

NATIONAL ASSOCIATION FOR BUSINESS ECONOMICS

Silicon Valley Roundtable—January 2003 Meeting

Topic: **Shine & Shadow in the Valley: The Trials of High Tech**

Speaker: **Frederick M. Hoar**

Former Chairman, Miller/Shandwick Technologies

Dean's Executive Professor of Marketing, Santa Clara University

Fred Hoar has shaped communications and marketing strategies for some of America's seminal technology companies, from Apple to Fairchild to RCA. He was named one of the "Top 100 Most Influential Public Relations People of the 20th Century" by PRWEEK.

Based in Silicon Valley, he joined Miller/Shandwick Technologies in 1989 and later became chairman of the global public relations agency, as well as of Shandwick's Technologies Practice. In 2000, Shandwick was acquired by The Interpublic Group of Companies. Hoar retired from the firm in 2002. He is currently a branding consultant, a member of the executive staff of the VCPR agency, and Dean's Executive Professor of Marketing at Santa Clara University. He is also a co-founder of the Band of Angels investment group and serves as a director or on the advisory board for several corporations. Fred has also worked with Apple Computers, Fairchild Camera & Instrument, Genetech, Raychem, and RCA.

A native of Boston, Hoar earned an A.B. degree cum laude from Harvard University in American history and literature and an M.A. with honors from the University of Iowa in editorial journalism. He began his career with the Associated Press and as an instructor in English and journalism at the University of Northern Iowa.

When: ***Tuesday, January 14, 11:30 to 1:00 PM (meeting starts at noon)***

Where: **Menlo Park Public Library**

Directions: El Camino Real north or south to Menlo Park. East on Ravenswood Avenue (towards Highway 101). Right onto Alma Street (first right after crossing the railroad tracks). The library is the first building on the left and is part of the Menlo Park Civic Center complex.

Fees: \$15 members, \$18 non-members for lunch and meeting, pay at the door.
Free parking.

About the NABE Silicon Valley Roundtable—Our 21st Year

Purpose: NABE Silicon Valley provides information you need about Silicon Valley. We offer research, forecasts, and monthly meetings to discuss topics of management and business economics. Guests welcome. To join, complete a membership form available on our website or at our meetings. Membership dues are \$20 per year. If you join now, your dues will cover the remainder of 2002 and all of 2003.

SVRT WEB: Visit our website (supported by Chuck Ehrlich) at www.svrt.org for Silicon Valley forecasts, meeting announcements, member research, sponsors, NABE Information, and more.

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For more information: info@svrt.org; call (650) 364-5298; or mail: SVRT, Box 4039, Foster City, CA 94404

Future Meetings:

February 3: (Monday) Harvey Rosenblum, President, NABE, and Sr. VP and Director of Research, Dallas Fed.

March 11: Lawrence Lessig, Stanford Law School on Internet regulation and innovation