



ABA News

Press Release from the American Bakers Association



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Contact: Kelly Kotche
202-789-0300

DORIS KEARNS GOODWIN, RENOWNED HISTORIAN, FEATURED SPEAKER AT 2007 ATBI BREAKFAST

“ABA has the tremendous fortune to have Doris Kearns Goodwin as the featured Allied Trades of the Baking Industry breakfast speaker at the Convention,” said American Bakers Association (ABA) Chairman Ron Turano. “She will share with us the very relevant leadership lessons from President Abraham Lincoln during the most trying time in our history.”

Mrs. Kearns Goodwin will be the featured speaker at the 2007 Allied Trades of the Baking Industry (ATBI) Breakfast at La Quinta Resort in Palm Springs, California on March 19, 2007. Her speech, entitled “Leadership Lessons from Abraham Lincoln,” will be sponsored by StarPak Ltd.

Mrs. Kearns Goodwin, a world-renowned historian, has been writing on politics and baseball for over two decades. She is the author of several books and has written for leading national publications. She is a commentator for NBC, and a consultant and on-air person for PBS documentaries on Lyndon B. Johnson, the Kennedy Family, Franklin Roosevelt, and Ken Burns’ *The History of Baseball*. She was the first female journalist to enter the Red Sox locker room.

Mrs. Kearns Goodwin served as an assistant to Lyndon Johnson in his last year in the White House. She later assisted Johnson in the preparation of his memoirs. In 1976, Mrs. Goodwin authored *Lyndon Johnson & The American Dream*, which became a *New York Times* best seller. An avid baseball fan, Mrs. Goodwin’s book, *Wait Till Next Year: A Memoir*, published in 1997, is about growing up in the 1950’s in love with the Brooklyn Dodgers.

Her most recent work, a monumental history of Abraham Lincoln entitled *Team of Rivals: The Political Genius of Abraham Lincoln*, joined the best-seller lists on its first week in publication, and soon reached #1 on the *New York Times* Best-Seller List. *Team of Rivals* won the 2006 Lincoln Prize for an outstanding work about the president and/or the Civil War. Steven Spielberg is developing a feature film about the book, set to star Liam Neeson as Lincoln.

“Convention attendees are going to be blown away by Mrs. Kearns Goodwin,” said ABA President and CEO Robb MacKie. “Her perspective on how President Lincoln managed the monumental challenges he faced will give the industry’s leaders invaluable insight on how to manage their businesses in these highly competitive times.”

The 2007 American Bakers Association Convention promises be the premier industry event of the year. With a theme asking, “What’s Your Next Move?” the Convention will focus on topics such as “The Changing Retail Market”, “Growth Through Innovation”, and “Access to Capital and Evolving Technology”. Information about registering is available at www.americanbakers.org or by calling 202-789-0300.

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1300 I Street, NW, Suite 700 West • Washington, DC 20005
Phone 202-789-0300 • Fax 202-898-1164 • www.americanbakers.org