



**ARTHUR W. PAGE SOCIETY**

FOUNDED 1983

# Annual Report 2003



ARTHUR W. PAGE SOCIETY

FOUNDED 1983

*“...all business in a democratic country begins with public permission and exists by public approval...”*

ARTHUR W. PAGE

#### THE PAGE PRINCIPLES

**Tell the truth.**

Let the public know what's happening and provide an accurate picture of the company's character, ideals and practices.

**Prove it with action.**

Public perception of an organization is determined 90 percent by doing and 10 percent by talking.

**Listen to the customer.**

To serve the company well, understand what the public wants and needs. Keep top decision-makers and other employees informed about public reaction to company products, policies and practices.

**Manage for tomorrow.**

Anticipate public reaction and eliminate practices that create difficulties. Generate goodwill.

**Conduct public relations as if the whole company depends on it.**

Corporate relations is a management function. No corporate strategy should be implemented without considering its impact on the public. The public relations professional is a policymaker capable of handling a wide range of corporate communications activities.

**Remain calm, patient and good-humored.**

Lay the groundwork for public relations miracles with consistent, calm and reasoned attention to information and contacts. When a crisis arises, remember that cool heads communicate best.

## 20 YEARS AND COUNTING

It was a modest beginning for the Arthur W. Page Society in 1983 as several dozen Bell System public relations executives gathered in Hershey, Pennsylvania to plan an association that would continue past the breakup of the world's largest business enterprise.

"The idea for the Society burst forth as an inspiration at the final meeting of Bell System public relations officers late in 1983," Ed Block wrote in the first issue of the Society's Newsletter. "We agreed that although the Bell System would be dissolved, the Page legacy should not disappear. So, why not form a society in order to promulgate his principles?" And that is what happened in Hershey 20 years ago.

Jack Koten, who was elected the first president of the Society, outlined the purpose and mission of the organization. "The Society is intended for those senior executives who practice Page's philosophy and who want to help other businesses benefit from it," he wrote. "I foresee a Society that is prestigious and influential. It offers a forum for the exchange of information and friendship, and adds to the literature, education and tools that advance our profession's credibility and usefulness to business and society as a whole."

Although the first members were all from the Bell System, the fledgling organization quickly began to attract others. Among the earliest "non-Bell" companies to join were USG Corporation, Alcoa and Rockwell International. It would not be long before the Page Society became an industry-wide association of more than 300 senior public relations professionals.

From the beginning, the Page Society wanted to provide a continuous learning forum for the discussion of issues relating to business and the profession, and in doing so, find ways to improve the quality and stature of its members' work. This "learning forum" would eventually include 20 Annual Conferences, 18 Spring Seminars, and

dozens of other meetings where members would carry on dialogues with some of the best minds in business, government and academia about the issues and challenges that faced the profession.

The goal was to make public relations a major contributor to the success of the corporation, and to that end, the Page Society endeavored to embrace those individuals who epitomized the highest standards of public relations practice, as exemplified by the Page Philosophy and Principles. Although a select organization with strict criteria for gaining membership, the Society has been able to attract the best and the brightest of the profession. They are the leaders who set the bar for the profession.

To honor their most distinguished members, the Society annually inducts a leading professional into its Hall of Fame. It also recognizes those who have helped strengthen the role of public relations in our society with the Distinguished Service Award. Over the years, these awards have honored 23 individuals who can truly be considered giants of the profession.

In 2003, the Arthur W. Page Society celebrated its 20th anniversary with appropriate fanfare and accolades. Considering that the Society is built on management concepts that have been tested for more than half a century and have earned the respect of chief executive officers throughout the world, it is understandable that when the membership came together in San Diego to toast their accomplishments, they could do so with tremendous pride in all that the Page Society has achieved over the last two decades.

But this is still a young organization and it goes without saying that the journey has only begun. There will be new challenges to confront and new opportunities to explore. But the momentum that has been achieved over the last few years puts the Page Society in a position to deal with the challenges and take advantage of the opportunities that the future will bring.

## LETTER FROM THE PRESIDENT, 2002–2003

Fellow Members of the Arthur W. Page Society:

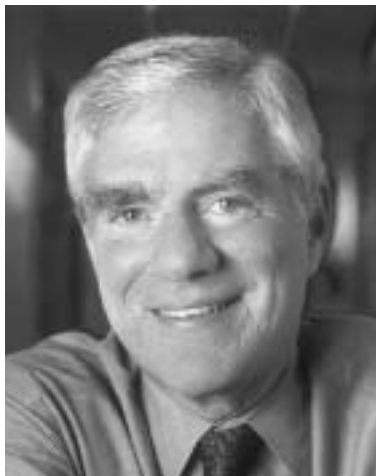
As I finish my two-year term as president of the Arthur W. Page Society, I want to express my deep appreciation for the privilege of leading what has become the preeminent public relations association in this country. In my first Annual Report letter, I wrote that being elected president was “an awesome, exciting and daunting prospect.” Two years later, I can only say that I thoroughly enjoyed the job and would highly recommend it to any of you.

What made my presidency such a rewarding experience was the support I received from the Board, the staff and the membership. I’m very proud of what we were able to accomplish but realize that it couldn’t have happened without the hard work and cooperation of so many people. Thank you all.

One of my goals when I succeeded Jim Murphy was to maintain the momentum his leadership had created and to build on it and take the Page Society to the next level. I believe that, over the last two years, we have made great strides in that direction.

One of the first things we did was to engage the Board in a reassessment of our mission and strategies. Beginning with a Board retreat followed by extensive discussions about our infrastructure, objectives, processes and resources, we produced a strategic plan designed to help us advance the Page Principles, lead the profession and support member success.

The Page Principles, of course, are engrained in everything the Society does. But I believe they were never more relevant than in the last two years.



The year 2002 was a particularly challenging year for our profession. The scandals that tarnished the image of the business and financial communities – and damaged public trust in those institutions – dominated our deliberations during the year. Our regular conferences and other forums provided numerous opportunities to reflect on the Principles that are the heart and soul of this Society and the profession it represents and, as I sometimes pointed out, were clearly a prescription for what ails Corporate America.

In 2003, the Page Principles were also prominently displayed as we celebrated our 20th Anniversary. It was a year to remember with two gala events – the Spring Seminar that kicked off the anniversary and attracted a record turnout and the Annual Conference in San Diego that, in addition to honoring Arthur W. Page, saw the largest gathering ever of our Hall of Fame and Distinguished Service Award honorees. It was a touching reminder of the many giants of the profession who are associated with the Page Society.

Under Tom Martin’s guidance of our Marketing Committee, the Page Society has solidified its position as the leader of the profession. We have seen increasing mention of the Society and its members in the press, speaking out on issues that impact the profession and our member companies. The issues the Society has addressed run the gamut from diversity and affirmative action to free speech and corporate governance.

In addressing some of these issues, we have gone beyond expressing opinions and taken actions that we believe will have an impact on the issues. Our Task Force on Diversity, chaired by Valerie Di Maria and Ann Barkelew, has launched a scholarship program that will encourage minority students to consider careers in public relations. On another front, Kurt Stocker, in association with the National Investor Relations Institute, arranged three regional meetings on the new corporate governance rules that were open not only to members but also to others in their organizations who were responsible for implementing the new regulations.

We have also leveraged our leadership responsibilities through collaborations with others in the profession. The Public Relations Coalition, a partnership of 19 major organizations representing corporate public relations, investor relations, public affairs and related communications disciplines, put together by Jim Murphy, made a major contribution to understanding the role of business leadership with the release of a white paper entitled, *Restoring Trust in Business: Models for Action*. This document challenged CEOs to adopt ethical principles, pursue transparency and disclosure in everything they do, and make trust a fundamental precept of corporate governance.

The issue of trust was also explored in what may be one of the most important projects ever undertaken by the Page Society. That is the book of essays by some of the most important CEOs in America that was conceived by Jack Koten and Ed Block as part of our 20th Anniversary commemoration. Scheduled for publication early in 2004, *Leading CEOs Speak Out: Building Trust*, is an impressive and persuasive rebuttal to the idea that today's corporate leaders have lost their way. It is also a testament to the power of the Page Principles since they played an important role in many of the stories that are told by the CEOs who are part of this project.

When I took "office," I said that raising the intellectual discussion within the Page Society would be a high priority. And I think we have accomplished that. I also said that finding ways to better manage, govern and grow the organization would make this a stronger organization. That too has taken place.

But it all comes down to the fact that our real strength and value is in our membership and our ability to share knowledge, collaborate and put the best face possible on the

public relations profession. This focus on membership has always been a hallmark of the Page Society but in the last two years we have tried to sharpen that focus.

To that end, the Membership Committee under Maril MacDonald has looked at the quality of our membership and taken steps to improve the evaluation and recruitment of new members, always seeking the most thoughtful PR executives who will help us renew our organizational energies and bring more diversity to the organization. We have also worked to have a more engaged membership, opening up leadership opportunities at both the Board and committee levels. This increasing involvement of our members means that we are bringing together the best in our profession and ensuring a growing and vibrant organization.

Over the past year, we have put renewed emphasis on both internal and external communications. A significantly improved Web site is a major part of our communications strategy and will enable us to have a more interactive involvement with our members. With a better knowledge-sharing tool that the Web site will become over time, we can begin to tap into and take advantage of the collective wisdom and intelligence of the organization. That has been a longtime goal, and we are now on the verge of achieving it.

I am no different than any other president in wanting the membership to believe that there is real value in belonging to the Page Society and that it is helping them to do their jobs better. And like all those who preceded me, I know that we have only begun to realize the potential that the Page Society has for making this a better profession.

I am particularly pleased that Tom Martin is succeeding me as president. Tom has already contributed to the Society in many ways and will continue to do so. But the important thing is that we share the same vision for keeping this organization moving forward and accomplishing great things for the profession.

Thank you again for your support and for the honor and privilege of serving as your president during the last two exciting years.



David Drobis

## LETTER FROM THE PRESIDENT, 2004

Fellow Members of the Arthur W. Page Society:

In his farewell letter to the Society in this Annual Report, Dave Drobis describes his feelings upon assuming the role of president two years ago as “awesome, exciting and daunting.” To these accurate descriptions, I would only add the word *humbling*. When I look over the list of members of The President’s Council – those who have served as presidents and founders of the Society – I see the names of some of the true visionaries of our profession: Ed Block, Marilyn Laurie, Bill Nielsen, Larry Foster, Kurt Stocker, Jim Murphy, Jack Koten, and Dave Drobis, the newest member. These men and women have made indelible contributions to the Page Society, to the organizations in which they served, and to the greater society as well. It is truly an honor to follow in their footsteps.

Since I was elected by the Board in September to succeed Dave Drobis, I have been reaching out to many Page Society members – Board members, past Board members, Hall of Fame recipients, and other members – to gauge their perceptions of the Society and to determine their areas of interest in becoming more involved in the Society’s endeavors.



What has struck me about these conversations is just how deeply our members believe in the work of the Page Society and the Page Principles upon which the Society is based.

They shared their enthusiasm for the increasing pace of Page-related activities. They talked about the quality of the Page events in which they have participated. Their comments reflected the depth of their pride in being associated with the Society.

If there was one over-riding concern expressed, it was a fear that we might lose some of the momentum that has accelerated in the last few years, thanks to the leadership of Jim Murphy and Dave Drobis as presidents, and Paul Basista as executive director. With the support of a dedicated Board and staff, active committees and enthusiastic members, I am committed to doing all that I can to keep the Society moving forward, and to finding new ways to enhance the management policy role of our profession.

In my conversations with Board members, I have tried to discern the key priorities that we collectively feel are most pressing as we begin the new year. I have consolidated the many ideas and suggestions into three areas on which I plan to focus this year.

The first of these is ***Involvement***. How can we find new ways to enhance the involvement of Page Society members in the work of the organization, through committee assignments, programs and other related efforts? Page members are busy people, with significant positions within their corporations, major agencies or academic institutions. It's not easy for any of us to find extra time to devote to volunteer activities, no matter how much we might believe in the cause. Yet, without the meaningful involvement of our members, the Society will inevitably lose its focus and effectiveness.

In that regard, I encourage you to find ways to become more engaged in the Society. That means making an effort to attend our Spring Seminar in April, our Annual Meeting in September, and other Page-related activities during the year. You can find more details on these through the newly enhanced Web site. Yes, it's a commitment of your time and resources, but the payoff is in the networking opportunities with other members, along with thought-provoking content from the meetings themselves.

Another way to get involved is through committee activities. We have a number of active committees, both standing and *ad hoc*, that focus on membership, financial stewardship, communication, outreach, conferences, diversity and long range planning. A list of the committee chairs is also available through our directory or the Web site.

A second area of focus is our ***Interaction*** with other organizations that have common interests. In that regard, the Page Society has been a leading participant in the PR Coalition, under the leadership of Jim Murphy. I would like to see us build on existing relationships and develop new ones with other key organizations in the public relations and reputation management disciplines. I would include in this list, the Business Roundtable, NIRI, the Institute for Public Relations, and the Council of PR Firms, among others.

Finally, I hope to continue to build the ***Impact*** of the Page Society as a preeminent voice in the fields of public relations and reputation management. Under the leadership of Peter Debreceeny and Anne McCarthy, the Communications Committee will continue to build on our media outreach efforts, with a special focus on business media. We also want to continue to improve the timeliness of member communications such as the daily Web updates that were provided on our Web site during last year's Annual conference. During the year, we plan to explore other new ideas to make the Page Society's efforts more visible, both to our membership and to the outside world.

I couldn't be more excited to be leading the Page Society at such an opportune time. The importance of reputation management has never been clearer, not only to those in our profession, but increasingly to business, civic, religious and academic leaders around the world. The wounds caused by the many scandals of the last three years are deep; they won't heal overnight. The members of the Page Society are thought leaders well-prepared to help restore public confidence in business, government and other institutions following this tumultuous period.

I look forward to working with you in the year ahead. Let me know your ideas on how we can make the Page Society even more responsive to your needs.



Tom Martin

## THE YEAR IN REVIEW

During 2003, the Arthur W. Page Society celebrated its 20th anniversary with a program of events and new initiatives that paid tribute to the organization's accomplishments, emphasized the Page Principles and helped confirm the Society's role as a leader in the profession.

The year was notable because of the great enthusiasm that the anniversary year generated. Actually it was a double anniversary – the 20th year since the Society was founded and the 120th anniversary of the birth of its namesake. Both were cause for celebration.

The first major event of the anniversary year occurred at the Spring Seminar in April when a dinner at the St. Regis Hotel in New York attracted nearly 300 people, a record for a Page Society meeting. At the Annual Conference in September that was held on San Diego's Coronado Island, another huge turnout toasted both the Society and Arthur W. Page at a gala dinner party. As President David Drobis said, "It was a night to remember."

Besides the two dinners, the Society's Heritage Committee under the direction of Jack Koten and Ed Block planned a number of other activities to commemorate the year. These included a book of essays by leading CEOs and a DVD series featuring discussions with notable Page members. The committee also laid the groundwork for new ambassador and fellowship programs that will put speakers in college classrooms and students in Page-sponsored internships. All of these programs were designed to showcase the impact that the Page Society is having and to honor the memory and legacy of Arthur Page.



Page President David Drobis opened the year-long 20th anniversary celebration with a toast at the Spring Seminar gala dinner.

While the anniversary events highlighted the year, 2003 also saw a renewed emphasis on the Society establishing leadership positions, promoting diversity of opinion and thought and improving information exchange. During the year some important new or enhanced initiatives were also introduced.

### Making the Case for Restoring Trust

The scandals that shook the foundations of Corporate America in 2002 had a devastating effect on public trust in business. During the last year, the Page Society was involved with two major projects dealing with the trust issue.

The Public Relations Coalition, a partnership of 19 major U.S.-based organizations representing corporate public relations, investor relations, public affairs and related disciplines that was pulled together by Jim Murphy while president of the Page Society, held a summit early in 2003 to develop a consensus on how best to restore trust in corporations. Out of that summit and the weeks of deliberation that followed, the Coalition produced a white paper, *Restoring Trust in Business: Models for Action*, that was sent to the CEOs of all of the leading corporations in the country.

The document challenged business leaders to do three things: adopt ethical principles, pursue transparency and disclosure in everything they do, and make trust a fundamental precept of corporate governance. To help put trust into practice, the white paper included practical action steps or models for corporations to follow.

At the same time that the Coalition was drafting its proposal for restoring trust, the Society's Heritage Committee was developing plans for a major book project aimed at helping to restore public and shareowner confidence in Corporate America. The proposed book would have prominent CEOs write essays on how to create, strengthen and sustain trust.

To be released early in 2004, *Leading CEOs Speak Out: Building Trust* will include contributions from CEOs of some of the nation's major companies. Their essays are powerful statements on trust and accountability and should help put to rest the questions that have been raised about the credibility and integrity of today's top executives.

Without question, one of the most ambitious projects ever undertaken by the Page Society, *Building Trust* is expected to attract considerable attention in the business and financial communities. When published, the book will also be offered to business schools for use in teaching business ethics.

## Creating a More Diverse Workplace

Believing that public relations should set the example for diversity, the Page Society has joined with other public relations organizations in an effort to encourage corporations and organizations to be more inclusive and more reflective of the changing face of America.

Two years ago, a task force under the guidance of Valerie Di Maria and Ann Barkelew was formed to tackle the diversity issue. Initially their efforts were focused on diversity in the Society's membership and programming, bringing more minorities into the organization and putting more women and minorities on the programs of the Annual Conference and Spring Seminar. It did not take long for the task force to recognize that it needed to work with others in the profession in order to foster greater diversity throughout the public relations and corporate communications fields.

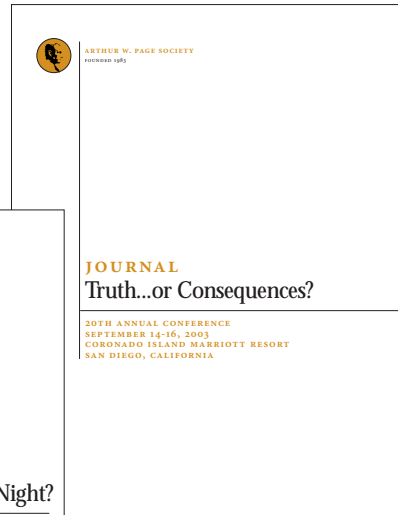
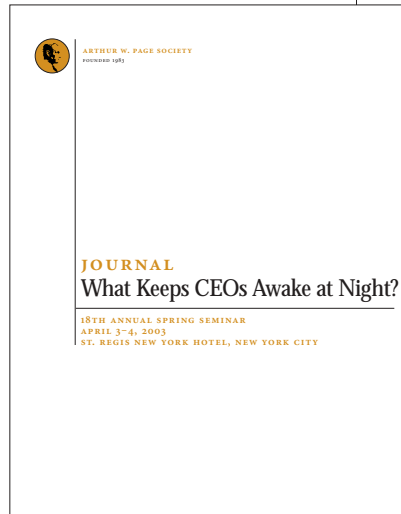
The fundamental challenge: To have a more diverse workforce, more minorities have to be attracted to the PR field. To help accomplish this, the Page Society has formed partnerships with two community-based organizations, the

Lagrant Foundation and INROADS, to establish a scholarship program called "Pathways to Diversity." An initial grant of \$20,000 will be used to award scholarships to minority college students who make public relations and communications their career choices. As the program develops, the Society will look to

partner with other organizations to create more scholarship opportunities.

The Society is also alerting its members to other programs that are working on diversity. One is the Career Academies in Communications sponsored by the PRSA Foundation that is enabling minority high school students to learn about opportunities in public relations.

While there is no quick fix for creating greater diversity, it is encouraging to note that more and more minorities and



Winners of the 2003 Case Study Competition in Corporate Communications Megan Van Aelstyn and Kathryn Huang were recognized at the Spring Seminar. They were joined by Jim O'Rourke, their faculty advisor at Notre Dame, and Institute for Public Relations President Jack Felton who presented the awards.



John Byrne, *BusinessWeek*; David Greising, *Chicago Tribune*; and Richard Edelman, Spring Seminar chair, discussed changes and issues in the business media.

women are going through the very successful professional development program, Public Relations Executive Forum, that the Page Society runs in partnership with the Institute for Public Relations. Most of the people participating in this program are from Page-member companies.

### The Ongoing Dialogue Keeps Going

Information exchange and networking have always been hallmarks of the Page Society. The Annual Conference and Spring Seminar are the principal forums where this takes place, but increasingly the Society has arranged regional meetings and teleconferences to provide faster, easier learning forums for the membership.

While the themes for the Annual Conference and Spring Seminar may differ, they are in fact variations on a common theme: the Page Principles and Page Philosophy. This has provided continuity to the dialogues that are woven through these meetings and keeps the focus on the underlying mission and goals of the Page Society. This year's meetings were no exception.

The 18th annual Spring Seminar, held April 3-4 at the St. Regis New York Hotel, had the provocative theme, "What Keeps CEOs Awake at Night?" A lineup of top presenters that included computer guru Michael Dell, Washington insider Leon Panetta and travel conglomerate CEO Marilyn Carlson Nelson probed some of the important areas of concern for CEOs and public relations leaders.



Speaking at the Spring Seminar, Michael Dell credited public relations for playing a big part in the success of his company.

A number of journalists including Bethany McLean, who broke the Enron story, provided different perspectives on the theme.

The 2003 Seminar, chaired by Judith Muhlberg and Richard Edelman, had a record registration that reached nearly 180, while the gala anniversary kickoff dinner that evening attracted almost 300 members and guests. The dinner, which was chaired by Ron Culp, had as the featured speaker political commentator Mary Matalin.

The 20th Annual Conference took place September 14-16 at the Coronado Island Marriott Resort in San Diego. Drawing on the most fundamental of Page Principles, the

conference co-chairs, Chris Komisarjevsky and Harvey Greisman gave "Tell the truth" a new twist with the theme, "Truth...or Consequences?" They wanted to show that telling the truth was not an option, but the only way to go. To prove their point, they engaged speakers from different walks of life and with different perspectives who could address the fine points and challenges of telling the truth in an increasingly complex world.



The speakers included father and son CEOs Rich and Dick DeVos, Gateway CEO Ted Waitt, adventurer Bertrand

Piccard and author Linda Chavez, an expert on diversity. Journalists David Schlesinger and Simon Walker of Reuters added a timely touch on the subject of truth with their comments on the war in Iraq.

The Monday night dinner at the Museum of Photographic Arts in San Diego's Balboa Park was a combination Page Society anniversary and Arthur Page birthday celebration. It was also a time to honor the distinguished members who have been elected to the Page Society Hall of Fame or selected for the Distinguished Service Award. Twelve of the 23 members who have been so honored were on hand to join in the festivities.

During the year, the Society held five regional meetings. Three of the meetings, which were organized by Kurt Stocker

in association with Lou Thompson of the National Investor Relations Institute, dealt with the new corporate governance rules coming from Congress and the New York Stock Exchange. Because of the critical importance of these new regulations, the meetings – in San Francisco, Chicago and New York – were open to others in member organizations with responsibilities for adhering to the new rules. The traditional Chicago and New York networking dinners were also continued, giving members in each area an opportunity to meet with the Board and hear about the progress of the Page Society.

## Building Understanding of the Corporate PR Role and the Page Society Mission

From its beginning, a goal of the Page Society has been to explain the role of corporate public relations to the media, educators and other key stakeholders, including member companies. In recent years, it was recognized that to accomplish this would require positioning the Society as leading the profession and taking positions on issues that impact the profession and Page members.

This has been happening as Page Society members are increasingly contributing thoughtful articles to a range of publications, being quoted and offering opinions on key issues, and, as a result, gaining recognition as leaders of the profession. Collaborations with others, such as the Public Relations Coalition, have helped to position the Society in this leadership role.

An important audience for building understanding of the role of corporate public relations has been the nation's business schools. To make faculty and students more aware of how public relations is a critical function of management, the Page Society, in alliance with other PR organizations, annually sponsors a case writing competition that invites business and journalism students to submit case studies on how companies have handled situations that involve public relations challenges. Cash prizes are awarded to the best entries and the Grand Prize winners are recognized at the Spring Seminar.

There will be more collaborations with colleges and universities as the proposed speaker and intern programs get underway.

While the Society's Newsletters and Journals continue to be vital communications channels, electronic communications are playing an increasingly important role. A major re-design of the Society's Web site, [awpagesociety.com](http://awpagesociety.com), was undertaken in 2003 with the objective of making it more interactive and



Adventurer Bertrand Piccard was the opening speaker at the Annual Conference where he talked about his moments of truth while flying a balloon around the world.

more informative. The Web site is expected to become the principal communications source for members.

## Renewing the Energies of the Society

By continuously seeking the participation of leading public relations executives and thought leaders, the Page Society has been able to enrich and strengthen the organization year after year.

The Membership Committee, under the direction of Maril MacDonald, has been one of the hardest working groups in the Society. Using a targeted approach to recruitment efforts, they have been able to add an average of about 50 new members each year, more than offsetting the losses through retirements and attrition. A concurrent effort to get more members involved in the governance process, including committees, has resulted in a more engaged membership that adds to the energies of the organization.

Members are the most important asset of any organization, and this is certainly true of the Page Society. A relatively small member organization with limited staff resources, the Society must rely on the membership to support its programming and committee structure. Dues and fees are the major source of revenue but members have also been generous in supporting the Development Fund that enables the Society to conduct programs that couldn't exist on dues and fees alone. In 2003, the Fund attracted the largest amount of member contributions ever, much of it needed to support the 20th Anniversary program.

## Recognizing Career Achievements

Because the Page Society is able to attract so many outstanding public relations leaders, it has a rich pool of potential candidates for its honors program that includes the Hall of Fame and the Distinguished Service Award.



David Drobis presented the Page Society's Hall of Fame award to Bill Nielsen.

In 2003, W. D. (Bill) Nielsen of Johnson & Johnson became the newest member of the Hall of Fame, which since 1985 has been honoring leading practitioners for career achievements and outstanding contributions

to the profession. One of the most distinguished and widely respected individuals in corporate public relations, Nielsen



The winner of the 2003 Distinguished Service Award, Ann Barkelew, talked about her career in public relations and urged her colleagues to be involved professionals.

There was no winner of the Society's National Award in 2003.

has a 30-plus-year career that includes 18 years as a public relations agency consultant before joining J&J in 1988. He is the 19th member of the Hall of Fame.

Ann Barkelew was presented the Distinguished Service Award that recognizes a person whose contributions over the years in service to the profession have strengthened the role of public relations in our society. A senior counselor of Fleishman-Hillard Inc., Barkelew has more than 35

years of top management experience with *Fortune 100* and small-to-mid-cap companies. She has received numerous awards including "Public Relations Professional of the Year" and "Public Relations All Star." Barkelew is the fourth recipient of the Distinguished Service Award which was established in 2000.



Current and past winners of the Hall of Fame and Distinguished Service Award gathered for a group photo at the Annual Conference. Left to right are Ed Block, Larry Foster, Jack Koten, Dick Mau, Ann Barkelew, Jack Felton, Marilyn Laurie, Harold Burson, Ron Rhody, Betsy Plank, Dan Edelman, Bill Nielsen and Kurt Stocker. Present at the Conference but not in the photo were Hall of Fame honorees John Graham and Allen Center.

## FINANCIAL HIGHLIGHTS For years ending December 31

<b>Financial Position</b>	<b>2003</b>	<b>2002</b>
<b>Assets</b>		
Checking/Savings	841,277	902,283
Other Current Assets		
Pre-paid Expenses		7,633
Total Current Assets	841,277	909,916
Other Assets		
Pre-Payments	(112,400)	(109,450)
<b>Total Assets</b>	<b>728,877</b>	<b>800,466</b>
<b>Liabilities &amp; Equity</b>		
Total Current Liabilities	21,710	15,921
Total Equity	707,167	784,545
<b>Total Liabilities &amp; Equity</b>	<b>728,877</b>	<b>800,466</b>
<b>Income and Expense Statement</b>	<b>2003</b>	<b>2002</b>
<b>Income</b>		
Other Income	326,679	189,944
Dues Income	334,700	315,560
Annual Conference Income	215,185	242,890
Spring Seminar Income	126,980	112,880
Cost of Goods Sold	(340)	
<b>Total Income</b>	<b>1,003,204</b>	<b>861,274</b>
<b>Expense</b>		
Administrative Expense	260,163	238,791
Office Administration	60,152	58,435
Publications	86,275	45,609
Annual Conference Expenses	208,252	156,100
Spring Seminar Expenses	126,906	130,767
Committees/Programs	340,242	91,475
<b>Total Expense</b>	<b>1,081,989</b>	<b>721,177</b>
<b>Net Income</b>	<b>(78,785)</b>	<b>140,097</b>

## CONTRIBUTORS TO THE 2003 DEVELOPMENT FUND

### **Diamond (\$10,000+)**

Abbott Laboratories  
The Boeing Company  
Burson-Marsteller  
FedEx Corporation  
Fleishman-Hillard, Inc.  
Johnson & Johnson  
Qwest Communications  
International, Inc.

### **Platinum (\$7,500)**

The Coca Cola Company  
NIKE, Inc.

### **Gold (\$5,000)**

Accenture  
Allstate Insurance Company  
Ketchum  
Oracle Corporation  
Sears, Roebuck and Co.  
United Parcel Service

### **Silver (\$3,000)**

GMAC  
Northwestern Mutual  
Prudential Financial, Inc.  
Unisys Corporation

### **Bronze (\$2,500)**

Amgen, Inc.  
Cephalon, Inc.  
Eastman Chemical Company  
ITT Industries  
The Procter & Gamble Company  
Toyota Motor Sales, U.S.A.

### **Individual (\$1,000)**

American Electric Power  
ArvinMeritor Automotive, Inc.  
Andrea Communications  
Dow Corning Corporation  
Larry Thomas  
Tunheim Partners

## CONTRIBUTORS TO THE 20TH ANNIVERSARY HERITAGE FUND

### **President (\$5,000)**

Accenture  
Allstate Insurance Company  
Fleishman-Hillard, Inc.  
General Motors Corporation  
Honeywell International Inc.  
Johnson & Johnson  
JPMorgan Chase  
Ketchum  
MassMutual Financial Group  
New York Stock Exchange  
Betsy A. Plank  
Porter Novelli  
Prudential Financial, Inc.

### **Heritage (\$2,500)**

FedEx Corporation  
Qwest Communications International,  
Inc.  
Sears, Roebuck and Co.  
Weber Shandwick

### **Individual (\$1,000)**

American Electric Power  
Edward M. Block  
Cone, Inc.  
Edelman  
Electronic Data Systems  
Lawrence G. Foster  
GCI Group  
Nationwide  
Northrop Grumman  
Unisys Corporation

## THE ARTHUR W. PAGE SOCIETY OFFICERS AND TRUSTEES

### OFFICERS

#### President

David R. Drobis  
*Ketchum*

#### Vice Presidents

Marguerite F. Copel  
*Ocean Spray Cranberries, Inc.*

E. Ronald Culp  
*Citigate Sard Verbinnen*

Valerie DiMaria  
*GE Capital*

Maril Gagen MacDonald  
*Matha MacDonald LLC*

Thomas R. Martin  
*ITT Industries*

James E. Murphy  
*Accenture*

#### Secretary

Steven J. Harris  
*General Motors Corporation*

#### Treasurer

J. Roger Bolton  
*Aetna, Inc.*

### TRUSTEES

Elizabeth Heller Allen  
*Dell Computer Corporation*

James E. Arnold  
*James E. Arnold Consultants, Inc.*

Nicholas Ashooh  
*American Electric Power*

Ann H. Barkelew  
*Fleishman-Hillard, Inc.*

John D. Bergen  
*Siemens Corporation*

Kristen M. Bihary  
*Eaton Corporation*

Roberta Bowman  
*Duke Energy*

Richard W. Edelman  
*Edelman*

Harvey W. Greisman  
*IBM Global Services*

Frederick Wells Hill  
*JPMorgan Chase*

Richard D. Jernstedt  
*Golin/Harris International*

John D. Kiker  
*Edelman*

Christopher P. A. Komisarjevsky  
*Burson-Marsteller*

John A. Koten  
*The Wordsworth Group, Inc.*

William G. Margaritis  
*FedEx Corporation*

Richard J. Martin  
*AT&T Foundation*

Anne M. McCarthy  
*DuPont*

Judith A. Muhlberg

W. D. (Bill) Nielsen  
*Johnson & Johnson*

James Scofield O'Rourke IV, Ph.D.  
*University of Notre Dame*

Kurt P. Stocker

Donald K. Wright, Ph.D.  
*University of South Alabama*

#### Executive Director

Paul Basista, CAE

### MISSION OF THE ARTHUR W. PAGE SOCIETY

*To strengthen the management policy role of the corporate public relations officer by providing a continuous learning forum and by emphasizing the highest professional standards.*

## THE ARTHUR W. PAGE SOCIETY COMMITTEES

#### Annual Conference 2003

Christopher P. A.  
Komisarjevsky  
Harvey W. Greisman

#### Awards

Richard J. Martin  
Jill S. Gabbe

#### Business Schools

James Scofield  
O'Rourke IV, Ph.D.  
Matthew P. Gonring

#### Development

W. D. (Bill) Nielsen  
William G. Margaritis

#### Diversity Task Force

Valerie Di Maria  
Ann H. Barkelew

#### Executive

David R. Drobis

#### Financial Planning and Operations

J. Roger Bolton

#### Forums

Ann H. Barkelew

#### Heritage

John A. Koten  
Edward M. Block

#### Honors

John A. Koten  
Edward M. Block

#### Investment

John A. Koten

#### Long Range Planning

Marguerite F. Copel  
E. Ronald Culp

#### Marketing

Thomas R. Martin

#### Membership

Maril Gagen MacDonald  
E. Ronald Culp

#### Nominating

James E. Murphy

#### Research

John D. Bergen  
Donald K. Wright

#### Spring Seminar

Judith A. Muhlberg  
Richard W. Edelman

#### Web Site/Publications

Anne M. McCarthy  
Priscilla M. Luce

**Arthur W. Page Society**

32 Avenue of the Americas — 6th Floor  
New York NY 10013  
Phone 212/387-4259  
Fax 212/387-4028  
[www.awpagesociety.com](http://www.awpagesociety.com)

Paul Basista, CAE  
*Executive Director*

Dethinia Marjorie Brown  
*Administrative Coordinator*

**Arthur W. Page Society**  
**2003 Annual Report**

Editors: Edwin F. Nieder, Patricia K. Nieder  
63 Highland Avenue, Montclair NJ 07042  
Phone 973/744-6772 Fax 973/744-0586  
[nieders@comcast.net](mailto:nieders@comcast.net)

Design by Apicella Design