

ShopTalk

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The Washington Post Company Hosts Energy Conference

The Washington Post Company hosted a conference to explore America's energy future on Nov. 8. Underwritten by advertising client and French energy multinational conglomerate AREVA, the

gress, and leading scientists and environmental experts. Former Post national energy correspondent and business editor Peter Behr moderated the discussions.

During the congressional panel, a "mini-conference" developed in which Republican senators and Democratic house members began negotiating compromise provisions of the energy bill currently pending in Congress.

"It was great to see it, and we're happy to have provided the forum for it," Butler said.

"About six months ago, we decided to start a formal conference operation here at the company," explains Butler, who led the initiative. "When **Nancy Parke** told us that the AREVA energy company was interested in underwriting a conference on energy, we took that as our first project, and **Amer Yaqub**, **Carlos Silva** and I became the conference division."

Butler explained that a conference underwriter



Vice President **Pat Butler**, The Washington Post Company, introduces the congressional panel made up by (left to right) Sen. Bob Corker (R-Tenn.), Sen. Lisa Murkowski (R-Alaska), Rep. Edward J. Markey (D-Mass.) and Rep. Stephanie Herseth Sandlin (D-S.D.) during the Energy Conference at the Northwest Building on Nov. 8.

must agree to invest at least \$500,000 in new incremental advertising in The Post and washingtonpost.com, and that The Post Company must have "strict editorial independence" in planning the conference. He noted that Rep.

Edward J. Markey (D-Mass.), chairman of the House Select Committee on Energy Independence and Global Warming, was invited as a critic of nuclear energy, which is AREVA's primary energy focus.

Apart from the advertising revenue, Butler said that a conference of this magnitude is about bringing the "world's best experts in these fields for a half-day and letting them talk through these issues and giving our readers a first-hand understanding of those

Dean Kamen, inventor of the two-wheel personal transport Segway vehicle, talks to International Advertising Director **Amer Yaqub**.



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International Advertising manager **Carlos Silva** talks with **Anne Lauvergeon**, chairman and CEO of AREVA, the French energy multinational conglomerate that underwrote the Energy Conference.

conference assembled what Washington Post Company Vice President **Pat Butler** described as an "all-star cast of people" that included the secretary of energy, the vice-chairman of Chevron, a former chairman of the U.S. Nuclear Regulatory Commission, four members of con-



THE WASHINGTON POST

Music Dance

SCHOLARSHIP AWARDS

in collaboration with Urban Nation, Inc.



Story In Photos



PHOTO - DENIZ SEVGILLI OÑA

Valli Sanmugalingam from Walter Johnson High School (Md.), dressed in a folkloric and colorful outfit, performs a traditional Indian dance titled, "Thevaaram." She was one of the 13 contestants that helped set the right tone for the sixth annual Washington Post Music and Dance Scholarship Awards ceremony during the evening's prologue, which consisted of individual performances ranging from ballet to a tuba solo to tap dance. A total of 228 Washington Metropolitan area students participated and 12 were awarded \$2,000 scholarships each for academic achievement and excellence in the arts. The event took place at the Warner Theatre on Nov. 17.



PHOTO - DENIZ SEVGILLI OÑA

After the prologue, the Music and Dance contestants perform the opening production number to the music of "The Washington Music and Dance Scholarship Awards Theme Song" written by Urban Nation, Inc. President and CEO Rickey Payton, Sr, who produced the event for the sixth straight year. When former director of Public Relations **Eric Grant** was recognized earlier in the evening as the "brain child" of the event by Vice President **Lionel Neptune**, Affiliates and Community Development, Grant didn't hesitate to recognize Payton not only as a talented musician who has worked with Celine Dion and Michael Jackson, but "more importantly as a teacher."

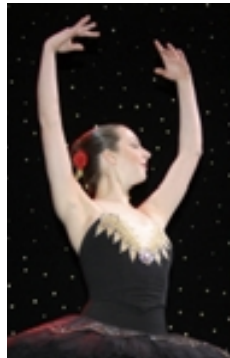


PHOTO - DENIZ SEVGILLI OÑA

Marshall High School (Va.) senior Emilija Grinvalds performs a ballet number, titled "Variation from Paquita." Grinvalds was later awarded one of the 12 scholarships of the evening.



(Left to right) Music and Dance Associate Producer **David Jones**, actress and co-host Karyn Parsons (sweetblackberry.com), publicist Jason Maymon and Vice President Lionel Neptune listen to producer Rickey Payton's welcome to sponsors and other distinguished guests during a reception at the Warner Theatre's atrium lounge prior to the event.



(Left to right) **Carrie Morse, Aurora Gonzalez and Tito Tolentino** from Public Relations and several other Post volunteers worked closely with David Jones to ensure the evening was flawless.

Following the "Broadway Revue" portion of the evening, Rami Ayyub from Winston Churchill High School (Md.) sings "If I Were a Rich Man" from the musical "Fiddler on the Roof." Ayyub delivered one of the evening's 40 individual performances. As David Jones noted in the evening's program: "For some of them, this evening will be their last opportunity to sing, dance or play music before moving on to pursue careers in medicine, law or science."



PHOTO - DENIZ SEVGILLI OÑA

During the "Broadway Revue" portion of the program, the Music and Dance contestants perform the sing-and-dance routine titled "Lullaby of Broadway" from the musical "42nd Street," followed by "What I Did for Love" from "A Chorus Line." Helping producer Rickey Payton pull off the intricate numbers were choreographer and Artistic Director Michael Bobbitt, Musical Director Glenn Pearson and choreographer Shawn Cosby.

EDITOR'S NOTE: To read **Hamil R. Harris's** story and to view **Sarah L. Voisin's** photos and **Jacqueline Refo's** video on the awards ceremony go to washingtonpost.com (key words: music dance scholarship awards).

issues." He said, "Washingtonpost.com is a great partner in this effort and will post highlights of these conferences for the benefit of its nine million highly interested and influential readers around the world."

Silva said, "The Washington Post Company has done high level events in the past and Pat Butler has been

instrumental in making these possible. Now we are creating these events as value-added opportunities for our advertising clients on a more systematic basis. The AREVA conference demonstrated that The Post Company can serve a client's interest beyond the pages of the paper while also contributing to the public dialogue on important national and international issues."

Butler hopes to have future conferences on issues like health care, agriculture and technology, at least quarterly in 2008 and perhaps more frequently in 2009. He was encouraged by the major stories written by the Associated Press, Reuters and Bloomberg, and he hopes to secure live C-SPAN coverage for future conferences. The caliber of panelists, the "ter-

rific logistical execution," which he credits to **Julie Perlstein** and **Nicole Marshall**, Marketing, as well as his assistant **Cheryl Davis**, and "very good prospects" for future sponsorships led Butler to conclude, "We're off to a good start in making conferences a very good business for our company." ■

WORC And The Post

The Post and the Workforce Organizations for Regional Collaboration (WORC), an intermediary between the region's workforce development organizations and local employers, are partnering up for a second annual event: the WORCforce Roundtable.

The Post and WORC have fostered a symbiotic relationship over the past five years that has resulted in a pool of capable employees for The Post and the sponsorship of WORC's most important fundraising event, the annual Dream Job Auction. The third annual auction, which will take place on May 1, 2008, will allow attendees to bid on "dream jobs" such as shadowing the Washington Nationals manager or perhaps being the editor of The Post or even being a fighter pilot for a day. Go to www.dreamjobauction.org for more information.

"When WORC approached us about extending our partnership to include sponsoring the WORCforce

Roundtable and its motto of 'building Greater Washington's workforce for tomorrow,' it made sense for The Post to be a part of that," said **David Jones**, Public Relations, who helped broker the sponsorship.

The Post-sponsored roundtable will take place at the Four Seasons Hotel on Dec. 7. David Remick, executive director

of WORC, who worked with Jones to make the sponsorship happen, said, "It will bring together 200 business, government and community leaders to examine the workforce challenges that our community will confront over the next 10 years."

Under the Speakers Bureau umbrella, Post business columnist **Steven Pearlstein** will moderate discussions between various CEOs, human resource directors and other community leaders who are in a position to discuss issues surrounding the local workforce.

Remick said, "WORC serves hundreds of businesses located in the Greater Wash-

ington region by providing them access to a pool of qualified, pre-screened employee candidates for their non-exempt vacancies."

Jennifer Legat, human resources manager, said, "WORC helps screen candidates for us in the service-oriented fields. For example, we had a gentleman start as an on-call, part-time utility mailer. He's now training to

become a press operator."

While the conference is open to the public, Remick encourages individuals who serve in human resources, operations, business leadership and the Business/Metro sections of the newspaper to attend.

For more information, visit: www.workforceroundtable.org. ■



E-Streeters Luncheon



Executive Editor **Len Downie** addresses members of the prestigious E-Streeters Club, after being introduced by E-Streeters President **Al Manola** (right). The group made up mostly by reporters (or their surviving spouses) who worked at The Post back when it was located on E Street and who range in age from mid 80s to late 90s, listened closely to Downie. He discussed The Post's "new multimedia newsroom" and the challenge of training reporters to also be photographers, videographers and bloggers in the digital and continuous news era. Downie then answered several questions, which reflected the Post elder statesmen's unwavering conviction and sincere interest in the future of their newspaper.

YJDP Event



PHOTO - DAVID BETANCOURT

Financial columnist **Michelle Singletary** (center) posed for photos and autographed copies of her book for high school students following a Young Journalists Development Program event, where Singletary and education reporter **Megan Greenwell** spoke and then answered questions. Seventy-five students from seven area high schools, including 20 from Oakland Mills High School in Columbia, Md., attended the event.

Eugene Meyer Awards On Dec. 10

All Post employees are invited to assist in honoring this year's winners, **Warren Brown**, **Grace Carter** and **Mike Towle**, as well as Post reporters and photographers who have worked in Iraq and Afghanistan since 2002. The annual reception, which brings together Post employees from all departments, will begin at 5:30 p.m. in the auditorium.

DVD Kiosk

A DVD-vending machine, which includes movies like "Reign Over Me" starring Adam Sandler and Don Cheadle, is now available in the Northwest cafeteria. The cost is \$1.79 for the first night and 99 cents each additional night. You will need a credit card to check out movies and it is available to all Post employees and contractors. The rental machine has a Web site that allows you to enter "The Washington Post" machine to

check inventory, print credit card receipts and check on new release dates. Visit: zrlstudios.com/dvd/ynotdvd/movies.html

2007 Expense Deadlines

Please note the following 2007 deadlines from Accounting:

Delinquent expense reports:
Dec. 17

Final current expense reports (dated after Dec. 1): Dec. 19

Accounts payable vouchers:
Dec. 19

Accrual worksheets:
Jan. 3 (by noon)

Please submit expense reports immediately after travel; they're delinquent if submitted more than one week after the expenditure was incurred. Although considered delinquent, expenses from September through November must be submitted by Dec. 17 in order to be reimbursed. Submissions after Dec. 17 will be returned unpaid. December expenses must be received by Jan. 10, 2008 or they will be returned unpaid.

For December expenses to appear in the 2007 budget, they must be received by Dec. 19. Consistent with past years, December expense reports will not be accrued. December expenses received between Dec. 19 and Jan. 11, 2008 will appear in the 2008 budget. If you have any questions, contact **Nadeem Awan**, Financial Accounting Supervisor, at x4-7812.

Cookie and Cook Book Sale Next Week!

The Cookie and Cook Book Sale will be held in the Northwest Multipurpose Room on Dec. 5 from 1 to 4 p.m. All proceeds will be donated to N Street Village. The rules of the game: cash only, no checks or credit cards and no large trash bags or carts. The newsroom is looking for a few good bakers to donate cookies or baked goodies. Anyone interested in donating can contact **Aimee Sanders** at x4-6748. Contact **Jill Grisco** at x4-7516 with any other questions or concerns.

Marketplace

FOR SALE: 2007 White House Historical Association Xmas ornaments. Selling as part of a fundraiser for my son's daycare. They are \$18 each. To see this year's ornament featuring President Grover Cleveland's White House wedding: whitehousehistory.org. Free Northwest Building delivery. Contact Liz Whyte at x4-6545 or whytel@washpost.com.

FOR RENT: Disney Beach Club Villa at EPCOT Center available from Dec. 21-28, 2007. Unit includes queen bed, pull-out sofa, full bathroom and kitchenette. Directly located on Disney property at EPCOT Center. \$1,200 includes all taxes and fees. This unit normally rents for \$475 per night during that week. Contact Kevin at dammeyerk@washpost.com or at x4-7786.

ISO: Board games or table games that you're not using anymore. They will be given to an orphanage in Vladimir, Russia where I will be working for 10 days in January. The children love games like Jenga, checkers, Twister, Mancala, Uno, etc. Also need tennis balls (14) and beanbags (4). Just label them to me: Steve Allis, Springfield Pressroom and send them through inner-office mail. Thank you. Contact me at x6-1900 or at home at 703-528-7174.

FOR SALE: Give the book "I Have Risen" as a holiday gift this season. All proceeds of the book, featuring essays by young African Americans, will benefit the Ron Brown Scholar Program, a nonprofit organization, which provides full collegiate scholarships to graduating minority high school students. The essays, written by Ron Brown Scholars, offer insight into the struggles they have faced and overcome. Contact Kimberly at x4-7727 to purchase a copy.

FOR SALE: Almost free! Toshiba PCX-2600 cable modem \$10. I could bore you with technical specifications, but I just unplugged it last week and it works just fine. Why rent from the cable company when you can own it? Contact Bernie at x4-6661.

NEW MARKETPLACE DEADLINE: Close of business on Fridays. Please include your name, extension and phone number. Ads are for Post employees only. Send ads to ShopTalk, seventh floor, or call x4-6803. To send ads via fax dial x4-4963 or to email send to shoptalk@washpost.com or onom@washpost.com. Ads run for two issues unless otherwise requested. ShopTalk reserves the right to publish and edit all ads.