

## Writing Clips

Robert G. Lee

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**“Buntin Group takes on meth”**

**The Tennessean (Nashville, Tennessee)**

**Tuesday, June 13, 2006**

**Page 1E**

# BUSINESS

TUESDAY, JUNE 13, 2006

## Buntin Group takes on meth

### Agency produces \$750,000 project to fight drug use

By **BOBBY LEE**  
Staff Writer

On Memorial Day, a local advertising agency employee and a graffiti artist were spray-painting a message on an abandoned building on Eighth Avenue.

Police stopped and asked what was going on.



**BUNTIN**

"Meth is Garbage" was the script that went with the image of a face snorting from trash bags stacked on the ground by the wall.

The ad agency worker explained the project — a street-level advertising campaign designed to grab attention about the dangers of methamphetamine.

Police let them continue, but not before a conversation about the meth issue.

The campaign is a new effort being rolled out by The Partnership for a Drug-Free America. It was developed by Nashville-based The Buntin Group for free, although the work is valued at about \$750,000.

The aggressive in-your-face campaign that utilizes garbage trucks, meth "spoons" and school walls to get its message across is expected to give The Buntin Group national exposure as it is picked up in counties across the country.

The first county in Tennessee using the campaign will be Humphreys County beginning in July.

The graffiti display in Nashville — done an example for the project — is just one of 11 works that Buntin created for the package.

Many of the works use guerrilla-marketing tactics — non-traditional, street-level campaigns such as the graffiti — but the package also contains television, radio and print work.

"We thought we could conversationalize the impact of



PHOTOS COURTESY OF BUNTIN GROUP

Garbage truck featuring an advertisement that reads: "The stuff in here is the stuff in Meth."

### THE ANTI-METH CAMPAIGN

**Cost:** \$750,000 in labor, services and production resources donated by The Buntin Group. It will cost individual communities roughly \$20,000 to bring elements of the campaign to their

towns.

**Where:** First stop is Humphreys County next month, followed by Johnson and Tipton counties.

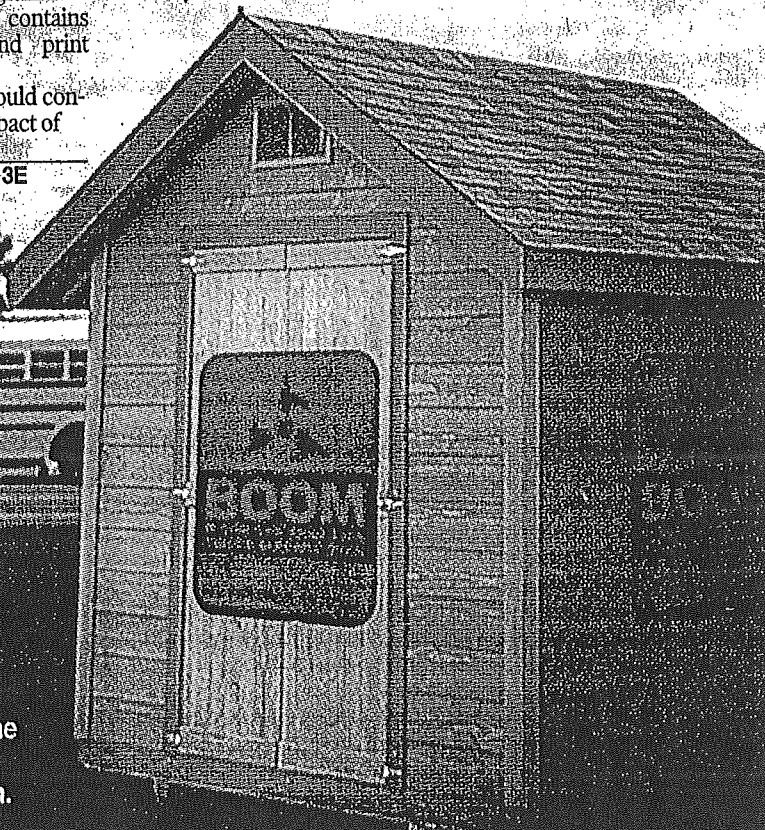
**Target audience:** Rural communities and small towns.

—BOBBY LEE

► Please see **METH, 3E**

### BLAST ZONE

Barn in parking lot represents a meth lab. The barn is accompanied by a red painted blast radius and a warning sign that reads: "Boom. If you can read this, you're already dead."



# Meth: Buntin Group takes guerrilla-marketing approach

FROM PAGE 1E

the drug in these small towns. Early on, we identified that we wanted to turn the entire town into messages about the effects of meth," said Jeffrey Buntin Jr., the agency's president and executive creative director.

The idea for a community-based campaign began about a year ago when the Partnership for a Drug-Free America decided it wanted a campaign to reach kids, parents and communities about the meth problem. It solicited proposals from agencies willing to do the work pro bono.

Two agencies in Chicago and New York submitted proposals involving kids and parents. The Buntin Group was the only agency to include all three — kids, parents and the community.

The campaign follows in the footsteps of The Truth, a youth anti-smoking campaign created by the American Legacy Foundation. One of Legacy's television advertisements includes a mass dumping of body bags in front of a tobacco company's headquarters, to create shock value.

"We needed to come up with a brand that's as cool as that (cigarettes), so the teenager could decide, I can choose to not smoke, and that be a cool brand to have chosen. That's why our effort was to have The Truth be as cool a brand as the cigarette brands," said Joe Martyak, executive vice president for marketing, communication, and public policy for the foundation. Buntin believes similarly. "Like the Truth, we wanted to create a brand. It needed the power of a brand to rally the community against drugs," said Buntin.

Mark Hughes, author of Buzzmarketing, also believes person-to-person dialogue is

crucial to getting a brand's message across. "If you go way back in time, you'd see cars involved in a drunk-driving accident. When you drive by it, you have that connection. It's one thing to see it on TV, and then another thing to see it in person," said Hughes. "You're seeing the trend about connections."

Some experts, however, believe that guerrilla marketing, especially for drug and substance abuse campaigns are ineffective. "I'm always a little bit skeptical with ads like these because they don't address the underlying issues," says Karen Sternheimer, sociologist at the University of Southern California, noting she has not seen Buntin's advertisements in particular. "There are really economic factors that are leading factors to using or selling meth. If we miss that, I don't know how effective an ad is going to be."

John Sharpe, partner and chief marketing officer of the Nashville-based Bohan Advertising, believes otherwise.

"I think this is a really strong campaign. I think that it's great that a local agency has stepped up and is involved in such a worthwhile effort to fight the war on drugs," Sharpe said. "There's a heritage to really powerful advertising related to the war on drugs going back to This is your brain, this is your brain on drugs, which everybody remembers. ... I think that it will be very effective."

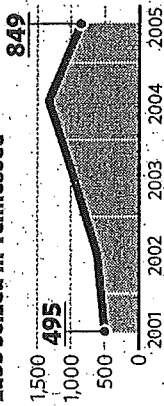
Mike Townsend, executive vice president of the partnership and director of methamphetamine demand reduction, said the group has meth programs nationwide and Buntin's work will be the next part of the campaign.

Any county can start the campaign as

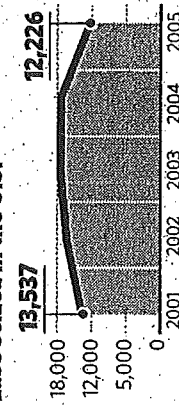
## METH LABS BUSTED

Seizures of meth labs are down since 2003 and 2004 due in large part to laws restricting access to cold medicines containing pseudoephedrine, a key ingredient in methamphetamine.

### Labs seized in Tennessee



### Labs seized in the U.S.



SOURCE: U.S. Drug Enforcement Administration

THE TENNESSEAN

## THE BUNTIN GROUP

Number of Employees: 100.

Years in Nashville: 34 years.

Major clients: O'Charleys, RBC Financial Group, Bass Pro Shop, United Methodist Church, Chinnet Co., Ruby Tuesday, Purolicor Automotive Filters, Friedman's Jewelers, Tennessee Valley Authority (TVA), Servpro, BlueCross BlueShield of Tennessee.

—BOBBY LEE

long as the the community donates the material and labor, said Hallie Deaktor, deputy director of public affairs for the Partnership. The average cost to bring the campaign to an area is \$20,000. ■

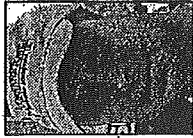
## CAMPAIGN REACTION

Nashville residents were asked of their impression of the meth ad campaign:



HINES

"It takes me by shock at first. I think it would be effective and would bring awareness. Regular people wouldn't know meth causes a chain reaction."  
— Nakia Hines, 26, sales associate at Banana Republic



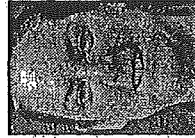
TURNER

"It's over the top and more noticeable. It gets your attention but it could be harsh for some people."  
— Michael Turner, 32, construction project manager



OLDHAM

"The more education, the more that's out there. It's good."  
— Donna Oldham, 41, administrative assistant



CLARK

"I wouldn't want to open the newspaper. It gets my attention." (In reference to the "infected by meth" sticker on the newspaper's plastic bag)  
— Julie Clark, 32, administrative assistant

# BUSINESS



GET QUOTES ON YOUR CELL PHONE,  
SEND TEXT MESSAGES WITH  
• STOCK TICKER (i.e., GOJ), or  
• FUND TICKER (i.e., AGTHX) to 44636

TUESDAY, JUNE 13, 2006

## Morning Memo

### MOVERS AND SHAKERS

#### LifePoint appoints division president

LifePoint Hospitals Inc. has named Robert N. Klein president of the United Division, one of the Brentwood-based hospital company's five operating divisions.

He will oversee hospitals in West Virginia, Alabama and South Carolina.

Klein was chief executive officer of Skyline Medical Center in Nashville. From 1997 to 2001, he was CEO of Hendersonville Medical Center.

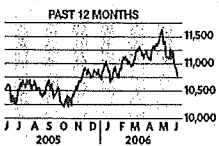
Both hospitals are owned by HCA Inc.

During his 20-year career, Klein has held senior management positions at several HCA hospitals in Tennessee and Florida. He began his career at Baptist Medical Center Montclair in Birmingham, Ala. LifePoint operates 49 hospitals nationwide.

— TODD PACK

### MARKETS

▼ DOW JONES INDUSTRIAL AVG.  
-99.34; 10,792.58



▼ NASDAQ  
-43.74; 2,091.32

▼ S&P 500  
-15.90; 1,236.40

▼ RUSSELL 2000 INDEX  
-18.20; 683.19

▼ BLOOMBERG TENN. INDEX  
-6.43; 344.99

▼ OIL  
-\$1.27; \$70.36 per barrel

▲ NATURAL GAS  
+\$0.052; \$6.224 per mmbtu

▼ GOLD  
-\$1.50; \$611.30 per ounce

▼ SILVER  
-\$0.145; \$11.065 per ounce

### WHAT'S NEW

#### Wrigley Field is first bullpen to go wireless

CHICAGO — Wrigley Field, the last big league stadium to install lights, will be the first to go wireless.

Starting today, when Chicago Cubs manager Dusty Baker needs to communicate with his bullpen during games he'll call on a wireless handset designed by Motorola Inc. rather than reach for the corded phone on the dugout's back wall.

Juan Lopez, the Cubs' bullpen coach, will be sure not to miss the call — he'll have one of the 1580 phones strapped to his belt and it will vibrate and produce a loud ring.

The Cubs and Motorola, who announced the arrangement

# So far, so good for Nissan

## Headquarters plan to be reviewed by officials June 22

By COURTNEY WATSON  
Staff Writer

FRANKLIN — After a month of studying plans for Nissan North America's Cool Springs headquarters, city of Franklin officials say they like what they see.

"We have seen the building design and how it's going to fit on the site, and it will definitely be

an asset to the community," Franklin Mayor Tom Miller said yesterday. "It will fit in with the character of the area."

Nissan submitted to the city a site plan for its 10-story, 521,031-square-foot office building back in May, and city engineers, planners and fire department officials have been busy over the past weeks preparing their comments for the plan's review at the next Planning Commission meeting June 22.

If approved by the commission, Miller said, Nissan should receive its grading permit within

a few weeks, at which time work could begin on the 50-acre site near the current Carothers Parkway dead end.

Plans for the 150-foot-tall building include a cafeteria, fitness center and car salon, where prototypes and new models will be on display. Miller said he understood that feature would not be open to the public.

Additionally, the complex would include a four-story parking garage with more than 1,500 spaces and an outdoor open space that could be used for community events.

"It's a large, open, green area

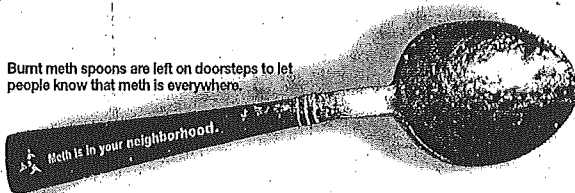
where they said they could envision some community events taking place," Miller said.

One of the biggest considerations for the complex is traffic, and Miller said city- and Tennessee Department of Transportation-led infrastructure improvements are being timed to coincide with building construction.

"We're going to have 1,200 to 1,300 people working in the building, so traffic is a consideration," he said. "But we don't think traffic is going to be a



► Please see NISSAN, 2E



Burnt meth spoons are left on doorsteps to let people know that meth is everywhere.

# Buntin Group takes on meth

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By BOBBY LEE  
Staff Writer

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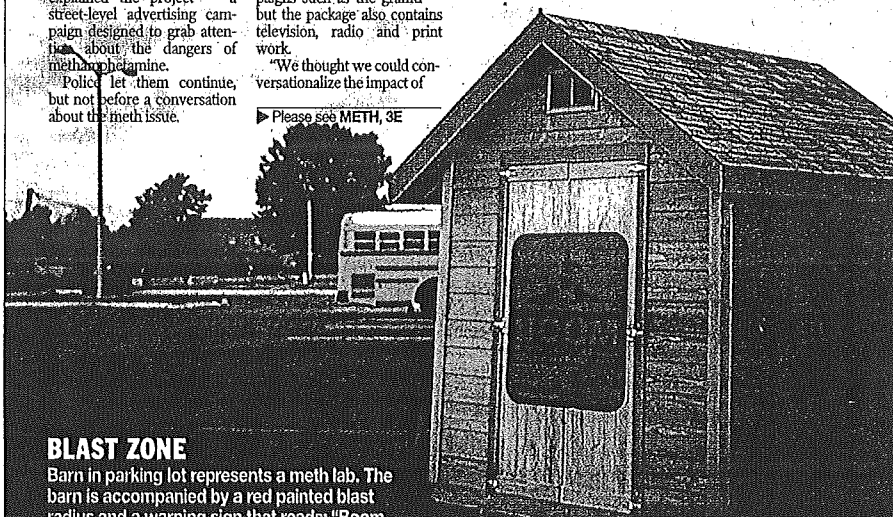
Garbage truck featuring an advertisement that reads: "The stuff in here is the stuff in Meth."

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### BLAST ZONE

Barn in parking lot represents a meth lab. The barn is accompanied by a red painted blast radius and a warning sign that reads: "Room

# VUMC expansion to be done in phase

Eleven-story tower with 141 beds to be built until 2008

By TODD PACK  
Staff Writer

Vanderbilt University planned \$234 million expansion of its busy teaching hospital to be finished in phases, rather than all at once.

Some small remodeling projects could be done by year while a proposed 11-story tower wouldn't be built until 2008.

Vanderbilt gave new plans Monday in its appeal to the state for a certain need. Under Tennessee law, hospitals need the approval of the Health Services Development Agency before adding major changes.

In its application, Vanderbilt said adding the tower and tributing some existing beds would result in 141 acute-care beds.

It said it sees patients throughout Tennessee from surrounding states its high volume has res patient diversions and use of holding areas for that would otherwise be needed.

Vanderbilt said the would be financed through philanthropy, debt and cash.

Vanderbilt is licensed beds, including 215 at the Carell Jr. Children's Hospital and 88 beds at derbilt Psychiatric Hospital.

It's possible that Vanderbilt proposed expansion could face opposition from some voters.

Officials with HCA Inc. owns the nearby Centennial Center, and Saint Health Services, which operates Saint Hospital and Saint Hospital, said on Monday couldn't comment on Vanderbilt's application because the had a chance to review it.

HCA is seeking a certain to build a \$112 million hospital in Spring Hill, which Thomas has said it will

**“Ahoy, VeggieTales! Big Idea hopes movie revives fortunes”**

**The Tennessean (Nashville, Tennessee)**

**Friday, June 23, 2006**

**Page 1E**

# BUSINESS

FRIDAY, JUNE 23, 2006

## Ahoy, VeggieTales! Big Idea hopes movie revives fortunes

Creator of series thinks it has learned from mistakes that led to bankruptcy

**BOBBY LEE**  
Staff Writer

If a squash can make you smile, then so could the latest developments at VeggieTales.

Franklin-based Big Idea, the company behind the Christian-themed VeggieTales series for children, is trying to bounce back from a 2003 bankruptcy with a pair of television and movie deals.

The biggest gamble for Big Idea, which was bought out of bankruptcy by a New York-based media company in the fall of 2003, is a feature-length film targeted for 2008 that puts several of its signature characters in a moral fable with a pirate theme.

The first movie failed, led to a lawsuit with a key distributor and put Big Idea in a financial bind. Now comes a new feature-length animated film, "The Pirates

Who Don't Do Anything: A VeggieTales Movie," and Big Idea's top executives are faced with proving that they've learned how to put out an animated feature that sells, is smartly distributed and creates spin-off sales of merchandise.

Terry Pefanis, chief operating officer of Big Idea, said his company was doing things differently this time around, signing an upfront distribution deal for the film with Universal, a subsidiary of the Vivendi media company, which should guarantee a fast start and provide wider distribution for "Pirates."

"I think because we entered into this distribution agreement with Universal before we started production, we have 18 months to plan the marketing, promotion and cross promotion

around the film, and we didn't have that benefit with 'Jonah' (the previous movie)," Pefanis said.

"Also, I believe Universal has the ability to do a wide release of this movie, whereas 'Jonah' released on about 800 screens." (By way of comparison, Pixar's hit film "Cars" opened on nearly 7,000 screens earlier this summer.)

Big Idea also recently announced a TV partnership with NBC Universal, Scholastic Books and Spanish-language network, Tele-

► Please see **MOVIE, 3E**



COURTESY OF BIG IDEAS

### WHAT'S THE BIG IDEA? A FRANKLIN COMPANY

Filmmaker: Big Idea Inc.

Location: Franklin

Title of new movie: "Pirates Who Don't Do Anything: A VeggieTales Movie"

Tentative Release Date: 2008

Distributor: Universal

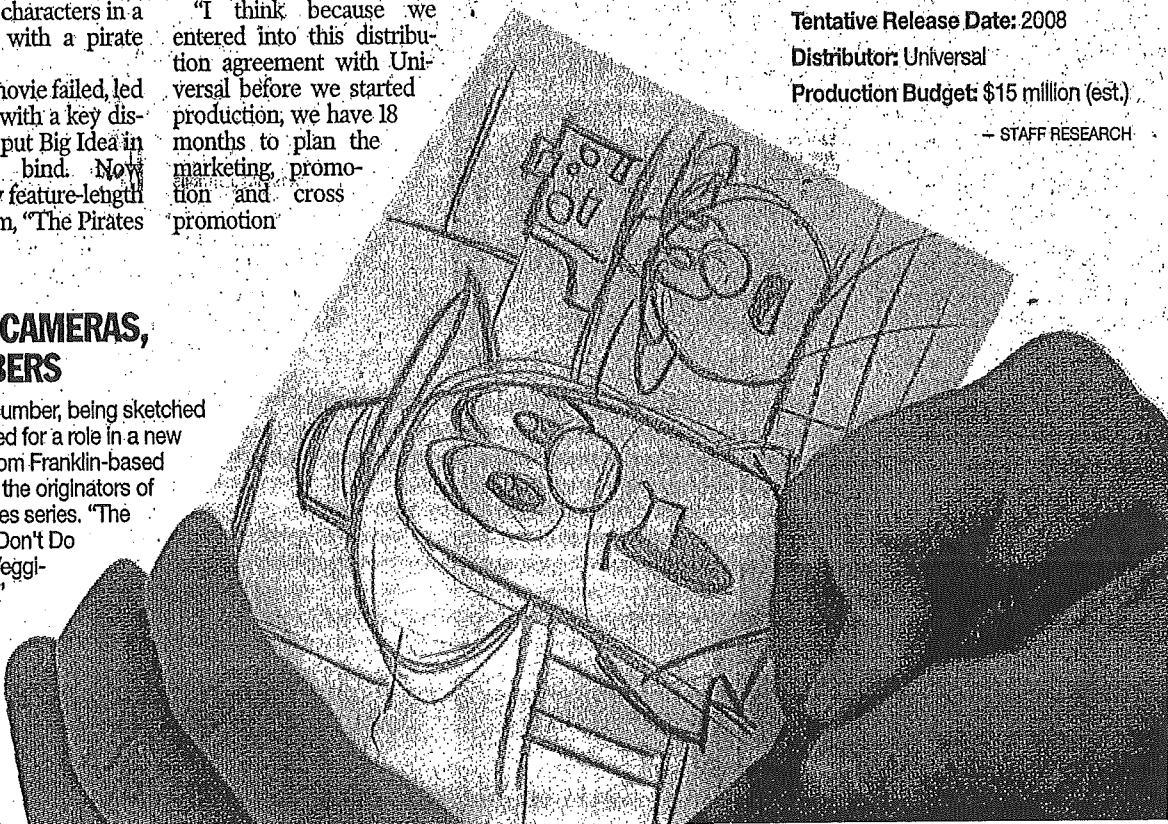
Production Budget: \$15 million (est.)

— STAFF RESEARCH

### LIGHTS, CAMERAS, CUCUMBERS

Larry the Cucumber, being sketched here, is headed for a role in a new feature film from Franklin-based Big Idea Inc., the originators of the VeggieTales series. "The Pirates Who Don't Do Anything: A VeggieTales Movie" is targeted for a 2008 release.

PHOTO BY  
SANFORD  
MYERS / THE  
TENNESSEAN



# Movie: VeggieTales to return to big screen

## FROM PAGE 1E

multimedia, among others to air "A Smart Place for Kids" children's programming on various digital outlets and for a few hours each Saturday starting this fall on NBC.

Big Idea was created by CEO Phil Vischer and Mike Nawrocki, writer, director and voice of Larry the Cucumber, and produced its first VeggieTales video in 1993.

Before its brush with bankruptcy, the company had annual sales of around \$40 million a year, according to court records.

The company debuted its first feature film, "Jonah: A VeggieTales Movie" in 2002, a year in which Big Idea reported roughly \$41.8 million in revenues.

"Jonah" went belly up, in part because of poor marketing and difficulty in finding a distributor, company officials say now.

The film grossed \$25.6 million domestically, according to published reports.

That amounts to less than half of the revenue that "Cars" brought in for Pixar in a single weekend earlier this month.

"The company invested in 'Jonah' theatrically, and it didn't provide a return on investment. We lost a substantial sum of money on the movie and strained the company's cash," Pefanis said. "The box office and video release didn't cover the cost of the movie."

Those and other problems led to Big Idea's bankruptcy and purchase by Classic Media, a TV, movie and video company with rights to dozens of classic animated characters from Casper the Friendly Ghost to Mr. Magoo.

Since then, Big Idea has closed its former Chicago offices and moved to Franklin for a fresh start.

The question now becomes: Will Big Idea score a hit with its latest feature film and avoid the mistakes of its past?

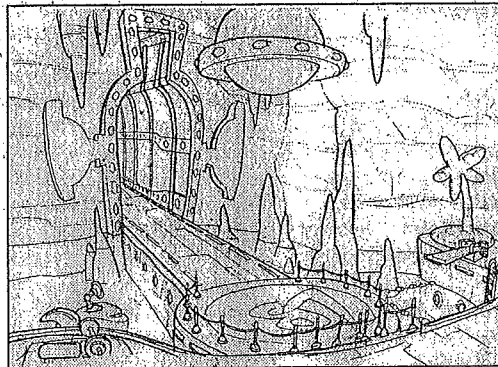
Dick Rolfe, chairman of the Dove Foundation, a Grand Rapids, Mich., group that encourages the production of family-friendly films, believes that "Jonah" flopped because of a lackluster marketing strategy.

"It really has more to do with how the movie is marketed than whether a kid's video can be successfully shown on the big screen," Rolfe said.

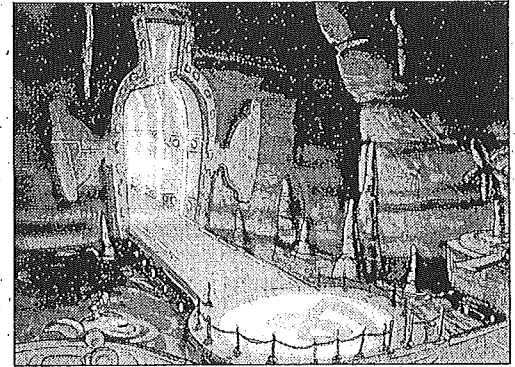
Some observers think Big Idea's videos and films have set the stage

## The World of Animation: Step-by-Step

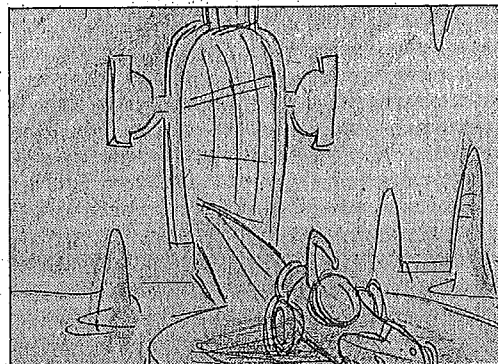
Here's how an animated film comes to life, moving from a conceptual sketch in pencil to a finished product. The images are from "LarryBoy and the Bad Apple," a home video due this summer from Big Idea.



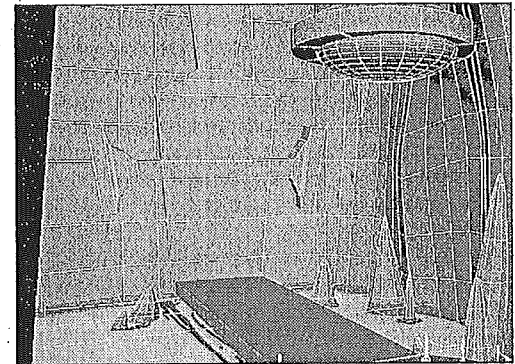
**Step 1**  
Make concept drawings in pencil. Each sketch is equivalent to two seconds in the final product.



**Step 2**  
Colors are filled in by hand.



**Step 3**  
Complete a storyboard, outlining the action chronologically so the designers can envision the whole story.



**Step 4**  
Basic scenes are generated on computer, using block shapes emerging from a wire frame.

**Step 5**  
Final animation with color, lighting, shading added to complete the scene. In this image, LarryBoy, a Batman-like hero, enters a hidden cave to reach his Larry-mobile.

Source: Big Idea

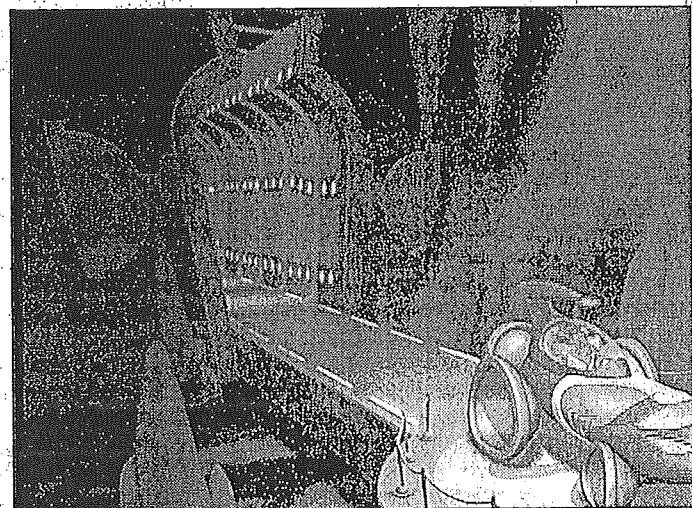
for growth of Christian entertainment.

Brandon Gray, president and publisher of Box Office Mojo, said: "In many ways, Big Idea was among the movie makers that were ahead of the pack in regard to the rise of Christian entertainment."

Pefanis and others say they're better prepared for the big screen with "Pirates."

For example, Big Idea previously used an in-house animation team, relying on more than 80 designers to produce the "Jonah" film.

On "Pirates," Pefanis said, the company plans to outsource the



animation to a studio in Canada to cut costs.

"We deliver a final story reel to the animation studio in Canada, and they actually have the animation crew that does the animation," Pefanis said. Agreeing to a



distribution deal with Universal also helps, he said.

Ellen Seiter, a professor of critical studies at the University of Southern California, said work on "Pirates" shows that Big Idea is serious about widening its VeggieTales franchise and growing the bottom line.

"Certainly it's a gamble from an industry point of view," she said. "It also suggests how they are thinking about the Christian audience in new ways and are taking them much more seriously."

A new movie and television deal aren't the only products in the pipeline at Big Idea.

After selling 50 million DVDs, 7 million records, 2 million books, a line of toys and merchandise and producing live shows, the company will create a new video game for release in August.

The game, based on the Larry-Boy superhero character, is being done in partnership with Crave Entertainment. It will be released at the same time as a new home video, "VeggieTales: LarryBoy and the Bad Apple."

"We really work hard to make our shows entertaining and fun for children, but (we) also want parents to watch and enjoy the show," Pefanis said. "Our hope is that it will engage parent and child in conversation about the message of the show." ■

# BUSINESS



GET QUOTES ON YOUR CELL PHONE,  
SEND TEXT MESSAGES WITH  
• STOCK TICKER (i.e., GCI), or  
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FRIDAY, JUNE 23, 2006

## Morning Memo

### MOVERS AND SHAKERS

#### HealthStream names senior vice president

HealthStream Inc., a Nashville-based provider of learning solutions for health-care providers, has hired J. Edward Pearson as senior vice president.

He will oversee the development and growth of the company's research products group. Before joining HealthStream, Pearson was president and chief executive officer of Digiscript, an Internet-based training and communication solutions provider for the life sciences industry.

Before that, he was CEO of Medibuy Inc., a Web-based health-care exchange. He also was CEO of empacHealth.com, a health-care e-commerce company.

— TODD PACK



PEARSON

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# BlueCross unveils big plan

## New Chattanooga headquarters to be one of state's largest

By TODD PACK  
Staff Writer

BlueCross BlueShield of Tennessee unveiled Thursday a bigger new headquarters than earlier planned — a \$299 million corporate campus on a hill overlooking downtown Chattanooga.

Originally envisioned as a smaller headquarters replacement at a cost of about \$226 million, the drawings shown Thurs-

day allow extra room for additional hires and future expansion, company officials said.

The campus for about 4,000 workers will be one of the largest corporate headquarters in the state — more than twice as big as the North American headquarters being built for Nissan in Franklin.

BlueCross is the state's largest health insurer and has expanded recently by buying Gordian Health Solutions, a Franklin-based disease management company, and by launching Shared Health, a for-profit company that has developed a Web-based elec-

tronic medical record using insurance claims data.

The company did not give details Thursday about the nature of its future expansion.

The insurer plans five buildings with a total of 950,000 square feet on Cameron Hill overlooking the Tennessee River. The insurer's current offices are scattered among 10 buildings throughout Chattanooga.

Construction is scheduled to begin in September. BlueCross said it would be finished in 2009.

The unveiling of the plans fol-

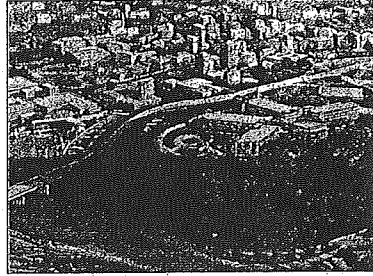


PHOTO COURTESY OF C

BlueCross BlueShield of Tennessee plans a hilltop headquar

► Please see CAMPUS, 3E

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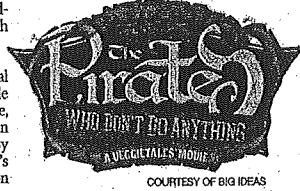
"I think because we entered into this distribution agreement with Universal before we started production, we have 18 months to plan the marketing, promotion and cross-promotion

around the film, and we didn't have that benefit with 'Jonah' (the previous movie)," Pefanis said.

"Also, I believe Universal has the ability to do a wide release of this movie, whereas 'Jonah' released on about 800 screens." (By way of comparison, Pixar's hit film "Cars" opened on nearly 7,000 screens earlier this summer.)

Big Idea also recently announced a TV partnership with NBC Universal, Scholastic Books and Spanish-language network, Tele-

► Please see MOVIE, 3E



COURTESY OF BIG IDEAS

## WHAT'S THE BIG IDEA? A FRANKLIN COMPANY

Filmmaker: Big Idea Inc.

Location: Franklin

Title of new movie: "Pirates Who Don't Do Anything: A VeggieTales Movie"

Tentative Release Date: 2008

Distributor: Universal

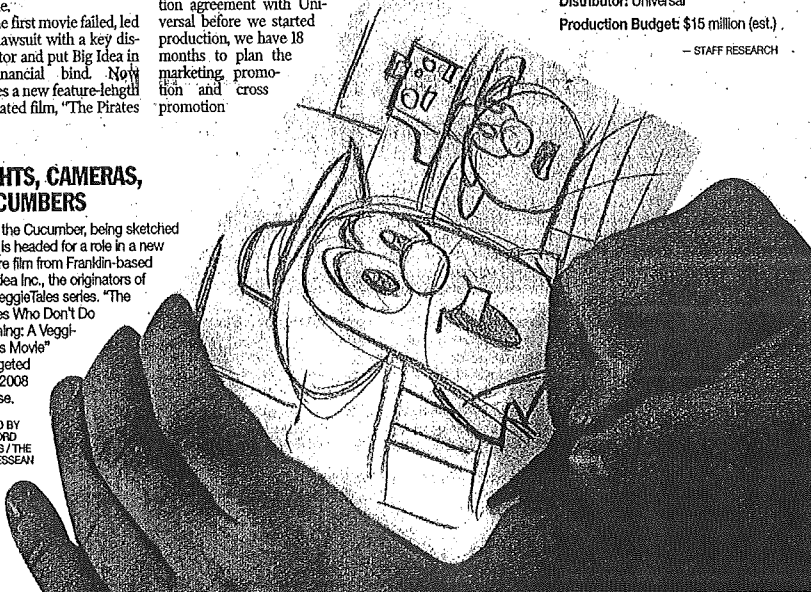
Production Budget: \$15 million (est.)

— STAFF RESEARCH

## LIGHTS, CAMERAS, CUCUMBERS

Larry the Cucumber, being sketched here, is headed for a role in a new feature film from Franklin-based Big Idea Inc., the originators of the VeggieTales series. "The Pirates Who Don't Do Anything: A VeggieTales Movie" is targeted for a 2008 release.

PHOTO BY  
SAYFORD  
MYERS / THE  
TENNESSEAN



## Fraction seeks way to avoid bankruptcy

Owners could lose thousands if i

By GETAHH WARD  
Staff Writer

With creditors on its side, FractionAir Inc. says today that it's working on a plan to avoid bankruptcy.

At stake is millions owed to creditors such as Express of Cookeville units have filed lawsuits about \$375,000 in unpaid

Harry Jacobson, a violator at Vanderbilt University Center, and Franklin Co. Mortgage Co., a high-profile co-owner operated by Fraction

for four market rate transactions to buy and sell commercial real estate.

Now, owners of equity in hundreds of thousands each in the corporation are in the corner. Owner Fraction is in the small job of the corporation.

Amc who filed for bankruptcy, to file against Air we see the coach.

former president of his wife, Gore; a Miller, of Earl Associates architect Dan

Franklin American president said he saw

Franklin American president said he saw



JACOBSON



FISHER



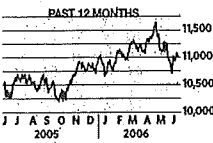
GORE



CROCKETT

## MARKETS

▼ DOW JONES INDUSTRIAL AVG.  
-60.35; 11,019.11



▼ NASDAQ  
-18.22; 2,122.98

▼ S&P 500  
-6.60; 1,245.60

▼ RUSSELL 2000 INDEX  
-2.63; 688.04

▼ BLOOMBERG TENN. INDEX  
-0.71; 346.60

▲ OIL  
+\$0.51; \$71.20 per barrel

▼ NATURAL GAS  
-\$0.149; \$6.439 per mmbtu

▼ GOLD  
-\$5.60; \$585.40 per ounce

▼ SILVER  
-\$0.21; \$10.21 per ounce

## WHAT'S NEW

### Federated to sell Lord & Taylor stores

Federated Department Stores Inc., the second-largest U.S. department-store operator, agreed Thursday to sell its Lord & Taylor chain to a group of investors for \$1.2 billion to focus on its Macy's brand.

The sale to principals of investment firms Apollo Real Estate Advisors LP and National Realty & Development Corp. includes 48 Lord & Taylor stores, Cincinnati-based Federated said in a statement. The 180-year-old chain will have sales of \$1.1 billion this year, one analyst estimated.

The new owners said they might shrink Lord & Taylor's

**“Tiffany’s prepares to open Green Hills store next week”**

**The Tennessean (Nashville, Tennessee)**

**Saturday, July 29, 2006**

**Page 1E**

# BUSINESS

SATURDAY, JULY 29, 2006

## Tiffany's prepares to open Green Hills store next week

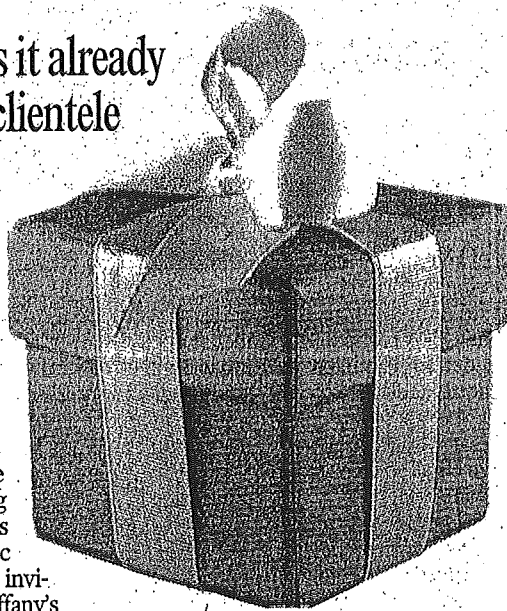
High-end retailer says it already has strong Nashville clientele

By **BOBBY LEE**  
*Staff Writer*

Tiffany & Co., the New York jewelry store known for style and its signature robin's egg blue box, is putting the finishing touches on a 5,300-square-foot store at the Mall at Green Hills, a development that marks the high-end retailer's first entry into Tennessee.

And it's creating a buzz in the process. Armored cars are delivering jewelry under guard. Staff members are polishing glass cases, and public relations specialists are planning an invitation-only Monday breakfast at Tiffany's to call attention to the ritzy retailer's arrival.

The store's official first day of sales on



Tuesday — and a smaller Louis Vuitton store opening a few days later in the same

### Inside Tiffany's Blue Box

Here is a look at luxury jeweler Tiffany & Co., opening a new location at the Mall at Green Hills on Tuesday:

**Headquarters:** New York  
**2005 revenue:** \$2.4 billion

**Stores:** 58 U.S. locations; 98 international stores

**Recent openings:** Indianapolis, Nashville

**Others planned:** Tucson, Ariz.; Atlantic City, N.J.; Walkoloa, Hawaii

mall across the hall — comes as luxury goods sales from fine jewelry to fast cars continue to thrive despite high gold and gas prices putting a dent in the average guy's wallet.

"One of the reasons Nashville piqued our interest is that we have such a large existing customer base here," said store director Amy Miller, pointing to a data-

► Please see **TIFFANY, 2E**

# Tiffany: Store to open in Green Hills next week

FROM PAGE 1E

base of 13,000 customers who have bought Tiffany's merchandise online or traveled to an Atlanta location or other outlets to buy in the past.

The company said it has been studying the Nashville market for years, and it is landing at a Green Hills mall that registers sales per square foot that by some measurements is the strongest in the state.

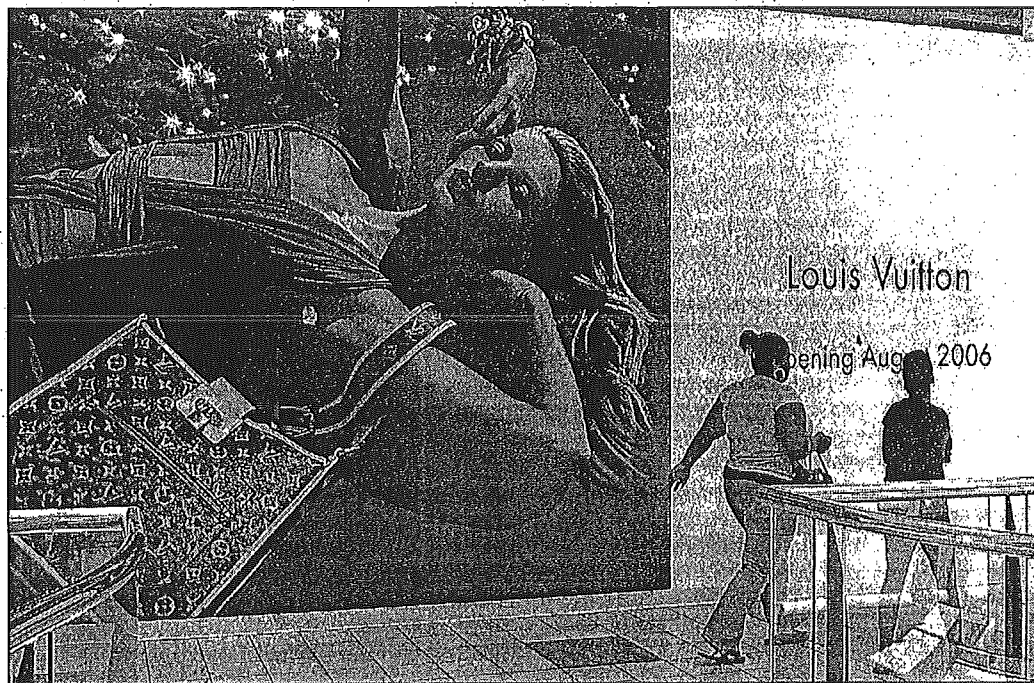
Robert Perlmutter, managing partner of mall owner Davis Street Land Co., said, "current sales at the center are \$546 per square foot, which does not include expansion tenants such as The Cheesecake Factory, Louis Vuitton and Tiffany's. We expect sales next year to be over \$600 (a foot) when those tenants are all included."

David Stewart, a University of Southern California marketing professor, said Nashville has the type of customers most high-end retailers want.

"There is a pocket of affluence there, not as big as New York or Los Angeles, but it is an attractive market," he said.

Tiffany's at Green Hills is in the middle of the mall on a corner space. French-owned Louis Vuitton, which sells luxury gifts, leather goods and accessories, will announce more details of its almost 3,000-square-foot store Monday, the company said. The store appears nearly complete.

Tiffany's is known for opening a select number of stores, usually no more than four to six a year. Recent openings were in cities smaller than the New York,



JEANNE REASONOVER / THE TENNESSEAN

A Louis Vuitton store will be opening soon at The Mall at Green Hills, as is a Tiffany & Co. store.

Chicago and the Los Angeles area, where the jeweler has multiple outlets. It opened in Shanghai and Beijing, China, earlier this year.

"These firms are interested in growth opportunities and they've exhausted large metropolitan areas. The question for management is, 'Where do you go from there?'" Stewart said.

Stewart said more luxury stores could follow Tiffany's and Louis Vuitton to Music City.

"There is a certain amount of leader-follower behavior at work. All of these retailers are looking at the demographics. They're all going to identify Nashville as the

next opportunity," he said.

Tiffany's revenue was up 5.8 percent over last year in its first quarter (through April 30); overall department store sales are up only 3.6 percent for January-June, according to the International Council of Shopping Centers.

Recent increases in precious metals prices and a general downturn in the economy have not affected sales, said Beth Canavan, Tiffany's executive vice president. "We have continued to see enthusiastic buying for jewelry."

"One of the things that enables us to ride through tough times, as well as good times, is the fact that

people still want to celebrate the most important times of their lives," Canavan said. Tiffany's adjusts prices no more than two times a year.

The Nashville store will carry everything from watches, baby gifts, fine jewelry, Tiffany diamonds, engagement rings and wedding bands. "We will also be carrying jewelry from our exclusive designers," Miller said.

"People think about Tiffany's being exclusive or elite. But we really make a quality product regardless of what the item is and really offer a true value when a customer makes a purchase." ■

# BUSINESS



GET QUOTES ON YOUR CELL PHONE,  
SEND TEXT MESSAGES WITH  
• STOCK TICKER (i.e., GCI), or  
• FUND TICKER (i.e., AGTHX) to 44636

SATURDAY, JULY 29, 2006

## Morning Memo

### MOVERS AND SHAKERS

#### Panoff president of Harpeth Consulting

James B. Panoff has been named president of Harpeth Consulting LLC, a group of former Nashville corporate executives that offers advice to companies, government agencies and non-profit groups.

He was executive vice president of sales, marketing and business development for health-care technology company Spheris Inc. Panoff has a bachelor of arts degree in organizational communications from Virginia Polytechnic Institute and State University. Harpeth Consulting LLC is a subsidiary of Harpeth Companies Inc., the Nashville-based parent of investment banking firm Harpeth Capital.



PANOFF

— GETAHH WARD

### MARKETS

▲ DOW JONES INDUSTRIAL AVG.  
+119.27; 11,219.70



▲ NASDAQ  
+39.67; 2,094.14

▲ S&P 500  
+15.35; 1,278.55

▲ RUSSELL 2000 INDEX  
+14.34; 700.03

▲ BLOOMBERG TENN. INDEX  
+3.91; 342.60

● OIL  
-\$1.30; \$73.24 per barrel

● NATURAL GAS  
+\$0.061; \$7.184 per mmbtu

● GOLD  
+\$2.30; \$647.80 per ounce

● SILVER  
-\$0.025; \$11.365 per ounce

### WHAT'S NEW

#### EMI to open digital catalog to Mashboxx

EMI Group PLC, the world's third-largest music company, agreed to make its digital catalog available to Mashboxx, a file-sharing service that has deals with three of the four major record companies.

Mashboxx plans to charge 99 cents for downloaded songs, the same as Apple Computer Inc.'s iTunes service, and will offer five free plays before billing. Founder Wayne Rosso said he hopes to start the service by the end of the year. London-based EMI announced the agreement Friday in an e-mailed statement.

The announcement comes a day after Sharman Networks Ltd., owner of the Kazaa file-sharing service, settled copyright infringement lawsuits with the major record companies.

In addition to EMI, Sharman has agreements with Vivendi SA's

# TVA to lower electric rates

## NES says it will pass 4.5% decrease on to its customers

By NAOMI SNYDER  
Staff Writer

KNOXVILLE — After being hit with two rate increases in a year, Nashville Electric Service's customers are finally getting a bit of relief — \$2 to \$4 off their monthly electric bills, thanks to a

TVA rate cut — but people who live in Williamson and three other nearby counties may not be as fortunate.

The Tennessee Valley Authority board voted 8-0 Friday to lower the wholesale power rate it charges distributors by 4.5 percent starting Oct. 1, the agency's first rate cut in nearly 20 years.

NES, which gets its power from TVA, said it will give its more than 340,000 customers the full benefit of the across-the-board cut.

The move comes after a 7.5 percent TVA rate increase in October 2005 and another 9.95 percent increase in April. Those wholesale increases added as much as \$15 to many typical customers' bills, TVA said at the time.

This time, Middle Tennessee Electric Membership Corp., which provides power in Williamson, Rutherford, Wilson and Cannon counties, said it might not pass on the full impact of TVA's reduction to its 170,000

customers because the electric co-op's costs are soaring and it can use the money to pay some of its own bills.

Spokesman Chris Jones said the price of copper (used in transmission lines) has gone up 80 percent in a year, and the cost of transformers for substations has doubled. "The cost of doing business for us has gone up across the board," Jones said. "That could very well eat into the

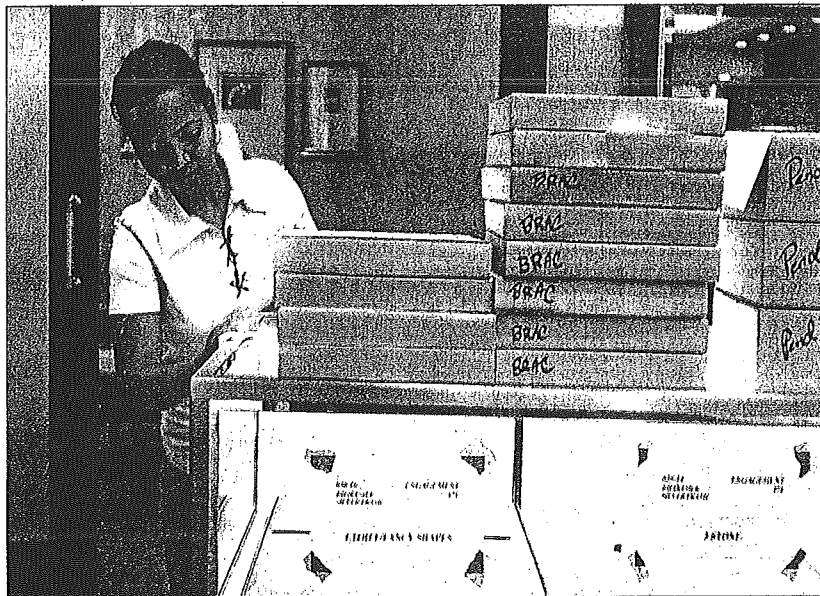
### Rate history

TVA approved a 4.5 percent rate cut on Friday, a move that many Nashville area customers will see on their bills. Here's TVA's recent rate history.

Yesterday: down 4.5 percent  
April 2006: up 9.95 percent  
Oct. 2005: up 7.52 percent  
Oct. 2003: up 6.1 percent  
Oct. 1997: up 5.99 percent  
Jan. 1988: down 6 percent

SOURCES: TVA, THE ASSOCIATED PRESS

▶ Please see RATES, 2E



JEANNE REASONOVER/THE TENNESSEAN

Yemisrach Mekango cleans glass cases at the Tiffany & Co. store at The Mall at Green Hills as workers and staff prepare for its opening. The store will hold an invitation-only breakfast at Tiffany's on Monday and open Tuesday.

# Tiffany's prepares to open Green Hills store next week

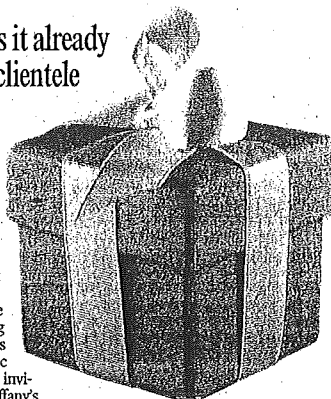
## High-end retailer says it already has strong Nashville clientele

By BOBBY LEE  
Staff Writer

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"One of the reasons Nashville piqued our interest is that we have such a large existing customer base here," said store director Amy Miller, pointing to a data-

▶ Please see TIFFANY, 2E

# Carmal expect dip in sales for July

By SARAH KARUSH  
Associated Press

DETROIT — U.S. car sales are expected to register a dramatic decline in July compared with a year ago, as heavy discounts stimulate record sales. At the same time, buyers are turning toward more fuel-efficient models, an area where manufacturers still dominate.

New vehicle sales are expected to come in at about 1.5 million units, a 15 percent decline from July 2005, according to vehicle research firm IHS Automotive. Automakers reported a 17 percent dip in July sales results on Tuesday.

Michael Maroone, chief operating officer of AutoNation Inc., the largest auto retailer, said sales should be stronger than last year's when 1.5 million vehicles were sold in the United States. "In June there was a number of customers waiting for the new program," he told Press this week.

Summer incentives are expected to be in comparison with when the domestic market offered all customers to buy vehicles at the employee price.

Some people probably will continue to hold out for a better deal, which they are used to in the summer, Edmunds analyst Jeremy Anwyl said. "It's a game of chicken between the deal seekers and the companies," he said.

This year, only Chrysler is offering an employee discount, which it began at the end of June, offering off most 2006 models.

### JULY AUTO SALES FORECAST AT A

Company	Est. July sales	July 2005 sales
GM	416,000	c
Ford	266,000	c
Chrysler	191,000	c
Toyota	227,000	u
Honda	138,000	c
Nissan	83,000	c
Industry	1.54M	c

SOURCE: IHS

**“Tennessee’s ‘zero income tax’ lures supply-sider Laffer”**

**The Tennessean (Nashville, Tennessee)**

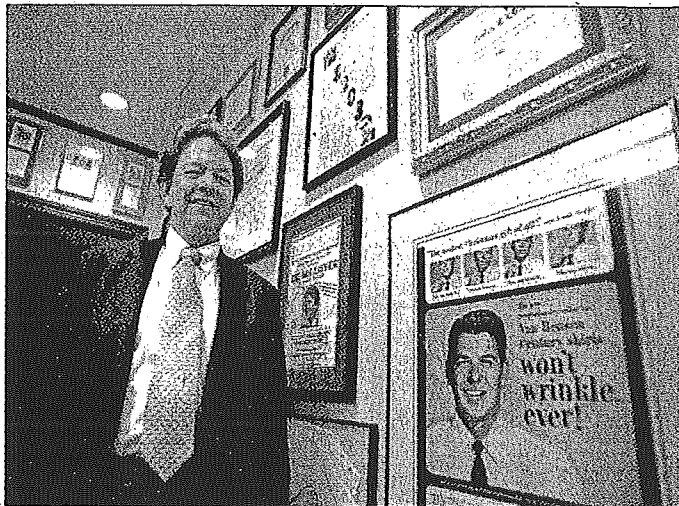
**Monday, August 14, 2006**

**Page 1E**

# BUSINESS

MONDAY, AUGUST 14, 2006

## Tennessee's 'zero income tax' lures supply-sider Laffer



RICKY ROGERS / THE TENNESSEAN

Arthur Laffer, often called "the father of supply-side economics" because of his Laffer Curve, has relocated his family and company, Laffer Associates, from San Diego to Nashville. Laffer, seen at his office Friday, was influential during the Reagan administration.

By **BOBBY LEE**  
Staff Writer

As an economic adviser under President Reagan in the 1980s, Arthur Laffer helped shape supply-side economic theory.

Now, Laffer is moving from the West Coast to Nashville to open a consulting firm, Laffer Associates. He's joining two sons already living in Music City — investment adviser Arthur Jr., who runs Laffer Investments from an office near Centennial Park, and Justin, a senior at Vanderbilt University.

The elder Laffer, who served eight years as a member of President Reagan's Economic Policy Advisory Board, sees Tennessee as an upwardly mobile economy.

"Tennessee is the undiscovered gem," said Laffer, who turns 66 today.

"There are nine states in the U.S. with zero income tax. Tennessee happens to be one of them. I think that is a critical feature of any business being run. Why would you go to a state that has an income tax that's ruining its population? This state has done a beautiful job," he said.

Laffer said his decision to move from California also was prompted by what he sees as that state's decline. "California is not the state it was when I went there. I dislike the politics of California, the politics of class warfare, the politics of hatred," he said.

► Please see **LAFFER, 2E**



# Laffer: Supply-side theorist joins his 2 sons in Nashville

FROM PAGE 1E

California Republican Gov. Arnold Schwarzenegger's recent policy flip-flop — increasing social spending, raising the minimum wage and becoming what Laffer describes as pro-union — were among other political and economic factors hastening the move, Laffer said.

"I just didn't want to ride, in the last years of my life, an economy from the peak to the trough," he said.

## Consulting roots

Laffer Associates has been around since 1979, working with clients in the United States, Europe, Asia and Canada. Laffer Investments, an asset management firm run by one of Laffer's sons, got started six years ago.

"We do supply-side research from the top down," Laffer said in an interview earlier this month on a weekend trip to Nashville. He plans to complete the move from San Diego soon.

"Where we're located really is immaterial," he said of consulting. "We have institutions, pension funds, trust funds ... all of those are our clients," Laffer said.

Laffer is probably best known for sketching his "Laffer Curve" on a napkin during dinner, giving birth to the principles of Reaganomics. The parabola illustrates that somewhat lower tax rates can stimulate the economy, encourage people to spend more money and boost tax revenues in the long run.

Today, Laffer says he doesn't remember exactly where he drew the sketch, but he still believes in its message.

"Whenever you raise tax rates, you never raise revenues in the same proportion, and, in fact, sometimes you even get less revenues," Laffer said. "... A 5 percent tax surcharge will not give you 5 percent more revenue. You may get 4 percent, you may get 3 percent, you may get 2 percent, but you won't get 5 percent, and you may even lose money."

## THE LAFFER CURVE

Economist Arthur Laffer, 66, is considered the father of supply-side economics.

Here's a look at some of his key jobs in the field of domestic economic policy:

- 1981-89 — Member, Economic Policy Advisory Board during President Reagan's two terms.

- 1979-present — Founder of Laffer Associates, economic consultant.

- 1976-84 — Professor, University of Southern California.

- 1980-84 — Member of the executive committee of the Reagan/Bush Finance Committee in 1984 and a founding member of the Reagan Executive Advisory Committee for the presidential race of 1980.

- 1972-77 — Consultant to George P. Shultz and William E. Simon during their tenures as secretary of the treasury, first under President Nixon and then under President Ford.

- 1970-72 — Chief economist, Office of Management and Budget.

- 1967-76 — Faculty member, University of Chicago.

— BOBBY LEE

wrong. This is a man who will be a very steady-as-she goes."

With high oil prices buffeting the world economy, Laffer said the problem was due in part to a weakening dollar, although he thinks the U.S. currency will strengthen over time.

"Oil is priced in the world market. So, the price of oil in euros and the price of oil in yen has risen a lot less than it has in dollars because the dollar has weakened so much relative to the yen and the euro."

On American competitiveness, Laffer doesn't see anything wrong with companies' outsourcing jobs overseas.

"Trade is no different than outsourcing. If you find a country that provides you high quality labor at a low cost ... what the heck's wrong with that? That's what bothers me so much about these people that are anti-Mexico. Mexico's wonderful," he said. "It's a zero-sum game in aggregate ... the reason they want to sell us those services is because they want to buy goods from us."

He also believes that America has the ability to stay competitive in manufacturing, if the circumstances are right. But, he said, it can't be done with defined benefit plans for workers and heavy unionization.

"They'd be noncompetitive in hours," he said of manufacturers.

## Still active

As much as Laffer is known for his curve, he also stays active in the debate about current economic policy.

Laffer predicts that new Federal Reserve Chairman Ben Bernanke will end up being an Alan Greenspan-like economic star.

"Ben Bernanke is not an exciting person. He's a very smart man, very well educated, very trained. ... He's an excellent economist. ... This is not a man prone to experimenting," Laffer said. "That's exactly what you want in the Fed. Stable, steady, daily blocking and tackling, dull, boring, doesn't get overly excited when something goes

**“Longtime Saturn workers deal with turning points in careers”**

**The Tennessean (Nashville, Tennessee)**

**Tuesday, July 11, 2006**

## BUSINESS

TUESDAY, JULY 11, 2006

# Longtime Saturn workers deal with turning points in careers

By **BOBBY LEE**  
Staff Writer

More than 1,300 of the approximately 5,000 eligible workers at General Motors' Spring Hill plant have opted for cash buyouts from the giant automaker or early retirement packages as GM moves to trim roughly 35,000 jobs nationally. Here are the stories of three local workers who have worked at the Saturn plant in Spring Hill for years and face an uncertain future as the car industry wrestles with change.

## Stew Forst



RICKY ROGERS / THE TENNESSEAN

Age: 47

**Previous Area of Work at GM:** Material & Body Systems

Stew Forst left General Motors on April 30, taking a 28-year early retirement package. Since then, he has operated a window and siding installation business in Franklin.

"I've done this home improvement business for years. I've been praying for retirement." Since April, he has operated his business full time, hiring some of his former GM co-workers, creating an "early retirement crew" as he calls it.

Forst started work at GM as a driver in Trenton, N.J. He moved to the Saturn plant in 1993. "General Motors provided a really good living for years and years with the health benefits and job security," he said.

Forst said he plans to stay in Middle Tennessee and has purchased a second home at Center Hill Lake. "I really love living here. My kids grew up here," he said.

## Patti Sweet



SHELLEY MAYS / THE TENNESSEAN

Age: 47

**Current Area of Work at GM:** Indirect Materials & Powertrain

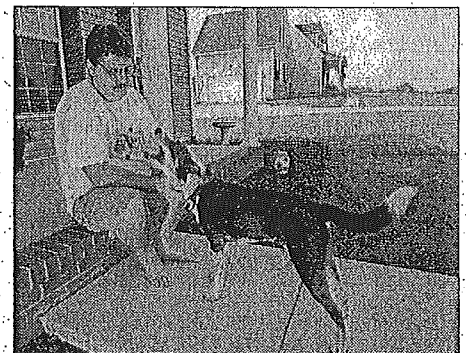
Patti Sweet is in a pickle, and it may be September before the situation is resolved. Having worked for General Motors for the better part of 26 years, she applied for a 27-year early retirement package. Apparently, she's 43 hours short of qualifying — about a week's worth of work. GM is reviewing her hours, and she plans to take early retirement, if it turns out she's eligible.

"For them to offer 27-, 28- and 29-year packages, and you don't have to be 50, that was a great opportunity."

If Sweet qualifies for retirement, she plans to do "absolutely nothing" for a year.

"In the second year, I may look into opportunities. I like to do landscaping, and I may start my own business or work for someone. I grew up on a farm in Michigan so I really liked to be outdoors and be in the soil and see things grow." Sweet said she'd also like to volunteer at a senior citizens center.

## Scott Prins



MANDY LUNN / THE TENNESSEAN

Age: 48

**Current Area of Work at GM:** Final Inspection

Scott Prins didn't take the early retirement package — even though he's worked at GM more than 30 years and was eligible for it.

Prins said he's too young to retire. He's also convinced that GM will survive.

"I'm only 48 years old. My feelings are, I'm not going to leave GM and find a job that pays as well as it does. My youngest child has just graduated high school and we're looking at four years of college."

"If I'm going to retire and have to find another job, that's not retiring, that's a career move," he said. Prins said many co-workers who opted for retirement are worried about GM's future.

"I think there is that fear that they better get out while they can get something," Prins said. "A lot of people have been through hard times in the past with GM — with plant closings — and they're not willing to put up with that anymore."

**“For most, today’s just a workday”**

**The Tennessean (Nashville, Tennessee)**

**Monday, July 3, 2006**

**Page 1A**

# For most, today's just a workday

## About one-fourth get paid holiday

By **BOBBY LEE**  
*Staff Writer*

Before complaining about having to work today, just remember, you're not alone.

While some workers are stretching the Fourth of July holiday into a four-day weekend by taking a vacation day, most people in Nashville (and the rest of the country for that matter) are working diligently at their desks, rather than firing up the barbecue pit.

Even most state workers are on the job in Tennessee.

"It'd be nice, but it should not be required," said Drew Hawkins, 31, an auditor for the state, who's still managing to slip away today by taking personal leave. He said the state



**HAWKINS**

government was right not to let everyone off with pay.

Nationally, only 27 percent of 3,500 employers polled are giving today and the Fourth of July off as paid holidays, according to a survey by JobKite.com, an Internet job site. In a separate survey, JobKite also found that 41 of 72 of Nashville-area employers (public sector and private) are offering the day off with pay.

Last year, this was no problem. The Fourth of July fell on a Monday. The last time the Fourth fell on a Tuesday was 2000.

# Holiday: Survey says 41 of 72 area businesses give day off

FROM PAGE 1A

## INSIDE

Heather Galler, CEO of JobKite, wasn't surprised that so few companies are giving people the day off. Sometimes it's impossible for a company to shut down for the day, she said.

"If Wal-Mart shut down on the third ... they'd lose \$200 million for one day off," Galler said.

Meanwhile, a quickie phone survey by The Tennessee of two-dozen Nashville-area private-sector employers found roughly one in four giving folks today off — a far lower percentage than what JobKite uncovered with its e-mail survey of the Nashville area.

Find out which government offices, schools and banks are closed on the 4th. **On Page 4B**

Dawn Boatman, general manager of Flower Express, a florist on Gallatin Road, said her shop would be open today and on the Fourth.

"We're only closed on Christmas and Thanksgiving because there are still funerals and other events," she said. "So we'd like to be available to customers because of that."

A manager said Capital Leasing & Finance Inc., a loan company off Franklin Pike, would probably

close a little early today.

"We're actually just a small business. It depends on stuff that needs to get done and the workload," director of operations Vicki Noltkamper said.

Lois Thompson, 66, an accounts clerk downtown, will be at her desk.

Her employer isn't giving today off as a holiday. She understands.

"I would like to have the day off," she said. But "if the holiday falls on the Fourth, it should be celebrated on the Fourth." ■



**THOMPSON**

## WHO'S OFF, WHO'S WORKING

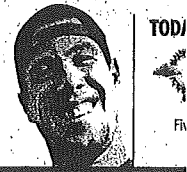
A Tennessee phone survey of two dozen private companies in Nashville found one in four giving their employees the day off today, part of an extended Fourth of July weekend. Here's a sample:

COMPANY	WHAT THEY DO	JULY 3 CHOICE
BMI Music	Music publishing	Day off
Caremark	Pharmacy benefits	Open for business
Central Parking Corp.	Owns parking lots	Open for business
HCA	Hospitals	Open for business
Ingram Industries	Publishing and marine interests	Day off
Lifeway Christian Resources	Publishing	Open for business
Louisiana-Pacific	Building materials	Open for business
Tractor Supply Co.	Retail	Open for business

SOURCE: Staff research

## SPEAK OUT ONLINE

Should workers get today off? Go to [Tennessee.com](http://Tennessee.com) and type **HOLIDAY** into the keyword search box to voice your opinion.



TODAY

MONDAY, JULY 3, 2006

NASHVILLE,  
TENNESSEE

# THE TENNESSEAN

VOLUME 102, NO. 184 6 SECTIONS 3

## Ethics job draws qualified, oo

Variety apply to lead panel  
set to begin work Oct. 1

By **TRENT SEBERT**  
Staff Writer

An ethics professor, a pastor and the policy adviser to Canada's Ethics Commissioner are among those with heavy credentials who've

applied to run the day-to-day operations of the newly created Tennessee Ethics Commission.

Others in the avalanche of 116 applications the state received touted a wide variety

of job skills: a flight attendant, a former veterinary technician who is now a stay-at-home dad who toys with photography and a man who moved to the Nashville area to launch an entertainment company.

"I'm a very principled, very moral person," said Victor De-Ville, who moved to Gallatin from Chicago recently and created De-

Ville Entertainment & Publishing Co. He has avoided the ethical quagmires that capture some folks in the entertainment industry, he said.

"It's a slippery slope, and we've met a lot of sharks," De-Ville said. "We could have made a lot of money, and we've stepped away from it. We're not going to do anything dirty."

By law, the new ethics agency must be up and running — with its director in place — by Oct. 1. The applications for executive director were made available Friday.

The six-member commission was born from years of ethical problems brewing at the state Capitol. A volatile mix of conflicts of interest and lobbyists lavishly win-

ning and dining public officials came to light last year during the Operation Tennessee Waltz bribery sting. The bipartisan Ethics Commission was created in that wake of the sting to investigate wrongdoing in state government. It met for the first time June 13 and started the process of hiring

**AT TENNESS**

► To read previous ethics in state gov Tennessee.com keyword ETHICS.

**INSIDE**

• A look at some of the ethics chief  
• Meet the commission  
On Page 4A

► Please see ETHICS, 4A

For most,  
today's  
just a  
workday

About one-fourth  
get paid holiday

By **BOBBY LEE**  
Staff Writer

Before complaining about having to work today, just remember, you're not alone.

While some workers are stretching the Fourth of July holiday into a four-day weekend by taking a vacation day, most people in Nashville (and the rest of the country for that matter) are working diligently at their desks, rather than firing up the barbecue pit.

Even most state workers are on the job in Tennessee.

"It'd be nice, but it should not be required," said Drew Hawkins, 31, an auditor for the state, who's still managing to slip away today by taking personal leave. He said the state government was right not to let everyone off with pay.

Nationally, only 27 percent of 3,500 employers polled are giving today and the Fourth of July off as paid holidays, according to a survey by JobKite.com, an Internet job site. In a separate survey, JobKite also found that 41 of 72 of Nashville-area employers (public sector and private) are offering the day off with pay.

Last year, this was no problem. The Fourth of July fell on a Monday. The last time the Fourth fell on a Tuesday was 2000.

► Please see HOLIDAY, 4A

## Cities use humps and bumps to slow drivers



Barbara Cox, left, waters flowers by her mailbox. She says she worries about speeding cars that use her street on Peninsula Drive to Nashville Pike in Gallatin. Cox wants speed bumps installed on the street.

Cities, residents  
adopt measures  
to calm traffic

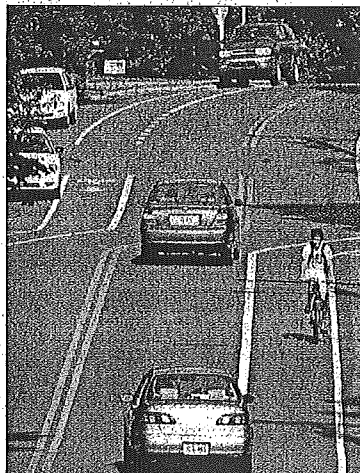
By **ANNE PAINE**  
Staff Writer

**GALLATIN** — Barbara Cox would never let her two children play in their front yard on Peninsula Drive when they were growing up and she won't let her grandchildren do so today.

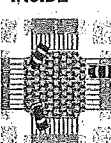
She herself is afraid to work on the flowers around her mailbox during the morning and evening rush hours.

It's too dangerous, she said.

"People just fly through here," she said. "I even have a grand-dog that's not



**INSIDE**



• **Bumps and more:** A look at six ways neighborhood streets can be modified to slow traffic.

• **Getting help:** The options available to neighborhoods with traffic problems vary from city to city. See how several Midstate communities

Study: Strict law  
can cut teen dr  
deaths by 20 pe

By **KEN THOMAS**  
Associated Press

**WASHINGTON** — Laws that set strict conditions for teenagers to get a license can reduce fatal crashes involving 16-year-old drivers by about one-fifth, public health researchers say.

Examples include a waiting period before a young driver may move from a learner's permit to an intermediate license, restrictions on driving at night and required hours of supervision by an adult driver. Tennessee is one state with such restrictions.

States with such restrictions as part of strong graduated driver's licensing programs showed declines in fatal crashes involving 16-year-olds, according to a study released today by Johns Hopkins Bloomberg School of Public Health in Baltimore.

Traffic accidents are the leading cause of death for teens. Federal figures show that 16-year-old drivers were

involved in that killed 11.

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Phone prices to  
as more talk on

By **MATT RICHTEL**  
and **KEN BELSON**  
New York Times News Service

Competition in the phone business, intensifying this year as Internet-based calling has taken root, has reached the point where many industry experts anticipate an era of cheap and even free calls.

"People are going to look at voice communications as something they expect to get for free," said Henry Gomez, general manager of Skype, which eBay bought last year for \$2.6 billion. The company usually charges a few cents a minute for calls from computers to regular phones, but in May it eliminated those

from the year

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**“Miss Martha’s benefit cranks back up”**

**The Tennessean (Nashville, Tennessee)**

**Monday, August 7, 2006**



# LOCAL NEWS

MONDAY, AUGUST 7, 2006

## Miss Martha's benefit cranks back up

### Chocolate Praline Crunch becomes Purity's new flavor

By **BOBBY LEE**  
Staff Writer

Ever dreamed of finding your own ice cream creation in the freezer section of your local grocery store?

Hedy Morrison of Nashville

will see that happen with her Chocolate Praline Crunch after winning Best of Show at the 21st edition of Purity Miss Martha's Ice Cream Crankin' contest on Sunday.

Morrison's recipe was among more than 100 entered into the contest, a fundraiser for the Martha O'Bryan Center that aimed to raise more than \$50,000 for the Christian outreach ministry.

Roughly 5,000 people

showed up at the First Presbyterian Church on Franklin Pike to sample more than 500 gallons of ice cream.

Morrison walked away with a \$50 gift certificate to Williams-Sonoma, an antique ice cream scoop and the satisfaction of knowing that her Chocolate Praline Crunch will be considered the official ice cream of Celebrate Nashville,

► Please see **CONTEST, 2B**

## Contest: Event offers unique choices

FROM PAGE 1B

the planned nine-month-long celebration of Nashville's 200th birthday. Her creation also will become one of Purity Dairies' newest ice cream flavors.

Morrison says her inspiration came from her Graham Cracker Praline bar. By removing the graham crackers from the recipe and adding vanilla ice cream, she created her award-winning flavor.

While excited by her award, she says that her church, Calvary United Methodist, was one of only a few non-Presbyterian churches participating in the event. "I want to issue a challenge to all other denomination churches to come out to support Miss Martha," Morrison said.

Sarah Allen, 20, of Second Presbyterian Church, was the Best of Show winner when the event was last held in 2002 and was on hand to scoop her winning Mocha Brownie Avalanche.

Allen judged ice creams in the fruit category this year and decided against entering her Cappuccino Gelato because of a potential conflict. "I like scooping more than judging. I like the interaction," said Allen, as the heat started melting her ice cream.

Other unique flavors included Frog in a Blender (pistachio and strawberries) and Fried Nuts (nuts and vanilla ice cream).

"The ice cream in the contest are from people that are pretty serious about food," said Marsha Edwards, president and chief executive

officer of the Martha O'Bryan Center.

The center did not have the event last year as it re-evaluated the direction of the celebration. "We wanted to keep it as an old-fashion ice cream social, a relaxing Southern experience," Edwards said.

The Taster's Choice award, which determines the best flavor of ice cream sampled at the event, regardless of whether it was entered into the competition, went to Nicholas Veith for his Ice Waffle flavor, First, second and third runner-up for the Best of Show went to Katie Everette (Banana Peach), Eli Moore (Chocolate Ice Cream) and Travis Clark (Old Fashion Ginger Snap), respectively. ■

# LOCAL NEWS

MONDAY, AUGUST 7, 2006

Opinken  
Gail Kerr

## Kentucky helmet law means we have to pay

A moronic Kentucky law is costing Vanderbilt University Medical Center — and that means Middle Tennessee taxpayers and the hospital's paying customers — millions of dollars.

Kentucky doesn't require motorcycle riders to wear helmets. When a motorcycle rider wrecks anywhere in southern Kentucky, Vanderbilt's LifeFlight helicopters are sent to save them because Vanderbilt is the only Level I Trauma Center, covering 65,000 square miles of turf, in this region.

The numbers add up:

- Vanderbilt treats about 100 people with severe head injuries every year. About 11 percent of those come from Kentucky. Of those, 75 percent have no health insurance whatsoever. Vanderbilt takes care of them anyway.

- That number has been rising steadily since Kentucky repealed most of its helmet law in 1998. That year, there were 650 people hurt in motorcycle accidents in Kentucky. In 1999, that number jumped to 774. After the law was loosened even more in 2000, 800 riders were hurt. That's a 23 percent increase in just two years.

- The average Vanderbilt hospital stay cost for someone with a head injury is between \$75,000 and \$100,000. That extra \$20,000 to \$25,000 is the cost to care for patients who didn't wear a helmet.

- Kentucky also has a law that forbids hospitals or long-term care facilities from accepting these severely injured people until they have Medicaid.

It can take up to three months to get Medicaid approved after wrecks such as these. Vanderbilt is forced to keep them in the hospital until that happens.

"We are eating millions," said Beth Broering, trauma coordinator at Vanderbilt. Dr. Richard Miller, medical director of the trauma unit at Vandy, agreed: "The rest is up to us as taxpayers or to the hospital."

And beyond just the cost, Miller said, Kentucky's helmet-free law is killing people.

"I can fix a lot from the head down," he said. "But the one thing we cannot have a lot of control over is a head injury. Once you've injured your head, you're not the same again. Helmets reduce head injuries. Motorcycle riders may be good drivers. But the most common thing when you fall off a motorcycle is you hit your head."

Riding without a helmet increases your chance for head injuries, and head injuries have a higher mortality rate and a higher chance for permanent disability, he said.

Miller, Broering and others have successfully played defense at the Tennessee State Capitol every year like clockwork when lobbyists for motorcycle riders file perennial legislation to repeal our helmet law. The medical team has been successful.

But they cannot realistically do

## Armadillos feast on pesky fire ants

Like the insect, mammal migrated to Nashville area

By ANNE PAINE  
Staff Writer

One uninvited guest in the Midstate has some promise for holding another at bay.

Armadillos — like one lying

dead and upside down on a median on Charlotte Pike this week — are a natural enemy of the fire ant.

"They're eating them," said Joe Fortner, Tennessee Wildlife Resources Agency officer in Williamson County.

"They're doing us a favor in that regard."

Armadillos, a relative of the anteater, dig into fire ant mounds in search of the brood, said

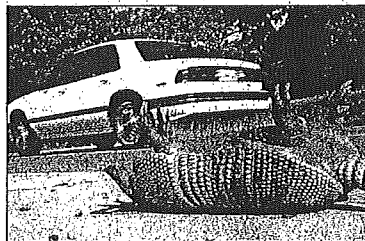
Lawrence Gilbert, director of the University of Texas Brackenridge Field Laboratory in Austin.

That's the young — the pupae and larvae stages of the stinging and crop-damaging ants.

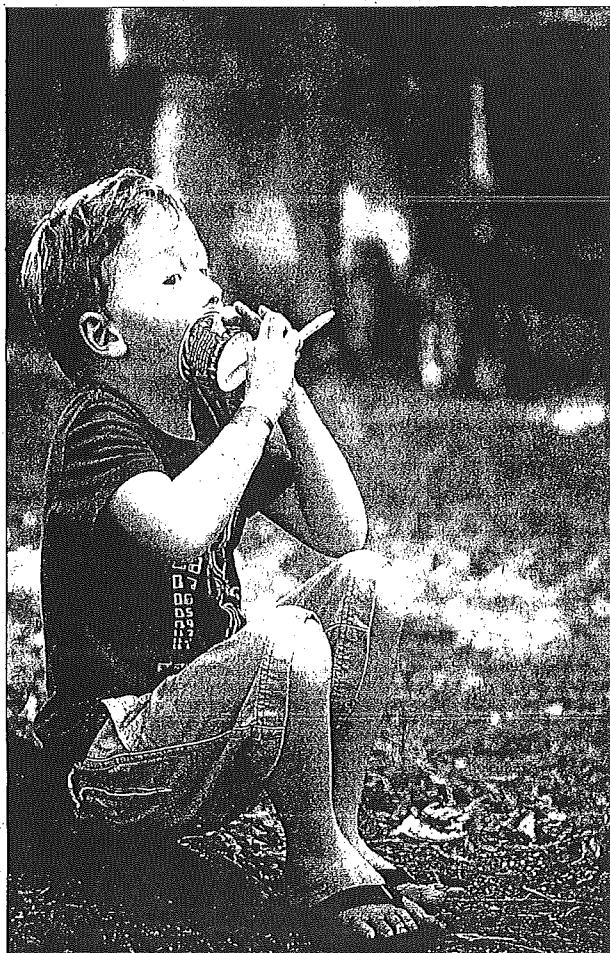
They, along with armadillos, are spreading northward from warmer climes.

In the case of the fire ants, the U.S. Department of Agriculture

► Please see ARMADILLOS, 2B



Armadillos, like this one hit and killed on Charlotte Pike near Road, helps curb the expanding threat from fire ants.



MATTHEW H. STARLING / THE TENNESSEAN

Jack Heyer finishes his ice cream during Purity Miss Martha's Ice Cream Crankin' contest. The event is a fundraiser for the Martha O'Bryan Center, a Christian outreach ministry.

## Miss Martha's benefit cranks back up

Chocolate Praline Crunch becomes Purity's new flavor

By BOBBY LEE  
Staff Writer

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► Please see CONTEST, 2B

## Boy in ICU after pool tragedy

2-year-old nearly drowned in accident that claimed sister's

By AILENE TORRES  
Staff Writer

A Chattanooga toddler remained in intensive care at Vanderbilt University Medical Center on Sunday after a drowning accident claimed the life of his sister, hospital officials said.

Markel Fuget, 2 — one of three triplets — was said to be in the pediatric intensive care unit late Sunday afternoon. He nearly drowned while swimming unsupervised in an above-ground pool at a relative's home in north Nashville. His sister, Makayla, was pronounced dead at the scene by investigators. Marquise Fuget, the third of the triplets, did not get into the pool.

Drowning remains the second-leading cause of injury-related death for children age 1 to 14 years, although drowning rates have slowly declined, according to the National Center for Injury Prevention and Control at the Centers for Disease Control and Prevention.

"This points out that once a child becomes mobile, even at 2 years old, they can slip away from adult supervision if you don't watch them," said Don Aaron, Metro police spokesman.

The accident remains under investigation, Aaron said.

"However, at present it seems to be just a tragic accident where the two children were able to go out of the home through a screen door and climb the ladder to the pool," he said.

On Saturday, Markel was rushed to Vanderbilt University Medical Center after his mother, Venus Lebaron, 27, discovered him and his sister in the pool.

Lebaron was here from Chattanooga visiting a cousin, Karlton Sutton, at his home at 1716 Scovel St.

The children had been outside

### POOL SAFETY

- Children should have supervision at all times.

- No one, not even an adult, should swim alone.

- Keep a stocked first aid kit and a cordless phone and a numbers close at hand.

- On above-ground pools, secure and lock the stairs to remove them completely from use.

- Children should use toys only under strict supervision.

- Avoid inflatable armchairs which can be dangerous and provide a false sense of security.

- Pools should be visible inside the home.

- Be prepared by learning first aid and CPR techniques.

- Parents who have never swum with pools should discuss safety.

— TENNESSEAN

swimming in the pool of the family during police said.

Once everyone knew how the children were escape and crawl up it Aaron said.

Efforts by The Ter reach family members were unsuccessful.

Among children, ages of 1 and 4, most occur in residential pools.

Most young child drowned in pools were inside the home, had sight less than five n were in the care of one.

ents at the time, according to the National Center for Injury and Control. ■

## With pastor gone, church members try to heal rift

By BRAD SCHRADE

the rough week to be at the serv-

MAKE VOID

**“Heat brings cutoff warnings”**

**The Tennessean (Nashville, Tennessee)**

**Friday, July 21, 2006**

**Page 1E**

FRIDAY, JULY 21, 2006

# Heat brings cutoff warnings

Power providers, users take voluntary conservation steps

By **BOBBY LEE**  
Staff Writer

With the high temperature hitting 99 degrees in Middle Tennessee on Thursday, power companies continued to see near-record demand for electricity, and some big users were warned their electricity might be

interrupted. That had both providers and some businesses looking for ways to save.

Calls to downtown building managers found several taking modest conservation measures.

"We make sure that the lights are out, we have certain times that we run the air conditioning and we have an energy management system," said Lynn Sugg, accounts manager for Colliers Turley Martin Tucker, the property manager for the Financial Center on Church Street. One problem, though, is that leases

generally require temperatures to remain anywhere from 70 to 72 degrees.

"We have the option to fluctuate a little bit," Sugg said. "But we can't change it a lot, because we're restricted by our lease agreements."

Other businesses were seen trying to conserve power by keeping the heat out.

Amy's Restaurant at 500 Church St. had a sign on its front door directing customers to a side entrance so cool air couldn't escape to the street a few feet away.

## PEAK DEMAND

Nashville Electric Service said demand for power peaked at 2,470 megawatts Thursday, just 60 megawatts short of the record set Wednesday in Music City. The state's main power generator, the Tennessee Valley Authority, won't know its peak power demands from Thursday until Friday, officials said.

## CONSERVATION TIPS

Nashville Electric Service encourages consumers to use electricity more efficiently and offers these tips:

- Set thermostat at 78 degrees or higher.
- Keep drapes closed.
- Make sure windows and doors are sealed from air leakage.

SOURCE: NASHVILLE ELECTRIC SERVICE

General Motors' Spring Hill auto assembly plant and Vanderbilt

► Please see **ELECTRICITY, 3E**

TVA put some large customers on alert at midday that they might have to reduce power consumption. Among those were

# Electricity: TVA hasn't had to interrupt customers' power yet, but warnings issued

FROM PAGE 1E

University. TVA supplies power directly or via other utilities — such as Nashville Electric Service — to 8.6 million customers in Tennessee and six other Southeastern states.

No TVA customers in Middle Tennessee ended up seeing power supplies cut. But some industries voluntarily reduced usage.

"We are voluntarily and proactively decreasing usage for nonessential equipment to support production," said Kate Neary, spokeswoman for GM's Spring

Hill plant.

She said the plant pulled the plug on such incidentals as coffee machines, microwaves and copiers.

Interruptible customers are given the opportunity to buy electricity at a lower rate in exchange for allowing the electricity provider to interrupt (or ask them to curtail) power after giving notice anywhere from five minutes to 24 hours in advance.

Mark Petty, director of buildings and utilities at Vanderbilt University, said one bit of good news is that the school doesn't use

as much power when most students are gone for the summer break.

"I suspect that if the situation is severe enough, we would consider sending home nonessential employees," he added.

Nissan's Smyrna assembly plant buys some of its power under an interruptible contract, spokeswoman Vicki Smith said, but the company wasn't put on alert Thursday.

TVA said that alerts are generally issued as a "precautionary step."

"We haven't interrupted anyone," said Gil Francis, a TVA

spokesman, late Thursday. The authority would not elaborate on what triggers an interruption or how many interruptible customers it has under contract.

NES spokeswoman Laurie Parker said the company would be able to handle heavy demand "as long as the energy is flowing evenly across the system. Where we run into problems is when a circuit overloads and the electricity shuts down and flows elsewhere."

"That's why we have people monitoring it so that doesn't happen, so we can avoid any large outage." ■

**“Tourism campaign hits TV, Internet”**

**The Tennessean (Nashville, Tennessee)**

**Wednesday, July 26, 2006**

**Page 1E**

# BUSINESS

WEDNESDAY, JULY 26, 2006

## Tourism campaign hits TV, Internet

State unveils plans to spend \$4.8M to sell Tennessee

By **BOBBY LEE**  
Staff Writer

The state Department of Tourist Development unveiled Tuesday how it plans to spend about \$4.8 million of its marketing budget, and the agency is beefing up Tennessee's profile on television and the Internet.

The campaign, which has already begun, includes a mix of

TV, print ads, and an online keyword placement and banner ad campaign. The state expects to focus on 11 "feeder" communities, including Atlanta, Cincinnati and Louisville.

The latest TV ads, featuring Dolly Parton riding in a red convertible with a circa 1967 image of Elvis Presley, started airing in April. The next tourism campaign will piggyback on that eye-catching ad's success.

"Now that it's been up there and people have seen those spots, we want to support the campaign by going where peo-

ple plan their vacation, the Internet," said Jennifer Spence, assistant commissioner of marketing for the department.

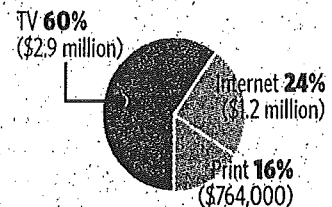
The department will purchase ad space on various Web sites such as Travelocity.com, Orbitz.com and HistoryChannel.com. In addition, sponsored keyword searches will be purchased from Google and Yahoo.

The new campaign also will focus on co-op advertising opportunities in print media, including magazines, such as

### REELING IN TOURISTS

The state's Department of Tourist Development is spending at least \$4.8 million on ads to boost tourism. Here's where the money will go:

#### Tourism ad spending



SOURCE: Department of Tourist Development

THE TENNESSEAN

► Please see **TOURISM, 3E**

# Tourism: Agency will focus on reaching niche markets such as golfers, music fans

## FROM PAGE 1E

Southern Living, Woman's Day and Field & Stream. It works like this: The state sets out to negotiate discounted rates with the magazines and uses the space to promote Tennessee destinations in partnership with area businesses.

"This is something that we were not doing before because of (a lack of) dollars," Commissioner Susan Whitaker said.

Whitaker said the department hired Memphis-based ad agency Chandler, Ehrlich & Co. for the creative work on the latest tourism push, and Nashville-based The Buntin Group to help find proper placements.

The department also will focus on reaching tourists in niche mar-

kets, such as golfers, outdoor enthusiasts and music fans.

For instance, the department has teamed with the Great American Country channel to sponsor a new show, "Main Street," featuring 10 Tennessee cities.

Whitaker is encouraged by the direction of tourism in the state. "There are so many creative ways to spread the word about our beautiful state," she said. "It's our goal to get the word out effectively, to reach as many people as possible with our message."

That's not to say there aren't problems to overcome.

"Gasoline has a huge impact on the budget, but people keep driving," Whitaker said when asked about the impact of high fuel costs. "If there's gasoline, people will still take vacations. Up to this point,

## MARKETING ONLINE

State officials plan to place more advertisements on selected travel Web sites to catch tourists' eyes and win business. Among the sites:

- **Google & Yahoo** — Sponsored keyword searches to point people researching vacations to the Tennessee tourism Web site.

- **Travelocity.com** — Ad placements in sections such as "Featured Destination," "Featured Vacation," "Featured Sponsor" and also in direct marketing e-mails.

- **Weather.com** — Banner ads displayed when a user checks the weather in a city within 250 miles of the Tennessee border.

we have not been negatively affected." ■