

THE ONE THING Cheryl misses most from Texas? Fried catfish and hush-puppies. "You can't find fried catfish in Manhattan," she says. "And New Yorkers don't even know what a hushpuppy is!"

Self-Made

She is one of Fox Business Networks' most high-profile anchors, Texas girl Cheryl Casone just wishes she could find fried catfish in Manhattan.

BY JASON ANDERSON

TIMES WERE, the business of business was reported by men, for men, and women were not allowed in the club. Not anymore. As an anchor for the FOX Business Network in New York, Cheryl Casone watches Wall Street then boils things down so the average viewer can understand it. Whether it is the bank finance crisis, consumer news, the economic impact of war on the economy, consumer fraud, global markets or foreign investment, Casone is bringing business news to a new generation of investors.

"So many people are involved with the stock market now. We didn't even have 401(K)s only a few years ago and mutual funds are relatively new. Now more than half the country is in the stock market and they follow it closely," Casone says.

From Beaver elementary school in Garland, Texas, to Northern Arizona University where she majored in broadcasting, her knack for business developed after college while she was a Southwest Airlines flight attendant.

"I had received a small inheritance, and I wanted to grow it," Casone says. "I would pick up the business magazines on the airplane—I taught myself how to invest. Pretty soon I was talking stocks with the pilots and it took off from there."

Casone has reported on business for CNN, CBS, and NBC before she landed an anchor job at FBN. Today she's an expert on investing and hopes to soon write a book for young women on how to invest for themselves. "I want young women to know that they can trade like a guy," she says with a laugh. "The good ol' boys club is over!"

Casone's family still lives in the Dallas area, and she often visits to shop and catch up. And eat some fried catfish while in town.