of its business section, many critics cried foul. But eight months later, the column is still thriving, and the hullabaloo has died down. Is this the wave of the future for business desks? Or is it an ethical mine field?

Tony Gnoffo, business editor, Philadelphia Inquirer
Moderator: **Bernie Kohn**, business editor, Baltimore Sun

Location: Carroll 11, Carroll Hall

3:15 - 4:15 p.m.

BIZ WIRES IN THE NEW MEDIA WORLD – AND WHAT YOU CAN LEARN FROM THEM

Leading managers of the business wires talk about changes going on in their newsrooms – from how they cover stories to how that news is presented – in an engaging discussion that should provide examples for any business desk to take back to their newsroom and discuss.

Betty Wong, managing editor, Reuters America; **Kevin Noblet**, business editor, Associated Press; and **Dave Wilson**, columnist, Bloomberg News
Moderator: **Greg McCune**, training editor, Reuters
Location: Carroll 11, Carroll Hall

4:15 - 4:30 p.m.

Break & Visit Exhibitors

Location: Hallway outside of Carroll 143, Carroll Hall

4:30 - 5:30 p.m.

HEALTH CARE MARKETPLACE: THE COMMONWEALTH FUND

Recent studies argue that the American health care system delivers questionable quality, and does so inefficiently compared to systems in other industrialized countries. Join The Commonwealth Fund and panelists as they explore the relative performance of U.S. health care and discuss innovative ways other countries are getting better value for their health care dollar.

Cathy Schoen, senior vice president, The Commonwealth Fund; **Stephanie Stock**, 2007-08 Commonwealth Fund Harkness/Bosch Foundation Fellow in Health Care Policy and Practice; and **Jennifer Zelmer**, Ph.D., Vice President, Research and Analysis, Canadian Institute for Health Information

Moderator: **Gail DeGeorge**, SABEW president and Sunday editor, South Florida Sun-Sentinel

Location: Carroll 111, Carroll Hall

Sunday, Oct. 21, 2007

8 - 9 a.m.

Breakfast & Visit Exhibitors

Location: Hallway outside of Carroll 143, Carroll Hall

9 - 10 a.m.

THE OTHER NEW BUSINESS MAGAZINE

While most of the attention in the business magazine arena has focused on Conde Nast Portfolio this year, The American is also making waves. It's blazing a different trail in magazine business journalism.

Samuel Schulman, publishing director, The American

Moderator: **Chris Roush**, James Shumaker Term Associate Professor, University of North Carolina at Chapel Hill

Location: Carroll 111, Carroll Hall

10 - 11 a.m.

WHAT YOU NEED TO KNOW ABOUT SHORT SELLING

With hedge funds becoming an increasing part of daily business journalism, it's time for reporters to fully understand the intricacies and strategies behind short selling. One of the country's leading experts on short selling discusses what everyone should know – and where stories can be written.

Adam Reed, Kenan-Flagler Business School, UNC-CH

Location: Carroll 11, Carroll Hall

11 - 11:15 a.m.

Break & Visit Exhibitors

Location: Hallway outside of Carroll 143, Carroll Hall

11:15 a.m.-12:15 p.m.

THE HARDER STORY TO GET: COVERING PRIVATE COMPANIES

With private equity companies buying public companies and taking them private, a business reporter's skills in covering businesses that no longer have to file documents with the SEC are even more important. Pros from American City Business Journals newspapers talk about how they cover companies that are private.

Sougata Mukherjee, editor, Triangle Business Journal; **Joe Rauch**, business writer, Atlanta Business Chronicle; and **John Downey**, business writer, Charlotte Business Journal

Moderator: **Chris Roush**, UNC-CH

Location: Carroll 11, Carroll Hall

10 - 11 a.m.

FIVE THINGS NON-ACCOUNTANTS NEED TO KNOW

All business journalists need to know something about accounting. But the accounting rules are changing every year. An accounting expert talks about some new accounting twists you may not know about.

Doug Shackelford, Kenan-Flagler Business School, UNC-CH

Location: Carroll 33, Carroll Hall

11:15 a.m.-12:15 p.m.

IT'S NOT JUST BLOGGING: GIVING BUSINESS NEWS A BETTER ONLINE PRESENCE

Drawing readers to your business desk's web site is more than just slapping up a few blogs and publishing the URL in your section every day. These online experts provide some advice to improving business news on the Internet.

Ryan Thornburg, assistant professor, UNC-Chapel Hill, and former editor, USNews.com; **Don Wittekind**, assistant professor, UNC-Chapel Hill, and former information graphics director, The Sun-Sentinel; and **Ray Hennessey**, managing editor and director, Fox Business Network Web site

Moderator: **Mary Cornatzer**, business editor, The (Raleigh) News & Observer

Location: Carroll 33, Carroll Hall

12:15 - 12:30 p.m.

Pick up Lunches & Visit Exhibitors

Location: Hallway outside of Carroll 143, Carroll Hall

12:30 - 1:30 p.m.

LUNCH: THE WALL STREET JOURNAL REDESIGN

The biggest news out of The Wall Street Journal – beside its purchase by Rupert Murdoch – was its redesign launched earlier this year. One of the key figures behind that redesign talks about the overhaul, which included making the paper smaller and pushing more breaking news onto its web site.

Gordon Crovitz, publisher, The Wall Street Journal

Moderator: **Chris Roush**, UNC-CH

Location: Carroll 111, Carroll Hall

1:30 - 2 p.m.

Break & Visit Exhibitors

Location: Hallway outside of Carroll 143, Carroll Hall

2 - 3:30 p.m.

TRAINING AND RECRUITING IN A NEW MEDIA WORLD

With tighter newsroom budgets becoming the norm, some news managers talk about how they stretch out their training and recruiting dollars – and what they think is important to succeed in the future.

Dan Barkin, deputy managing editor, The (Raleigh) News & Observer; **Patrick Scott**, business editor, The Charlotte Observer; **Beth Hunt**, manager of editorial operations, American City Business Journals; and **Greg McCune**, training editor, Reuters America

Moderator: **Alan Wolf**, assistant business editor, The (Raleigh) News & Observer

Location: Carroll 33, Carroll Hall

3:30 p.m.

CLOSING REMARKS

Gail DeGeorge, SABEW president and Sunday editor, South Florida Sun-Sentinel

Location: Carroll 111, Carroll Hall

Exhibitors:

- Donald W. Reynolds Center for Business Journalism
- Treasury Direct

Sponsors:

- Donald W. Reynolds Center for Business Journalism
- School of Journalism and Mass Communication, University of North Carolina at Chapel Hill

Special Thanks:

SABEW also thanks SABEW Chair and Professor of Business Journalism, Marty Steffens, for her generous contribution of 10 scholarships, and UNC Kenan-Flagler Business School for its full scholarship to this year's conference.

2 - 3:30 p.m.

GET YOUR STORIES CRITIQUED BY THE BEST*

Journalists should always strive to become better writers and reporters. Some of the business journalists at the top of their game provide 15-minute critiques to your stories.

Diana Henriques, business reporter, The New York Times; **Becky Bisbee**, business editor, Seattle Times; **Bernie Kohn**, assistant managing editor, business, The Baltimore Sun; and **John Corrigan**, deputy business editor, The Los Angeles Times

* Must send in stories before event to receive critique.

Location: Carroll 11, Carroll Hall

S • A • B • E • W

Speaker Biographies

Dan Barkin, deputy managing editor, The (Raleigh) News & Observer

Dan Barkin is deputy managing editor of The News & Observer for reader participation and information. If you have 20 minutes he can explain what that title means. He has a bachelor's degree in business administration from Old Dominion University, and a master's degree in journalism from the University of Maryland at College Park. He joined the N&O in 1996 as business editor and became a deputy managing editor in 2000. He has also worked as an assistant business editor at the Baltimore Sun and previously worked at The Virginian-Pilot in Norfolk, the Carroll County Times in Maryland, the York (Pa.) Dispatch and the Martinsville (Va.) Bulletin. He began as a reporter working on a manual typewriter, and now has a blog at <http://share.triangle.com> and a Saturday column in the N&O's local section. He and his wife, Katherine, have two children, George, a freshman at N.C. State and Hilary, a senior at UNC Chapel Hill. In his spare time, he follows the Boston Red Sox pitch-by-pitch on mlb.com.



Becky Bisbee, business editor, Seattle Times

Becky Bisbee's business journalism career spans back more than a decade, when she was business editor at The Modesto Bee. She has edited the Society of American Business Editors and Writers newsletter, The Business Journalist, since 2003 and has served on the board's executive committee. While the business editor at the Austin American-Statesman, she organized SABEW's Technology Conference in 1998. She also organized the 42nd Annual Conference in May 2005 in Seattle. She is a 1979 graduate of the journalism school at the University of Maryland, College Park.

Elliot Bossen, chief investment officer, Silverback Asset Management

Elliot Bossen has more than 20 years of investing experience in convertible bond arbitrage strategies, and demonstrated expertise in growing investment teams. Bossen leads a team of five investment professionals, in addition to Andrew Chacos, chief operating officer, and is one of the founders of Chapel Hill-based Silverback Asset Management. He is the sole managing member of Silverback, which last November formed a partnership with Bahrain-based Investcorp to run a single manager hedge fund.



Robert Bushman, professor, Kenan-Flagler Business School, UNC- Chapel Hill

Robert Bushman is the Forensic Accounting Distinguished Professor at UNC's Kenan-Flagler Business School. He teaches corporate governance, financial accounting and structuring complex deals. Bushman spent 11 years as a member of the faculty at the University of Chicago's Graduate School of Business. An award-winning teacher at both Chicago and UNC Kenan-Flagler, he has taught executive programs for Andersen Consulting and GlaxoSmithKline and has spoken to numerous groups of executives. He received a Ph.D from the University of Minnesota and a B.B.A. in accounting from Ohio University. He has been a certified public accountant since 1975.

Nanette Byrnes, senior writer, BusinessWeek

Nanette Byrnes has been a senior writer at BusinessWeek since March 2003 and was previously associate editor and Corporations department editor. Byrnes has contributed to articles on the Enron scandal and Tyco, as well as the SEC fight with the accounting profession in 2000. She has made numerous television and radio appearances, including interviews with CNN and CNBC. Before BusinessWeek, Byrnes was a staff writer at Smart Money. Prior to that, she was a finance correspondent in BusinessWeek's Los Angeles bureau and a staff writer for Financial World. Byrnes received the Deadline Club Award for Excellence in Business Reporting and, together with David Henry, won the Gerald Loeb Award for Distinguished Business and Financial Journalism. She holds a bachelor's degree from Johns Hopkins University.



Mary Cornatzer, business editor, The (Raleigh) News & Observer

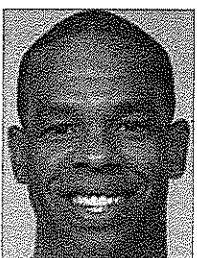
Mary Cornatzer has spent her entire journalism career at The News & Observer, a paper she joined after graduating from the University of North Carolina at Chapel Hill. She held a number of positions at the paper, including rock music critic and assistant features editor, before becoming business editor in 2002.

**John Corrigan, deputy business editor, The Los Angeles Times**

John Corrigan became deputy business editor earlier this year after serving as the paper's financial editor, which involved leading a team of six reporters in Los Angeles, New York and Washington, D.C., who cover Wall Street, the Securities and Exchange Commission, corporate crime and personal finance. He was project editor for "The Wal-Mart Effect," the Times' series that won the Pulitzer Prize for national reporting in 2004. He has worked at the Times since 1999, where he has overseen stories including Enron, the supermarket strike and the labor crisis at West Coast ports. More recently, he has overseen the paper's coverage of alleged predatory lending tactics by Orange County-based Ameriquest Mortgage Co. Before joining the Times, Corrigan was an editor in the business section at the Orange County Register. Previous positions include managing editor of the Los Angeles Business Journal and city editor of the Los Angeles Daily News. Corrigan received a bachelor's degree in Communications Arts and Political Science from Loyola Marymount University in Los Angeles, and a second bachelor's degree in Journalism from California State University Northridge.

Gordon Crovitz, publisher, The Wall Street Journal

Gordon Crovitz is publisher, The Wall Street Journal, executive vice president of Dow Jones & Co., and president of the company's Consumer Media Group. He is responsible for the company's media operations serving consumers, including The Wall Street Journal, Wall Street Journal Online, Barron's and Barron's Online, MarketWatch and the company's other web properties as well as television, video and audio, and the company's SmartMoney and Vedomosti joint ventures. He is a member of the Dow Jones executive committee.

**Hubert Davis, former UNC and NBA player, and current ESPN commentator**

Hubert Davis was selected with the 20th overall pick in the 1992 NBA Draft by the New York Knicks. He remained with them for four years until he was traded to the Toronto Raptors prior to the 1996-97 season. He also spent time with the Dallas Mavericks, Washington Wizards, Detroit Pistons and New Jersey Nets. His final NBA game was in 2004 and he holds career averages of 8.2 points, 1.5 rebounds and 1.7 assists per game. Both in college and in the NBA, he was known for his accurate three-point shot. At UNC, Davis averaged 21.4 points per game in the 1991-92 season. That was the highest single-season scoring average of any player to play under coach Dean Smith. He is one of only four players to average more than 20 points per game under Smith (the others being Michael Jordan, Phil Ford, and Brad Daugherty). Davis is now a color analyst for ESPN's college basketball broadcasts and appears on College GameDay. He also runs a basketball camp through the Chapel Hill-Carrboro YMCA.

Gail DeGeorge, SABEW president and Sunday Editor, South Florida Sun-Sentinel

Gail DeGeorge is the Sun-Sentinel's Sunday editor, but before that was business editor for nine years. She was responsible for directing the coverage of South Florida's business community by a staff of ten reporters, four assistant editors and an editorial assistant. Prior to joining the Sun-Sentinel, DeGeorge served as the bureau chief for BusinessWeek magazine's Miami office, responsible for covering Florida, the Caribbean and parts of Latin America. She started her career as a business journalist at the Sun-Sentinel in 1982 and worked as a business reporter for the Miami Herald before joining BusinessWeek in 1987. She is a native of Detroit and holds a bachelor's degree in journalism with a minor in economics from Oakland University in Rochester, Mich. She is also the author of "The Making of a Blockbuster: How H. Wayne Huizenga Built a Sports and Entertainment Empire from Trash, Grit and Videotape," published in 1996 by John Wiley & Sons.

**John Downey, business writer, Charlotte Business Journal**

John Downey, 52, has worked as a newspaper reporter or editor for 31 years. He began business reporting in 1995, going to work for the now defunct Triad Business News. Since 1998, he has worked for American City Business Journals, first at The Business Journal of the Greater Triad and then The Charlotte Business Journal. He has covered tobacco, banking, health care, media, community development and law firms. His current beats are utilities, public companies and courts.

Roben Farzad, associate editor, BusinessWeek

Roben Farzad is an associate editor with BusinessWeek, based in New York. Prior to joining the magazine in September 2005, he was a Reston reporting fellow at the New York Times, after receiving his MBA from Harvard Business School. Previously he was at SmartMoney, covering Wall Street, media and telecoms. A graduate of Princeton University, he began his career at the Goldman Sachs wealth management division where he swilled the late '90s market Kool Aid. (He still nurses a hangover.) He also has written for the Boston Globe and Wall Street Journal, and has appeared as a commentator on CNBC, CNN and NPR. He is into ecology, RC Cola and anything Miami.

**Richard Ferlauto, director of Pension and Benefit Policy, AFSCME**

Richard Ferlauto is the director of pension and benefit policy for the American Federation of State, County and Municipal Employees (AFSCME), where he represents public employee interests in public retirement and benefit systems. AFSCME represents more than 1.4 million public sector workers in 48 states and the District of Columbia and Puerto Rico. AFSCME members have more than \$1 trillion in assets as participants in more than 150 public pension systems. Prior to joining AFSCME, Ferlauto was the managing director of Proxy Voter Services/ISS, which provides proxy advisory services to Taft-Hartley and public fund plan sponsors. Ferlauto also was a consultant with the AFL-CIO where he helped launch the Office of Investment and its corporate governance program. He is a well-known speaker and commentator on corporate governance issues appearing before such groups as the International Foundation for Employee Benefit Plans, the National Association of State Treasurers, the Practising Law Institute and the National Directors Forum. He has been featured in Institutional Investor magazine and as a commentator on CNBC, Bloomberg TV and the Nightly Business Report.

Eugene Flood, CEO, Smith Breeden Associates Inc.

Eugene Flood is the president and CEO of Smith Breeden Associates. Prior to joining Smith Breeden in January 2000, he was a portfolio manager in Morgan Stanley Asset Management. Flood, who had been with Morgan Stanley since 1987, has traded a broad spectrum of instruments including fixed income, equities, foreign exchange and commodities. Before joining Morgan Stanley, Flood was on the faculty of Stanford University's Graduate School of Business where he taught finance. In addition, Flood has worked as a consultant for a variety of private sector companies and government agencies. Dr. Flood currently serves on the Massachusetts Institute of Technology's Visiting Committee for the Economics Department and the Dean's Advisory Committee for M.I.T.'s Sloan School of Management. He is also on the Board of Visitors for the University of North Carolina at Chapel Hill and the Duke University Fuqua School of Business, and is on the Board of Trustees of CREF and its affiliated funds. Flood is a frequent guest on nationally televised business shows including CNBC's Squawk Box and Business Center shows and Bloomberg TV. Flood is frequently quoted in business periodicals including the New York Times, Pensions & Investments and Fortune Magazine. Flood has a Ph.D. in economics from the Massachusetts Institute of Technology and a B.A. in economics from Harvard University.

**Marek Fuchs, reporter, The New York Times**

Marek Fuchs was a stockbroker for Shearson Lehman Brothers and an independent money manager before becoming a journalist who wrote The New York Times' "County Lines" column for six years. He currently does back-up beat coverage of The New York Knicks for the paper's Sports section and also covers other professional and collegiate sports. He has contributed frequently to many of the Times' other sections,

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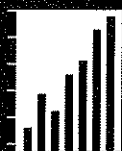
To find out more, go to <http://www.businessjournalism.org/reynoldsscholarships/>

Internships in Business Journalism for Summer 2008

Publications and process explained at <http://www.businessjournalism.org/2008internships/>

"There is business in every story. Professors and students can be leaders in assuring it is explained well."

-Andrew Leckey, Director, Reynolds Center



Donald W. Reynolds
**National Center
for Business Journalism**

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Donald W. Reynolds Foundation.

including National, Metro, Escapes, Real Estate, Arts & Leisure, Travel, Money & Business, Circuits and the Op-Ed Page. In addition, Fuchs writes "The Business Press Maven" column for TheStreet.com, on how business and finance are covered by the media. For his work on that column he was recently named the nation's best critic of business journalism by the University of North Carolina's School of Journalism and Mass Communication. Fuchs was formerly editor-in-chief of Fertilemind.net, a financial website twice named "Best of the Web" by Forbes Magazine. He wrote a chapter for a book, *Over the Hill and Between the Sheets* (Springboard Press, a Warner Book) due out in 2007. Fuchs is currently writing another book, *The Business of Guilt* (Skyhorse), due out in 2008. It is about a murder case he covered for The New York Times that involved a Kansas bible college, Harvard Business School and the boardrooms of corporate America.

J.P. Garnier, chief executive officer, GlaxoSmithKline

Garnier is chief executive officer of GlaxoSmithKline. He assumed this role in January 2001 with the merger of SmithKline Beecham and Glaxo Wellcome. He joined SmithKline Beecham in 1990 as president of its pharmaceutical business in North America and served as chairman, pharmaceuticals from 1994 until his appointment as chief operating officer in 1995. He was elected to the company's board of directors in 1992. He became chief executive officer of SmithKline Beecham in April 2000. Prior to SmithKline Beecham, Garnier served as president of Schering-Plough's U.S. business. During his 15 years at Schering, he held various management positions, including general manager of several overseas subsidiaries. In 1983, he joined the U.S. pharmaceutical products division serving as vice president of marketing. He was then named senior vice president and general manager of the OTC business and assumed responsibility for sales and marketing for the U.S. prescription business prior to becoming president.



Tony Gnoffo, business editor, Philadelphia Inquirer

Tony Gnoffo became business editor of the Philadelphia Inquirer in January 2007. Before that, he served as the deputy business editor for 14 years. Before becoming an editor, Gnoffo devoted his talents to the cable/telecom beat as a reporter with primary responsibility for covering Comcast Corp. He also volunteered for hurricane duty, roughing it in the Katrina zone for our sister paper in Biloxi. He has reported from Trenton, edited in Cherry Hill, and ran the paper's Chester County Bureau. Gnoffo honed his leadership skill as a senior editor for the start of the Online Newsdesk and as the first editor of the tech.life section of The Inquirer, one of first and best all-technology sections during the dot-com boom.



Ray Hennessey, managing editor and director, Fox Business Channel website

Ray Hennessey is managing editor and director for the Fox Business Channel website. Before joining Fox, he was editor of SmartMoney.com, Hennessey was news editor at Dow Jones Newswires, managing the wire's personal finance and fund-industry coverage. During his tenure, Hennessey led the team of reporters that won the Society of American Business Editors and Writers 2003 Best in Business award for coverage of the mutual-fund industry's market-timing scandal. He was also part of a team of reporters that won SABEW's 2000 Best in Business award for coverage of Time Warner's acquisition of America Online. Since joining Dow Jones & Co. in 1998, Hennessey has held several positions across a variety of media. He appeared daily on CNBC's Power Lunch as co-presenter of the CNBC/Dow Jones Halftime Report, and was the regular guest host of CNBC's Wake Up Call morning program. Hennessey also wrote the IPO Outlook column for The Wall Street Journal from 1999 through 2004, and was a regular contributor to several other business publications.



Mike Hennessy, managing director of investments, Morgan Creek Capital Management

Mike Hennessy is a co-founder and managing director at Morgan Creek Capital Management. Morgan Creek provides investment services based on the University Endowment model of investment management. It does so on behalf of families, endowments, foundations and other institutional investors through advisory relationships, proprietary discretionary products, and through commingled vehicles formed in joint venture partnerships with Tiger Management, Salient Partners, and Hatteras Partners. Total assets are \$3.5 billion. Prior to joining Morgan Creek in 2004, He was vice president and co-founder of UNC Management Co. (University of North Carolina at Chapel Hill). Prior to joining UNC in 1999, Hennessy was an investment director at Duke Management Company (Duke University). Before joining Duke in 1991, Hennessy was an associate at Smith Breeden Associates, a quantitative investment management firm with offices in Chapel Hill, N.C., and Boulder, Colo. Hennessy received his M.B.A. with a concentration in finance from the Fuqua School of Business at Duke University, and holds a B.S. in philosophy, psychology and mathematics from the College of William and Mary in Williamsburg, Va. Hennessy is treasurer of Duke University Federal Credit Union, a member of the Carolina Friends School Investment Committee and Carolina Friends School Board of Trustees, and a member of the College of William & Mary Foundation Board of Trustees and Investment Committee.



Diana Henriques, investigative business reporter, The New York Times

Diana B. Henriques joined The New York Times in October 1989 as a financial reporter. Before that, from July 1986, she was a writer for Barron's National Business and Financial Weekly, a Dow Jones publication. Since joining The Times, she has specialized in reporting on financial fraud, white-collar crime and corporate governance issues. After the Sept. 11 terrorist attacks, Henriques worked with the metro reporter David Barstow, covering the management of billions of dollars in charity and victim assistance as part of the paper's award-winning section "A Nation Challenged," and chronicling the fate of Cantor Fitzgerald, the Wall Street firm that suffered the largest death toll in the attacks. She was a member of The Times reporting team that was a Pulitzer finalist in 2003 for its coverage of the business scandals of the previous year. She was also a member of the reporting team that won the 1999 Gerald Loeb Award for deadline reporting, in the large newspaper division, for coverage of the near-collapse of Longterm Capital Management, a hedge fund whose troubles rocked the financial markets in September 1998.

Beth Hunt, manager of editorial operations, American City Business Journals

Beth Hunt became manager of editorial operations for Charlotte-based American City Business Journals last year, leaving her job as editor of the Washington Business Journal, one of the company's 42 weekly business newspapers. Hunt, who had been editor of the paper for seven years, is now in charge of developing and implementing new content initiatives and editorial training programs, aid recruitment efforts and work on legal issues for the company. She previously worked at the company's papers in Orlando, Fla., and Austin, Texas. She is a graduate of the University of Florida.



David King, CEO, Laboratory Corporation of America

David King became chief executive officer of Laboratory Corporation of America in 2006. King, who joined LabCorp in 2001 after working for the international testing services provider as outside counsel, was previously chief operating officer. He has been COO and executive vice president since 2005. His first position with the company was general counsel and chief compliance officer. King is also a member of LabCorp's board on directors. He previously was a federal prosecutor in the Baltimore area and worked as a lawyer for the Baltimore-based law firm Hogan & Hartson. He has a bachelor's degree from Princeton University and a law degree from the University of Pennsylvania. After graduating from Princeton, King taught for several years.



Kimberly Kleman, editor in chief, Consumer Reports

Kimberly Kleman became Consumer Reports' editor in chief earlier this year, and she is also second in command at the editorial division of Consumers Union, a nonprofit company that publishes the magazine as well as books and newsletters. Kleman has been at the magazine for a decade. Before becoming editor, she was deputy editorial director, and she helped the magazine win a National Magazine Award and a National Press Club Award. She was also managing editor. She previously worked at the St. Petersburg Times. She is a graduate of the University of North Carolina at Chapel Hill.



Bernie Kohn, assistant managing editor, business, The Baltimore Sun

Bernie Kohn is assistant managing editor-business of The Baltimore Sun. Previously he was with The Washington Post as night business editor. Before that he spent three years as business editor at the Tampa Tribune. His Tampa staff received honors in the SABEW Best in Business contest each year. Before moving to Tampa, Kohn was a business reporter at the Charlotte Observer and The Pittsburgh Press for 10 years, primarily covering the airline industry. He was also a night metro editor in Charlotte. He has won numerous regional and state business writing awards and was a Gerald Loeb Awards finalist in 1991 for a story showing how the owner of a former asbestos manufacturer had stripped the company's assets before putting it into bankruptcy. The move left little or nothing for asbestos claimants. Kohn is a graduate of Ball State University, where he was one of the original founders of an annual scholarship for students intending to go into print reporting. He is married and has two sons—Joshua and Jacob.



Gail MarksJarvis, personal finance columnist, Chicago Tribune

Gail MarksJarvis is one of the nation's most respected personal finance columnists. Her Chicago Tribune columns reach millions of readers in leading metropolitan newspapers throughout the U.S. She has been named "Best Financial Columnist" by Northwestern University's Medill School of Journalism, and has received 17 other journalism awards for her work, including a National Clarion Award for human rights reporting. In addition to writing weekly columns, MarksJarvis delivers advice on personal finance, investing, business and financial markets in speeches and on television and radio. She has been a reporter for National Public Radio's "Marketplace," and has provided analysis on "Talk of the Nation," "Sound Money," public television, and ABC, NBC, and CBS affiliates. In Chicago, she is heard regularly on CLTV and is a guest on WGN radio. Prior to starting her personal finance columns, she spent a decade covering business, won the nation's top award for airline reporting, and wrote for publications ranging from USA Today to the St. Paul Pioneer Press.



**Greg McCune, training editor, Reuters**

Greg McCune has been a SABEW board member for four years and served as its Best in Business contest co-chair. During his tenure as co-chair the contest has grown significantly, added a columnist category, and moved to online registration. He 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.

Patrick McGurn, executive vice president & special counsel, Institutional Shareholder Services

Patrick McGurn is executive vice president and special counsel at Institutional Shareholder Services (ISS). Considered by industry constituents to be one of the leading experts on corporate governance issues, he is active on the nationwide speaking circuit and plays an integral role in ISS' policy development. Prior to joining ISS in April 1996, McGurn was director of the Corporate Governance Service at the Investor Responsibility Research Center (IRRC), a not-for-profit firm that provides governance research to investors. He also served as a private attorney, a congressional staff member and a department head at the Republican National Committee. McGurn is frequently cited by business publications such as The Wall Street Journal and BusinessWeek. He has appeared on ABC World News Tonight, Bloomberg Radio and TV, BBC Radio, CBS Evening News, CNBC, CNN, Marketplace, NBC Nightly News, Nightly Business Report, National Public Radio, Tech TV and ABC's This Week. McGurn is a graduate of Duke University and the Georgetown University Law Center. He is a member of the bar in California, the District of Columbia, Maryland and the U.S. Virgin Islands. He serves on the advisory board of the National Association of Corporate Directors and was a member of the NACD's 2001 Blue Ribbon Commission on Board Evaluations.

**Josh Mills, professor, Baruch College**

Josh Mills has worked as a journalist for more than 35 years, including a decade at The New York Times as an editor and reporter. He has also worked as a reporter or editor at the Newark (N.J.) Star Ledger, The Associated Press, The New York Post, the New York Daily News, Newsday and Bloomberg News. He has written on a wide variety of subjects for Esquire, Rolling Stone, The Village Voice, New York, TV Guide, Stereo Review, Columbia Journalism Review and other publications. Professor Mills has long been involved in training journalists. He is a governor of the Society of American Business Editors and Writers and the chair of its training committee, as well as a member of its Internet committee. He is also a member of the board of advisers of the Donald W. Reynolds National Center for Business Journalism and leads Reynolds workshops in cities around the country. He has served as a governor of the New York Financial Writers Association, and for many years ran copyediting programs for the Dow Jones Newspaper Fund. More recently he served as the U.S. director of the Bertelsmann Summer Academy, a training program for German business journalists.

Eric Montross, former University of North Carolina at Chapel Hill and NBA player

Eric Montross was part of the Tar Heel team that won the NCAA Championship against Michigan in 1993. Montross was selected by the Boston Celtics with the ninth overall pick in the 1994 NBA Draft. During his first year in the NBA, he averaged 10 points per game, and was selected to the 1995 Rookie All-Star Game and named to the NBA All-Rookie 2nd Team. During his career in the NBA, Eric played with the Celtics, Dallas Mavericks, New Jersey Nets, Philadelphia 76ers, Detroit Pistons and the Toronto Raptors. Montross announced his retirement on Aug. 26, 2003, due to a foot injury and was waived by the Raptors in February 2004. During his career, Montross averaged 4.9 points, 4.6 rebounds, 0.7 blocks and 0.4 assists per game. He played in 465 games and started 263. Montross is currently is a commentator for the UNC Tar Heels basketball team. He started the Eric Montross Father's Day Basketball Camp in 1995. He started the camp in memory of Jason Clark, a cancer patient at the NC Children's Hospital. Jason lost his battle with cancer less than a year after he and Montross met. Since the camp's inception, more than \$600,000 has been raised to benefit the North Carolina Children's Hospital.

**Sougata Mukherjee, editor, Triangle Business Journal**

Sougata Mukherjee has spent more than a dozen years with American City Business Journals. Born in India, he earned a business degree from St. Xavier University in Calcutta. He moved to the United States in 1986 to help an uncle run a retail store in Houston, which he "absolutely hated." He decided to get a master's degree in journalism at the University of Mississippi, and then had daily newspaper jobs at the Beaumont Enterprise in Texas and the Jackson Sun in Tennessee. His first job for ACBJ was as a senior writer at the Triangle Business Journal, and he later started the company's Washington, D.C., bureau, which covers government news from a small business perspective.

Kevin Noblet, business editor, Associated Press

Kevin Noblet oversees an expanding business and financial news operation at the world's largest news agency. Previously, he was AP's deputy business editor and before that, deputy international editor, helping direct coverage that won two Pulitzer Prizes. A native of Stamford, Conn., he has been a journalist for 30 years, working first for newspapers in Connecticut and then as a foreign correspondent for AP in South America and the Caribbean. He is a graduate of Concordia College in Bronxville and was a 1990-91 Nieman Fellow at Harvard University, where he studied global economics and religion. He also was the Scripps-Howard Visiting Professional at Ohio University's School of Journalism for 1999-2000. He and his wife, who is a first-grade teacher, have two children: a daughter born in Argentina who is studying economics and political science; and a son born in Chile who is practicing to be Che Guevara.

**Amy Perko, executive director, Knight Commission**

Amy Perko became executive director of the Knight Commission in July 2005. Throughout her career, she has been involved with sports, primarily college athletics. Perko was a William Louis Poteat scholar at Wake Forest where she graduated summa cum laude in 1987 with a degree in history. As a member of the women's basketball team, Perko was named to the Academic All-America team three times and earned All-ACC honors twice. She was named the university's female athlete of the year in 1987. She was inducted into the Wake Forest Hall of Fame in 2000, and was honored as a Legend of ACC Women's Basketball in 2005.

Joe Rauch, business writer, Atlanta Business Chronicle

Joe Rauch covers banking and private equity for the Atlanta Business Chronicle, an American City Business Journals newspaper, since August 2006. Before working in Atlanta, he worked for its Jacksonville Business Journal newspaper in Florida, where he covered the bankruptcy of Winn-Dixie, among other stories, from February 2005 to August 2006. He is a journalism graduate from the University of North Carolina at Chapel Hill, where he took Chris Roush's "Economics Reporting" class.

**Adam Reed, professor, University of North Carolina at Chapel Hill**

Adam Reed researches short selling, equity lending, capital markets and mutual funds. He teaches the core finance class in the MBA Program. His research has been published in the Journal of Finance and the Journal of Financial Economics, and it has been cited in The Wall Street Journal and The New York Times. He worked as a research assistant for the Board of Governors of the Federal Reserve System. Reed came to UNC Kenan-Flagler from Wharton, where he developed an executive education course in corporate finance for executives from the Toyota Corp. He received his PhD and master's degree in finance from the University of Pennsylvania and his BA in applied mathematics and economics from the University of California at Berkeley.

Chris Roush, James Shumaker term associate professor, University of North Carolina at Chapel Hill

Chris Roush teaches economics reporting and business reporting at the UNC-Chapel Hill School of Journalism and Mass Communication and is the faculty advisor for the workshop. He is the director of the School's Carolina Business News Initiative, which is aimed at improving the quality of business reporting and editing in North Carolina. Roush worked as a business reporter for The Sarasota Herald-Tribune, The Tampa Tribune and The Atlanta Journal-Constitution, for BusinessWeek in its Connecticut bureau and for Bloomberg News in its Atlanta bureau. Roush was nominated for a Pulitzer Prize for his coverage of the insurance industry in the aftermath of Hurricane Andrew while he was at the Tribune. He is the author of "Profits and Losses: Business Journalism and Its Role in Society" and the textbook, "Show Me the Money: Writing Business and Economics Stories for Mass Communication." Roush received an M.A. from the University of Florida and a B.A. from Auburn University.

**Cathy Schoen, senior vice president, The Commonwealth Fund**

Cathy Schoen is senior vice president at The Commonwealth Fund. She is a member of the Fund's executive management team and research director of the Fund's Commission on a High Performance Health System. Her work includes strategic oversight and management of surveys, research and policy initiatives to track health system performance. From 1998 through 2005, she directed the Fund's Task Force on the Future of Health Insurance. Prior to joining the Fund in 1995, Schoen taught health economics at the University of Massachusetts' School of Public Health and directed special projects at the UMass Labor Relations and Research Center. During the 1980s, she directed the Service Employees International Union's research and policy department. In the late 1970s, she was on the staff of President Carter's national health insurance task force, where she oversaw analysis and policy development. Prior to federal service, she was a research fellow at the Brookings Institution in Washington, D.C. She has authored numerous publications on health policy issues, insurance, and national/international health system performance (including a 2006 National Scorecard on U.S. Health System Performance published in Health Affairs) and co-authored the book Health and the War on Poverty. She holds an undergraduate degree in economics from Smith College and a graduate degree in economics from Boston College.



Samuel Schulman, publishing director, The American

Sam Schulman has been a publishing and direct marketing entrepreneur, an investment banker, a writer and editor, and a professor. He is the publishing director of The American, which he co-founded in 2006 with James K. Glassman. He is a managing director at DeSilva & Phillips, media investment bankers, in New York. He was a co-founder and the publisher of Wigwag magazine (1989-1991), the magazine founded by young editors from The New Yorker, among the founding group and circulation director/associate publisher of New England Monthly (founded in 1983) and marketing director of Lingua Franca, the magazine for professors. All of these dead magazines won or were nominated for National Magazine Awards for General Excellence. He was also publisher of European Media Business & Finance (London) and, in partnership with Time Inc., founder of SmartMove magazine. He has consulted on marketing, launches and general management for scores of magazines, publishers, and Internet companies, including Tango, Columbia Journalism Review, Legal Affairs and many others. Marketing firms he controlled have launched over 100 affinity-marketing programs for such clients as Condé Nast, HachetteFilipacchi, Cahners, Disney, Time Warner, Harlequin Books and Autobyte.com. His column, Hamlet, ran in the New York Press, and he publishes frequently in The Wall Street Journal, Commentary and The Spectator (London). As an academic, he was a member of the English departments of Yale, Boston University and M.I.T. A Chicago native, Sam is a graduate of Bennington College (where he was in the first class of boys) and was a graduate student in the Romantic poetry at Balliol College, Oxford and Yale University, from which he received his Ph.D.

Patrick Scott, business editor, The Charlotte Observer

Patrick Scott is business editor of The Charlotte Observer, where he leads a department of 12 journalists and focuses the staff on watchdog reporting. A former bartender, Scott learned the ropes as a correspondent for the Philadelphia Inquirer before becoming a reporter for The Observer in 1991. He was an editor in the regional and metro departments before joining the business desk in 2001. Since 2002, the paper has won 10 SABEW awards. He is a native of Scranton, Pa., and a graduate of Temple University.



Doug Shackelford, professor, Kenan-Flagler Business School, University of North Carolina at Chapel Hill

Doug Shackelford is the Meade H. Willis Distinguished Professor of Taxation and director of the UNC Tax Center. His research and teaching address taxes and business strategy. Current areas of interest include the effects of shareholder taxes on equity prices, the taxation of multinationals and the disclosure of corporate tax information. He has published widely in accounting, economics and finance journals. Shackelford is the senior associate dean for academic affairs, and research associate in public economics at the National Bureau of Economic Research in Cambridge, Mass. He has held visiting faculty positions at Stanford University and Universiteit Maastricht in the Netherlands. A CPA, he was a senior tax consultant with Arthur Andersen in Boston and Greensboro from 1981-85. He received his PhD from the University of Michigan and his B.S. from UNC-Chapel Hill.

Stephanie Stock, 2007-08 Commonwealth Fund Harkness/Bosch Foundation Fellow in Health Care Policy and Practice

Stephanie Stock is an assistant professor and research fellow in the University of Cologne Medical School, where her focus is on disease management, improvement of access to and quality of care for chronically ill, patient guidelines, health care financing, functioning and role of the risk compensation system in the statutory health insurance, cost-of-illness studies, and health care systems research. She co-authored 6 books and written over 20 book chapters and over 30 peer-reviewed articles, published in journals such as Health Affairs, Health Policy, and Diabetic Management, and was the lead author in drafting the guidelines for the German Disease Management program introduced in 2003. Stock holds a degree in health economics from the European Business School at Oestrich-Winkel and a medical degree from Albert Einstein University at Ulm. Stock spent a year studying at Tufts Medical School in Boston, Mass. and time conducting research at the National Center for Quality Assurance in Washington D.C.



John Sweeney, professor, University of North Carolina at Chapel Hill

John Sweeney is a distinguished professor at the School of Journalism and Mass Communication at UNC-Chapel Hill. He is head of the advertising sequence in the School and director of the new Sports Communication Program. Professor Sweeney has developed and taught numerous undergraduate courses at UNC-CH. He has won 10 teaching awards during his tenure and has taught workshops on advertising creativity for companies as diverse as IBM, the Martin Agency and Aetna Insurance. Before his university career, Sweeney was an associate creative director at Foote, Cone & Belding in Chicago. He has built on his experience in industry with consulting and can claim professional experience on more than 40 national brands in all facets of marketing and advertising. This experience includes promotional work tied to the Olympics, National Basketball Association and the NCAA.

Ryan Thornburg, assistant professor, University of North Carolina at Chapel Hill

Ryan Thornburg joined the School of Journalism and Mass Communication in July as an assistant professor. He previously was managing editor of www.usnews.com for US News & World Report and before that was managing editor of www.cq.com for Congressional Quarterly. Before that, he was political editor of www.washingtonpost.com. He received a bachelor's degree from the University of North Carolina at Chapel Hill and a master's degree from George Washington University. This semester, he's teaching a course on online writing and editing.



David Wilson, stock-market columnist and editor, Bloomberg News

David Wilson has been with Bloomberg News since 1990, the news service's first year. He works as a stock-market columnist and editor and appears daily on Bloomberg Radio. Wilson previously was managing editor for global stock markets, global training editor, bureau chief in New York and Princeton, and a stock reporter. He co-authored "The Bloomberg Way," an in-house guide to business and financial journalism. Before joining Bloomberg, Wilson worked for eight years at Dow Jones. He started at the News/Retrieval interactive service and spent the last three years as the Dow Jones News Service's stock reporter. Wilson received a bachelor's degree from Monmouth University, where he now serves on the Communication Council, and an MBA degree from Rider University. His wife, Sandy Gonzalez, is an editor at Bloomberg and a former SABEW governor.

Don Wittekind, assistant professor, University of North Carolina at Chapel Hill, and former information graphics director, The Sun-Sentinel

Don Wittekind is an assistant professor in the visual communication sequence. Before making the move to teaching, he spent 10 years as informational graphics director at the South Florida Sun-Sentinel, where he led the creation of the first newspaper-based multimedia graphics department. Under his direction, the Sun-Sentinel created its first interactive project in December of 1996 and continued as an industry leader throughout his tenure. Wittekind's work has been honored with top honors by the Newspaper Association of America, Editor & Publisher, the Online News Association and the SND.ies. His professional activities are centered on Swarm Interactive, a company he co-founded in 1998. Swarm's main focus is medical animation and web design, as well as multimedia production for companies such as the Discovery Channel. Wittekind also teaches SND's popular New Media Quickcourse, which he founded in 2001.



Alan Wolf, assistant business editor, The (Raleigh) News & Observer

Alan M. Wolf has been an assistant business editor with The News & Observer since 2001. He helps oversee the daily business section and edits the paper's Sunday Work & Money section. He joined the N&O in 1999 as a health-care business reporter. Before that, he worked with Bloomberg News in Washington for three years. Wolf graduated with a bachelor's degree from Syracuse University and earned a Master's in Journalism from Northwestern University. He and his wife live with their two children in Clayton.

Betty Wong, managing editor, Reuters America

Betty Wong became managing editor, Reuters America, in February 2004 after working as global equities editor. She oversees a staff of more than 650 business journalists. She is one of the most senior Asian-American journalists in the industry today. A former Wall Street Journal reporter, Wong joined Reuters in 1990 and held various jobs, including senior Wall Street correspondent. She won the Reuters America Diversity Leadership Award for 2005. The judging committee nominated her for her efforts to get editorial managers to consider a diverse slate of candidates for every open job in editorial at Reuters in America.



Jennifer Zelmer, Ph.D. vice president of research and analysis, Canadian Institute for Health Information

Jennifer Zelmer is vice president for research and analysis at the Canadian Institute for Health Information (CIHI). She initiated and now oversees an integrated program of analytical activities, including leading teams responsible for developing CIHI's annual report on health care in Canada. She is also leading a corporate data quality strategies study. Prior to joining the institute, she worked with a variety of health, academic, and governmental organizations in Canada, Australia, Denmark, and India, among other countries. She is currently completing a doctoral thesis at McMaster University, focusing on the economic burden of chronic illnesses. Zelmer is also an adjunct lecturer at the University of Toronto, a research associate with the Research Institute for Quantitative Studies in Economics and Population at McMaster University, and a member of a number of health-related boards and advisory committees.