

LOOSE CHANGE

AME/Business Steve Kaskovich, 817-390-7773, skaskovich@star-telegram.com

NEWS TO KNOW

- 1** General Motors and the United Auto Workers are close to a new contract. **1C**
- 2** A United Nations summit on climate change starts in New York today. President Bush is to hold a rival conference later this week. **5A**
- 3** The average pump price of U.S. gasoline has dropped about 2 cents over the last two weeks to \$2.79, according to the Lundberg survey, released Sunday.
- 4** The One Laptop Per Child project will sell rugged computers to U.S. and Canadian residents for \$400, with the profit going toward \$188 computers for children in the developing world.
- 5** Young women are leaving rural eastern Germany for better educational and economic prospects elsewhere. **2A**

Gadget

Without a battery, a laptop computer loses its greatest advantage: portability. To help keep batteries in the new Apple MacBook and MacBook Pro laptops in top shape, Newer Technology Inc. has a solution. The recently introduced NewerTech Intelligent Battery Charging Station extends the life of the batteries and avoids the expense of replacements.

Features: The charger gives the battery the longest possible run times and extends the lifetime of the battery without having to drain it. Two batteries fit the charger; one charges and then the second. Another option allows the first to charge while the second is reconditioning. In addition to the chargers for the new laptops, Newer Technology has chargers for most Apple notebook computers.

Warranty: Two years

Price: \$149.95

Where to get it: www.newertech.com

— Gregg Ellman



NEWER TECHNOLOGY INC.

Economic reports

Today

Treasury bill auction.

Tuesday

National Association of Realtors reports on existing home sales for August.

Conference Board reports its monthly Consumer Confidence Index.

Wednesday

Commerce Department reports on durable goods orders for August.

Thursday

Commerce Department reports on gross domestic product.

Labor Department reports on jobless claims.

Commerce Department

reports on August new home sales. **Freddie Mac** reports on mortgage rates.

Friday

Commerce Department reports on construction spending and personal income and spending.

— The Associated Press

Read it

Street Fighter Marketing Solutions
How One-On-One Marketing Will Help You Overcome the Sales Challenges of Modern-Day Business

By Jeff Slutsky

Free Press \$26.00

Don't confuse marketing consultant Jeff Slutsky's term "Macro Romi" with a pasta dish. This is Slutsky's way of encouraging businesspeople to get the maximum return on their marketing investment.

Slutsky defines ROMI on the "Street Level" as simply "revenue generated by a marketing program divided by the cost of that program." He factors in what he calls a huddle rate, or the minimum acceptable, expected return of a marketing program at a given level of risk. He offers a wide-ranging array of ideas and strategies to help local retailers compete.

— Cecil Johnson, special to the Star-Telegram

