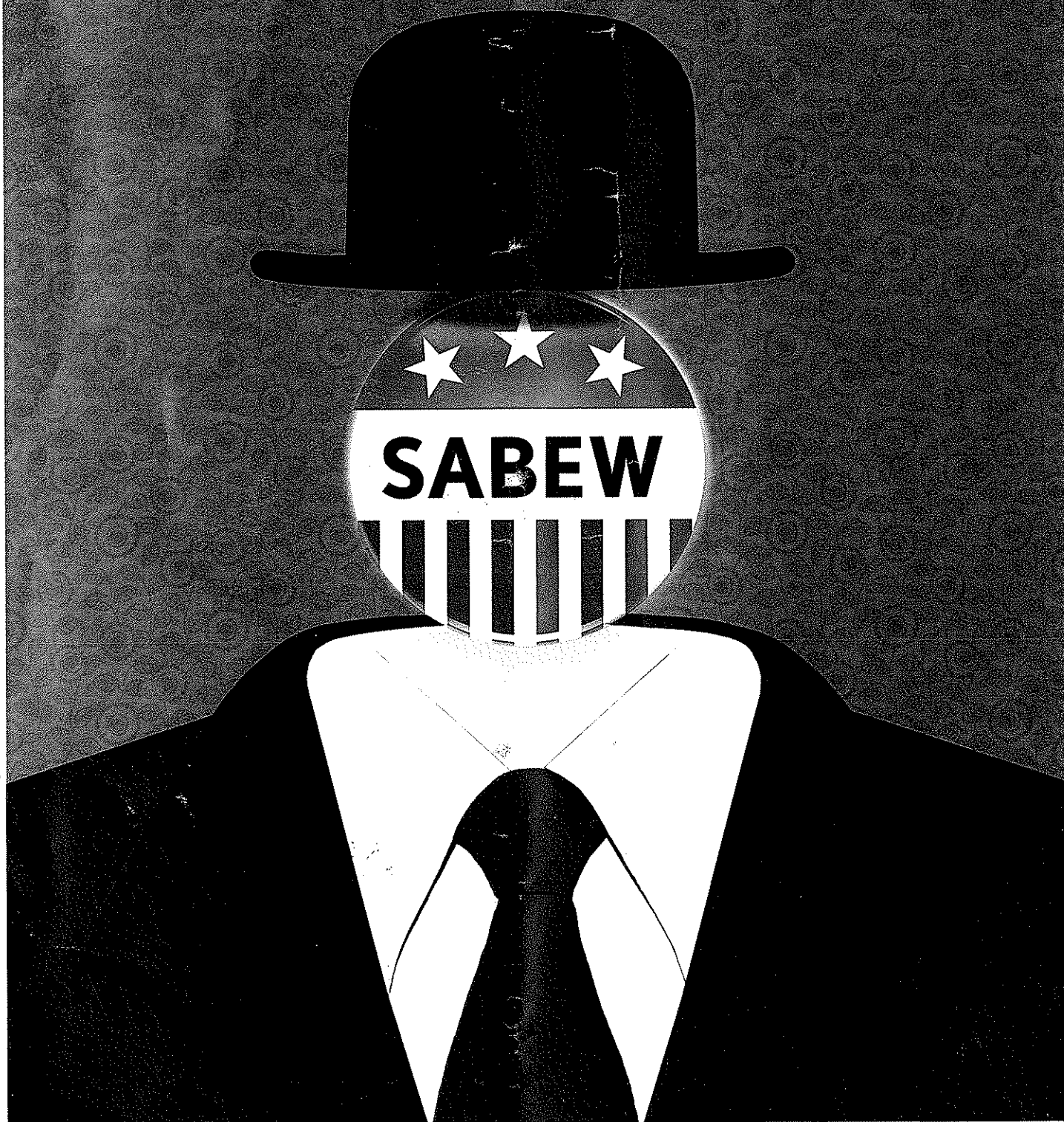


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April 27-29, Sheraton Inner Harbor, Baltimore, Md.

WHERE BUSINESS & POLITICS MEET



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About the Innovation Room

Welcome to The Innovation Room, where journalism meets the future! A new feature this year, the Innovation Room will showcase some of our members' most cutting-edge attempts at attracting readers as well some of this year's winners in the Best in Business contest.

Think of it as a journalistic science fair.

Located in the Potomac Room on the Sheraton Inner Harbor's third floor, the Innovation Room will be open noon to 5:30 p.m. Sunday; and 9 to 11 a.m. and 3:30 to 5 p.m. Monday.

"It's part of SABEW's effort to have our members take away things they can apply when they get back home," said Bernie Kohn, SABEW vice president and (Baltimore) Sun assistant managing editor of business.

Conference protocol

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

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

Board election: Ballots will be distributed to institutional and individual members at registration. You may cast your ballot at the registration desk until Noon on Monday.

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

Schedule: All sessions will begin and end on time. Floor captains will be on hand to help keep things moving smoothly.

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Cover illustration by Emily Morrow of The Baltimore Sun

SABEW focuses on skills, issues, best practices

PRESIDENT'S LETTER

There's certainly been no shortage of news for those covering business and the economy these past several months. There never has been in the more than 20 years I've been involved in business journalism, but we've had quite a run of "big news" lately – with no doubt much more to come in the months ahead.

SABEW's Annual Conference, in the "charm city" of Baltimore, is geared to help you cover the complex business and economic times we're in. The goal is to gain insight, information and ideas that will lead to better stories, stronger sections and more comprehensive multimedia packages.

We've strived to accomplish this in three key ways:

Focusing on skills: Recognizing the changes underway in newsrooms, the Donald W. Reynolds National Center

for Business Journalism offered a multimedia skills development workshop the Saturday prior to the conference.

On Sunday, the hands-on learning continues with "SABEW University" Interactive Workshops and continues throughout the conference with other skills-focused sessions.

Examining big issues: The Economy, Housing/Banking Mess and Health Care – you can't get much bigger, or more important, topics than these. David Rubenstein, CEO of Carlyle Group and Daniel Mudd, CEO of Fannie Mae, will give us their insights and their outlooks. Sheila Bair, chairman of the FDIC and Robert Steel, Treasury undersecretary for domestic finance, will explain the Bush Administration's efforts to deal with the issues. We'll also get a look ahead on the markets and an in-depth explanation of the impact of the credit crunch.

With health care coverage among the top of Americans' domestic concerns, we've devoted two sessions to this key topic. With assistance from The Commonwealth Fund, which has helped us examine health care issues at recent conferences, we'll look at "Health Insurance: Is it Enough? Covering the Coverage Issue" and then get a closer look on how to "own" a chunk of the mammoth – and important – topic of health care with presentations from some of our colleagues and assistance from the Association of Health Care Journalists.

On another popular topic, we'll get help distinguishing what is real in the thrust of "green business" from the Society of Environmental Journalists.

Sharing best

practices: SABEW has always been about sharing ideas, knowledge and best practices. We're highlighting this aspect of our organization with a continuation of our popular critique sessions, which were introduced at our Fall conference in Chapel Hill. That's also the thrust of something new we're trying: An Innovation Room to see examples of approaches by our colleagues. While here, don't forget to check out the BIB section winners.

We will also celebrate the best in business journalism at our annual Best in Business awards ceremony and honor Floyd Norris, chief financial correspondent for the New York Times, with our Distinguished Achievement Award.

There is so much more that promises to make this annual conference memorable and useful: Sessions on entrepreneurship, a look at media ownership and how to turn that great story into book, to name a few.

So on behalf of SABEW's Board of Governors, welcome to Baltimore!

We extend our sincere thanks to the many, many volunteers who helped make this annual conference happen. Top on that list is Bernie Kohn, business editor of The Baltimore Sun, who headed up the Conference Committee and is our incoming president. We also appreciate the generous support of The Baltimore Sun.

Thanks also to SABEW staff, headed by Executive Director Carrie Paden.

We appreciate the generous support of our sponsors who provide the financial backing to make the conference possible. And don't forget to check out our exhibitors, who provide information to our members and financial support for the conference.

At our annual meeting – and in our "Facts about SABEW" Report to Membership – we'll go over the progress we've made on the initial year of our ambitious five-year strategic plan. We've accomplished a lot – but we need you. Get involved!

We hope you leave with new ideas, sources and skills – refreshed and reenergized to tackle the news ahead. There's a lot more coming our way.



Norris to get Distinguished Achievement Award

Floyd Norris is not a name that any chief financial officer in corporate America wants to find on one of his "While You Were Out" slips.

Perhaps the veteran financial columnist for The New York Times has found an error in footnote 11 or an improperly valued asset on the balance sheet. Whatever the topic, two things are almost certain about the return phone call: Norris will be almost painfully self-effacing and polite. And he will be absolutely, devastatingly right.

In a career that is approaching its fourth decade, Norris has combined an encyclopedic grasp of accounting rules and tax laws with a passion for historical market data to create a distinctive form of financial commentary, first for Barron's Magazine and, since 1988, for The Times.

That track record will be honored when Norris accepts SABEW's 18th Distinguished Achievement Award on April 28 at the 45th annual conference in Baltimore. In accepting the award, he joins some of the business journalism's most respected figures: CNN's Myron Kandel, retired Wall Street Journal editor Paul Steiger, and Carol Loomis of Fortune.

Norris works on a small canvas -- his columns rarely run beyond 750 words. And these days, he can deliver a wallop in a few sentences on his blog.

But his brevity has not reduced his impact. His work has sparked regulatory investigations, stock-price meltdowns and occasional pangs of envy among his rivals.

Norris "sets the standard for cramming insight, attitude and well-reasoned financial analysis, sometimes involving the most complicated accounting, into a remarkably short amount of space," said Herb Greenberg, the MarketWatch.com columnist.

"But what truly sets him apart from the rest of us," Greenberg added, "is his ability to do it with a velvet-covered hatchet."

Allan Sloan, whose financial columns now appear in Fortune, agreed that Norris is a distinctively gentle corporate watchdog.

"That's the difference between us,"

FLOYD NORRIS

Position: Chief Financial Correspondent, The New York Times

Born: Sept. 6, 1947

Family: Wife Christine Bockelmann, son John
Also worked at: The Associated Press, Barron's magazine

Honors: The Loeb Foundation's Lifetime Achievement Award, 2003; Gerald Loeb award for his "Wall Street" columns, 2001; New York Financial Writers Association's lifetime achievement award, 1998; and a Knight-Bagehot Fellowship, 1981-82

Degree: MBA, Columbia University, 1983

SABEW connection: Governor, 2001-2004

Blog: <http://norris.blogs.nytimes.com/?ref=business>



said Sloan, who received the award in 2001. "I'll call a CEO a pig. Floyd will carefully lead you through all the things the CEO has done, and at the end, you'll say 'That guy is an absolute pig.' But Floyd will never actually call him that."

Norris did not set out to plague piggy corporate executives. An indifferent college student, he drifted away from the University of California at Irvine campus in 1969 without collecting a degree. He worked for a year as a Washington reporter for College Press Service, a news service for campus papers. Then he helped start a tiny, short-lived paper to compete with the fiercely conservative Manchester Union-Leader in New Hampshire. In 1972, he joined the Concord (N.H.) Monitor, where he covered state poli-

tics so well that he landed a reporting job with UPI in 1974.

But in 1978, after a brief and unhappy stint as a senatorial press secretary, Norris applied for a job at The Associated Press, where Louis Uchitelle, now a senior economics writer at The New York Times, was the national business editor.

"We had a test that everyone had to take, and it's supposed to take about three hours," Uchitelle said. "He did it in about 90 minutes. You could see right away that he had a great skill at synthesizing -- he was a natural."

Uchitelle had an opening for a business reporter. Norris took it. The rest is history.

In 1981 he was chosen as a Walter Bagehot Fellow at Columbia University, and in 1983 he was awarded an MBA -- despite that missing bachelor's degree.

Norris is shy about claiming any special skills except being "good with numbers."

How good? Well, in the early 1980s, when personal computers were rare and Bloomberg terminals were unknown in newsrooms, Norris taught himself to use spreadsheets and built a database of stock market performance over time. That's how he knew that the market's decline in the week before the 1987 market crash was the worst since the fall of France in World War II.

Perhaps because Norris did not start out a business journalist, he quickly saw the danger of using traditional reporting methods.

"One thing about financial journalism is that neutral experts are hard, hard, hard to find," he said.

A medical writer can find a host of objective experts to talk to about some condition, he said. "But typically, the number of people who have really paid attention to XYZ Company does not include any unbiased people. They may have well-informed opinions that are worth listening to -- but they are not objective."

The lesson Norris took from that revelation was that he should become his own expert. Besides, he added, "it's easier than making all those phone calls."

By Diana B. Henriques

Kelly Carr
Durrell Hughes

Chris Gaudreau

Conference schedule

SATURDAY, APRIL 26

8 a.m. - 5 p.m.

SABEW BOARD MEETING

At The Baltimore Sun

8 a.m. - 5 p.m.

MULTIMEDIA WORKSHOP

At The Baltimore Sun

Multimedia skills development workshop with the Donald W. Reynolds National Center for Business Journalism

SUNDAY, APRIL 27

Frank Klotz, recognize Sunday's family

Mark Wolk

12 p.m. - 1:30 p.m.

GENERAL SESSION

Chesapeake Ballroom

Sixth Annual Gary Klotz Ethics Symposium. Led by Chuck Jaffe, senior columnist, Marketwatch.com.

Participants: Pam Luecke, Washington and Lee University; Dave Kansas, Filife.com; Bill Atkinson, vice president, Weber Shandwick public relations; Jim Henderson, managing editor, USA Today Money section; Andrew Leckey, director, Donald W. Reynolds National Center for Business Journalism

1:30 - 1:45 p.m.

BREAK Visit Innovation Room and exhibitors

SABEW UNIVERSITY INTERACTIVE WORKSHOPS

1:45 - 3:00 p.m.

Chesapeake Ballroom

Using social networking in business reporting. Instructor: Jay Rosen, New York University, and author of PressThink blog

Anita Patterson

3:00 - 4:15 p.m.

Chesapeake Ballroom

Using campaign finance databases to find great business stories. Instructor: Sarah Cohen, database editor, The Washington Post

4:15 - 5:30 p.m.

Chesapeake Ballroom

Loch Raven Room

1. Search Beyond Google. Instructor: Margot Williams, database research editor, The New York Times

2. Better Blogging. Jonathan Lansner, Orange County Register; Dave Kansas, filife.com; Robert O'Harrow, The Washington Post

6:00 p.m.

Chesapeake Ballroom

BEST IN BUSINESS AWARDS RECEPTION

7:00 - 8:30 p.m.

Chesapeake Ballroom

BEST IN BUSINESS AWARDS

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Conference schedule

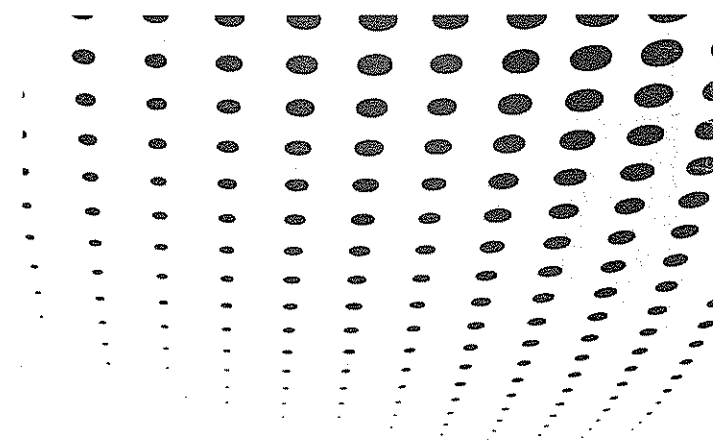
MONDAY, APRIL 28

8:00 - 9:15 a.m. Chesapeake Ballroom	GENERAL SESSION So You've Lost Your Section: Is That So Awful? Join a discussion on how to better adapt business journalism to the Web and how - or even whether - to preserve the dead trees. Facilitator: Aaron Curtiss, deputy innovation editor, Los Angeles Times. Also featuring Patrick Scott, business editor, Charlotte Observer, and Anne Stanley, assistant managing editor, MarketWatch <i>Karen Lee Miller</i>
9:15 - 9:30 a.m.	BREAK Visit Innovation Room and exhibitors
9:30 - 10:45 a.m. Loch Raven Room	BREAKOUT SESSIONS 1. Green Business - Sorting Facts from Hype. Presented by the Society of Environmental Journalists. Joel Makower, Founder/Executive Editor, GreenBiz.com; Ben Elgin, writer, Business Week; and Meg Voorhes, head of environmental, social and governance research, RiskMetrics Group. Moderated by Tim Wheeler, reporter, The (Baltimore) Sun, and president, SEJ <i>DAN HAAR</i> 2. Entrepreneurship - The Most Undercovered Business Story? Spencer Ante, BusinessWeek and author of "The Birth of Venture Capital"; Joyce Rosenberg, Small Talk columnist, Associated Press; Mimi Whitefield, business enterprise editor, The Miami Herald. Moderated by Lisa Gibbs, executive business editor, The Miami Herald
11:00 a.m. - 12:15 p.m. Loch Raven Room	BREAKOUT SESSIONS 1. Interview Like An FBI Agent. With Jim Costigan, supervisor of public corruption investigations, FBI Baltimore field office 2. Health Insurance: Is it Enough? Covering the Coverage Issue. Sara R. Collins, assistant vice president for the Program on the Future of Health Insurance at the Commonwealth Fund; Paul Fronstin, senior research associate with the Employee Benefit Research Institute; John Carreyrou, deputy bureau chief, health and science, The Wall Street Journal. Moderated by Gail DeGeorge, President, SABEW <i>Severn I & II</i> <i>Dick Papernich</i>
12:30 - 2:00 p.m. Chesapeake Ballroom	LUNCH Speaker: Robert Steel, Treasury undersecretary for domestic finance. Presentation of Distinguished Achievement Award to Floyd Norris, chief financial correspondent, The New York Times. <i>election count</i>
2:00 - 2:15 p.m.	BREAK Visit Innovation Room and exhibitors
2:15 - 3:30 p.m. Chesapeake Ballroom	KEYNOTE PRESENTATION David Rubenstein, co-founder and Managing Director, Carlyle Group. Presented in interview-style format with Henny Sender, private equity reporter, The Financial Times
3:45 - 5:00 p.m. Loch Raven Room	BREAKOUT SESSIONS 1. Public or Private: What's the Right Ownership Model for Traditional Media? A discussion between Jim Dolan, CEO, Dolan Media; and Brian Tierney, CEO, Philadelphia Media Holdings. Facilitator: Tim Franklin, editor, The (Baltimore) Sun <i>Mary Jane Purdue</i> 2. A look-ahead in the markets. Brian Rogers, chairman and chief investment officer, T. Rowe Price; and Robert Hagstrom, portfolio manager, Legg Mason. Moderator: Jay Hancock, business columnist, The (Baltimore) Sun <i>Janis Mara</i>
6:00 - 7:00 p.m. Chesapeake Gallery	BANQUET RECEPTION Sponsored by the Associated Press, Dow Jones and The Wall Street Journal
7:00 - 9:00 p.m. Chesapeake Ballroom	SABEW ANNUAL BANQUET AND FUND FOR THE FUTURE AUCTION Speaker: Steven Pearlstein, business columnist, The Washington Post Sponsored by Bloomberg News

Conference schedule

TUESDAY, APRIL 29

8:00 - 9:00 a.m. Chesapeake Ballroom	SABEW ANNUAL MEMBERSHIP/BUSINESS MEETING Board election results announced.
8:00 - 9:00 a.m. Camden Room	PERSONALIZED CRITIQUE SESSIONS Set up by appointment in this time period.
9:00 - 9:45 a.m. Chesapeake Ballroom	KEYNOTE PRESENTATION Sheila C. Bair, chairman, Federal Deposit Insurance Corp. <i>Susan Tomp</i>
9:45 - 11:00 a.m. Chesapeake Ballroom	KEYNOTE PRESENTATION Daniel Mudd, CEO, Fannie Mae. Presented in interview format with Ilyce Glink, syndicated columnist <i>Dawn Wotzka</i>
11:00 - 11:15 a.m.	BREAK Visit exhibitors
11:15 a.m. - 12:30 p.m. Chesapeake I & II	BREAKOUT SESSIONS 1. Tackling the business of health care. Presented by the Association of Health Care Journalists. With Karl Stark, The Philadelphia Inquirer; Bill Salganik, The (Baltimore) Sun, and Alicia Mundy, The Wall Street Journal. Moderator: Rick Christie, The Palm Beach Post 2. Turning That Great Story into a Book. With Robert Barnett, lawyer for Bill Clinton, Hillary Clinton, Tony Blair, Ted Kennedy, Alan Greenspan, and Bob Woodward; and Diana Henriques, New York Times financial investigative reporter <i>David Hendrick</i>
1:00 p.m. - 2:00 p.m. Camden Room	SABEW BOARD MEETING

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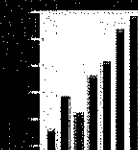
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Spencer Ante



Spencer E. Ante is the computers department editor for BusinessWeek. Before joining BusinessWeek in February 2000, he was a staff reporter for TheStreet.com. Prior to that, he was a contributing writer at Wired News and a columnist for Business 2.0. Ante received a bachelor's degree from Indiana University and a master's from the University of California at Berkeley. His new book *Creative Capital: Georges Doriot and the Birth of Venture Capital* is now being published by Harvard Business Press.

Bill Atkinson



Bill Atkinson is Vice President of Weber Shandwick's Baltimore office. He specializes in strategic communications, crisis communications and media relations. Atkinson is a former business columnist and financial reporter for the Baltimore Sun. He has more than 20 years experience in journalism and his twice-weekly column in The Sun tracked the accomplishments, travails and personal dimensions of top executives of Maryland corporations. Prior to The Sun, he served as an editor at the American Banker newspaper.

Sheila C. Bair



Sheila C. Bair was sworn in as the 19th Chairman of the Federal Deposit Insurance Corporation (FDIC) on June 26, 2006. She was appointed Chairman for a five-year term, and as a member of the FDIC board through July 2013. Before her appointment to the FDIC, Ms. Bair served in many roles in government and academia, including commissioner and acting chairman of the Commodity Futures Trading Commission from 1991 to 1995.

Robert Barnett



Robert B. Barnett is one of the premier authors' representatives in the world. His clients have included Bill Clinton, Hillary Rodham Clinton, Bob Woodward, Alan Greenspan and Barack Obama. He is also one of the leading representatives of television news correspondents and producers. Barnett has worked on seven presidential campaigns and represents former government officials in their transitions to the private sector. Barnett was ranked number one on Washingtonian magazine's list of "Washington's Best Lawyers."

John Carreyrou



John Carreyrou is Deputy Bureau Chief of The Wall Street Journal's health and science bureau in New York. In 2003, Mr. Carreyrou was part of a team of Journal reporters who won the Pulitzer Prize in Explanatory Reporting for their coverage of corporate scandals. Also in 2003, Mr. Carreyrou won the German Marshall Fund's Peter R. Weitz junior prize for excellence in European reporting. In 2004, he shared the German Marshall Fund's senior Weitz prize for a series on the feud between the U.S. and Europe over the Iraq war.

Rick Christie



Rick Christie, assistant managing editor/business at The Palm Beach Post since December 2003, supervises the paper's business news coverage as well various newsroom-wide special projects. During his reporting career at The Wall Street Journal, Miami Herald and others, he's covered everything from banking to real estate to the economy. He last year directed The Post Business Desk's four-day, multimedia project on the growth and impact of diabetes.

Sarah Cohen



Sarah Cohen is a database editor at The Washington Post, specializing in national and local investigative reporting. She shared in the 2002 Pulitzer Prize in Investigative Reporting and was a co-author of "Harvesting Cash," a series on waste and mismanagement in federal farm subsidy programs, which was a nominated finalist in 2007 for the Pulitzer Prize for Public Service. She has covered campaign finance issues for the past three presidential elections for the Post.

Sara R. Collins



Sara R. Collins, Ph.D., is assistant vice president for the Program on the Future of Health Insurance at the Commonwealth Fund. She is an economist whose responsibilities include survey development, research and policy analysis, as well as directing the Fund's national coverage program. Since joining the Fund, Dr. Collins has directed or co-directed seven national surveys on health insurance and authored or co-authored over 30 reports, issue briefs and journal articles.

Jim Costigan



James J. Costigan is the supervisory special agent and white-collar crime program coordinator for the FBI's Baltimore field office. He has been with the FBI since 1990 in positions in Washington, Baltimore and the Middle East. He previously spent nine years in the U.S. Navy as a pilot. Costigan is a graduate of Mount Saint Mary's University and received an MBA from the University of West Florida. He also is a Certified Public Accountant.

Aaron Curtiss



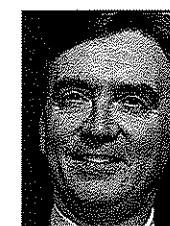
Aaron Curtiss is deputy innovation editor at the Los Angeles Times, charged with aligning the priorities and processes of print, online and broadcast journalism. In 20 years at The Times, he's been a reporter, editor, editorial writer and advertising manager. He has a journalism degree from USC and an MBA from UCLA.

Gail DeGeorge



Gail DeGeorge has been a South Florida-based business journalist for more than 20 years. As a reporter, she covered a broad range of stories, from the bankruptcy of Eastern Air Lines to the savings and loan crisis; white collar crimes to the nascent capitalistic endeavors in Cuba. DeGeorge was named Sunday/Enterprise editor at the South-Florida Sun-Sentinel in May, 2007 after serving as Business Editor at the paper since May 1998. She formerly served as the bureau chief for BusinessWeek magazine's Miami office.

Jim Dolan



James P. Dolan is chairman, president, and chief executive officer of Dolan Media Company (NYSE: DM). The Minneapolis-based company, which Dolan founded with investors in 1992, produces local B2B media in 21 markets across the United States. It is the nation's largest provider of appellate services to the legal profession, the second-largest publisher of legal periodicals, the third-largest publisher of local business newspapers, and the second-largest provider of outsourced processing services to the foreclosure bar.

Ben Elgin



Elgin is an investigative reporter with BusinessWeek, a position he assumed two years ago. In this role, he has probed topics ranging from business and global warming to cyber crime. Elgin originally joined BusinessWeek in 2000 as a technology correspondent. Prior to BW, Elgin spent four years writing for technology trade publications at Ziff Davis.

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Tim Franklin

Tim Franklin was named editor and senior vice president of The Baltimore Sun, Maryland's largest news organization, in January 2004. During Franklin's tenure, The Sun has won dozens of national and regional journalism awards, including two National Headliner Awards this year and 20 national journalism awards in 2007. Before joining The Sun, Franklin was the editor of the Orlando Sentinel and The Indianapolis Star, and spent 17 years as a reporter and editor for the Chicago Tribune.

Paul Fronstin

Paul Fronstin is Director of the Health Research and Education Program with the Employee Benefit Research Institute. Dr. Fronstin's research interests include trends in employment-based health benefits, consumer-driven health benefits, the uninsured, retiree health benefits, employee benefits and taxation, and public opinion about health care. Dr. Fronstin earned his Bachelor of Science degree from SUNY Binghamton and his Ph.D. in economics from the University of Miami.

Lisa Gibbs

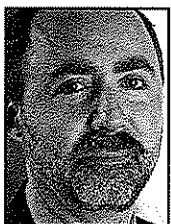
Lisa Gibbs joined the Miami Herald in 2004, after five years with Money magazine writing about personal finance and investing. Before that, she worked for a variety of South Florida business publications, including Florida Trend magazine and the Daily Business Review (favorite beat: bankruptcy court). She is a graduate of the University of Miami, with a bachelor's degree in economics and journalism.

Ilyce Glink

Ilyce R. Glink is an award-winning, nationally-syndicated writer whose column "Real Estate Matters" appears weekly in more than 100 newspapers, including the Washington Post and the Los Angeles Times. She has written 11 books about real estate and money, including "100 Questions Every First-Time Home Buyer Should Ask." She hosts the weekly "Ilyce Glink Show" on Newstalk 750 WSB radio, in Atlanta.

Robert Hagstrom

Robert Hagstrom is portfolio manager of the Legg Mason Growth Trust mutual fund and has been primarily responsible for overseeing all investments made by that fund since its inception in 1995. He previously served as president and chief investment officer of Legg Mason Focus Capital and a portfolio manager with First Fidelity Bank. Hagstrom has written eight books, including the best-selling "The Warren Buffett Way: Investment Strategies of the World's Greatest Investor."

Jay Hancock

Jay Hancock has been a financial columnist for The Sun of Baltimore since 2001. Previously he was The Sun's chief diplomatic correspondent, its chief economics correspondent and business editor at The Virginian-Pilot. He holds a bachelor's degree in English literature from Colgate University and a master's in journalism from Northwestern University.

Jim Henderson

Jim Henderson is the managing editor of USA TODAY's Money section. He joined USA TODAY in 1984 as a reporter specializing in personal finance and the financial markets. Since then he has held positions in Money as assignment editor and deputy managing editor. He was named managing editor in 2004. Prior to joining USA TODAY he was an editor and reporter with The Donoghue Organization, a financial publishing company that produced newsletters, books and a syndicated newspaper column.

Diana Henriques

Diana B. Henriques, a financial investigative reporter for The New York Times, was a Pulitzer finalist and won numerous other prizes in 2005 for her work exposing insurance and investment rip-offs of young military consumers. As a SABEW governor, Diana has worked on an ad hoc committee to establish a board audit committee, organized judging panel for its annual contest, helped research and draft public policy statements and led several workshops at its conferences.

Chuck Jaffe

Charles Jaffe is the senior columnist at Marketwatch. Prior to that Jaffe was a nationally syndicated personal finance and mutual funds columnist at the Boston Globe. He also served as business editor and columnist at The Morning Call in Allentown, PA and was business writer at the St. Petersburg Times. He is the author of Chuck Jaffe's Lifetime Guide to Mutual Funds: An Owner's Manual, Perseus Books, November 2000. A revised edition of his first book, The Right Way to Hire Financial Help, was published in March 2001.

Dave Kansas

Dave Kansas is president of DJ/IAC Ventures LLC, a startup online service that's a partnership of Dow Jones and IAC. Previously, he was editor of The Wall Street Journal's Money & Investing section, editor in chief of TheStreet.com and deputy managing editor of The Wall Street Journal Online at WSJ.com. In January 2001, Kansas's book "TheStreet.com Guide to Investing in the Internet Era," was published by Doubleday and was an Amazon No. 1 seller.

Jonathan Lansner

Jonathan Lansner is the Orange County Register's business columnist and real estate blogger. Lansner 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, Lansner spent seven years at the Pittsburgh Press, working in the sports and business departments. He's a graduate of the University of Pennsylvania's Wharton School and written three books on investing. He was president of SABEW in 2005-06.

Andrew Leckey

Andrew Leckey is the founding director of the Donald W. Reynolds National Center for Business Journalism at ASU's Cronkite School and a long-time syndicated columnist for The Chicago Tribune. Previously a CNBC television anchor in New York and a financial reporter for WLS-TV (ABC) in Chicago, he is the author or editor of 10 financial books. Leckey was founding director of the Bloomberg Business Journalism Program at University of California, Berkeley.

Pam Luecke

Pam Luecke is the Donald W. Reynolds Professor of Business Journalism at Washington and Lee University. She assumed this position in the summer of 2001 and has since started a new concentration in business journalism, which bridges the college's journalism department and its Williams School of Commerce. Before joining Washington and Lee, Luecke had a 26-year career in daily newspapers and most recently served as editor and senior vice president of the Lexington (Ky.) Herald-Leader.

Joel Makower

Joel Makower is chairman and executive editor of Greener World Media, which produces the website GreenBiz.com as well as ClimateBiz.com, GreenerBuildings.com, and Greener Computing.com, and the annual "State of Green Business" report. He is co-founder of Clean Edge, a clean-tech research and publishing firm, and a senior strategist at GreenOrder, a sustainable business consultancy. He writes "Two Steps Forward" (www.readjoel.com), a blog on green business, clean technology, and green marketing.

Daniel Mudd

Daniel H. Mudd is the President and Chief Executive Officer of Fannie Mae, headquartered in Washington, DC. He previously served as Chief Operating Officer. Prior to joining Fannie Mae in 2000, he was an officer at General Electric, spending most of his career there leading financial services business in the U.S., Asia, and Europe. In 1980, he was a finalist in the Olympic Rowing Trials. He resides in Washington, DC with his wife, Maura, and four children.

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Alicia Mundy

Alicia Mundy joined the Wall Street Journal in March covering the Food and Drug Administration. Alicia joined The Journal from the Seattle Times. She has worked as a journalist in Washington for more than two decades. Alicia has made the FDA a focus of much of her reporting and wrote a book on the Fen-Phen diet drug scandal. She is a graduate of Georgetown University and has a Master's degree in international relations from the University of Southern California's London Program.

Robert O'Harrow

Robert O'Harrow, Jr., is a reporter at The Washington Post and writer of washingtonpost.com's Government Inc. blog, which focuses on government contracting, fraud, waste and abuse. He was a Pulitzer Prize finalist in 2000 for articles on privacy and technology. He is the author of the book "No Place to Hide," which laid out the post-9/11 marriage of private data and technology companies and government anti-terror initiatives to create a new "security-industrial complex." He lives in Arlington, Va.

Steven Pearlstein

Steven Pearlstein, winner of the 2008 Pulitzer Prize for Commentary, writes a column twice weekly for the Washington Post on business and the economy, with ranging widely among local, national and international topics. He is a former deputy business editor of the Post and senior editor at Inc. magazine. He was founding publisher and editor of the Boston Observer, a monthly journal of liberal opinion. Pearlstein has also worked as a television news reporter in Boston and a congressional aide to a U.S. senator and member of Congress.

CONGRATULATIONS!

SABEW Chair scholarship winners:

Karen Miller, business editor, Reading (PA) Eagle
Chris Gautreau, real estate writer, Baton Rouge Advocate
Darrell Hughes, business writer, Myrtle Beach Sun
David Hendrick, business columnist (and recent BiB winner), San Antonio Express-News
Anita Bruzzese, freelance writer and Gannett columnist, Columbia, MO

Brian Rogers

Brian C. Rogers is Chairman of the Board and chief investment officer of T. Rowe Price Group, Inc. Additionally, he is the portfolio manager of the T. Rowe Price Equity Income Fund. Rogers has 28 years of investment experience, 25 of which have been at T. Rowe Price. Since joining the firm in 1982, he has served on the Investment Advisory Committees for its Large-Cap Value, Large-Cap Growth, Mid-Cap Value, Asset Allocation, International, Real Estate, and Health Sciences Strategies, among others.

Jay Rosen

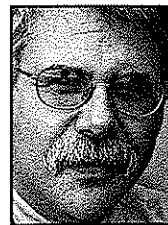
Jay Rosen teaches journalism at New York University, where has been on the faculty since 1986. From 1999 to 2005 he served as chair of the department. Rosen is the author of PressThink, a weblog about journalism and its ordeals, which he introduced in September 2003. He also blogs at the Huffington Post. In July 2006 he announced the debut of NewAssignment.Net, his experimental site for pro-am, open source reporting projects. Rosen is also a member of the Wikipedia Advisory Board. He lives in New York City.

Joyce Rosenberg

Joyce Rosenberg is an assistant business editor at The Associated Press and has written Small Talk, the small business column for the news organization, since 1999. She joined the AP in 1978, serving in the Broadcast Department and New York City bureau before transferring in 1986 to the Business News Department. There she has covered retailing and mergers and acquisitions as well as small business, and now oversees the AP's financial markets coverage. She also runs a very small business of her own as a licensed psychoanalyst in New York.

David Rubenstein

David M. Rubenstein is a Co-Founder and Managing Director of The Carlyle Group, one of the world's largest private equity firms. A native of Baltimore, Rubenstein was Deputy Assistant to the President for Domestic Policy during the Carter Administration. After his White House service and before co-founding Carlyle, Rubenstein practiced law in Washington with Shaw, Pittman, Potts & Trowbridge (now Pillsbury, Winthrop, Shaw Pittman). Rubenstein is on the boards of numerous educational and cultural institutions.

Bill Salganik

Bill Salganik has been a reporter and editor at the Providence Journal and, for thirty years until last month, at the Baltimore Sun. His work at the Sun has included covering schools and City Hall and editing education news and the Sunday Perspective section. Beginning in 1995, he's covered health for the business section. He is a graduate of Brown University and has a master's in journalism from Columbia University.

Henny Sender

Henny Sender was appointed international financial correspondent for the Financial Times in October 2007. Sender joined the Financial Times from The Wall Street Journal where she was a senior special writer for the Money & Investing section and covered private equity and hedge funds. Last year, Sender was part of a team at the Journal which won a Loeb award for coverage of the meltdown of Amaranth, a hedge fund. Her book on India, The Kashmiri Pundits, was published by Oxford University Press.

Patrick Scott

Patrick Scott focuses his staff of 10 reporters and two assistant editors at the Charlotte Observer on watchdog and enterprise reporting. He was a lead editor on the Observer's year-long housing series that was a finalist for this year's Pulitzer Prize for public service and won the George Polk Award for Economic Reporting. A former bartender, Scott learned the ropes as a journalist as a correspondent for the Philadelphia Inquirer before becoming a reporter for The Observer in 1991.

Anne Stanley

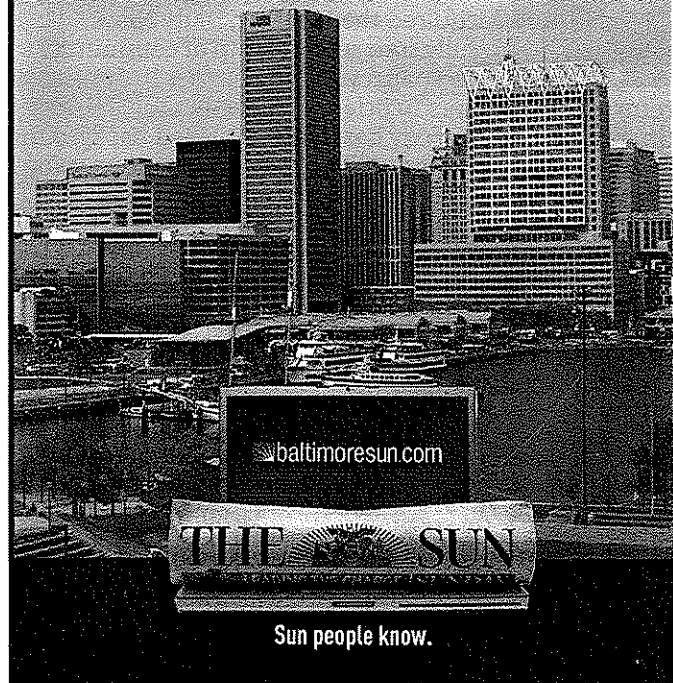
Anne Stanley is assistant managing editor / enterprise for MarketWatch, based in San Francisco. She has 25 years of experience as a reporter and editor, including six at MarketWatch. She's worked as an investigative reporter and covered business and technology for Gannett and Scripps newspapers.

The Baltimore Sun is honored to host the 2008 Annual Society of American Business Editors and Writers, Inc., Conference.

★★★★★



We would like to congratulate *The Sun's* columnist Eileen Ambrose for winning a SABEW Best in Business Award for column writing.



Karl Stark

Karl Stark is a pharmaceuticals reporter for the The Philadelphia Inquirer. He has worked as The Inquirer's national/foreign editor, deputy editor of science and medicine, and covered health care extensively as a business reporter. He has won many awards for his investigative work, including the National Press Club's Consumer Story of the Year. His work on a Pennsylvania-based health system triggered a criminal probe that resulted in plea bargains by top managers for misusing restricted medical endowment funds.

Robert Steel

Robert K. Steel is Under Secretary of the Treasury for Domestic Finance. In that capacity, he serves as the principal adviser to the Secretary on matters of domestic finance and leads the Department's activities with respect to the domestic financial system, fiscal policy and operations, governmental assets and liabilities, and related economic and financial matters. Steel retired from Goldman Sachs as a vice chairman in 2004. Steel received his undergraduate degree from Duke University and his MBA from the University of Chicago.

Brian Tierney

Brian P. Tierney is chief executive officer of Philadelphia Media Holdings LLC, publisher and CEO of The Philadelphia Inquirer and CEO of the Philadelphia Daily News. Philadelphia Media Holdings acquired the Inquirer, Daily News, philly.com, and a group of community newspapers and magazines in June 2006, returning the papers to private ownership for the first time since 1969. Tierney has a distinguished background in advertising and marketing, developing strategies for clients including The Walt Disney Co. and Verizon.

Meg Voorhes

Meg Voorhes is the Head of Environmental, Social and Governance Research for RiskMetrics Group's Financial Research and Analysis unit. She edits Corporate Social Issues Reporter, a monthly journal, and frequently advises on corporate sustainability issues. She is a director and the treasurer of the Social Investment Forum, a membership association for the U.S.-based socially responsible investing industry and its service providers.

Tim Wheeler

Tim Wheeler, president of the Society of Environmental Journalists, covers growth for The Baltimore Sun. He has written about the environment frequently in his 30-year career, which included a decade as the beat reporter for The Evening Sun and then The Sun after the two papers merged. His reporting on the Chesapeake Bay, childhood lead poisoning and other environmental topics also has won multiple awards. Before coming to Baltimore, he worked for newspapers in Richmond and Norfolk, VA., and for Media General News Service.

Mimi Whitefield

In her role as business enterprise editor at The Miami Herald, Mimi Whitefield has developed a small business initiative that includes an annual business plan contest, events, special sections and an online small business channel. A reporter and editor for the Herald for the last 20 years, Whitefield has been the Cuba reporter, South American bureau chief and for the Business Desk has edited numerous award-winning projects, including small business-related topics such as inequitable federal contracting standards and a start-up's first year.

Margot Williams

Margot Williams is the database research editor at The New York Times. She moved to the Times in 2004 after 14 years at The Washington Post and previous positions at the Poughkeepsie (NY) Journal and Time Warner. Williams is the co-author (with Nora Paul) of Great Scouts! Cyberguides for Subject Searching on the Web.

Marty Wolk

Marty Wolk is business editor of msnbc.com, based in Redmond, Wash. As business editor he is responsible for all business news coverage on the Web site, which reaches some 34 million unique users monthly (Nielsen-Netratings). Prior to joining msnbc.com in 1999, Marty served as Seattle correspondent for Reuters. He also has worked as an editor and reporter at the News and Observer in Raleigh, N.C., and the Chronicle-Telegram in Elyria, Ohio. His column, Eye on the Economy, won a Best in Business award in 2006.

PAST PRESIDENTS

1964, '65 – J.A. Livingston, Philadelphia Bulletin
1966 – Ben Schiffman, Kansas City Star
1967 – Robert E. Nichols, Los Angeles Times
1968 – Ross M. Dick, Milwaukee Journal
1969 – William A. Doyle, New York Daily News
1970 – John D. Henry, Washington Star
1971 – Al Altwegg, Dallas Morning News
1972 – David Smith, Ward's Auto World
1973, '74 – Hobart Rowen, Washington Post
1975 – Dick Griffin, Chicago Daily News
1976 – Myron Kandel, New York Post
1977 – Larry Birger, Miami News
1978 – Robert Corya, Indianapolis News
1979 – Ray Kenney, Milwaukee Sentinel
1980 – Margaret Daly, Better Homes and Gardens
1981 – Jerry Hester, Kansas City Star
1982 – John Rumsey, Rochester Times-Union
1983 – David L. Beal, St. Paul Pioneer Press Dispatch
1984 – James J. Mitchell, San Jose Mercury News
1985 – Mike Millican, The Associated Press
1986 – Fred Monk, The State
1987 – Cheryl Hall, Dallas Morning News

1988 – Philip Moeller, The Baltimore Sun
1989 – Larry Werner, Minneapolis Star-Tribune
1990 – Sue Thomon, St. Louis Post-Dispatch
1991 – Sandra J. Duerr, Louisville Courier-Journal
1992 – Randall D. Smith, Kansas City Star
1993 – James M. Kennedy, The Associated Press
1994 – Gary Klott, National Newspaper Syndicate
1995 – Jodi Schneider, The Washington Post
1996 – Myron Kandel, CNN Business News
1997 – Henry Dubroff, Denver Business Journal
1998 – Susan Wells, Atlanta Journal Constitution
1999 – Charley Blaine, Better Homes and Gardens Family Money
2000 – Barney Calame, The Wall Street Journal
2001 – Bill Barnhart – Chicago Tribune
2002 – Chuck Jaffe, The Boston Globe
2003 – Kathy Kristof, Los Angeles Times
2004 – Rex Seline, Fort Worth Star-Telegram
2005 – Jonathan Lansner, Orange County Register
2006 – Dave Kansas, The Wall Street Journal

ABOUT SABEW

SABEW is an independent, not-for-profit organization based at the Missouri School of Journalism in Columbia, Mo. Our mission is to encourage comprehensive reporting of economic and financial events without fear or favoritism and to upgrade the skills and knowledge of our members through continuous educational efforts.

SABEW traces its roots back to the late Kit Larson, a former associate editor of the Virginian-Pilot and Ledger-Star in Norfolk, Va., who in 1961 put together a three-day session that attracted 60 business editors and writers. Today, SABEW has more than 3,400 members in North America and several other countries.

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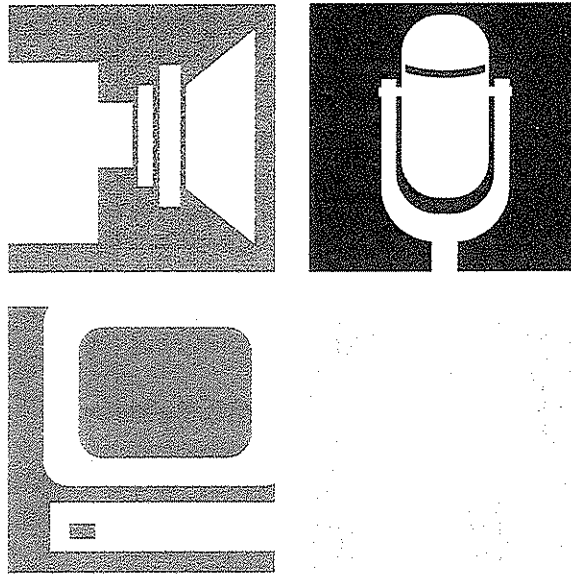
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6th SABEW **Personal Finance** Conference

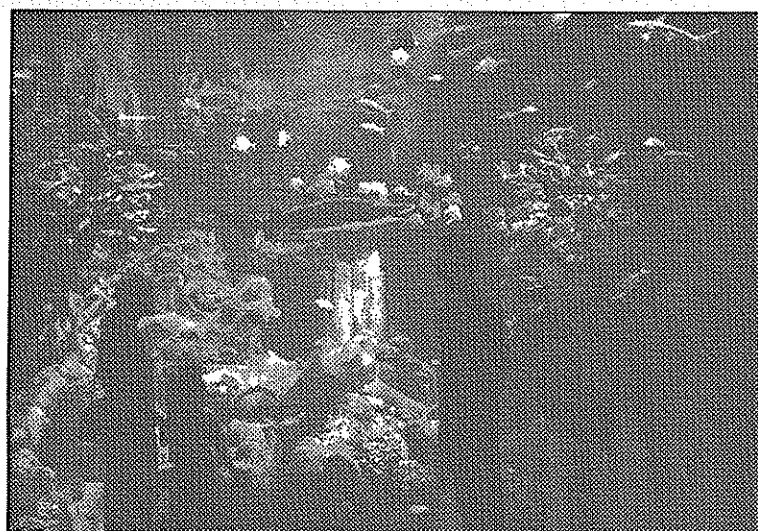
October 22-24, 2000 • Tampa, Florida

Wyndham Harbour Island Hotel

Conference Schedule of Events

Saturday, October 21 Sunday, October 22

8 AM - 5 PM, Augustus Steele Room
SABEW Board of Governor's Meeting



The site of Sunday's cocktail party is the Florida Aquarium. Transportation will be provided. (Pictured provided by Florida Aquarium.)

8 - 11:30 AM, Augustus Steele Room
SABEW Board of Governors' meeting

11 AM, Garden Foyer
Registration Open.

12 Noon, Ballroom Foyer
Exhibit Hall Open.

1 PM, Ballroom I
Welcome
Barney Calame, SABEW president
Kathy Kristof, Los Angeles Times



Calame



Kristof

1:10 - 2:30 PM, Ballroom I
Opening Speaker
Introduction: Paul Lim, US News & World Report
Speaker: John Rekenthaler, Director of Research, Morningstar Inc.



Rekenthaler

2:30 - 2:45 PM, Ballroom Foyer
Break. Exhibit Hall Open.

2:45 - 3:45 PM, Ballroom I
Speaker
Introduction: Bill Barnhart, Chicago Tribune
Speaker: Terry Odean, Assistant Professor of Finance, Graduate School of Management, University of California



Odean

3:45 - 4:00 PM, Ballroom Foyer
Break. Exhibit Hall Open.

4 - 5:30 PM, Ballroom I - **Ten Neglected Tax Stories**
Panelists: Phil Holthouse, Partner, Holthouse Carlin & Van Trigt; Mark Luscombe, principal tax analyst, CCH Inc.; and Jeffrey Pretsfielder, RIA

6 - 7:30 PM
Cocktail party at the Florida Aquarium
<http://www.flaquarium.org>
Sponsored by the St. Petersburg Times

Monday, October 23

8 - 9 AM, Ballroom Foyer
Exhibit Hall Open. Continental Breakfast Served.

9 - 10 AM, Ballroom I
Keynote Speaker
Speaker: William Sharpe, cofounder Financial Engines



Sharpe

10 - 10:15 AM, Ballroom Foyer
Break. Exhibit Hall Open.

10:15 - 11:15 AM, Ballroom I
Getting People In Personal Finance Stories
Moderator: Jon Lansner, The Orange County Register
Panelists: Steve Dinnen, Finance Columnist, The Des Moines Register; Linda Stern, Reuters America; and Paul Lim, US News & World Report



Stern



11:30 - 12:30 PM, Ballroom I
Retirement: Where Do Americans Really Stand?
Moderator: Tim Swartz, US News & World Report
Panelists: Dallas Salisbury, Chairman, Employee Benefit Research Institute; Gary Schatsky, President, National Association of Personal Financial Advisors; and Ralph Warner, Founder & Chairman, Nolo.com

12:30 - 2 PM **Lunch Speaker, Ballroom II**
Introduction: Chuck Jaffe, The Boston Globe
Speaker: Jack Brennan, Chief Executive, Vanguard Group



Brennan

2:30 - 2:45 PM, Ballroom Foyer
Break. Exhibit Hall Open.

2:45 - 3:45 PM, Ballroom I
Long-Term Care: Insure or Impoverish?
Panelists: Stephen A. Moses, President, Center for Long-Term Care Financing; Martin Weiss, Chairman/Chief Executive, Weiss Research; Allan Kanner, Professor, Tulane Law School

3:45 - 4 PM, Ballroom Foyer
Break. Exhibit Hall Open.

4 - 5 PM, Ballroom I
Do You Need Professional Designations to Effectively Write Finance?

Moderator: Hank Ezell, Atlanta Journal-Constitution
Panelists: Liz Pulliam, Los Angeles Times; Pamela Yip, Dallas Morning News; and Terry Savage, Chicago Sun Times



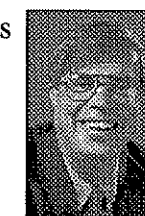
Ezell

5:30 - 7 PM, Hotel Terrace
Cocktail party at the Wyndham Harbour Island Hotel
Sponsored by the Tampa Tribune

Tuesday, October 24

7:30 - 8:30 AM, Ballroom Foyer
Exhibit Hall Open. Continental Breakfast Served.

8:30 - 9:45 AM, Ballroom I
Workshop: Credit scoring goes public
Craig Watts and Thomas Quinn; Fair, Issac



Currier



Jaffe

10 - 11 AM, Ballroom I
When should the reporter step into the story?

Moderator: Chet Currier, Bloomberg News Columnist
Panelists: Scott Burns, Dallas Morning News; Chuck Jaffe, Boston Globe; and Jason Zweig, Money Magazine

Conference Ends.



Speakers' and Panelists' Biographies

John J. Brennan, 46, is Chairman and Chief Executive Officer and a member of the Board of Directors of each of the mutual funds in The Vanguard Group. In 1998, he became a Trustee of the Financial Accounting Foundation. Brennan graduated from Dartmouth College in 1976 with an AB degree, and received a Master's degree in Business Administration from the Harvard Business School in 1980. Prior to his career at Vanguard, Brennan had been employed at S.C. Johnson & Son, Racine, Wisconsin, and the New York Bank for Savings in New York City.

Chet Currier writes a Bloomberg News Column on mutual funds investing, two to three times a week. Currier, 55, joined Bloomberg News in July 1999 after 28 years as a financial writer with the Associated Press. The last seven years, he wrote AP columns on mutual funds and the stock market that appeared regularly in hundreds of newspapers in the United States and abroad. In May, 1999, he and John Cunniff of the AP received the Distinguished Achievement Award from the Society of American Business Editors and Writers. In October 1999, he received the Excellence in Investor Education Award from the Mutual Fund Education Alliance. Currier graduated from Amherst College in 1966.

Hank Ezell has been a reporter and editor at the Atlanta Journal-Constitution for 30 years. He was the key person in assembling the newspapers' 1998 Money & More Investment and Personal Finance Seminar. A graduate of the University of Texas (BJ, 1966), he has covered the suburbs, Atlanta City Hall, politics, the 1980 U.S. Census, higher education and sundry business beats, including small business and personal finance. He served a four-year term as night city editor. Ezell now splits his time between the personal finance beat and editing the AJC's Sunday personal finance coverage.

Charles Jaffe is the personal finance and mutual funds columnist at The Boston Globe. His two weekly columns are syndicated nationally and his first book, "The Right Way To Hire Financial Help," was released in March 1998 by MIT Press. Jaffe joined the Globe in June 1994 after six years as business editor at The Morning Call in Allentown, Pa. He heads SABEW's Personal Finance Interest Group.

Allan Kanner is a member of Allan Kanner & Associates, P.C. in New Orleans, LA. He has a national practice representing individuals and corporations in environmental, toxic tort and commercial fraud litigation. Since 1990, he has been an adjunct professor of law at the Tulane Law School. He is a senior lecturing fellow at Duke

Law School, teaching business tort. He is currently lead counsel in a number of insurance fraud cases. He has testified on the issue of insurance fraud before the Special Committee on Aging, U.S. Senate.

Kathy Kristof is a syndicated personal finance columnist whose work appears in more than 50 major papers, including the Los Angeles Times, where she is also a major contributor to the business section. She is also author of "Kathy Kristof's Complete Book of Dollars and Sense" and is a firm believer that every journalist should know how to use a present value calculator.

Jonathan Lansner is The Orange County Register's business columnist and Internet junkie. In the past 14 years at The Register, Lansner has been a business reporter - breaking national stories on the savings and loans scandal of the 1980s - and a business editor - overseeing The Register's series of stories on the 1996 Comparator stock scam that won a Gerald Loeb Award. Lansner, a Wharton School of Business alumnus, produced an "Economics 101" commentary for National Public Radio's Marketplace show and is a Society of American Business Editors and Writers governor. He also authored the 1995 book, "How Money Works."

Jeffrey N. Pretsfelder, managing editor at RIA, is a Certified Public Accountant and Certified Financial Planner. Currently, he manages content for RIA Tax Alerts, RIA's innovative new web-based product that integrates tax information and compliance. RIA Tax Alerts is the first product to tell practitioners which of their clients are affected by new Federal and state tax developments. He has also been a tax practitioner in public practice since 1972.

Liz Pulliam is personal finance writer for The Orange County Register. She covered Weyerhaeuser labor strikes for the Seattle Times, the iditarod sled-dog race for the Anchorage Daily News and the 1992 presidential election for the Register before settling down in the business section in 1994. Pulliam is a 1997 Gerald Loeb Award winner for a series on the Comparator penny stock fraud and shared a team 1989 Pulitzer Prize for coverage of Alaska's alcoholism epidemic.

As Director of Client Support & Consumer Initiatives for Fair, Isaac, **Thomas J. Quinn** leads the team that provides support to clients of Fair, Isaac's credit bureau products and services. This includes managing the company's telephone helpline, extranet Web-site, seminars, customized training, and consulting. In addition, he manages Fair, Isaac's consumer-direct service initiatives including its planned Web-

based services for FICO score explanation and score delivery. Quinn has over 10 years of industry experience, including previous positions with Citibank and MDS. He holds a BA from Marietta College, Marietta Ohio, and an MBA from the University of Pittsburgh.

John Rekenhaller is Research Director for Morningstar, Inc. He and the other members of the Research team are responsible for Morningstar's quantitative methodologies, such as its star rating and style categorization. In addition, the Research group is involved in ongoing development for Morningstar's online advice program, ClearFuture. He writes extensively about investment topics in on Morningstar's Internet site, morningstar.com. In addition, he currently publishes regular columns in Journal of Financial Planning and Individual Investor. He received his B.A. in English from the University of Pennsylvania and his M.B.A. from the University of Chicago. He is a Chartered Financial Analyst and a member of the Investment Analysts Society of Chicago.

Terry Savage is a registered investment adviser for stocks and commodities and is on the board of directors of McDonald's Corp. and Pennzoil-Quaker State Co. Her third book, "The Savage Truth on Money," recently was published by John Wiley & Sons Inc.

Gary Schatsky received his undergraduate training at The University at Albany where he received, with distinction, a B.A. in Economics with an additional emphasis on Business Administration. Schatsky has been involved in comprehensive fee-only financial advising since 1979. In 1981, he founded I.F.C. Personal Money Managers, Inc. in Albany, New York. Schatsky lectures nationally on topics such as personal finance, investment planning, tax planning and estate planning. In addition, he is frequently quoted in local and national publications, such as The New York Times and the Wall Street Journal. In addition, he was again selected by Worth Magazine as one of the nation's 250 best financial advisors and by Medical Economics as one of the 120 best financial advisors.

Professor William Sharpe is the STANCO 25 professor of finance at Stanford University Graduate School of Business. In 1990 he received the Nobel Prize for Economic Sciences. Sharpe is past president of American Finance Association.

Linda Stern's weekly personal finance column is distributed by Reuters and appears in newspapers around the country, including the Fort Lauderdale Sun Sentinel. She is an associate editor of

Newsweek magazine, a regular contributor to Better Homes and Gardens Family Money and author of "Money-Smart Secrets for the Self-Employed," published by Random House. She is versatile (she spent a year writing columns for Cosmopolitan and Modern Maturity), nerdy (particularly enjoys writing about taxes) and has been self-employed for a dozen years, after covering Reaganomics, the Volcker Fed and tax reform as a Washington beat reporter.

Ralph "Jake" Warner, co-founded Nolo, America's pioneer publisher of quality self-help law materials in 1971. He was publisher and president of Nolo until 1993, at which time he focused his attention on creating and expanding Nolo's online division. Today, as chairman of Nolo, Warner continues to focus his energies on Nolo's website, believing that it is a near-perfect medium to carry out and expand Nolo's original mission to make plain-English legal information accessible to all. Nolo.com has been widely recognized as the most comprehensive, effective and popular self-help law Internet site. *The Wall Street Journal* says, "Nolo's home page is worth bookmarking," and *The New York Times* names Nolo.com "The one legal site to take to a desert island."

As Consumer Affairs Manager for Fair, Isaac, **Craig Watts** oversees educational, informational and media relations initiatives that represent Fair, Isaac to the general public. This work includes serving as company spokesperson; developing information for use by consumers, the news media and the industry; and creating alliances with other organizations to advance shared educational goals. Prior to joining Fair, Isaac, Mr. Watts served as account supervisor and senior writer for public relations agency UpStart Communications. He also has 18 years experience with Pacific Bell in a variety of corporate communications and public relations functions. He has a BA from Stanford University.

Pamela Yip is the personal finance reporter and columnist for the Dallas Morning News. At the Morning News, Ms. Yip writes the Monday personal finance centerpiece story and the Money Talk column that appear each Monday in the newspaper. Ms. Yip has a bachelor's degree from California State University in Sacramento, where she majored in journalism and economics. She attended the Wharton School of Business' program for financial reporters at the University of Pennsylvania in Philadelphia. Ms. Yip has won several reporting awards, including one for best business reporting from the Los Angeles Press Club. Yip successfully completed the University of Houston's Certified Financial Planners program in 1997 after two years of study.





Exhibitors' and Sponsors' Listings

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E-mail: gunissc@missouri.edu

Executive Assistant

Helen Pattrin

Phone: 573-882-7862

E-mail: pattrinh@missouri.edu

Membership Coordinator

Phousavanh Sengsavanh

Phone: 573-882-7862

E-mail: sengsavanh@missouri.edu

SABEW Office

Society of American Business

Editors and Writers, Inc.

Missouri School of Journalism

76 Gannett Hall

Columbia, MO 65211-1200

Phone: 573-882-7862

Fax: 573-884-1372

E-mail: sabew@missouri.edu

Internet: www.sabew.org

Graphic Designer

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STATEMENT OF PURPOSE:

It is not enough that we be incorruptible and act with honest motives. We must conduct all aspects of our lives in a manner that averts even the appearance of conflict of interest or misuse of the power of the press.

A BUSINESS, FINANCIAL AND ECONOMICS WRITER SHOULD:

1. Recognize the trust, confidence and responsibility placed in him or her by the publication's readers and do nothing to abuse this obligation. To this end, a clear-cut delineation between advertising and editorial matters should be maintained at all times.
2. Avoid any practice which might compromise or appear to compromise his objectivity or fairness. He or she should not let any personal investments influence what he or she writes. On some occasions, it may be desirable for him or her to disclose his or her investment positions to a superior.
3. Avoid active trading and other short-term profit-seeking opportunities. Active participation in the markets which such activities require is not compatible with the role of the business and financial journalist as disinterested trustee of the public interest.
4. Not take advantage in his or her personal investing of any inside information and be sure any relevant information he or she may have is widely disseminated before he buys or sells.
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6. Accept no gift, special treatment or any other thing of more than token value given in the course of his professional activities. In addition, he or she will accept no out-of-town travel paid for by anyone other than his or her employer for the ostensible purpose of covering or backgrounding news. Free-lance writing opportunities and honoraria for speeches should be examined carefully to assure that they are not in fact disguised gratuities. Food and refreshments of ordinary value may be accepted where necessary during the normal course of business.
7. Encourage the observance of these minimum standards by all business writers.

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Guidelines To Ensure Editorial Integrity Of Business News Coverage:

1. A clear-cut delineation between advertising and editorial matters should be maintained at all times.
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4. Promising a story in exchange for advertising is unethical.
5. Publishers, broadcasters and top newsroom editors should establish policies and guidelines to protect the integrity of business news coverage.

Cautions On Use Of Non-Journalists With Conflicts Of Interest In The Subject Matter:

Using articles or columns written by non-journalists is potentially deceptive and poses inherent conflicts of interest that editors should guard against. This does not apply to clearly labeled op-ed or viewpoint sections or "Letters to the Editor."

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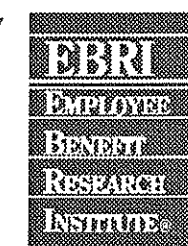
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