

RICHMOND ASSOCIATION FOR BUSINESS ECONOMICS

RABE

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RABE is a 501c3 organization dedicated to economic education.

September 2006

"ECONOMIC ISSUES" LUNCHEON

Mr. John A. Luke, Jr.

Chairman and Chief Executive Officer of MeadWestvaco Corporation

"The Economic Landscape for America's Manufacturers"

WHEN: Tuesday, October 17, 2006

WHERE: Federal Reserve Bank of Richmond, 701 East Byrd Street

COST: \$15 for RABE members or \$25 for non-members; Includes lunch!



Mr. Luke began his career with Westvaco in 1979. In 1983, he was elected treasurer, and, in 1986, he was elected vice president. Between 1987 and 1989, as a senior vice president, his responsibilities expanded to include the corporate marketing function, the international sales organization and Rigesa, Ltda., Westvaco's Brazilian subsidiary. In 1989, he became a member of the board of directors. He was elected executive vice president in 1990, president and chief executive officer in 1992 and chairman in 1996. He was elected chairman of MeadWestvaco in November 2002.

From 1971 through 1974, Mr. Luke served as an officer with the U.S. Air Force in Southeast Asia during the Vietnam conflict.

Mr. Luke's professional associations are extensive. He is Director, The Bank of New York Company, Inc.; Director, The Timken Company; Director, FM Global; Chairman, National Association of Manufacturers; Director, American Forest & Paper Association where he is Chairman, CEO Committee on International Trade; Chairman, Sustainable Forestry Board; Member, President's Export Council; Trustee, American Enterprise Institute for Public Policy Research; and Trustee, American Forest Foundation.

In 2005, Mr. Luke, along with Senator Jon Kyl (R-AZ) received the Adam Smith award given by the Friends of Adam Smith Foundation and the Business Industry Political Action Committee. The annual Adam Smith awards are given to one elected official and one business leader whose actions and attitudes exemplify the spirit of free enterprise as espoused by Adam Smith.

Mr. Luke's presentation should be of particular interest to members of the Richmond Association for Business Economics as the Richmond area was recently chosen as the corporate headquarters for MeadWestvaco Corporation.

This luncheon is co-sponsored by the **Virginia Asian Chamber of Commerce**.

LUNCHEON DETAILS

RESERVATIONS: Reservations are required! **The deadline is October 13 at noon.** We ask that everyone please register online at our website, www.RABEva.org. Simply go to the website and click the "Register" link that appears with speaker's photo and information. You may also e-mail your reservation to Kevin Hutchinson at kevin.hutchinson@rich.frb.org.

PAYMENT: Use your credit card at www.RABEva.org. Members may pay in advance or at the door using on-line, check or cash. Non-members are requested to always pay in advance. Advance payments may be sent by check in postal mail or using the on-line system. All advance payments should be received by RABE at least 2 business days before the meeting.

PARKING: We recommend the [RMA Expressway Deck](#) at 9th and Canal Streets, diagonally across from the Bank. Cost is \$2 per hour. Limited on-street parking may also be available nearby. Other parking options can be found at www.ridefinders.com. Simply go to "Commuter Guide" at the top of their site, followed by "Downtown Commuter Guide."

ENTRY: The Federal Reserve Bank of Richmond is undertaking a major construction project and the lobby entrance will be closed indefinitely. All attendees will need to enter the building from 7th Street. The entrance is adjacent to the underground parking garage and labeled "**Pavilion 1 Entrance**".

SECURITY: Photo ID and Metal Detector. Please bring your driver's license or another government-issued photo ID with you. The Federal Reserve Bank requires that all visitors present a picture ID to be admitted into the building. Also, security procedures include passing through a metal detector upon entering the building.

MEMBER NEWS

CONGRATULATIONS TO YOU?

- Jackie Hudson was chosen as an officer of the NABE Regional Utility Roundtable.
- Adam Haller passed the Level III CFA exam.

We are anxious to hear from you, our members, to celebrate your successes. Have you changed jobs, got a promotion or received special recognition? Please contact us with any of your personal member news.

CALLING ALL VOLUNTEERS! If you would like to volunteer to, or would like to nominate someone to hold an executive or board position in RABE in 2007, please make your interest known to the current officers. Elections will be held later this autumn.

CALLING ALL AUTHORS! Our efforts to get written submissions have been slow to get off the ground. As a reminder, if we publish an article written by a RABE member in the newsletter, the writer earns a free lunch, and would qualify for an award for recognition.

Please submit your articles and news to Jackie Hudson, immediate past-president, by email at jackie.hudson@vec.virginia.gov.

THE PRESIDENT'S CORNER

Dear RABE members,

Here are my thoughts regarding the NABE meeting:

I just attended the 48th annual meeting of the National Association for Business Economics, NABE, in Boston. If you enjoy the RABE "economic issues" luncheons, which typically feature a single speaker, imagine having three days packed with nationally recognized speakers. I learned more than I can possibly share in this short letter.

So what are all of these economists thinking? Of course, when you have two economists together, you get three points of view. Nevertheless, I did hear some pervasive ideas that echoed the official NABE outlook. First, GDP growth will moderate into the mid to upper 2s in the rest of 2006 and into 2007. Second, no one is certain what the lagged impact on growth will be from all of the Fed rate increases of the past year and a half.

To me, the most interesting aspect of the conference was not the high profile televised speeches from policy makers, but presentations from academics. Professor Schmalensee, Dean of the Sloan School of Management at MIT, presented his ideas on 'economic catalysts' which are entities, like matchmakers, that bring groups of buyers and sellers together that would otherwise not transact. Another favorite of mine was Professor Benkler of Yale who spoke about the future of networking. He sees millions of people each contributing gratis to solve major problems. He cited an example of regular people, en masse, mapping out the cratered surface of Mars using a special web tool provided by NASA. If that could be done, then who knows what the masses could do to solve other complex societal problems?

And on MeadWestvaco:

In the summer of 1996, I found my first position after business school in Manhattan working for Westvaco Corporation (later to become MeadWestvaco). I wanted to "spend a few months" and then ended up staying with the company in NY and Richmond for a total of eight years!

Richmond is fortunate to have MeadWestvaco relocate its headquarters here for a variety of reasons. It takes a long-term view of its operations, and has had a significant footprint in Virginia that already goes back many decades. It is one of the largest exporters from Virginia, sending thousands of containers each month of Virginia made goods to scores of countries. The company is a large landowner and acts as an outstanding land steward, engaging in extensive environmental and preservation activities. Above all else, the company has an ethical framework that is culturally driven from the top down so as to ensure that best practices are adhered to at all times.

For RABE, it is an honor to host Mr. Luke, the CEO of a Fortune 500 company. For the Richmond area, it's an honor to have Mr. Luke become our new neighbor. Please make every effort to attend on October 17 so that we can extend a warm welcome to him and the company. ■

Sincerely,

Adam

Adam J. Haller
President, RABE

UPCOMING EVENTS

NABE Skills Seminar

"Advanced Stat Techniques for Econ Forecasting"
St. Louis, MO. - October 10-13, 2006
www.NABE.com

VCU Real Estate Trends Conference

Richmond Convention Center - October 10, 2006
www.realestate.vcu.edu

Jeffrey M. Lacker

President, Federal Reserve Bank of Richmond
RABE Economic Issues Luncheon
November 21, 2006

Retail Sales Panel Discussion

William H. Baxter, CAE
Greg Gilligan
Ken Gassman
RABE Economic Issues Luncheon
December 5, 2006

CO-SPONSORSHIP

VACC

In addition to being grateful to the Virginia Asian Chamber of Commerce, VACC, for sponsoring our upcoming "Economic Issues Luncheon", RABE is pleased to assist VACC by co-sponsoring its upcoming class:

"Essential Chinese – For every day use"
taught by Yupeng Lai.

There will be eight 2 hour sessions,
from January – March 2007,
meeting in the SunTrust building downtown.

To get all the details – see www.aabac.org

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