

JOURNAL SUNDAY
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The Wall Street Journal Sunday
A New Hampshire exclusive in the Sunday News

Tax time looms

What do you need to know for April? Look on the bright side. Thanks to political gridlock in Washington last year, taxpayers will have to grapple with relatively few tax-law changes on their federal income-tax returns for 2011.

Tip of the week

New consumer protection rules surrounding airline travel took effect Thursday. One big one will mandate that fares be shown with taxes and fees included.

► **Journal Sunday, D4-D5**

CAREERS

Awards, appointments

Charlene Andersen named board chair of NH Made ... **Laconia Savings Bank** promotes **Gayle Price, Barry Leonard Jr., Tania Baert** and **Susan Dagoumas** ... **Joseph Foster** named to lead **McLane Law Firm's** management committee ... **Ann Hopkins** joins **Mather Associates** as senior consultant ... **Christopher Wheeler** promoted to partner at **Oster & Wheeler** ... **Donna Doucette** joins **Dana S. Beane & Co.** as quality control officer ... **Concord Regional Visiting Nurse Association** names **Michael Barbarita** a trustee.

► **Page D3**

RETIREMENT

Women seeking advice

According to a new survey, fewer than half of U.S. women in their 20s to 60s are confident they'll be able to retire comfortably, and only 8 percent feel "very confident."

► **Your Money, D2**



Closing the Deal

Christopher Thompson

Counter the sales reputation

IT'S NO SECRET that sales people in general have a bad reputation. For countless reasons, people perceive sales people to be willing to do whatever they have to do to close a deal. And while most sales people are competitive and willing to go to extreme lengths to close business, the majority of sales people I know do that without bending the rules.

There will always be exceptions, just like there are in every walk of life. It doesn't matter what the profession is. From politics to technology to sales, there is good, bad and ugly everywhere you look.

And yes, that means you will run into sales people who lie and are willing to give false information just to get something done. Trust me when I tell you, I have seen some bad situations. But I will tell you those type of people are few and far between.

Because of the negative perception people have about anyone selling something, it provides us with a unique opportunity. It's an opportunity to dispel the myth and always do the right thing.

I talk to sales people about this frequently and there are countless examples I can share. One of the most compelling examples was a situation with a sales person on my team who received a purchase order from a customer. When she went to place the order, she noticed the cost of the products the customer ordered had decreased substantially since he first quoted them to the customer. Not only did the cost go down, but so did the overall list price for the products.

► **See Thompson, Page D2**

In an ikebana art display, the scroll announces the strength and flexibility of bamboo for the new year, and in the glass vase, — used in the winter to symbolize ice and coldness — ikebana's basic upright beginner's arrangement, consists of lilies and white pine.



SIMÓN RIOS

Ikebana always in bloom at Nashua flower shop

◆ **Ikebana: Owner moves to more spacious location.**

By **SIMÓN RIOS**
Sunday News Correspondent

NASHUA — When Antoinette Drouart moved to Japan 25 years ago, she immersed herself in the ancient culture and language of that country.

She lived in Tokyo from 1986 to 1991, a time when she studied sewing, cooking, and language as gateways into the society that fascinated her. But the pursuit that would have the most lasting impact on her life was ikebana — the ancient Japanese art of flower arranging.

"I liked learning the meanings of the flowers, and the positioning of the flowers, and how just a few flowers could be elegant and have special meaning," she said before an afternoon class at her new Main Street location.

When Drouart returned to Nashua in 2000, she began giving classes at Rivier College. But it was so popular it was evident she should open her own place, and in 2004, West Pearl Street became home to New Hampshire's first ikebana establishment.

Five years later, Drouart opened a new shop at a spacious Main Street location, which doubled her rent but also provided high ceilings, parking, and the central visibility Drouart feels is necessary to grow her business, which has now been there for seven years.

"Orchids, besides being an exotic flower, it's also a flower of celebration," Drouart said of the flower that's



Antoinette Drouart, left, challenges student Barbara Rottenberg at a Thursday morning ikebana class on how to make a standing arrangement without any supporting hardware.

SIMÓN RIOS

central to many ikebana arrangements. "It's a flower with elegant beauty, and there are over 2,000 different species."

Orchids are one of the key elements of ikebana, a style known more for its simplicity than for the baroque flourishes typical of Western flower arranging.

"Some people don't like this type of arrangement because they're used to a whole bunch of different flowers, and here we concentrate on one flower in the arrangement."

Ikebana values the constant presence of flowers — not just for funerals and weddings, but as an om-

nipresent friend from the outdoors.

"A few flowers in your home can nourish the soul without having to have a huge bouquet that just dies off in a few days," Drouart said.

That includes using seasonal flowers, Drouart explained, in keeping with the traditions that began before the importation of flowers. It also means using items brought in from nature.

Classes

On a Thursday afternoon, three retired women arrived for their

► **See Ikebana, Page D6**

'Charge it' gets new meaning at retailers

◆ **For your car:** Despite low rate of electric vehicle sales, retailers quick to install chargers for autos.

By **SHAN LI**
Los Angeles Times

LOS ANGELES (MCT) — "Charge it" may soon have new meaning at shopping malls and retail centers across the country.

As sales of electric cars begin to pick up, retailers nationwide are installing electric vehicle charging stations in their parking lots so customers can plug in and juice up their vehicles while browsing inside.

Leading the way is drugstore chain Walgreen Co., which is installing chargers at about 800 stores nationwide.

Macy's Inc. is installing chargers at a handful of department stores in San Diego. Kohl's Corp. is undertaking a pilot program to equip 33 stores nationwide with charging stations, and Best Buy said it will test them at 12 locations.

Retailers view the chargers as a good investment for the future, a way to one-up competitors and burnish a green reputation.

Although adoption of electric cars has been tepid so far — only about 17,000 were sold in the U.S. last year — many retail chains are hoping to win goodwill with eco-conscious, high-income customers by offering an amenity that very few actually need yet.

California leads the nation with about 89,000 registered electric cars on the road last year, according to the state Department of Motor Vehicles.

One roadblock for electric car sales has been the need for drivers to regularly recharge the batteries and the limited number of public places to do so.

There's even a term for it: "range anxiety," or the fear of getting stranded on the road with no outlet in sight. Only 5,084 public chargers are scattered around the country, and more than a quarter of them are in California, according to the U.S. Department of Energy.

Retailers are moving quickly to fill that void. And, for now, most are providing electricity for free.

At Walgreen "We said, 'Let's lead in this area,'" said Menno Enters, the Deerfield, Ill., drugstore chain's director of energy and sustainability. "We're all about convenience, and many of our stores are located around commuter routes. We realized that Walgreens was ideally situated to implement a strategy for electric chargers."

If the electric car movement takes off, Walgreen is hoping to snatch sales from nearby gas stations that "seek the same convenience-type customers," Enters said.

In the past three months,

► **See Charge, Page D6**

Coming up in NEW HAMPSHIRE'S NEWSPAPER

business

New Hampshire's 40

Who will make the 40 tomorrow? Tomorrow, in a special edition of Monday's Business, the New Hampshire Union Leader unveils the 11th class of 40 Under Forty: 21 men and 19 women chosen for the honor because of their stories of charity, success, and seemingly insurmountable challenges.

Meet these up-and-coming citizens who are helping make New Hampshire a great place to live. They include business people, law enforcement officers, doctors, attorneys and many who have donated thousands of hours to causes that have made New Hampshire a better place to live.

► **Monday's Business**

at home

Energy smart

Turn it off, turn it down, tune it up, buy smart. That's the mantra of the energy experts at Southern New Hampshire Services. We'll report from a weatherization seminar held recently in Nashua, and tag along on an SNHS energy audit.

► **Tuesday, At Home**



Paul Chalifour, an energy auditor with Southern New Hampshire Services, demonstrates how a blower door works.

SIMÓN RIOS

Opposition to 'Net piracy bills shows tech clout

By JIM PUZZANGHERA
Los Angeles Times

WASHINGTON — The derailing of long-sought legislation to combat digital piracy is a troubling sign for the entertainment industry, whose insider lobbyists were routed by technology companies armed with the brute-force power of the Internet.

Tech still lags behind Hollywood in campaign contributions, but its leaders showed earlier this month that they could mobilize opposition against bills that threatened the Web's wide-open borders.

Lawmakers' ears were still ringing a week after thousands of calls and emails flooded

Capitol Hill the day Wikipedia led about 10,000 websites in a blackout to protest the legislation. The Internet companies said the bills could lead to censorship and cause legitimate websites to shut down, and at least six co-sponsors of the bill pulled their support.

The upshot is that the entertainment industry, which has pushed aggressively for more than a year for broad new powers that would allow the federal government and U.S. companies to target those websites more quickly, will probably have to settle for a more limited set of tools in narrower legislation that will take time to draft.

Tech industry partisans

were elated over what they called a populist victory over old-school, inside-the-Beltway Hollywood lobbyists.

"This was not just about this bill; this was about the way a lot of things happen in this town," said Mike Masnick, president of the TechDirt blog.

Both Hollywood and Internet companies want to halt foreign piracy, but they disagree over how to do it.

Hollywood wants strong federal powers, including the ability to block offshore websites that pirate movies, music and books. Internet companies, which fear that overzealous enforcement could censor legitimate websites, want the government to choke off

money from the U.S. that supports the pirates.

The widespread uprising online over controversial anti-piracy legislation has fundamentally altered the debate and shifted the timeline for action from weeks to months — or longer.

"There are solutions, but we need to step back and reset," said Markham Erickson, whose NetCoalition includes Google Inc., Amazon.com Inc., eBay Inc. and Yahoo Inc. "Instead of having to negotiate with a gun to our head, so to speak, let's sit down and have a data-driven process."

The delay is bad news for Hollywood, which has been desperate to shut down

foreign sites that have been sucking millions of dollars from the industry by offering pirated movies, music, books and other content.

"Hiding offshore will continue to be a safe haven for people that steal our stuff, and the longer that damage extends, the greater the damage that can be inflicted," said Michael O'Leary, an executive at the Motion Picture Association of America.

In a sign of the magnitude of the problem, U.S. prosecutors working with international authorities unsealed an indictment after the protest against seven foreigners and two corporations, accusing them of massive worldwide online

piracy through Hong Kong-based MegaUpload.com and related sites. The sites were shut down.

The indictment, one of the largest criminal copyright cases, alleged that the scheme generated more than \$175 million in illicit gains and caused more than half a billion dollars in harm to copyright owners.

Opponents of the legislation vowed to keep up the pressure.

The bipartisan effort to pass the proposed Stop Online Piracy Act and the Protect Intellectual Property Act is "not dead at all," warned Michael Petricone, vice president of government affairs for the Consumer Electronics Association.

SUNDAY TECH

Computers • IT • Software • Tech Innovation

Why digital cable is slower than broadcast television

By STEVE ALEXANDER
Star Tribune (Minneapolis)

Q.: I have two digital TVs in my house, one connected to Comcast cable and the other picking up over-the-air broadcasts. I'm amazed at the time difference between them. On some channels, Comcast is more than 10 seconds behind the over-the-air broadcast. Why does this delay exist and why is it so large?

With analog TV, there was almost no time difference between the broadcast and cable TV signals. Is digital a step backward? — William Glass, Edina, Minn.

A.: Digital TV signals do introduce delays that didn't exist before. And the path a digital TV signal takes to reach you can slow things even more.

At the simplest level, if one of your TVs has a digital video recorder and the other doesn't, you can blame the DVR for slowing the signal as it records.

Beyond that, cable TV signals are a few seconds slower than broadcast TV for several reasons.

In over-the-air TV, the broadcast tower is only a few miles away from you. Because TV signals travel at the speed of light, reception is almost instantaneous.

But Comcast in the Twin Cities receives its TV signals from its parent company via communications satellites. That means a TV signal has to be transmitted nearly 45,000 miles to and from a satellite to reach the Twin Cities, which takes about a quarter

of a second, even at the speed of light.

Other delays are added in processing the TV signal for transmission to and reception from the satellite. And, as the TV signal is transmitted through the local cable system, it must be periodically amplified, which causes more delay.

Finally, the shift from analog to digital TV signals has created a new delay. Digital signals are encoded and compressed for transmission, and your TV or digital set-top box has to spend time sorting them out.

Because few people use both cable and broadcast TV, the cable time delay hasn't been a problem.

Q: I recently purchased an HP Photosmart 6510 printer, but I've had trouble activating the "e-print" function that lets me print via email.

I get a "mail delivery failure" when I send something to the printer's email address via the Wi-Fi hotspot on my Motorola Droid Bionic smartphone. What should I do? — Ronald Yarrington, Littleton, Colo.

A: To make e-print work with the Wi-Fi function of your smartphone, HP says you should download the free "HP ePrint Home & Biz" app (new in December) from the Android Market, the online store accessible through your phone.

Alexander (steve.j.alexander@gmail.com) covers technology for the Minneapolis Star Tribune. Please include a full name, city and phone number.

Report: Apple sold more than 350,000 e-textbooks in 3 days

By JEREMY C. OWENS
San Jose Mercury News

SAN JOSE, Calif. — Apple's foray into the e-textbook business started off with a bang, according to a report last Monday: The company sold more than 350,000 textbooks through its new version of iBooks in its first three days of availability, an analyst said.

Global Equities Research reported the sales in a note Monday morning, less than a week after Apple announced its education effort at the Guggenheim Museum in New York City.

Apple's plan is embodied in three apps: A new version of Apple's iBooks lets students instantly access interactive digital textbooks through their mobile device. A second app called iBooks Author turns anyone with a basic knowledge of Apple tools into an iPad book publisher, offering

layouts that can be jazzed up with interactive 3-D models, photos and videos. Then there's iTunes U, an app that lets teachers and students connect in various ways, including through posted reading lists and streamed video of lectures.

iBooks Author was downloaded 90,000 times in the first three days of availability, reported Global Equities Research, which tracks sales made through Apple's iBooks app, according to technology blog AllThingsD. All three applications are free.

High school e-textbooks available now are being sold for less than \$15 in a partnership with three of the major U.S. textbook publishers.

The company's education initiative was the first major product launch since co-founder and former CEO Steve Jobs died in October from pancreatic cancer.

Ikebana

Continued from Page D1

projects. Ikebana student Ruth Lyons was working her flower arrangement off of a branch she brought in from outside.

Previously, Lyons had done Western arranging, but was taken by the Japanese form as she learned more about it. "The flowers are always different and the containers are always different, and it's been a wonderful experience," she said.

Lyons has been with Ikebana for 10 years and hopes to go another 10. Her initial goal was to complete the first four levels of ikebana certification. She accomplished that and, not wanting to stop, decided to go back to the beginning and begin anew.

"If I go and I don't feel like going, after I've done my problem I feel much better," she said.

The problem Lyons referred to are challenges posed by Drouart, sort of as Zen koans, or paradoxical riddles. Lyons' challenge was to make an arrangement using two branches and a flower, and to balance the correct angles on the mouth of the container.

Nancy Stewart stood working at Lyons' side. Her challenge was to balance everything in a low container by weaving her branches to get them to stand. She opted for thin branches of white pine and red dogwood.

Drouart said most of her students like the artistic feel of the arrangements: "Many

Charge

Continued from Page D1

furniture giant Ikea has equipped five California stores along with a store in Portland, Ore., and one in Seattle with charging stations. Additional chargers are coming to locations in East Palo Alto, Calif., and Tempe, Ariz.

The Swedish retailer doesn't track how often the stations are used, but the chargers have been conversation pieces, said Ikea spokesman Joseph Roth.

Retailers usually get most of the costs covered with subsidies by partnering with a handful of companies such as ECOTality and Coulomb Technologies that specialize in installing and supporting charging stations. These companies have in turn received money — millions of dollars, in some cases — from the Energy Department to build up an infrastructure that encourages increased use of electric vehicles.

350Green, a technology company that installs and manages charging stations, said it gets about 95 percent of its business from retailers. Some retailers split the cost with 350Green while others get much of the cost covered by federal subsidies, said Mariana Gerzanych, 350Green's chief executive. Clients include Walgreen and Simon Properties Group, a real estate and mall operator.

Gerzanych said the economy has made more retailers interested in charging stations. "It's a very competitive environment for retailers, and they don't want to take the wait-and-see approach," she said.

have some kind of art interest, and many are interested in Japanese culture, while others are interested in flowers and arrangement."

The Ikebana draw

Ikebana arrangements are less costly than standard styles, simply because they use few flowers and also items brought in from the backyard. More costly, however, are the vessels used to contain the arrangement. The shop offers a wide array of earthenware, vases and other containers of various materials. Drouart studied at the Sogetsu school, which has branches in New York and Boston but is based in Japan. Students come from places from Manchester to Newburyport, Mass., to take classes at Ikebana in Nashua.

Ikebana offers two-hour classes on Wednesdays, Thursdays, Fridays, and Saturdays, at \$125 for a five-week course.

The store also offers regular presentations in various Japanese customs.

On the Net:
www.IkebanaFlower.com.



An array of Japanese branches known for their architectural lines sits before a chibori, a handmade scroll. To the right are natural, exotic wood vases used in ikebana flower arranging.

SIMÓN RÍOS

FIND OUT WHO MADE THE

2012

CLASSES

ON MONDAY, JANUARY 30, 2012

For the 11th consecutive year, the New Hampshire Union Leader will name 40 up-and-coming leaders who are helping to make New Hampshire a better place to live. They are employed in important positions within the fields of education, law, medicine, business, and more. They have impressive resumes of charitable and volunteer activities. And they are all under the age of 40. Meet those who were named to this year's 40 Under Forty in a special edition of Monday's Business on Jan. 30, 2012. We profile their accomplishments and tell why they were chosen for the honor. They will join a list of 400 other influential Granite State residents who have been honored over the past decade.

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UNION LEADER

UNDER Forty