

1 HOUSE RESOLUTION

2 WHEREAS, The Joint Civic Committee of Italian Americans
3 will present its annual "Dante Award" on May 22, 2003; and

4 WHEREAS, This year's Dante Award recipient will be Joe
5 Cappo, Editor-at-Large of Crain's Chicago Business Magazine;
6 he most recently served as senior vice
7 president-international and licensing for Crain, which
8 publishes more than 30 business and professional
9 publications; and

10 WHEREAS, In his corporate position, he established
11 licensing agreements that expanded Crain publications to more
12 than 20 countries around the world; as part of his
13 international duties he was also instrumental in acquiring
14 Crain's first non-English publications in Mexico and served
15 as that subsidiary's first president; his duties also include
16 the licensing of Crain's editorial material to major database
17 archives, news services, and other data vendors; and

18 WHEREAS, Mr. Cappo joined Crain Communications in 1978 as
19 a columnist for the then newly launched Crain's Chicago
20 Business; in the intervening years, he served as publisher of
21 Crain's Chicago Business, publisher of Advertising Age, and
22 group publisher over seven journals; his opinion column,
23 often on marketing related topics, has appeared regularly in
24 Crain's Chicago Business since its first issue; and

25 WHEREAS, Before joining Crain, Mr. Cappo worked at the
26 old Chicago Daily News, covering crime, politics, and general
27 assignments for six years before writing a daily advertising
28 and marketing column for nine years; when the Daily News
29 folded in 1978, he moved his column to the Chicago Sun-Times
30 for a brief time; and

31 WHEREAS, A native of Chicago, he attended DePaul

1 University where he majored in philosophy and economics
2 before a two-year term in the United States Army; for ten
3 years, he hosted "Crain's American Business," the inflight
4 audio channel on American Airlines; he formerly broadcast
5 twice-daily business commentaries on Chicago's FM 100 for 18
6 years and is the author of "FutureScope: Success Strategies
7 for the 1990s and Beyond," a best-selling book about the 21st
8 Century consumer; and

9 WHEREAS, Mr. Cappo's most recent book, "The Future of
10 Advertising: New Media, New Clients and New Consumers in the
11 Post-Television Age," was published by McGraw-Hill and is
12 scheduled to be published in at least four other languages;
13 and

14 WHEREAS, From 1988 to 2000, Mr. Cappo was world president
15 of the International Advertising Association and still serves
16 as world treasurer on the global advertising organization's
17 executive committee; he is a member of the editorial and
18 international committees of the American Business Media, and
19 the international committee of the Magazine Publishers of
20 America; for more than 20 years, he has been a vice president
21 of the Off The Street Club, a 102-year-old organization that
22 serves disadvantaged children on the Chicago's West Side; in
23 past years, he served as president of the Association of Area
24 Business Publications and board member of the Chicago
25 Advertising Federation; and

26 WHEREAS, As a writer, commentator, and media executive,
27 he has lectured extensively across the United States and in
28 more that 30 countries in Latin America, Asia, Africa, and
29 Europe-including Italy; he has won numerous awards for his
30 work over the years including: the Peter Lisagor Award from
31 the Society of Professional Journalists, the Distinguished
32 Alumni Award from DePaul University, the Page One Award from
33 the Chicago Newspaper Guild, the Champion Award from the YWCA

1 of Metropolitan Chicago, the Outstanding Achievement Award
2 from the Justinian Society of Lawyers, the Best Original
3 Column from the Association of Area Business Publications,
4 the Best Feature Story from the Illinois Press Association,
5 and the Lifetime Achievement Award from the DePaul University
6 Communications Department; and

7 WHEREAS, Mr. Cappo and his wife, Mary Anne, live in
8 Wilmette and have two grown children, Elizabeth and John;
9 therefore, be it

10 RESOLVED, BY THE HOUSE OF REPRESENTATIVES OF THE
11 NINETY-THIRD GENERAL ASSEMBLY OF THE STATE OF ILLINOIS, that
12 we congratulate Joe Cappo on being named the recipient of the
13 2003 Dante Award, presented by the Joint Civic Committee of
14 Italian Americans, for his dedication, service, and
15 inspiration in the communication field; and be it further

16 RESOLVED, That a suitable copy of this resolution be
17 presented to Joe Cappo with our respect and esteem.