



# CONFERENCE

APRIL  
25-27

20 X 18

SAN DIEGO  
CALIFORNIA

HILTON SAN DIEGO BAYFRONT

**Mark Schoeff Jr.**  
Senior Reporter  
InvestmentNews



Mark Schoeff Jr. is a senior reporter for InvestmentNews, a business magazine published by Crain Communications. He covers legislation and regulations affecting retail investment advisers and brokers.

Prior to joining InvestmentNews in April 2010, Schoeff served for nearly five years as the Washington correspondent for Workforce Management, a former Crain publication, writing about employment and labor law. He has contributed regularly to Howey Politics Indiana, a weekly political newsletter based in Indianapolis, since 1997.

Schoeff came to Workforce Management in June 2005 from the Center for Strategic and International Studies, a Washington think tank where he was director of external relations for eight years.

A native of Ft. Wayne, Ind., Schoeff also worked on Capitol Hill for Sen. Richard Lugar. He was Lugar's press secretary from 1995-97 and deputy press secretary from 1992-1994. During that time, Lugar was chairman of the Senate Agriculture Committee and a presidential candidate.

Schoeff began his career in New York City, where he was managing editor of community paper in Manhattan and an assistant project director for Brecker & Merryman, a human resources consulting firm. He also wrote for the Fort Wayne (Ind.) News-Sentinel during high school and college.

Active in the National Press Club, Schoeff is currently co-chair of the Publications Committee, an editor of the Wire, the Club's daily electronic newsletter, and a member of the Headliners Committee. He also has served as chairman of the Newsmakers and Awards committees.

In college, Schoeff was an editor and reporter at his daily campus newspaper, The Purdue Exponent, an independently owned publication. He was named outstanding student in Purdue's Krannert School of Management and at the Institute for Political Journalism, a program at the Fund for American Studies.

Schoeff earned an undergraduate degree in management, with a minor in English, from Purdue University. He has a master's degree in International Commerce and Policy from George Mason University in Fairfax, Virginia. As part of the ICP program, he studied at Oxford University in England during the summer of 2002.