



EBRI News

2121 K St. NW • Suite 600 • Washington, DC 20037-1896
(202) 659-0670 • www.ebri.org • Fax: (202) 775-6312

For Immediate Release: April 14, 2005
Contact: John MacDonald, EBRI (202) 775-6349, macdonald@ebri.org

Directors of External Affairs, Media Relations:

Two Appointments to EBRI Staff Announced

WASHINGTON—Dallas Salisbury, president of the independent Employee Benefit Research Institute (EBRI), today announced two appointments to the EBRI staff: Michael Herndon, as director of external affairs, and John MacDonald, as director of media relations.

As director of external affairs, Herndon leads EBRI's outreach to government officials, nonprofit organizations, professional and trade associations, and member and supporting organizations. His duties also include supporting EBRI's American Savings Education Council (ASEC) program and monitoring and analyzing legislative and regulatory activity affecting issues of interest to EBRI.

Before taking his position at EBRI, Herndon served for more than five years as director of public and government affairs for the Certified Financial Planner Board of Standards (CFP Board), a nonprofit professional certifying organization. At the CFP Board, he managed the efforts to build an understanding of the organization's certification before government, nonprofit, and association representatives in Washington. He also directed the outreach to the public through the organization's consumer education materials.

Earlier, Herndon was government relations manager for the International Association for Financial Planning, a professional trade association. He holds a bachelor's degree in business administration from the University of Tennessee and a master's of public administration degree from Georgia State University.

MacDonald joined EBRI after a 35-year career as a daily newspaper reporter and editor. For the last 18 years, he had been a Washington-based reporter for *The Hartford Courant*, covering Congress, the White House and the Supreme Court. He specialized for the last decade in covering the health insurance industry and a wide variety of other health care issues, including the addition of a prescription drug benefit to the Medicare program.

Before moving to Washington, MacDonald served for more than two years as *The Courant's* national news editor based in Hartford. He also worked as a reporter and editor for *The Courier-Journal* in Louisville, Ky., and the *Akron Beacon Journal* in Ohio.

MacDonald holds bachelors and masters degrees from Ohio State University. His job at EBRI is to assist in planning EBRI news events and to help the news media access EBRI research.

Established in 1978, EBRI is a nonprofit, nonpartisan organization committed exclusively to data dissemination, policy research, and education on economic security. The Institute's mission is to advance the public's, the media's and policymakers' knowledge and understanding of employee benefits and their importance to the nation's economy.