



And New York is the most beautiful city in the world? It is not far from it. No urban nights are like the nights there. I have looked down across the city from high windows. It is then that the great buildings lose reality and take on their magical powers. They are immaterial: that is to say one sees but the lighted windows. Squares after squares of flame, set and cut into the ether. Here is our poetry, for we have pulled down the stars to our will.

—Ezra Pound

Welcome to the remarkable city of New York—as dazzling by day as it is by night!

We are looking forward to a lively exchange of ideas and information at the 2008 Federal Reserve System Editors and Designers Conference. The conference chairs have planned a stimulating agenda that focuses on strategies for combining text and design to create powerful communications. In keeping with this theme, a number of the breakout sessions will feature "crossover" topics of interest to both editors and designers.

In this booklet, you will find information on the conference agenda and special events; lists of participants and speakers; contact information for the conference chairs, hosts, and coordinators; tourist information; and a map of the area.

Your Hosts at the New York Fed



Ugenda

WEDNESDAY, September 24 8:00-9:00 CHECK-IN AND CONTINENTAL BREAKFAST 9:00-9:15 Welcome Joseph S. Tracy, Executive Vice President and Director of Research, Federal Reserve Bank of New York $(\frac{1}{4} \text{ hour})$ **Introductions, Announcements, and Housekeeping** Suzanne Lorant and Becca Marshall, Chairs Valerie LaPorte, Host 9:15-10:30 **System Go-Around** $(1\frac{1}{4} \text{ hours})$ A representative from each bank briefs the group on new publications and projects (five minutes per bank). **BREAK** 10:30-10:45 **Joint Session 1** 10:45-12:15 New Perspectives on Life at the Fed $(1\frac{1}{2} \text{ hours})$

Chair: Steve Greene (St. Louis)

Panelists: Mike Budzinski (Board), Han Choi (Chicago), Elizabeth R. McQuinn (St. Louis),

and Elizabeth Murry (Boston)

Employees who are relatively new to the System speak about how they are drawing upon their past professional experiences to enrich their contribution to the Fed.

LUNCH 12:15-1:15

Optional tour of the gold vault 1:15-1:45

1:45-3:15 **Joint Session 2**

 $(1\frac{1}{2} \text{ hours})$ **Visualizing Information: Theory and Practice**

Chair: Carol Perlmutter (New York)

Outside speaker: Phylise Banner, Information Designer, SUNY Learning Network

Incorporating theory from the fields of visual intelligence, design, and cognition, this session focuses on the presentation, transformation, and interactive modification of textual and graphical data to create informative communications.

BREAK 3:15-3:30

3:30-5:00 **Breakout Session 1**

Substantive Editing: Getting to the Heart of the Matter $(1\frac{1}{2} \text{ hours})$

Chair: Helen Koshy (Chicago)

Panelists: George Fortier (St. Louis), Bob Reagan (Kansas City via videoconference), Monica Reeves (Dallas),

Lea-Anne Solomonian (Bank of Canada), and Jill Moxley (Bank of Canada)

Communicating simply and clearly is not always easy. This session addresses the challenges we face and the techniques we use as we wrestle with text and authors to get to the heart of the matter.

Community Affairs Breakout Session

Chair: Caroline Ellis (Boston)

The first, long-awaited opportunity for editors and designers who focus on community affairs to meet their peers and discuss common interests, including the challenge of communicating the Fed's concern for low- and middleincome people.

Leggo My Logo

Chairs/speakers: Matt Heller and Brian Ebert (St. Louis)

A presentation on logo development, including a showcase of real-world and Fed examples.

RECEPTION 5:30-7:00

THURSDAY, September 25

8:00-8:30 CONTINENTAL BREAKFAST

8:30-9:00 **Joint Session 3**

Report on PI and WEDGE Activities $(\frac{1}{2} \text{ hour})$

Speaker: Julie Jackson (Board)

Breakout Session 2 9:00-10:15

Blogs and Beyond $(1\frac{1}{4} \text{ hours})$

Chair: Charles Gerena (Richmond)

Panelists: Lynne Anservitz (Atlanta), Helen Koshy (Chicago), and Glen Sparks (St. Louis)

Learn about the variety of non-print platforms that Banks have created for executives and senior economists to share their views on current issues, from online media like blogs, videos, and podcasts to traditional public speeches.

Making Life Easier with InCopy

Chair: Becca Marshall (St. Louis)

Outside speaker: Chad Chelius, Technical Consultant and Instructor, Aquent Graphics Institute

Using a Fed publication as an example, expert Chad Chelius will take session participants through the InCopy workflow, a process that enables more productive and efficient collaboration of designers and editors.

10:15-10:30 **BREAK**

10:30-12:00 **Breakout Session 3**

The Gradual Blossoming of Fed Communications $(1\frac{1}{2} \text{ hours})$

Chair: Valerie LaPorte (New York)

Introduction of outside speaker: Andrew Williams, Vice President, Media Relations and Public Affairs (New York) Outside speaker: John M. Berry, Columnist, Bloomberg News

John Berry, who covers the Fed for Bloomberg News, discusses how Fed officials found virtue and value in more openness, albeit often with great reluctance. John will also comment on the difficult task of communicating complex economic topics to a general audience.



The Finer Points of InDesign

Chair: Becca Marshall (St. Louis)

Outside speaker: Chad Chelius, Technical Consultant and Instructor, Aquent Graphics Institute

Chad Chelius offers tips to make the use of InDesign easier and more productive. This session will highlight some helpful and innovative featues of the software that may be new to you.

12:00-1:00 LUNCH

1:00-1:30 Optional tour of the gold vault

1:30-2:45 **Joint Session 4**

(1¹/₄ hours) Pow!!! Comics as a Medium for Communicating Complex Issues with Impact

Chair: Jane Urry (New York)

Outside speaker: Joe Staton, Illustrator and Writer, DC Comics

Joe Staton of DC Comics explains how accessible comic book storytelling can bring any subject alive.

2:45-3:00 BREAK

3:00-4:30 Breakout Session 4

(1½ hours) Understanding and Targeting Our Audiences: Feedback and Focus Groups

Chair/presenter: Lynne Anservitz (Atlanta)
Presenter: Anne O'Shaughnessy (Cleveland)

How can we learn more about our target audiences? This session describes strategies for identifying and meeting our readers' needs.

It May Be Flash, but It's Not Just Flashy: Communicating Powerfully via Interactive Graphics

Chair/panelist: Suzanne Lorant (Boston)

Panelists: Jane Katz (New York), Christine Sommo (New York), and Heike Nitschner (ECB)

Current technology makes it possible to create amazing dynamic displays that engage the user and showcase economists' insights into the story revealed by the data. Panelists share their sources of inspiration, their banks' interactive graphics, and their experiences in creating and developing these graphics.

Studio Tour of Bowne & Company Stationers' Letterpress Shop

Chairs: Jane Urry (New York) and Becca Marshall (St. Louis)

An off-site trip to Bowne & Company Stationers for some hands-on demonstrations.

6:30-9:30 GROUP DINNER

FRIDAY, September 26

8:00-8:30 CONTINENTAL BREAKFAST

8:30-10:00 **Breakout Session 5**

(1½ hours) The Publications and Website of the ECB: Products and Processes

Chair: Helen Koshy (Chicago)

Panelists: Werner Breun (ECB), David Harvey Clarke (ECB), and Heike Nitschner (ECB)

Representatives of the European Central Bank discuss selected ECB offerings and associated production issues, including multi-linguality, the editing and proofreading of print and electronic publications, and issues involved in ensuring a coherent website structure in a context involving multiple stakeholders across the organization.

From Concept to Grand Opening: Planning Large-Scale Educational Exhibits

Chair: Karen Schwartz-Decker (San Francisco)

Outside speaker: Lee Kjelleren, President and Chief Executive Officer, Museum of American Finance

Speakers: Mike Galka (Cleveland) and Glen Sparks (St. Louis)

As the Fed's centennial approaches, learn about the challenges and rewards of planning and implementing large-scale exhibits, as seen by a designer and an editor. Hear how the Museum of American Finance, with a limited budget and time frame, developed interactive educational exhibits for a unique space.

Photoshop Retouching—Work Smarter, Not Harder

Chair: Jane Urry (New York)

Outside speaker: Katrin Eismann, Chair, MPS Digital Photography Department, School of Visual Arts Learn how to retouch images like the pros! Some of the coolest Photoshop CS3 image retouching skills are also surprisingly easy to learn. Photoshop expert Katrin Eismann shares her secrets on how to retouch photos to get the shots you really wanted.

10:00-10:15 BREAK

10:15-12:00 **Joint Session 5**

(1³/₄ hours) Business Meeting

Come prepared to discuss topics for next year's meeting. The 2008 chairs will pass the baton to their successors, and new co-chairs will be selected.

12:00-1:30 BOX LUNCH

1:30 Optional visit to the Metropolitan Museum of Art or the Museum of American Finance

4





Phylise Banner

Information Designer, SUNY Learning Network

John M. Berry

Columnist, Bloomberg News

Chad Chelius

Technical Consultant and Instructor, Aquent Graphics Institute

Katrin Eismann

Chair, MPS Digital Photography Department, School of Visual Arts

Lee Kjelleren

President and Chief Executive Officer, Museum of American Finance

Joe Staton

Illustrator and Writer, DC Comics

Participants

Lynne Anservitz

Atlanta lynne.anservitz@atl.frb.org

Laurie Arras

Board of Governors laurie.j.arras@frb.gov

Michelle Bailer

New York michelle.bailer@ny.frb.org

Lyndi Beale

San Francisco lyndi.beale@sf.frb.org

Anita Bennett

Board of Governors anita.bennett@frb.gov

Michael Berry

Chicago michael.v.berry@chi.frb.org

Jennie Blizzard

Richmond jennie.blizzard@rich.frb.org

Werner Breun

European Central Bank werner.breun@ecb.europa.eu

Michael Budzinski

Board of Governors mike.w.budzinski@frb.gov

Sally Burke

Philadelphia sally.burke@phil.frb.org

Karen Carter

New York karen.carter@ny.frb.org

Han Choi

Chicago han.choi@chi.frb.org

David Harvey Clarke

European Central Bank david.clarke@ecb.europa.eu

Monica Coles

Richmond monica.coles@frit.frb.org

Samantha Coplen

Dallas samantha.coplen@dal.frb.org

Michael De Mott

New York michael.demott@ny.frb.org

Carol Dirks

Dallas carol.dirks@dal.frb.org

John Dixon

Chicago john.dixon@chi.frb.org

Bob Dlotkowski

Chicago robert.dlotkowski@chi.frb.org

Brian Ebert

St. Louis brian.d.ebert@stls.frb.org

Sarah Eckstein

Richmond sarah.eckstein@rich.frb.org

Caroline Ellis

Boston caroline.ellis@bos.frb.org

Julia Forneris

Richmond julia.forneris@rich.frb.org

George Fortier

St. Louis george.e.fortier@stls.frb.org

Jeanette Fortune

New York jeanette.fortune@ny.frb.org

Lindsey Ann Fowler

Bank of England lindsey.fowler@bankofengland.co.uk

Heidi Furse

Boston heidi.furse@bos.frb.org

Michael Galka

Cleveland michael.galka@clev.frb.org

Charles Gerena

Richmond charles.gerena@rich.frb.org

Stephen Greene

St. Louis stephen.p.greene@stls.frb.org

Cynthia Guin

Board of Governors cynthia.guin@frb.gov

Amy Gwilliam

Board of Governors amy.r.gwilliam@frb.gov

Peter Hamilton

Atlanta peter.hamilton@atl.frb.org

Tom Heintjes

Atlanta tom.heintjes@atl.frb.org

Matthew Heller

St. Louis matthew.e.heller@stls.frb.org

Shanelle Hunter

Board of Governors shanelle.w.hunter@frb.gov



Julie Jackson

Board of Governors julie.a.jackson@frb.gov

Darryl Kennedy

Atlanta

darryl.kennedy@atl.frb.org

Amy Koehnen

Cleveland amy.l.koehnen@clev.frb.org

Helen Koshy

Chicago

helen.koshy@chi.frb.org

Valerie LaPorte

New York valerie.laporte@ny.frb.org

Cassia Lee

New York cassia.lee@ny.frb.org

Suzanne Lorant

Boston suzanne.lorant@bos.frb.org

Fabienne Madsen

Boston

fabienne.madsen@bos.frb.org

Rebecca Marshall

St. Louis

rebecca.j.marshall@stls.frb.org

Casey McKinley

Kansas City casey.mckinley@kc.frb.org

Elizabeth McQuinn

St. Louis elizabeth.r.mcquinn@stls.frb.org

Kathryn Moran

Chicago

kathryn.moran@chi.frb.org

Jill Moxley

Bank of Canada imoxley@bank-banque-canada.ca

Elizabeth Murry

Bostor

elizabeth.murry@bos.frb.org

Maureen Musil

Kansas City

maureen.musil@ny.frb.org

Roberta Nicholson

Philadelphia

roberta.nicholson@phil.frb.org

Heike Nitschner

European Central Bank heike.nitschner@ecb.europa.eu

Anne O'Shaughnessy

Cleveland

anne.o'shaughnessy@clev.frb.org

Winifred Patterson

Richmond

winifred.patterson@rich.frb.org

Carol Perlmutter

New York

carol.perlmutter@ny.frb.org

Monica Reeves

Dallac

monica.reeves@dal.frb.org

Keith Rolland

Philadelphia

keith.rolland@phil.frb.org

David Rosenberg

New York

david.rosenberg@ny.frb.org paula.woessn

Jenni Schoppers

Minneapolis

jenni.schoppers@mpls.frb.org

Karen Schwartz-Decker

San Francisco

karen.schwartz-decker@sf.frb.org

Lea-Anne Solomonian

Bank of Canada

lsolomonian@bank-banque-canada.ca

Christine Sommo

New York

christine.sommo@ny.frb.org

Glen Sparks

St. Louis

glen.r.sparks@stls.frb.org

Alan Stamborski

St. Louis

alan.j.stamborski@stls.frb.org

Brye Steeves

Kansas City

brye.steeves@kc.frb.org

Linda Stokes

Richmond

linda.stokes@rich.frb.org

Anita Todd

San Francisco

anita.e.todd@sf.frb.org

Jane Urry

New York

jane.urry@ny.frb.org

Carole Verona

Philadelphia

carole.verona@phil.frb.org

Paula Woessner

Minneapolis

paula.woessner@mpls.frb.org

Sarah Wright

Board of Governors

sarah.wright@frb.gov

Contact Information

Secretary:

Shanelle Hunter

Board of Governors of the Federal Reserve System

Board organizer of the 2008 Federal Reserve System Editors and Designers Conference

E-mail: shanelle.w.hunter@frb.gov

Conference Chairs:

Suzanne Lorant

Federal Reserve Bank of Boston

Editorial Chair

E-mail: suzanne.lorant@bos.frb.org

Rebecca Marshall

Federal Reserve Bank of St. Louis

Design Chair

E-mail: rebecca.j.marshall@stls.frb.org

Helen Koshy

Federal Reserve Bank of Chicago

Editorial Co-Chair

E-mail: helen.koshy@chi.frb.org

Jane Urry

Federal Reserve Bank of New York

Design Co-Chair

E-mail: jane.urry@ny.frb.org

Conference Coordinators, Federal Reserve Bank of New York:

Carol Perlmutter, phone: 212-720-5808, fax: 212-720-8254, e-mail: carol.perlmutter@ny.frb.org

Victoria Williams, phone: 212-720-1521, e-mail: victoria.williams@ny.frb.org

Karen Carter, phone: 212-720-7679, e-mail: karen.carter@ny.frb.org Valerie LaPorte, phone: 212-720-6105, e-mail: valerie.laporte@ny.frb.org

8



Planned activities

Informal Get-Together

Tuesday evening, September 23

An informal gathering place for conference attendees on arrival night will be the **Pound & Pence**, an English pub and restaurant located across the street from the Bank, at 55 Liberty Street between Nassau Street and Broadway. The Pound & Pence offers good food (great burgers), a full bar, and a club-like setting complete with a fireplace and pool table. Prices are moderate.

Conference Reception

Wednesday, September 24

The conference reception will be held from 5:30 p.m. to 7 p.m. in the **Liberty Room** on the Bank's first floor. Guests are most welcome to attend but should be prepared to present a photo ID to be admitted to the building.

Group Dinner

Thursday, September 25

A group dinner will be held at 6:30 p.m. at **The Grill Room**, located at 2 World Financial Center, 225 Liberty Street. Within walking distance of the Bank, this restaurant overlooks Ellis Island and offers a fine view of New York Harbor. Entrée selections will include: citrus-marinated Cornish hen, pan-roasted mahi-mahi, wild mushroom ravioli, and grilled filet mignon. The cost will be \$64.25 per person, and guests are welcome to attend. Advance registration is required, and payment must be received by check prior to the dinner. A cash bar will be available.

Lunchtime Tours

1:15-1:45 Wednesday, September 24, and 1:00-1:30 Thursday, September 25 Optional tours of the gold vault.

Post-Conference Tours

Friday, September 26

Optional visit to the Metropolitan Museum of Art or the Museum of American Finance

What's Kappening in the City

TimeOut New York (http://www.timeout .com/newyork/) offers weekly listings and reviews of concerts, theater and club performances, and gallery shows. Shopping tips and news of store openings are also featured.

Sample the city's pleasures Take the Staten Island Ferry sunset ride— it's free!

Check the weather page of a local paper or the Internet to find out when the sun will set. Then make your way to the ferry's Whitehall Terminal (1 Whitehall Street at South Street in Lower Manhattan) and be ready to board 15 minutes before that time. As you ride the ferry to Staten Island, you'll see the sun set behind the Statue of Liberty. When you reach the St. George Terminal, head for the waiting room and then reboard the ferry for the return trip. As you approach Manhattan, you'll be treated to a spectacular view of the downtown skyline in its full-lit glory. For information on schedules and special events, visit http://www.siferry.com/.

Walk the Brooklyn Bridge

The Brooklyn Bridge, the first steel-wire suspension bridge in the United States, celebrates its 125th anniversary this year. The elevated pedestrian walkway that runs along the center of the bridge will take you across the East River to the borough of Brooklyn. There's an entrance on Park Row, just across from City Hall Park. (Take the 4, 5, or 6 subway to Brooklyn Bridge/City Hall.) For information on the construction and the cultural significance of the bridge, visit http://en.wikipedia.org/wiki/Brooklyn_Bridge.

Visit a New York museum

New York City is home to many of the world's leading museums. To see a comprehensive list of the city's museums and to obtain information on location, hours, and admission fees, visit http://www.ny.com/museums/all.museums.html.

See a Broadway show

If you have time, you may want to get tickets for a Broadway show. It's been a great season and there are many wonderful musicals and plays to choose from, including a revival of *South Pacific*, a new production of *Gypsy*, and the new musical *In the Heights*. For information and tickets, visit http://www.broadway.com/gen/concierge.aspx?SR=sr2bw69go23572gx3771pi30ai812&gclid=CJT79P23_plCFQrFGgodrlZ8Gg.

Explore Central Park

This lush, sprawling park has been an oasis in the city for more than 150 years. And virtually any subway puts you within walking distance. For more, go to http://www.centralparknyc.org/site/ PageServer?pagename=homepage.

Go shopping

If you can't find it in New York, it probably doesn't exist. For a listing of New York's top 25 shopping destinations, visit http://nymag.com/visitorsguide/shopping/destinations.htm.

Eat!!!

The options are unlimited. Some can be found at http://nycvisit.com/memberSearch/searchRestaurant.cfm?pagePkey=17.





The **Federal Reserve Bank of New York**'s building takes up an entire city block. The Bank's main entrance is located at 33 Liberty Street, between Nassau and William Streets.

Club Quarters Downtown

52 William Street (between Wall and Pine Streets, 2 blocks from the Fed) (212) 269-6400

Exchange Hotel

129 Front Street (between Wall and Pine Streets, 4 blocks from the Fed) (212) 742-0124 Subway stations closest to the Fed

The Grill Room

2 World Financial Center, 225 Liberty Street (near the Winter Garden)

Pound and Pence

55 Liberty Street (corner of Liberty and Nassau Streets)



Editors and Designers Conference Session Locations

	Conference Center, 12th floor
	Large Conference Room, 2nd floor
	East Conference Room, 3rd floor

Wednesday, September 24

Start-up Session 9:00-10:30	Welcome and System Go-Around			
Joint Session 1 10:45-12:15	New Perspectives on Life at the Fed			
Joint Session 2 1:45-3:15	Visualizing Information: Theory and Practice			
Breakout Session 1 3:30-5:00	Substantive Editing: Getting to the Heart of the Matter	Community Affairs Breakout	Leggo My Logo	

Thursday, September 25

Joint Session 3 8:30-9:00	Report on PI and WEDGE Activities				
Breakout Session 2 9:00-10:15	Blogs and Beyond		Making Life Easier with InCopy		
Breakout Session 3 10:30-12:00	The Gradual Blossoming of Fed Communications		The Finer Points of InDesign		
Joint Session 4 1:30-2:45	Pow!!! Comics as a Medium for Communicating Complex Issues with Impact				
Breakout Session 4 3:00-4:30	Understanding and Targeting Our Audiences: Feedback and Focus Groups	It May Be Flash, but It's Not Just Flashy: Communicating Powerfully via Interactive Grap		Studio Tour of Bowne & Company Stationers' Letterpress Shop	

Friday, September 26

Breakout Session 5 8:30-10:00	The Publications and Website of the ECB: Products and Processes	From Concept to Grand Opening: Planning Large-Scale Educational Exhibits	Photoshop Retouching— Work Smarter, Not Harder	
Joint Session 5 10:15-12:00	Business Meeting			

Other Conference Events

Reception, Liberty Room, 1st Floor Wednesday, September 24, 5:30-7:00

Group Dinner, World Financial Center Thursday, September 25, 6:30-9:30