

The Market

DOW (INDUSTRIALS)	13,089.89	+135.95 ▲
BONDS (10 YR. TREASURIES)	4.646%	+0.024% ▲
DOLLAR (YEN PER DOLLAR)	¥118.69	+¥.01 ▲
GOLD (PER TROY OZ.)	\$684.00	-\$4.40 ▼
NASDAQ (COMPOSITE)	2,547.89	+23.35 ▲

Monterey County BUSINESS

Biz bit

The U.S. accounts for 5 percent of the world's population and uses 23 percent of the world's energy.

Source: Sustainability Institute

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www.montereyherald.com

Briefs

MONTEREY

RECEPTION TO CELEBRATE ARCHITECTURE

The American Institute of Architects Monterey Bay Chapter will celebrate the 150th anniversary of the national American Institute of Architects and the 53rd anniversary of the local chapter with a reception at 5:30 p.m. Friday at Monterey Museum of Art, La Mirada.

The event will feature wine and appetizers, a chance to choose the best five buildings built in the Monterey area during the past 53 years, and a presentation of "America's Favorite Architecture," the 150 best-liked buildings selected by the American public.

Admission is \$15 for members, \$20 for non-members. For reservations, call 831-372-6527, or e-mail aiamb@sbcglobal.net.

MONTEREY

Ribbon-cutting May 2 for sailing company

The Monterey Peninsula Chamber of Commerce has scheduled a 5:30 p.m. May 2 ribbon-cutting for its latest member, Cruising Yachts and SailTime Monterey Bay, at 32 Cannery Row, Suite D. The event is open to the public.

SEASIDE

Agency board building workshop coming May 3

Karen Csejtey, executive director of Leadership Monterey Peninsula, leads a workshop titled "Building Your Board for Agency Success" from 5:30 to 8:30 p.m. May 3 at Monterey College of Law, 100 Col. Durham St.

Cost is \$40, which includes light dinner.

The workshop is sponsored by the Management Assistance Program of the Community Foundation for Monterey County. Pre-registration required.

For information, call 375-9712, or see www.cfmco.org.

CARMEL

'Romance and Style' set for Fridays in May

Five Carmel businesses in the Cortile San Remo and Su Vecino Court courtyards on Lincoln between Fifth and Sixth avenues, are introducing "Romance and Style" events 5 to 8 p.m. Fridays throughout May.

Collezione Fortuna Fashion Boutique, Victoria's Fine Writings, Lily's Chance Discoveries, Da Giovanni Restaurant and Jack London's Carmel by the Sea will offer live jazz, complimentary chocolates and wine tastings, and special sales.

For information, call 626-1287, or e-mail collezionefortuna@yahoo.com.

MONTEREY

TV, radio show to discuss summer activities

Members of the Professional Women's Network of the Monterey Peninsula will appear on "Your Town" at 5 p.m. May 1. The radio and television program airs on AMP Channel 24, KNRY 1240 AM, and online at www.ampmedia.org.

Professional Women's Network Publicity Chair Gwen Brooks will host a show on "Getting Ready for Summer." Guests include Lori Benak of Energia Body Centre; dogsitter Roni Rubinstein; Mary Potter of Pacific Grove Travel; Wanda Gooch of Creative Memories; Lori McDonnell of MBayKids; and Jana LaMarque of Teddy Bear Preschool.

For information, see www.pwnmonterey.org.

\$4 a gallon likely by summer

ONE DISRUPTION COULD PUSH PRICES OVER, OTHERS SAY GAS COSTS HAVE PEAKED

By KEVIN G. HALL
McClatchy Newspapers

WASHINGTON — The last time gasoline prices approached \$3 a gallon nationwide, hurricanes had ripped apart the Gulf Coast oil infrastructure and world oil supplies were stressed.

Today, oil supplies aren't pinched, but rusty U.S. refineries aren't producing enough gasoline to meet demand, which is driving up pump prices

ahead of summer's peak driving season, and some fear \$4 a gallon gas looms soon.

To be sure, experts disagree. Some think today's high gasoline prices — a nationwide average of about \$2.85 a gallon — are near their peak. Others warn that we haven't seen anything yet.

"I am in the camp that we will go higher, perhaps a lot higher. I think we are one disruption or problem away from \$4 a gallon

gasoline," said Phil Flynn, a veteran oil analyst for Alaron Trading, a Chicago-based commodities trading company.

One potential disruption is a threatened union strike May 9 at four Belgian refineries. Collectively, they process almost 1 million barrels of oil daily. Increasingly, the United States depends on imported gasoline to make up the difference between the 8.7 million barrels per day (bpd) produced in the

United States and the 9.4 million bpd that we consume.

"Europe is now our marginal supplier at this point, and we need those barrels from Europe. Any dislocation out of Europe is going to cause problems," said Andrew Lebow, senior vice president of the energy division at Man Financial in New York.

No refinery has been built in the United States since 1976. As demand for gasoline grows, Americans increasingly depend

on foreign refiners to provide imported gasoline.

Still, if the Belgium strike is averted and there are no more shutdowns at U.S. refineries, the worst prices may soon be over for motorists, Lebow said.

"We're creeping back up toward \$3 (a gallon) ... but should there be no geopolitical, political or refinery upsets, I think that the peak for gasoline is in sight," he said.



Boma Systems co-founder and president Ken Tam with his wife, Barbara, and children Nathaniel, 10, and Tatjana, 8, at his home/office in Carmel on Tuesday. Tam's company offers phone technology for instant conferencing and alert systems.

PHONE TREE FOR 21ST CENTURY

CONFERENCE SYSTEM SENDS MESSAGES IN EMERGENCIES

By MARIE VASARI
Herald Staff Writer

Ken Tam found the inspiration for his business while saving the world, one fish at a time.

While teaching subsistence fish farming in the former Congo, the villagers brought wood from the forest and planted it around the Peace Corps volunteer's hut.

"When the rains came," said Tam, "those sticks came alive."

That sprouting thicket fence, he discovered, had a purpose more vital than he could have imagined: it protected him from lions and leopards.

These days, Tam keeps the imagery of that protective enclosure — called a Boma in Swahili — alive in the name of his company.

Boma Systems, Inc., which the 49-year-old Carmel resident founded with partner Alan Larson, is gaining attention for its service, the Push 5 Urgent Alert System.

The phone tree of the 21st century, it is an emergency alert system that connects

users with the touch of a button.

So if you're driving alone at night and your car breaks down, hitting a single number — 5 — on your cell phone dials into the system, which broadcasts an instant alert message to multiple phones, to text messages and to e-mails, then sets up an immediate conference call so you can get help.

Whom you program into the alert is up to you, but explains Tam, it saves having to dial and redial and retry numbers until you find someone who can help.

But Tam says the system was developed for more than just convenience. As a way to connect for \$2 a month, it can potentially save lives.

The system has proven its worth to a Modesto school that used it during a lockdown, and the Virginia Tech shooting inspired a flurry of new inquiries about the service.

While the company won't release subscription numbers, Tam says he is a busy man these days.



Go to: montereyherald.com for more about the Push 5 service.

"This is something that people won't do until there's an emergency, and what they want to do then is have everything ready so they don't get caught in another emergency," he said. "I'm glad that we're finally on people's consciousness. It's not that people didn't want to implement it, it's just that there's always something else that comes first."

Lately, he has been fielding inquiries from individuals, from corporations and from the local ag industry.

Push 5 has been in development since 2004, when Tam and Larson started applying for patents and developing their business plan. Initial funding came from angel investors, who raised more than a half million dollars to get it off the ground.

But Tam and Larson go back

much further: They met as business school interns at Dole in 1989, when Tam was pursuing his MBA from UCLA and Larson was at Stanford.

"Back then, we said we would do something together someday," said Tam. "After B school, he went his way, and I went my way."

They initially planned to launch Push 5 last year but held back a few months to launch a sister product with expanded options. BOMA IC, for Instant Connect, lets users record and broadcast voice messages in one call or set up instant conference calls, with a system that can instantly dial up to 30 phone numbers simultaneously.

Push 5 was named for the suggestion that users program the urgent alert system's phone number into their speed dial 5 button. While it works on any direct-dial work, home or cell phone, the service was designed with cell phones in mind, said Tam, since these

Please see Push page D4

MediaNews, Hearst sued over business partnership

Media firms settle lawsuit

By MARGUS WOHLSEN
Associated Press

SAN FRANCISCO — Publishers Hearst Corp. and MediaNews Group Inc. settled an antitrust lawsuit initiated by a San Francisco businessman that alleged a business partnership between the two companies would create a regional newspaper monopoly.

The two media firms agreed to rescind a cooperative agreement to share national advertising, Internet ad sales, distribution and production in the Bay Area under a settlement announced Wednesday with businessman Clint

Reilly. New York-based Hearst, which owns the San Francisco Chronicle, invested \$300 million in MediaNews in a complex deal that helped finance the Denver-based publisher's purchase of the Contra Costa Times, Monterey County Herald and San Jose Mercury News last year.

In the federal lawsuit filed in July, Reilly alleged that the business partnership would limit competition in the regional newspaper market, drive up subscription prices and reduce journalistic diversity.

The companies decided to rescind that agreement to "put to rest the uncertainties and suspicions Mr. Reilly raised for what it meant for the relationship between Hearst and MediaNews," said Hearst attorney Dan Wall.

Under the agreement, Hearst gives up its right to convert its MediaNews stock holdings into shares that would include a stake in 11 MediaNews newspapers in the Bay Area.

Apple reports 88% jump in 2nd quarter profits

By MAY WONG
Associated Press

SAN JOSE — Apple Inc. blew past Wall Street expectations Wednesday, posting quarterly profits that jumped by 88 percent, fueled by strong sales of its iPod players and Macintosh computers.

In the first three months of the year, the Cupertino-based company said it earned \$770 million, or 87 cents per share, up from \$410 million, or 47 cents per share, in the year-ago period.

Sales were \$5.26 billion, up 21 percent from \$4.36 billion last year.

Analysts, on average, were looking for earnings of 64 cents per share on sales of \$5.17 billion, according to a poll by Thomson Financial.

Apple said it shipped 1.5 million Macintosh computers and more than 10.5 million iPods during the quarter, representing a 36 percent growth in Macs and 24 percent growth in the music players.

"We are very pleased to report the most profitable

March quarter in Apple's history," said Peter Oppenheimer, Apple's chief financial officer.

The company said it expects revenue of about \$5.1 billion and earnings per share of about 66 cents in the current quarter, which is the third in Apple's fiscal year. Apple's projections are actually lower than the forecasts Wall Street had before Wednesday.

Shares of Apple closed at \$95.35, up \$2.11, or about 2 percent, on the Nasdaq Stock Market, then leaped to \$102.73 in after-hours trading.



Apple iPod Shuffles are on display at an Apple store in Palo Alto on Tuesday.

KEITH SRAKOCIC/Associated Press

