

# Reprinted from THE WALL STREET JOURNAL.

TUESDAY, OCTOBER 5, 1999

© 1999 Dow Jones & Company, Inc. All Rights Reserved.

## YOUR CAREER MATTERS

### THE JUNGLE

What's news on the recruitment and pay scenes

By JOANN S. LUBLIN

(the following has been excerpted:)

#### The Going Rate

##### POSTPONED PAYOFF

McCoy Corp., a closely held retailer in San Marcos, Texas, offers a deferred compensation plan that will greatly enrich its eight vice presidents if the \$500 million concern's pretax profit and revenue surge. They get "deferred compensation units" based on reaching annual targets. VPs can start redeeming the units, valued at as much as 20% of their salaries, in 2003—or let them appreciate further over five more years.

Deferred incentives "could make some of them millionaires," says Thomas McCoy, an unrelated Kansas City, Mo., consultant who devised the program. The plan helped McCoy attract two outside executives, the company says.

##### EXPLODED MYTH

Sure, Internet CEOs land whopping pay packages. But other senior executives may

#### Top Techie Pay

Compensation for Internet information or technology chiefs:

NAME AND COMPANY:	FISCAL 1998 TOTAL <sup>1</sup>
<b>Richard L. Dalzell</b> Amazon.com	<b>\$201,512</b>
<b>Jonathan Rosenberg</b> CNet	<b>\$790,837</b>
<b>Alan S. Fisher</b> Onsale	<b>\$100,000</b>
<b>Carena M. Pooth</b> Prodigy Comm.	<b>\$439,958</b>
<b>George Lu</b> uBid	<b>\$485,620</b>
<b>Sheldon Laube</b> USWeb/CKS	<b>\$359,992</b>

<sup>1</sup> Includes salary, bonus and a valuation of stock options granted that year  
Source: Proxy statement analysis by Executive Compensation Reports, Alexandria, Va

not be faring as well as their computer software and hardware counterparts.

Information or technology chiefs at six Internet companies had average 1998 compensation of \$396,320, concludes an analysis by newsletter Executive Compensation Reports, Alexandria, Va. That's well below the \$1.7 million average for similar executives at nine hardware companies and the \$1.3 million average at 15

software makers.

The value of their stock-option awards also varied: an average of \$200,183 at Internet concerns, compared with \$1.3 million at hardware companies and \$1 million at software firms. Figures exclude Marc Andreessen, then at Netscape Communications Corp., whose \$26 million in option grants skewed comparisons.

—Timothy D. Schellhardt contributed to this column