

BULKY DOCUMENTS

W/ Exhibits

(exceeds 300 pages)

Proceeding/Serial No: 91154687

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Title: Opposer's Motion For Summary
Judgment

Part 3 of 13

**Document contains CD-Rom of exhibit no.10 and
videotape of exhibit no. 8.**

For many Best Eastern residents without cars, the 7-Eleven next door is their superstore. The owner gives the families leftover bagels sometimes. Some of the families buy bean burritos or frozen cheeseburgers to heat up.

The motel children go there after school, scraping together loose change to buy Slurpees or lollipops attached to plastic rings. On Mother's Day, Christina gave the clerk a dollar and brought back a small teddy bear and plastic flower for her mother.

Inside their rooms, other occupants use microwave ovens or illegal hot plates or hot pots. Or they eat out, which can be expensive.

"It's hard because I like to make my kids nice meals. The money you spend eating out each day, you can get food for a week," said a woman who shares a room with five children, who asked not to be identified because she said she is hiding from an abusive husband. "I order Chinese food every day. I bought lunch for them and it cost me \$18."

Sometimes, they receive outside help. The motel's owner, Steve Tallides, who also owns a restaurant, brings residents food occasionally on Sundays.

On a recent Sunday night, thanks to the generosity of a local architect who stops by from time to time to help the family, Soto made pork chops. "I try to give them a good meal at least once a week, try to cook something nice," she said.

Living in a Small Space

While families strive for normalcy, day-to-day hardships become magnified by their situation.

In late April, a 5-year old boy who lives in the motel suffered first and second-degree burns on his wrist and his leg. His mother said he pulled a cup of hot water on himself from the room's microwave, which sits on a dresser near his bed. Child Protective Services is investigating the incident.

He was airlifted to the burn unit at University Hospital and Medical Center at Stony Brook, treated and returned home after midnight to sleep with his four brothers and sisters in two double beds.

The next day, with a burn the size of a golf ball on his wrist and a bandaged leg, he was in his room with the shades drawn. His mother, who works full time as a hotel maid, could not pick up his painkiller prescription for two days because she doesn't have a car. He was trying to rest, but "The Simpsons" was on television and the room was rumbling with activity by his four siblings. The boy's two brothers assembled a puzzle on the floor, but the pieces kept getting lost under the bed.

"I feel like I'm living in a closet," his 9-year-old sister complained.

Living in such small quarters also makes it hard to deal with the demands of school. In addition to the trouble of getting there, where to do homework is a constant challenge.

There is no desk or quiet place to study most of the time, and the pressures of keeping up in school are often daunting.

On a Sunday night, Soto's son, Angel, put the finishing touches on a project on deciduous forests. He melded two pieces of construction paper, wondering if it will be good enough to hand in. Maria, 9, wrote in an orange composition book. The floor is their study hall.

Soto said the district wants to hold Christina back next year because she isn't keeping up with her classmates. And Jessica is failing three classes, her latest report card punctuated with comments like "excessive absences." She said she missed two weeks of school after the fire, and another week and a half after moving into the motel and waiting for bus transportation to get set up.

Even the task of getting Soto's children prepared for school requires military precision on the part of their mother on the night before.

One by one, Soto marched them into a small blue bathroom to take a shower or a bath. Then it was time for their snack: a glass of milk and a chocolate-covered doughnut.

Squeaky clean in pale pink pajamas, Christina was ready for bed. She questioned where she will sleep tonight—with her sister Maria, or in a sleeping bag.



The boys settled in on the living-room floor, forming a jigsaw puzzle of pillows and blankets. The long school bus ride back to Brentwood was only nine hours away.

Tough on Teens

As hard as homelessness can be on young children, it's particularly hard for teenagers who have no privacy and are isolated from longtime friends.

There is no place to be alone in a motel, no place to talk on the phone with a friend. The motel telephones only accept incoming calls.

"I used to have my own bedroom, my own bathroom, my own hang-out room," Jessica said.

"In a way, I wonder why God did this to me. We always lived in a house," she said, braiding Christina's hair. "I get a bad attitude sometimes, because there's no place to be alone."

Jessica refused her mother's request for her to take a shower the night before school. She didn't want her long, wavy brown hair to be flat. Instead, she preferred to get ready for school in the morning, showering at 4:30 a.m. while her brothers and sisters were just getting up.

The night before, Jessica laid out the products she would need on a table by her bed: Suave hair mousse, lotion, White Rain hair spray and Lady Speed Stick. Pulling clothes from boxes and from a small closet, she tried on three pairs of pants and three shirts until deciding on a pair of capri pants and a denim shirt.

She flashed back to her first day of classes this year after becoming homeless. She asked the bus driver to drop her a few feet from the front door of the school. "At first, I was embarrassed. I didn't want anyone to see me get off the minibus," she said. Everyone knows that the homeless kids ride on the minibus.

She dreams sometimes that her father will come back and take her away from here: "When you're living someplace you don't want to live, you don't care where you go."

Mostly, she misses her friends in Brentwood, seeing them only in school because she lives too far away now for them to come visit. "We used to do homework together, but now I do it by myself," she said.

She often thinks about dropping out of school, but doesn't because she knows how much it would hurt her mother.

"If it wasn't for her, I would. But she wants me to keep going in school so I can be somebody," said Jessica.

She paused for a moment, casting a serious look at her surroundings: "She doesn't want me to end up like this someday." Newsday Photos/Alejandra Villa 1) Christina Reyes, one of 6 children sharing a room with their mother at a motel in East Quogue, waits for a school bus (A01 NS). 2) The Reyes children, from left, Angel, Michael and Christina, get ready to go to sleep on couches or on the floor at the Best Eastern Motel in East Quogue. 3) Christina Reyes munches on a hotdog. Her mother, Mariana Soto, sometimes can't cook nutritional meals for her children. They occasionally eat from the local 7-Eleven. 4) Mariana Soto spends time joking with her kids before getting them ready for bed. The kids need the rest since they wake up as early as 5:30 a.m. to prepare for the long ride to school. 5) Mariana Soto is consoled by a friend in a moment of frustration over her situation. Although she feels deeply depressed, Mariana tries to stay strong for her children. 6) After realizing that they're not being moved after all, Christina Reyes, 7, sits in her mother's van upset because she missed a school trip while she and her family waited at the motel for someone from the Department of Social Services to come and pick them up. 7) Mariana Soto helps her son, Michael Reyes, with his shoes while Angel Reyes tries to get all the sleep he can before the two-hour bus ride to school in Brentwood. 8) The motel's homeless children have converted the parking lot and surrounding areas into a playground. Michael Reyes hides in furniture that was removed while the motel rooms were being painted. 9) Christina Reyes, 7, gets her hair combed by her eldest sister, Jessica, 14, who sometimes feels she has to be a second mom to her younger siblings. 10) The children's clothes have been carefully placed by their mom as Michael, on the couch, Angel and Jose Reyes get a few extra minutes of sleep in the morning.

GRAPHIC: Newsday Photos/Alejandra Villa - (see end of text)

LOAD-DATE: June 18, 2001



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The Record (Bergen County, NJ)

June 17, 2001, SUNDAY; ALL EDITIONS

SECTION: NEWS; Pg. A1

LENGTH: 1620 words

HEADLINE: A SINGULAR FATHER ;
RAISING SON ALONE, HE DOES DOUBLE DUTY

BYLINE: RUTH PADAWER, Staff Writer

BODY:

In a world seemingly filled with single parents, Brian Smith stands alone.

Raising his 9-year-old son in a little white house in Waldwick, Smith long ago sculpted his work life to accommodate his precious boy, making time between business calls for fourth-grade math homework, after-school basketball games, and impromptu fishing trips to the pond down the hill.

In many ways, Smith is like most single parents he knows, with one exception: He is a man, the only one he knows raising a child alone.

"Sometimes I wish I knew someone in my same situation, another dad," 1 says Smith, who won sole custody of his son, Brendan, when he was 1 1/2 years old. "There have been times I've asked single mothers for advice, stuff about managing time, or cooking, or setting up play dates but sometimes you'd like to bounce ideas off a person in your shoes.

There's something comforting about hearing from someone just like you."

Despite census reports that the number of single fathers leapt 62 percent in the last 10 years, men like Smith are still something of an anomaly. They account for just 6 percent of families with kids under 18, and in his home county of Bergen, the proportion of single fathers is even smaller: 3 percent. Single moms nationwide account for 22 percent of families with school-age kids; in Bergen County, it is 12 percent.

Indeed, single custodial fathers are still rare enough that the incidental people in Brian and Brendan Smith's lives often assume their family is bigger than it appears.

Only last week, the barber snipping Brendan's hair turned to his dad and said, "Oh, you're watching Brendan for mommy today?" A month earlier, a Stride Rite saleswoman had cooed, "How nice of your father to help out your mom by buying your school shoes!" Each time, Brendan says, "I just laugh and take a lollipop."

These days, Smith picks up Brendan when the 2:55 p.m. bell rings at the St. Thomas More parochial school in Midland Park. Brendan's Boston terrier puppy, Rocky, is in the car too, eager to jump all over Brendan,



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cover him with slobbery licks of devotion, and finally doze in his lap.

On lucky days, after a stop at UPS or Federal Express for Smith's work as a trade-finance consultant, the three head to 7 Eleven, where, between chats about the school day, Brendan picks up a fluorescent-colored triple Slurpee, a concoction surely meant only for children.

Usually when they arrive home, Smith heads upstairs to his office, so Brendan has to occupy himself. There are play dates with pals, games of fetch with Rocky, and layups in the driveway. At times, Brendan goes to Grandma's house a mile away to play catch with her, or basketball, or to go bowling. On days when nothing else will do, there's always dad, right there in the cramped attic office, surrounded by piles of work and photos of the boy he adores.

In a 1 third-grade essay, which he titled "My Dad is the Greatest", Brendan wrote, "Sometimes when he can see that I don't have anything to do, he goes over to me and says, 'Want to play ball?'" Still, Smith worries that between running his business and running the household, he's not as available as he would like to be. There's shopping to do, and laundry and housecleaning, and no one to split those duties with. Anywhere Smith goes, whether little grocery runs or longer shopping trips, Brendan has to go along.

"Sometimes I'm jealous of non-custodial parents, because the time they spend together is pure fun," Smith says. "The day-to-day discipline, or trying to get him to do his homework or get to bed on time or vacuum his room or bringing him along for all those grocery trips, all that falls to me. Granted, I also get more time with him, but sometimes I wish it were more fun."

When Smith was still married, he worked 60 hours a week managing the international division of a regional bank. Although he considered himself an involved parent, his wife was the primary caregiver. She tended to most of Brendan's needs, from making his pediatrician appointments to comforting him most ably.

That changed when the marriage ended. A judge granted him custody, noting among other things that Brendan's mother's intention to become an opera singer would keep her from home for long stretches.

Overnight, Smith shaved 20 hours from his workweek. He dropped Brendan off at day care in the morning and picked him up around 5.. In between, he found himself fielding calls from day care when

Brendan was sick, or arranging play dates when he wasn't. Once, when Smith couldn't dodge an evening meeting and the baby-sitting arrangement fell through, he brought a toddling Brendan to the office, plied him with paper and highlighters, and sweated through the meeting.

Smith's colleagues, all men, commented on the change. Some, especially older ones, resented his 40-hour workweek, grumbling about his limited availability and rolling their eyes whenever Smith left at 5 to pick up his boy.

"The whole thing was very eye-opening," Smith says. "Taking care of a child is a lot harder than most men realize. It's more stressful and takes more constant attention than you ever know if you have a wife at



home doing the work."

Eventually, Smith left the bank, opening his own consulting company so he could control his hours and, in time, work from home. In exchange, he moved from a large house to one half its size. He stopped his annual vacations to Europe. And he got more time with his son.

During the school year, Brendan spends Tuesday afternoons and alternate weekends with his mom, now a school music teacher who lives 20 minutes away. In summer, the schedule reverses. His parents relationship is amicable.

Photos of Brendan and his mom, hugging, are propped atop his dresser. Taped to his mirror, next to the photo of his best friend, Ed, and another of Brendan and his dad under a sign for "America's Most Wanted", is a note he got at last year's Christmas concert: "To Brendan, Love Mommy. You were the star tonight."

Brendan's mom, who asked not to be identified for privacy, comes to every parent-teacher conference, school play, and sports dinner. Still and all, there are some rites of passage that Smith alone

witnesses. Walking to class on the first day of first grade, Smith reached for his son's hand, as he had every day of kindergarten.

Brendan whispered reproachfully: "Dad! Don't hold my hand in front of my friends!" On weekends, father and son often head for White's Pond in the town park down the road, where a lazy stream feeds a muck-filled pond, flush with sunnies, bass, and trout. Dragonflies hover, mother ducks (or are they fathers?) herd fuzzy ducklings across the water, and geese descend onto the glistening surface in awesome splendor with a swoosh.

Sometimes, while skipping rocks or waiting for fish to bite, Brendan and his dad talk about the big stuff, like about mom or friendships or bullies. Sometimes they just chat about good fishing spots or tricks for keeping night crawlers from wiggling off the hook.

One week before Father's Day, they settled near the mouth of the pond, where the stream meanders in. Smith reminded Brendan to weave the hook in and out of the fat worms, then watched him cast the line. It was late in the morning, too late for an easy catch. Brendan kept at it.

After a few throws, the line became tangled, and the more Brendan tried to fix it, the more tangled it got.

"I need some major help, Dad," Brendan said.

And dad, doing what good dads do, helped.

(SIDEBAR, PAGE a13)

Single fathers struggle to be seen and heard

By RUTH PADAWER

Staff Writer. Some 2.2 million fathers raise their children without a spouse present, the newest census reports, at a time when fatherhood in America is being more closely scrutinized than ever before.

But most of the public discussion centers on absent fathers; three in 10 American children live with no dad at all.



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"We don't register on anybody's radar screen," said John Sims, executive director of the national Single and Custodial Fathers Network. "It's like we're totally non-existent. I just came from a conference in D.C. on fatherhood, a big deal, with President Bush there where they mentioned absolutely every kind of father there 1 is except single dads."

Ten years ago, Sims started his group and its Web site after becoming a single father and finding no one else in his situation, and no organization to help. Four hours after he created the site, he met his first fellow single dad, a guy from Alabama who understood Sims like no one else had.

Today, 3,000 men from across the country are members of the non-profit group, using its "virtual" forums on time management, balancing work and home, parenting, favorite quick recipes, and handling dating.

Others discuss society's relentless assumption that fathers can't be nurturing parents, or the way schools and other parents often don't accept that the father is the primary parent.

"I used to have a shirt that said, 'I'm not a baby sitter. I'm a dad, " said Sims, from Pittsburgh. "I wore it out."

Of course, for many American kids, the idea of a father front and center is hard to imagine. One recent study by the National Fatherhood Initiative concluded that by the time typical American children reach 6 years old, they will have spent more time watching TV than they will spend talking to their fathers over their entire lifetime.

Sims Web site can be reached at www.scfn.org.

GRAPHIC: 1 - COLOR PHOTO - CARMINE GALASSO / STAFF PHOTOGRAPHER - Brian Smith with his son, Brendan, 9, on a fishing outing at White's Pond in Waldwick. He won sole custody of Brendan when he was 1 1/2.
2 - PHOTO - CARMINE GALASSO / STAFF PHOTOGRAPHER - Brian and Brendan Smith with Rocky. Brian Smith works from home to be near his son.

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Copyright 2001 Stern Publishing, Inc.
Seattle WeeklyJune 7, 2001, Thursday**SECTION:** Columns; Pg. 135**LENGTH:** 728 words**HEADLINE:** DATEGIRL**BYLINE:** JUDY MCGUIRE**BODY:**

i'm a yutz

BY JUDY MCGUIRE

Just last week I declared my current paramour history, and then what happens? He redeems himself in such an amazing manner that it threw me into a fear-of-commitment-induced hyperventilation tizzy so scary we both thought I'd have to be hospitalized! Oy. Then this big-time Mr. Showbiz Agent Guy calls and wants to meet for drinks, and what do I do but decide to grab lunch at the local hipster coffee shop. It's never a good idea to take food from someone who has more tattoos than you—those places should be avoided for anything more solid than cappuccino foam. While it tasted just delightful going down, by the time cocktail hour rolled around, my seemingly innocent little tuna sandwich had morphed into a roiling ball of scuzz, hell-bent on shooting its way back out my mouth. Just try to be charming and witty when all you can concentrate on is not projectile-vomiting bad fish onto a nice man's blue suit. And as if I hadn't been wrong enough lately, a couple weeks ago I bemoaned the fact that all the relationship-oriented self-help books are marketed toward women—then what do I get in the mail but Esquire's Things a Man Should Know About Sex. I stand corrected.

This tiny little tome is jam-packed with helpful hints for men who fuck women. Unfortunately, it may also be one of the most idiotic guides I've ever read. Example: "Sodomy of the oral variety shall hereafter be known as a Slurpee." What? Read on: "Appropriate euphemism for womanly bits: Snoopy." Is this a guide for sexually precocious kindergartners or repressed half-wits who don't know the difference between 7-11 and 69? Note to men everywhere: I don't know any dame who wants her twat to be termed something out of a Peanuts cartoon. Other euphemisms include "golden winnebagos" (breasts—at least I think they're talking tits) and "you-know-what's" (orgasms—something I'm guessing is in short supply amongst the girlfriends of the men who penned this dreck).

As I looked through the pages, I realized that although this book is ostensibly marketed toward guys, the content gives it away—admonishing men to cuddle, listen, and not watch television while going at it. This is actually a handbook for broads to bestow upon their wayward laddies. After all, what kind of pantywaist is going to belly up to the Barnes & Noble counter and hand 10 clams over to a smirking cashier for a how-to-fuck book?

Now that I've convinced you that your time is better (and more cheaply) spent asking me questions about your sex life, I'll get down to the business of solving problems:

Dear Dategirl,

I have been with my present lady since last June and we are getting married on the 30th of June, 2001, and I have some wedding jitters. My fiancée has told me she doesn't have any jitters. My step mom has told me it is normal. I love my present lady and wonder what will me being married a second time feel like? She has lived with me for the past three months. Will I feel any different? Could you answer this for me and publish it, but only sign my initials, dsl? I think it would help a lot of people who read your column each week.



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Uh, OK, "dsl." Only because you sent your fairly dull letter twice and seem rather desperate for an answer, I'm gonna tell you what I think: I have not a clue as to whether you'll feel any different once you walk down the aisle—maybe you will, maybe you won't. But as I've never taken the marital plunge, I asked my boss, a man who's blissfully married to his second wife, to read your query and provide input. After staring quizzically at the page, he scoffed, "I think he's also going to be worrying about marriages three and four." Not too terribly helpful, that boss o' mine.

I recently attended my friend Travis' second wedding, so I called him for his always-sensitive take on things. "Most women are psychotic before their wedding and then filled with triumph after they actually nail the guy. Most men are calm beforehand and then filled with terror." Uh, OK, Travis, but this time it's the guy who's nervous. What should he do, I implored. "It's like jumping off a cliff—close your eyes and do it." Just don't forget to Slurpee her Snoopy once in a while!

Got jitters? Write Dategirl at dategirl@seattleweekly.com or Dategirl, c/o Seattle Weekly, 1008 Western, Ste. 300, Seattle, WA 98104.

LOAD-DATE: June 11, 2001

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Copyright 2001 Brunico Communications, Inc.
StrategyJune 4, 2001**SECTION:** News; Youth marketingPg. 12**LENGTH:** 1013 words**HEADLINE:** 7-Eleven courts kids**BYLINE:** Lisa D'Innocenzo**BODY:**

Retailer aims to lure teens inside with hot-off-the-mark trendy products and new private-label brands

In plaza-happy suburbia, teens habitually hang out in 7-Eleven parking lots.

Now the giant chain, which sells everything from its well-known Big Gulps, Slurpees and the usual convenience-store fare, to makeup, sunglasses and pantyhose, hopes to entice more teens to cross its threshold with new private-label brands, as well as trendy products exclusive to the retailer.

"It's important to keep on the leading edge and provide what customers want," says Trish Lee, communications manager at 7-Eleven Canada in Vancouver, adding that the company leverages its global buying power to help get early deliveries. "You need to have the right products at the right time." Lee says 7-Eleven attempts to get the next all-the-rage items 60 to 90 days before the competition does.

The teen market is thriving; last year south of the border, 12-to-19-year-olds collectively spent \$155 billion US, according to Teen Research Unlimited, a marketing-research firm based in Northbrook, Ill. As a result, 7-Eleven likely sees an opportunity to court kids, says Max Valiquette, president of Toronto-based marketing consultancy Youthography. He adds that it likely faces competition not only from other convenience stores, but also from specialty and grocery shops. "Young people will hang out at a 7-Eleven if it's close to home or school, but no one in the convenience store category has figured out a way to properly service this market and give it what it wants."

For her part, Lee says 7-Eleven aims to be a destination by keeping its finger on the pulse of pop culture, figuring out what's up-and-coming and building awareness among youth, so if teens see a product on TV, they know they can find it at the neighbourhood 7-Eleven.

For instance, this month the chain, which has 495 stores across Canada and an even larger presence in the U.S., aims to be the first to introduce the latest launch from BellyWashers, a vitamin C drink that caters to youth by splashing colourful images of kid-friendly characters on its reusable plastic bottles. This time, a trio of cute-but-tough-as-nails superhero cartoon characters, The Powerpuff Girls, have its stage.

Kathy Ver Eecke, VP of marketing for BellyWashers in Atlanta, Ga., says the brand gives 7-Eleven's Hawaii stores a 30-to 45-day lead on product and will likely expand this strategy with the chain. "It's certainly something we're perfectly happy to do, and we will do more in the future," she says, adding that BellyWashers will advertise 7-Eleven exclusives on its Web site.

Although the Powerpuff Girls isn't an "exclusive" arrangement per se, meaning the retailer likely won't have the product 30 days before its rivals, Lee believes that when kids see the item advertised, they will know what to do: hop on their scooters and head over to the nearest "Sev."

What will inspire them to do that? According to Lee, the chain works hard to develop a reputation among early adopters by flagging hot new exclusives in radio ad campaigns created by AOR Bryant, Fulton & Shee Advertising



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in Vancouver. This is reinforced through point-of-purchase in the store, where the latest cool products are tagged as "new items" with signs that slide into shelf rails. "We direct customers, so they know that when they see these tags, a new product is on the shelf," says Lee.

Also on the agenda to lure youth into stores this summer: Britney Spears-branded fountain cups through a partnership with Pepsi - the cleavage-exposing pop diva is a spokesperson for the cola manufacturer - and Mountain Dew Code Red Slurpees, featuring the soft-drink company's new cherry flavour launched last month.

Proprietary labels, which include the retailer's popular Big Gulp and Slurpee, account for a high percentage of the chain's sales. A press release from 7-Eleven's headquarters in Dallas reports that the retailer sells 11-million Slurpees monthly. Private-label products also tend to be advertised on radio commercials, where they are tagged as "only at 7-Eleven." According to Lee, these spots drive store traffic.

Recently, 7-Eleven introduced two new private label collections: igear sunglasses and Heaven Sent pantyhose, which it hopes will appeal to its 18-to 34-year-old customer, as well as a younger set. "It's part of popular culture for teens to go to 7-Eleven and get a quick bite, a Slurpee and meet their friends," says Lee. "Now they can pick up their sunglasses or pantyhose."

Lee says the pantyhose, which are crammed into a small, plastic package, were developed with convenience in mind. "As you build brands speaking to the convenience of customers, you're also building the brand of 7-Eleven."

But Valiquette warns that the success of a private label depends on its relevance to the youth demographic. He doesn't see a problem with sunglasses, but says young women may not feel comfortable buying pantyhose in front of their peers. "That just seems like an invitation to get mocked," he says. "It would be tough for 7-Eleven to create a really cool youth brand, but they will be able to create a serviceable one. As long as it's done properly." The reason 7-Eleven isn't likely to strike gold with a youth proprietary line is because it is a brand warehouse, as opposed to a brand creator, he explains. "You don't go there to buy private label, you go there to buy the brands they carry."

Valiquette also believes it will be a challenge for the chain to make deep inroads with teens through product exclusives. "If all they have is 60 days, I wonder if they could create enough buzz around it to have an impact on sales," he says. "It depends on to what extent they publicize it."

Despite its efforts so far, the retailer hasn't become a destination for kids yet, he adds. "There hasn't been a lengthy strategy that has had a grand effect on how youth feel about 7-Eleven. It's convenience. It doesn't have a brand personality to develop from and that just [makes it] difficult."

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Calgary Herald (Alberta, Canada)

June 3, 2001 Sunday FINAL EDITION

SECTION: ARTS & STYLE, Pg. C6

LENGTH: 622 words

HEADLINE: For the love of dance: Hard work is just one of the steps kids must learn on their way to a career in ballet

BYLINE: Maureen DePatie

SOURCE: Calgary Herald

BODY:

You see Calgary's kids in all the usual places, doing the usual things — buying Slurpees at the 7-Eleven, strolling the mall, going to movies. But concealed behind the similar activities and copy-cat fashions lie the unique abilities of Calgary's most talented young people.

One may be a computer whiz or a master mechanic. There's bound to be a promising hockey goalie in the crowd and a future scientist.

Still others are future Karen Kains or Rex Harringtons — regular kids whose goal is to be the ballet stars of the future.

For them, when the end-of-day school bell sounds, a transformation begins. Instead of heading home to hang out or watch TV, ballet students are on their way to dance class. There — sometimes as often as six days a week — they become magically elegant and athletic individuals leaping and spinning across studio floors.

And on occasion — especially during the spring recital season — they are clad in masses of tulle and tiaras or costumed as everything from romantic heroes and heroines to fighting mice.

"It's nice to get to be in front of an audience now because you work so hard without anyone really seeing what you're doing all year long," says 12-year-old Rene Rapier, who has been a student at the Alberta Ballet School of Dance for 10 years. "It gives you a chance to finally show what you've learned to your family and friends. The costumes and makeup are fun, too, because they make you feel special, more like a professional dancer."

But for all the glamour and drama of performing, it is also a study in discipline and dedication.

"They choose to be there because they love it," says Rene's mother, Teri Jordan. "When people hear that she takes 11 classes a week plus has tons of regular homework . . . they often assume that it's a parent behind the scenes living a dream through their child.

"The kids are there, though, because they want to be. I have a big discussion with my daughter every year about whether or not she wants to continue. I never anticipated she'd go this far with it."

Rene acknowledges the long hours, hard work and long, detailed lessons involved in learning to dance.

But she stresses there is also passion. "I love to dance," she says. "I don't know what else I'd be doing if I wasn't dancing because it is such a big part of my life. I don't think I'm missing anything because I still get to have a regular social life."

Rapier is able to fit it all in because of a unique partnership between Alberta Ballet School of Dance and several



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educational institutions.

In the professional division that Rapier is a part of, for instance, she and fellow ballet students at Queen Elizabeth Junior and Senior High School are dismissed and allowed to go to the dance studio at 2 p.m. every day. Not only are they able to finish their dance classes by early evening, they receive school credit for their work. They still have plenty of time for family, friends and homework.

The school also has a special collaborative degree program with the University of Calgary that allows senior students to obtain a BA in dance, ballet emphasis.

"Our dance students tend to also be high achievers academically," says Tara Silvaggio, artistic associate at the Alberta School of Ballet. "We work very closely with the schools . . . to ensure our students become well-rounded people."

She adds ballet can bring out the best in the young people who take on its rigours — and its joys.

"The performance opportunity itself builds character, self-confidence, helps them learn to meet goals and have the determination to finish what they start — many qualities that will come in handy whether they choose to have a career in dance later or not."

GRAPHIC: Color Photo: Photo Illustration: Kathryn Fisher, Herald, Archive ; Some candid moments with Rene Rapier: A year of practice, and rehearsal culminates in the annual presentation by the Alberta, Ballet School of Dance at the Jubilee.; Color Photo: Ted Jacob,, Calgary Herald ; Some candid moments with Rene Rapier: Rene relaxes, with Harry Potter at the family home south of Millarville.; Color, Photo: Ted Jacob, Calgary Herald ; Some candid moments with Rene, Rapier: Rene takes time to help her mother Teri Jordan in the, kitchen.; Color Photo: Ted Jacob, Calgary Herald ; Some candid, moments with Rene Rapier: A school bus takes Rene to classes at the, Alberta Ballet School of Dance.; Color Photo: Ted Jacob, Calgary, Herald ; Some candid moments with Rene Rapier: The tough part begins, as Rene, centre, and classmates tape their toes then stuff them with, cotton-batting, and then more tape, prior to putting on their points, during practice at the Alberta Ballet School.; Color Photo: Ted, Jacob, Calgary Herald ; Some candid moments with Rene Rapier:, Slippers in place and Rene is ready for warmup stretches.; Color, Photo: Ted Jacob, Calgary Herald ; Some candid moments with Rene, Rapier: Backstage is a swirl of activity as Rene and fellow ballet, students prepare for dress rehearsal leading up to the year-end show, at the Jubilee Auditorium.; Color Photo: Ted Jacob, Calgary Herald ;, Some candid moments with Rene Rapier: Rene gets some one-on-one, coaching from dance instructor Wendy Wright. There are no, "teacher's pets."

TYPE: Feature

LOAD-DATE: June 3, 2001



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NBC News Transcripts

SHOW: TODAY (7:00 AM ET)

May 31, 2001, Thursday

LENGTH: 1307 words

HEADLINE: PEOPLE MAGAZINE'S STEVEN COJOCARU DISCUSSES WHAT THE HOTTEST HOLLYWOOD
COUPLES ARE WEARING

ANCHORS: MATT LAUER; KATIE COURIC; ANN CURRY

REPORTERS: AL ROKER

BODY:

MATT LAUER, co-host:

Checking out the styles of some of Hollywood's hottest couples, a fashion disaster averted at the "Pearl Harbor" premiere and guess what's making a comeback? Here with all that and more is People magazine's West Coast style editor, Steven Cojocar.

Steven, good morning. Good to see you.

Mr. STEVEN COJOCARU (People Magazine): Good morning. Good to see you. I—I have to tell Katie and Ann that I hung out with you and Al last night at a very chichi dinner.

LAUER: We were partying.

AL ROKER reporting:

Yeah.

LAUER: No question.

Mr. COJOCARU: (Singing) Call me inescapable.

ROKER: Everywhere you look, there was Cojo.

Mr. COJOCARU: And then I took them to Scores afterwards. Just kidding, just kidding!

LAUER: Hey, what you're doing this week is you're not only kind of looking at the fashion taste of individuals, you've gone into the couple business.

Mr. COJOCARU: Yes.

LAUER: All right. First ones you want to talk about, at least the leaders, Jennifer Aniston and Brad Pitt.

Mr. COJOCARU: They—yeah. The bar is always around them because they look so darn good all the time.

LAUER: Why? What do you like about their style?

Mr. COJOCARU: That they don't try hard. They seem so comfortable in their own skin. They're not fashion victims; they don't look obnoxious. The thing is, you know what?—like any true great couple, they're beginning to look alike, you know, and I think that's always a measure. So I'm canceling my engagement to the Croatian female mud wrestler, because I don't want to look like Svetlana. No offense to all the Svetlanas out there, but they just—you can't—you're can't criticize them. They look amazing.

KATIE COURIC, co-host:



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They don't look they're trying to get everybody's attention, like look at me—look at me, which is nice, isn't it?

Mr. COJOCARU: Exactly.

LAUER: Understated.

COURIC: And everybody just looks at them anyway.

Mr. COJOCARU: Exactly, yeah.

ANN CURRY, anchor:

They're so beautiful.

LAUER: How about Drew Barrymore and Tom Green?

Mr. COJOCARU: They are in a realm unto themselves. They are very—it's the I-don't-care look, but I don't mean that as a diss, in the best sense. They have such a free and easy style. They're not all Hollywood. I don't think Drew has ever worn a sequin. I like his thing because he just looks like the everyman. His look says to me, 7-Eleven, doesn't it? It's like Slurpee.

COURIC: Slurpee.

Mr. COJOCARU: Slurpee. I saw them in—I saw them on the airplane, and they just—they don't care, in the best sense.

COURIC: That's nice, too.

CURRY: Yeah.

COURIC: All right. What about Whitney Houston and Bobby Brown? Do they care?

Mr. COJOCARU: They care, very much.

COURIC: OK.

Mr. COJOCARU: They're very uptown. They're—they're a glamour couple. I mean, they are really out to make a statement, there's no question about it. We have a little tidbit in the—this is our cover story, by the way. It's all about celebs and their style and the couples, and she doesn't go anywhere without her heels, and I hear the same for him.

CURRY: You know...

Mr. COJOCARU: Can I have that Bada Bing noise? I was—I wanted the drums.

ROKER: Good shot.

Mr. COJOCARU: Yeah, thank you. I've always wanted that.

COURIC: They don't try to be loud, but they're very flamboyant.

Mr. COJOCARU: They're very flamboyant, but flamboyant with money.

COURIC: But tasteful.

Mr. COJOCARU: I mean—yeah, I think so. I think they pull it together really, really well.

CURRY: You know, I love to watch Julia Roberts and her beau, Benjamin Bratt. They are a very good-looking couple, don't you think? What do you think?

Mr. COJOCARU: I think they're beyond that. They're a fairy tale, you know, like they're a couple. People are so enthusiastic about them. They always look so good. And the great thing is, they match. Like some of these couples—some of these couples are very much about opposites, but I think Julia and Benjamin are about blending together like the perfect frappuccino.

ROKER: Ooh!

LAUER: Ooh, well said.



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Mr. COJOCARU: You know, a little milk, a little caffeine.

COURIC: But he looks better without any facial hair, too, in my humble opinion.

Mr. COJOCARU: Yeah. I don't like facial hair on men.

CURRY: I—I like him with a little.

ROKER: So does she.

Mr. COJOCARU: Yeah. She looks better without facial hair. Is that what you're saying, Al?

CURRY: I like him anyway.

Mr. COJOCARU: You like the goatee?

LAUER: Let's move on to Kate Hudson and Chris Robinson.

Mr. COJOCARU: You know what? I think the interesting thing about them—most couples, it's the woman who influences the man. I think with them, it's he influences her because he's become—she's become very rock chick, and we've picked some of the more conservative pictures of him, but he's very, very rock. We share clothes.

LAUER: Yeah.

Mr. COJOCARU: We have a book-of-the-month club, a bell-bottoms-of-the-month club, and also, what I like about her, she's very courageous, because she broke the rule, because you're never supposed to marry somebody whose hips are slimmer than yours.

ROKER: Oh, there you go.

Mr. COJOCARU: And he weighs 85 pounds. To be a rocker, you have to weigh 85 pounds.

ROKER: How about Courteney Cox and David Arquette?

Mr. COJOCARU: They—it says a lot about opposites because she's so chic and elegant, and he normally looks like a slot machine. But, again, in the best sense...

LAUER: Wait. I...

Mr. COJOCARU: Like the bells and the whistles, and he's a very wild dresser.

LAUER: He changes clothes three or four times a day.

Mr. COJOCARU: Yeah, he does.

CURRY: He does? Why? Why?

Mr. COJOCARU: He's a clotheshorse.

COURIC: I'd call him, though, a little schlubby, and I mean that in a nice way, too.

LAUER: Or, and I'm sure it's taken that way.

Mr. COJOCARU: Schlubby? I have an Uncle Schlubby.

CURRY: In a nice way.

COURIC: But do you know what I mean? He's got a little bit of the grunge thing going, right?

Mr. COJOCARU: Yeah. He's got—you know what? I think he's the whole panorama, a plethora of looks.

ROKER: Oh, wow. Now, how about Faith Hill...

Mr. COJOCARU: Plethora of before 10 AM.

ROKER: Faith Hill, Tim McGraw? Who's—I guess they're expecting again.

Mr. COJOCARU: Expecting?

ROKER: A baby.



Mr. COJOCARU: Oh, I thought expecting hair extensions or something. God, my world is so narrow.

ROKER: Expecting what!

Mr. COJOCARU: It's like I didn't know. Mazel tov! You know what I like about them?

LAUER: That may not be true. We don't know.

COURIC: It was in the paper today.

ROKER: It is true. I saw it on "Access Hollywood."

Mr. COJOCARU: Then let's say congratulations to Faith Hill and Tim McGraw. What I like about them is one extreme to another. She's—she's town; he's country. She's very, very feminine and he's very, very macho. They really look spiffy together. But if I could just tweak at one little thing—with him, it's always the cowboy hat, and I know that's his look, and we're going to get letters, but I think if you need a head covering, maybe try a yamika.

LAUER: That'll work.

Mr. COJOCARU: I'm wearing one. I'm wearing one. By Jean-Paul Gaultier. A leather one. I'm so hyper because I hung out with Matt and Al. I joined the club!

ROKER: Cojo!

Mr. COJOCARU: Wait, wait, one quick thing before I—I I went afterwards, I went to the "Sex & the City" party last night...

LAUER: Yeah.

Mr. COJOCARU: ...and Sarah Jessica Parker said regards. She can't wait to see you all tomorrow. And she wants to talk about me the entire segment.

ROKER: Yeah.

Mr. COJOCARU: Deconstructing Cojo.

LAUER: Oh, gosh. We want to deconstruct you, we just don't want to put you back together after we do it.

Mr. COJOCARU: I don't even think—not even my therapist can put me back together. She's tried.

LAUER: Steven, thank you very much.

Mr. COJOCARU: Thank you.

COURIC: Yeah.

CURRY: Oh, my goodness. You're always so much fun.

Mr. COJOCARU: Thank you.

LAUER: Up next...

Mr. COJOCARU: I look like David Cassidy.

LAUER: ...what is Katie's junk worth. But first, this is TODAY on NBC.

LOAD-DATE: May 31, 2001

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The Standard (St. Catharines, Ontario)

May 31, 2001 Thursday Final Edition

SECTION: Spectrum; In Camera; Pg. B1 / FRONT

LENGTH: 697 words

HEADLINE: See the movie, buy some stuff

SOURCE: The Standard

BYLINE: Barry Keith Grant

BODY:

When John Huston's awful adaptation of *The Bible* was released in 1966, reviewers quipped, "You've seen the movie. Now read the book." It was a joke about American secular materialism in general, but it also was a wry comment about the growing Hollywood practice of merchandising.

Merchandising is the process of exploiting a movie's potential for the marketing of other products that display its title or images. Movies that are heavily merchandised are typically high concept, big budget affairs, although most major studio releases today are accompanied by some form of merchandising.

Until the 1970s, merchandising was aimed primarily at the children's market. The major studios tended to restrict merchandising to the parallel publication of novels on which screenplays were based.

Then Paramount producer Robert Evans suggested to Erich Segal that he write a novel based on his screenplay for the lachrymose *Love Story*. The book of the same name was released by Harper & Row on Valentine's Day of 1970 and spent more than nine months on the New York Times bestseller list.

The commercial success of the book established the novelization as standard marketing ploy. Only a few years later the novelization of the horror movie *The Omen* would sell more than three million copies during the film's initial release.

For *The Great Gatsby* in 1974, Evans introduced a new strategy of merchandising involving product tie-ins. Evans selected four brands to represent the film: Ballantine's Scotch, Glemby hairstyling studios, Robert Bruce's men's sportswear and DuPont's line of "classic white" cookware. Fitzgerald's daughter complained that Paramount had turned the novel "into pots and pans," but the advertising campaign succeeded in creating public awareness of the film's nostalgic and romantic qualities.

Two years later, Dino De Laurentiis followed the same strategy in marketing his remake of *King Kong*. Jim Beam promoted its giant mixed drink, *The King Kong Cocktail*, and 7-Eleven Stores featured a jumbo Slurpee drink in collectible Kong cups featuring scenes from the movie.

A few very popular movies like *Bonnie and Clyde*, *Saturday Night Fever*, *Flashdance* and *Top Gun* have influenced ancillary products such as clothes and fashion, and others like *Ghostbusters* and *Beetlejuice* have generated profitable television cartoon shows. In 1973, *Superfly* became the first rock soundtrack LP to outgross its movie.

But it was the awesome success of *Star Wars* toys that revealed the potential profits to be realized in movie merchandising. It has been estimated that in 1977, the year of the film's original release, merchandising alone accounted for more than \$300 million in sales. 20th Century-Fox executive Mark Pepvers said at the time that "George Lucas created *Star Wars* with the toy byproducts in mind. He was making much more than a movie."

Today, unfortunately, too many movies are made primarily for their merchandising potential rather than for any



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inherent artistic value. Entertainment conglomerates looking for synergy between their movie studios and record companies pump up film soundtracks with appealing musical mixes readily packageable as CDs.

Merchandising has already begun for Peter Jackson's highly anticipated trilogy of films based on J.R.R. Tolkien's fantasy classic *The Lord of the Rings*. Bookstores are now filling with new editions, and there will no doubt be a shortage followed by a glut just in time for last-minute Christmas shopping.

However, successful movies do not necessarily generate profitable merchandising campaigns. In the 1980s, *Gremlins*, *Who Framed Roger Rabbit?* and *Willow* were all hits yet were unable to generate significant sales of related toys. Steven Spielberg's *E.T.: The Extraterrestrial* was boffo at the box office, but few parents bought the cuddly alien dolls for their children, perhaps because of the sexual connotations of E.T.'s wrinkled, expanding neck and head.

Readers are invited to correspond on topics on the cinema. Contact Barry Grant c/o Department of Communications, Popular Culture and Film, Brock University, St. Catharines, L2S 3A1; or by e-mail, bgrant@spartan.ac.brocku.ca

LOAD-DATE: March 28, 2002

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Copyright 2001 The Salt Lake Tribune
Salt Lake Tribune (Utah)May 29, 2001, Tuesday**SECTION:** Final; Pg. D1**LENGTH:** 2110 words**HEADLINE:** A Golfing Prodigy ; Thurman has become Utah's best young female golfer; Thurman Paying the Price For Her Success**BYLINE:** GORDON MONSON, THE SALT LAKE TRIBUNE**DATELINE:** HIGHLAND**BODY:**

Annie Thurman would be a boy wonder . . . if she were a boy. And although some coaches and parents wanted just that, contributing with their complaints about her participation and prowess against boys to that segment of mankind apparently wishing for a return to the mindset of Neanderthals, she is happy to drop the boy out of the tag and just settle for what she is . . . a wonder.

A golfing prodigy.

Good enough to have taken second in the state 4-A high school tournament two out of the last three years, missing out on a title this past year by one stroke. Most of her teen-aged male competitors have treated her success with proper doses of respect. She is, after all, the closest thing to a Tiger Woods in Utah junior golf, having placed near the top of leaderboards in girls national and international opens and invitationals at golf courses from Merion in Pennsylvania to Southern California's Torrey Pines. But inside the twisted melons of some parents and coaches of boys competing against her in Utah, respect seems to have been eclipsed at times by jealousy and stupidity.

"Most of the boys are really cool," Annie says. "Some other people aren't."

Says Kay Thurman, Annie's mother: "During her junior year, I got to the point where I didn't care if she ever played high school golf again because of the attitude of some of the men involved. One time, she had a male coach from another school standing near her say in a loud voice, 'I could shoot those scores, too, if I played from the red tees.' "

Girls and golf don't mix.

Especially when the girl is kicking the boys' butts.

In Utah prep events, the boys and girls play against each other, with the girls typically playing off tees covering about 94 percent of the total hole yardage. In some high school tournaments, however, the tees are shifted around, including a few — that Thurman played in — in which the girls tee was only 5 yards in front of the boys. She could win, anyway. Other girls, though, suffered for it.

Such is the price of being the best young female golfer in the state. You tick some people off. On the other hand, you make a lot of friends, too. You get to caddy for Gary Player in the pro-am portion of the Novell Utah Showdown. He lets you swing his clubs, and then tells you: "I don't even let my wife touch my clubs." You meet golfers like Mike Weir. You play in junior tournaments against the finest young talent, on some of the best courses, in the country. And you earn a full-ride athletic scholarship at Oklahoma State, one of the most accomplished collegiate golf programs in the land.

Somewhere amid playing with Barbies, hanging out with friends at the mall, going hot-tubbing with the boys



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and playing baseball and basketball, Thurman fell hard for golf. She played in junior tournaments in Utah during the summers when she wasn't heading down to the local 7-Eleven for a Slurpee or terrorizing the neighborhood with her friends, zipping around on their Razor scooters. And, now, closing in on her last few days as a senior at Lone Peak High School, she is about to embark on a serious path that might land her on the LPGA Tour.

"Golf has made me a better person," Thurman says. "It tests your character. It teaches you a lot. It's made me cry and it's made me laugh. More than anything, I love the competition of it. I hate to lose. My goal is to be a pro."

Early Start: The onset of such mature hindsight and purposeful loftiness began when Thurman first picked up a club when she was 4. Golf had been a staple of her father's life, although he never played the game much competitively past college, when he teed it up for Southern Utah. Jeff Thurman eventually made his living in golf, developing a line of clubs for one company, and selling equipment for another. Currently, he is the executive director of the Utah Junior Golf Association.

Kay and Jeff have three children, and a hefty part of the family's story is told by an old portrait of the kids — Adam, 21, Annie, 18, and Megan, 16 — when they were youngsters. In the framed photo, which hangs over the fireplace in their home near the Alpine Country Club, Adam is lying on the ground with a ball in his mouth. Megan, then a toddler, is in midswing, looking to chili-dip her brother's face. And Annie is kneeling next to Adam, holding a club, grinning like she just aced a 200-yard par-3 with her eyes closed.

Golf, for them, is life.

But other things are important, too.

Sports, school, siblings, and spirituality.

At the same time Annie started playing golf, she also played baseball. When she was 8, she pitched in a Little League near the Thurmans' former home in West Valley City. That year, she made an all-star team in a boys' league, but shortly thereafter was run off because a few of the parents of those kids also fancied the attitudes of Cro-Magnons. Their questions and exclamations included: "What's that girrrrrlllll doing here?" and "You just got struck out by a giiiiirrrlllll!"

Thurman left baseball in her rearview, and settled for golf and hoop.

She scored well in junior tournaments in Utah, and regularly qualified for national events. Some, she nearly won. Others, she blew up like a hacker on a shaggy muni. In the vicissitudes, she learned her lessons and refined her mental approach to a game known for making cowards out of grown men.

"Annie has the right mind for golf," says Jeff, her only real coach.

In 1999, she took sixth at the North American Junior Championships in Dallas. At the Junior World Championships at Torrey Pines in San Diego, she tied for sixth, shooting 74-74-77-77 on the par-74 course. She might have won the prestigious Betsy Rawls Junior Invitational at DuPont Country Club in Wilmington, Del. In that event, after shooting a 71 and a 73, and tying for third place, Thurman went cold over the last nine holes, skidding to a final round of 82.

"I started spraying the ball and I got frustrated," she says. "It was bad. I felt like I had to get out of the way of the other players because I was playing so bad. I cried and I wanted to quit."

A week later, she made it to the round of 16 at the U.S. Junior Amateur at the Green Valley Hunt Club.

Packing Power: Through the mix of national and state events — she was one of the youngest (17) ever to win the Women's City Parks Open at Mountain Dell last summer with rounds of 66 and 72 — Thurman has played, she has matured into a consistent ball striker with a strong short game. Her percentage for hitting fairways, according to her most recent accounting, stands at 88 percent.

Practice has sharpened her game, including over some stretches a regimen of hitting 500 balls a day. Despite standing only 5-foot-3 and weighing 115 pounds, Thurman drives the ball an average of some 240 yards. Not infrequently, she jumps on a golf course at 3 p.m. and stays there until dark.

Why?

"It's fun," she says.



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As though a better reason could be found.

When the snow falls, Thurman vacates the fairways and greens long enough to spend her time in the gym, where she played two years of varsity basketball at Lone Peak. This season, she was a second-team all-state selection of The Salt Lake Tribune, helping lead her team to the 4-A girls championship game as a point guard.

In that double-overtime loss to Bountiful, she blew out her anterior cruciate ligament, which set her golf schedule back this spring. Last summer, she verbally committed to Oklahoma State, although Pepperdine was a close second choice. Both schools, among others, called her on July 1, the first day coaches could contact a recruit. BYU called her three weeks later, but, by that time, she had made her move.

"The coach at Oklahoma State — Amy Weeks — is awesome," Thurman says. "The whole program is amazing. When I went there, it just felt right. There's not a better place to improve. Since I want to play on the [LPGA] Tour, I thought it was the thing for me to do."

Thurman says she is on a personal five-year plan. First the collegians, then the pros. "Playing golf for a living, I can't imagine anything better than that," she adds. "I like having fun."

If it doesn't work out, she says she will return to the Alpine area and find a real job.

Perhaps as a teaching pro, helping girls and boys, women and men find a groove in their swing. She's amply good enough to give and educate others the volumes she already knows about Ben Hogan's game. If they're open-minded enough to recognize and appreciate her knowledge and skill, the young wonder will help them along.

No Neanderthals need apply.

GRAPHIC: Annie Thurman has made her mark in junior golf, not only in Utah, but across the nation. But instead of getting the proper respect for holding her own against boys, Thurman has had to put up with some parents who are jealous over her participation.

LOAD-DATE: May 29, 2001



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Edmonton Journal (Alberta)

May 27, 2001 Sunday Final Edition

SECTION: City; Pg. B1 / FRONT

LENGTH: 888 words

HEADLINE: Lavish high school grads are back: Limousines, tuxes, gowns and hairdos all add to the bill

SOURCE: The Edmonton Journal

BYLINE: Susan Burgess, Journal Staff Writer

DATELINE: Edmonton

BODY:

Jenny Halliday pulled up in style to her high school graduation banquet Friday night.

She arrived with her date in a limo, wearing a blue, floor-length, custom-made gown that cost \$500.

Her hairdo cost \$40, and tickets to the banquet for her and her family cost \$180.

Halliday said it was an expensive evening, but her parents were OK with the bill — partly because she worked hard to make the banquet special as Strathcona's grad president.

Besides, she has nothing on some of her classmates. She said one boy paid \$1,000 for his tuxedo. Another classmate had her dress remade twice so the grad dream would be perfect.

High-school grads today may wait years before getting married or taking permanent jobs, but the grad banquet is as important a rite of passage as ever.

Dreams of it still draw girls on through a dim, endless maze of mall corridors in search of the perfect dress, and inspire teenagers to toil away at part-time jobs to pay for the limos, the jewelry and the coiffures that defy gravity.

Experts say there's a simple reason why students are pulling out all the stops on their big night.

"I think it can be more significant because graduating from high school is scarier now than it has ever been," said Rob Wood, a specialist in the sociology of youth at the University of Lethbridge.

"Given that ambiguity, maybe grad is a bigger deal."

Harry Ainlay student Heather Connolly, who went to Strathcona high school's grad with a friend on Friday, said she definitely feels the fear about finishing Grade 12.

However, she had no plans to go to her own grad on Saturday since she's going to spend next year upgrading.

"I'm excited, (but) I'm kind of scared, too. For 12 years, I didn't do anything for myself. And now I'm an adult," she said.

Another reason people want to have a big party with their friends at grad time is that it's a time of transition, even if it's not the same transition to full-fledged adult life it once was.

"Research shows that these milestones in people's lives are important, and emotionally packed," said Robert Sinclair, a University of Alberta social psychologist.



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"One of the things that happens is when there's a lot of emotion involved, you want to be around your friends and family."

Sinclair also speculated that the lavish proms of the 1950s are back because the political climate of late has become more conservative.

He said his own prom in the more liberal 1970s was a much smaller affair than the ones he's heard about recently.

Glenn Alloway was another Strathcona grad who sprang for a big prom package. He spent \$100 for his share of a limo ride that took him and five friends to the McDonald's where he works part-time, to the legislature grounds for pictures, and to 7-11 for Slurpees.

His only regret was that the girls in his group vetoed his plan to stop by an amusement park to ride the go-carts.

Alloway said his parents paid for his tuxedo and grad pictures but he covered the limo and a corsage for his date himself.

Clearly, it was a big night for him — but he also joked that the party was really a celebration of the fact that he has six more years of school ahead of him after he starts the transfer program in engineering at Grant MacEwan College next September.

Alloway's classmates, on the other hand, wanted to look back at the good times instead of the long haul ahead.

They chose as their grad theme "The Tradition Continues."

Strathcona's grad-committee staff adviser said the theme reflected the pride students have in their school and its long history.

"That's why I think our grad is one of the most elaborate in the city," said Heather Baile, a math teacher at Strathcona.

This year's banquet was big even by Strathcona standards, said Baile. By the day before the party, the grad committee had sold 1,462 tickets at \$36 apiece to around 400 students, their families and friends.

Staff at the Shaw Conference Centre said Strathcona's grad celebration wasn't unusually big.

"The grads are getting bigger every year," said Kevin Lee, a banquet manager. He said the reason is that high schools are selling more tickets these days to family members and friends of graduating students than they did in the past.

The entire cost of Strathcona's banquet was covered by ticket sales. The \$6,000 the students raised with a fashion show, silent auction and spring tea covered only the cost of commencement exercises at the Jubilee Auditorium.

"This is far, far more important for the students than convocation from university," said Baile. "It ranks up there with daughters getting married."

Baile said her own daughter was grad president the year she graduated from Harry Ainlay, but wasn't interested in going to her convocation from the faculty of business at the U of A because there wasn't the same camaraderie among students that she'd found in high school.

A lot of Strathcona students put friends at the top of their list of reasons for making special banquet preparations.

Dilmun Dombro wore a red-sequined suit he made himself, with a tie to match his friend's gold version of the same outfit.

"I don't think (the grad party) is as important as some people make it out to be," said Dombro. "It's more of a time to be with your friends."

GRAPHIC: Colour Photo: Ian Jackson, The Journal; A MILESTONE IN LIFE: Piling in for a limo ride on grad night are, from left, Jeff Jiddle, Jenny Halliday, Corinne McKay, Mike Tanaschnly and Katie Poynter.

LOAD-DATE: March 27, 2002



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The News-Press (Fort Myers, FL)

May 21, 2001 Monday

SECTION: LOCAL STATE; Pg. 3B

LENGTH: 835 words

HEADLINE: Students honored for their efforts

BYLINE: Mary Ann Husty, Staff

BODY:

By MARY ANN HUSTY mhusty@news-press.com

Sadie Dixon and Daniel Weiss were named the overall Students of the Month at the Lee County Sheriff's Office Do the Right Thing Program on April 25.

Sadie was in an Internet chat room with a fellow student who said he wanted a gun to kill himself. She reported the conversation to school officials who were able to intervene. She also heard another student threaten the safety and welfare of the school staff, students and campus and reported it.

Sadie, 18, is the daughter of William and Rebecca Dixon of Fort Myers. She is a 12th-grader at Estero High School.

Daniel was diagnosed with insulin dependent juvenile diabetes at the age of 9. He decided to do something to help kids who have the same experiences. He and his friends collected trading cards for a "Kards for Kids" program. He made goodie bags for children hospitalized with juvenile diabetes.

For the last several years he has volunteered his time and raised \$30,000 to find a cure for this illness.

Daniel, 12, is the son of Michael and Felice Weiss of Fort Myers.

He is a sixth-grader at Canterbury School.

Other students who were honored included:

Amber Byrd, 12

PARENT: Rhonda Byrd of Fort Myers

SCHOOL: Seventh-grader at Lee Middle

REASON: Amber goes fishing with her grandparents to a secluded spot in the Everglades. More people know about the place now and have been littering. On a recent Teacher Duty Day she returned to the area with garbage bags. She picked up litter, filling five bags in half a day. She left a note on a trash can wired to a fence that read "Please help us keep it clean."

Anthony Gully, 9

PARENTS: Tony and Tonya Gully of Bokeelia

SCHOOL: Third-grader at Pine Island Elementary

REASON: Anthony was at his grandparents home in North Fort Myers when he saw the woods behind the home on fire. He called 911 and reported it. His quick actions helped protect homes in the surrounding area.

Tiffany Hight, 12



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PARENT: Traci Baldwin of Fort Myers

SCHOOL: Sixth-grader at Cypress Lake Middle

REASON: On Jan. 30 Tiffany's school teacher was giving reading instructions to the class and began to feel light-headed and dizzy. While the teacher walked to her desk, she fell and hit her head. Tiffany immediately went for help and medical attention was given because of Tiffany's quick actions.

Maxy Lorenzo, 5

PARENTS: Francisco and Maria Lorenzo of Fort Myers

SCHOOL: Kindergarten student at Orange River Elementary

REASON: Maxy has volunteered all year to help Spanish-speaking students who need a translator at the school. Other kindergarten teachers often ask for her help with translating.

Michael Marolla, 10

PARENTS: Mark and Amy Adams of Fort Myers

SCHOOL: Fifth-grader at San Carlos Park Elementary

REASON: Michael saw a fifth-grader bring a knife to school in his backpack and show it to a girl. The boy returned the knife to his backpack. Michael reported it and the knife was turned in.

Josh Nadeau, 16

PARENT: Sharon Purple of Fort Myers

SCHOOL: Junior at Lehigh Senior High

REASON: Josh witnessed an accident when a teen-ager's car was sideswiped. She had injuries from shattered glass. He applied pressure to her head to stop the bleeding until help arrived. Josh helped keep her calm and stable. He learned first aid in his JROTC Program at school.

Amber Phillips, 16

PARENTS: Marcy and Lee Phillips of Fort Myers

SCHOOL: Sophomore at Riverdale High

REASON: Amber witnessed a car accident. The truck driver escaped before it burst into flames. The other vehicle had two children trapped inside. They were screaming and knocking on the window. The door's lock system was jammed. She rescued them and stayed with them until help arrived.

Nicole Richards, 16

PARENTS: Ron and Leslie Richards of Fort Myers

SCHOOL: Sophomore at Cypress Lake Center for the Arts

REASON: Nicole raised money to buy 10 signed Rosie O'Donnell dolls with the help of the American Cancer Society and a close friend who lost a family member to cancer. All but one of the dolls were given to the American Cancer Society. Four dolls were used to raise donations of \$800 for cancer research. The doll she kept she donated to her school to raise money for the Visual Arts Department.

All students received a trophy, T-shirt, a Sports Authority gift certificate, 7-Eleven Slurpee coupons, Kartworld of Fort Myers passes, bumper sticker, pencil and Imaginarium passes. The student of the month also received a \$50 savings bond donated by Edison National Bank.

HOW TO NOMINATE

Each law enforcement agency selects "Do the Right Thing" award recipients from the schools in their cities. The Lee County Sheriff's Office honors students who attend school in the county's unincorporated areas, Fort Myers Beach Elementary and Bonita Springs.



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Make nominations by contacting:

Cape Coral: Cindy Naumann, 574-3035.

Fort Myers: Kimberly Lindsey, 338-2173

Lee County Sheriff's Office: Tricia Route, 477-1175

Sanibel: Detective Kurt Shulte, 472-3111

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Copyright 2001 Time Inc.
Time MagazineMay 21, 2001

SECTION: PERSONAL TIME/YOUR MONEY; Pg. 102

LENGTH: 357 words

HEADLINE: In Brief

BYLINE: Carole Buia

BODY:

HIGH BOUNCER Before signing a bad check, take heed: nonsufficient-funds (NSF) fees continue to rise as banks pursue profits. In the past six months, the average bank fee for bouncing a check was up 2.4%, from \$23.87 to \$24.45. That's on top of NSF fees you may have to dish out to an angry retailer. Consider overdraft protection: though most banks charge a small fee for it, customers with several accounts may get it free.

HIGHEST NSF FEES IN THE COUNTRY

Mellon Bank, Philadelphia \$35
Commerce Bank, New Jersey \$32
First Union, Philadelphia \$31
First Virginia Bank, D.C. \$30

Source: Bankrate.com

"BIG GULP" BANKING A money order with your Slurpee? 7-Eleven is joining the convenience banking crowd. The c-store chain has partnered with Amex and Western Union to offer banking services through Web-enabled kiosks called V.coms. They not only function as ATMs but also allow you to cash a personal check, wire money and pay utility bills instantly. V.coms are being rolled out first in Texas and Florida, but expect to see them in all 5,300 nationwide stores by early next year.

GILDED RETURNS America's gold rush inspired many a Hollywood film, but it has given little inspiration to investors. Flourishing stocks and low inflation have tarnished precious-metal fund performances. Is this a comeback year? The average fund is up a shiny 14.6% YTD. But there's no consensus. The current volatile market seems ripe for a gold rush, but some analysts warn that the luster will fade when the market regains altitude later this year.

—By Carole Buia

FUND	YTD RETURN	5-YEAR RETURN
Monterey OCM Gold	22.3%	-14.7%
Oppenheimer Gold Minerals A	17.2%	-7.3%
Scudder Gold S	16.2%	-12.6%
Vanguard Gold Precious Metals	10%	-8.6%

Source: Morningstar
returns as of 5/10/01

GRAPHIC: COLOR PHOTO

LOAD-DATE: May 15, 2001

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Copyright 2001 Business Wire, Inc.
Business WireMay 16, 2001, Wednesday**DISTRIBUTION:** Business Editors**LENGTH:** 589 words**HEADLINE:** 7-Eleven, Inc. Reports Increase in U.S. Same-Store Merchandise Sales for 46th Consecutive Month**DATELINE:** DALLAS, May 16, 2001**BODY:**

7-Eleven, Inc. (NYSE:SE) today reported U.S. same-store merchandise sales for April 2001 increased by 3.8 percent, on top of an 8.1 percent increase for April 2000.

Total merchandise sales in April 2001 were \$574.2 million, an increase of 4.5 percent over the April 2000 total of \$549.4 million. Increases in prepaid telephone cards, non-carbonated beverages, cigarettes, beer and wine, snacks, and fresh foods primarily drove sales as well as the company's proprietary semi-frozen beverages, 7-Eleven Cafe Cooler(R) and Slurpee(R).

Some of the new product offerings in stores in April were two brands of popular new "film mints", Freshious and Myntz; 7-Eleven Philly Cheese Steak Bakery Stix(TM), 7-Eleven Frozen Lemonade Frut Cooler(R) made with Country Time Lemonade, Looney Tunes kid's drinks as well as continued success of the new Mountain Dew flavor of Slurpee(R) semi-frozen carbonated beverage introduced in March.

Year-to-date merchandise sales are \$2,132.9 million for 2001 compared to \$2,058.7 million for 2000, a 4.5 percent increase when excluding the extra day associated with leap year in 2000 and a 3.6 percent increase when including the extra day. U.S. same-store sales year-to-date for 2001 are up 3.6 percent after eliminating the extra day associated with leap year, and 2.7 percent including the extra day. These year-to-date U.S. same-store merchandise sales results are on top of a 7.9 percent increase in 2000 over the prior year-to-date period when excluding the additional day in 2000.

Gasoline sales for April 2001 were \$246.1 million, an increase of 10.4 percent over the prior year period of \$223.0 million. Gasoline sales year-to-date totaled \$915.3 million, an increase of 11.7 percent when excluding the additional day in 2000 and 10.8 percent when including the additional day. In April, the average gallons of gasoline sold per store increased 1.9 percent and year-to-date average gallons sold have increased 4.2 percent when excluding the additional day in 2000 and 3.3 percent when including the additional day.

About 7-Eleven, Inc.

7-Eleven, Inc. is the largest chain in the convenience retailing industry. More than 21,000 7-Elevens are located in the United States and Canada and 17 other countries and U.S. territories throughout the world. Sales at 7-Eleven stores around the world totaled \$29.0 billion in 2000. Approximately 5,700 of these 7-Elevens are operated or franchised in the United States and Canada by 7-Eleven, Inc. IYG Holding Company, a wholly owned subsidiary of Ito-Yokado Co., Ltd., and Seven-Eleven Japan Co., Ltd., has owned a majority interest in 7-Eleven, Inc. since 1991. Seven-Eleven Japan operates over 8,500 7-Eleven stores under an area license agreement. For more information about 7-Eleven, the company's web site address is <http://www.7-eleven.com>.

Additional Note

Some of the matters discussed in this earnings release contain forward-looking statements regarding the Company's future business prospects, which are subject to certain risks and uncertainties, including competitive pressures, adverse



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economic conditions and governmental regulations. These issues, and other factors, which may be identified from time to time in the Company's reports filed with the SEC, could cause actual results to differ materially from those indicated in the forward-looking statements.

CONTACT: 7-Eleven, Inc., Dallas

Investor Relations:

Carole Davidson, 214/828-7021

URL: <http://www.businesswire.com>

LOAD-DATE: May 17, 2001

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Copyright 2001 Newsday, Inc.
Newsday (New York)May 14, 2001 Monday ALL EDITIONS**SECTION:** BUSINESS & TECHNOLOGY, Pg. C14**LENGTH:** 1756 words**HEADLINE:** Available in Aisle 3...;

7-Eleven makes room for fresh flowers, makeup, wobbly heads and pantyhose

BYLINE: By Tami Luhby; STAFF WRITER**BODY:**

IT STARTED WITH MORNING TRIPS for water, and a Slurpee and pretzel for lunch.

Then, Sara Rosenthal started noticing other items in the 7-Eleven in Hicksville near her Post Office job. Soon, the Plainview woman was stopping by for fresh sandwiches for lunch, gloves for work, a toy dog with a wobbly head for her car, and even flowers for her boyfriend.

"7-Eleven has gotten a lot better," said Rosenthal on a recent trip to pick up a Slim Fast bar. "I was surprised it had fresh flowers."

It wasn't always this way. Over the past few years, lots of new items have appeared on 7-Eleven's shelves as the Dallas-based convenience store giant works to overhaul its offerings. The push aims to take 7-Eleven beyond its traditional customer—the 18- to 35-year-old male looking for beer and cigarettes—to working women, families and teens.

7-Eleven had to change. Sales of the industry's core items—beer, cigarettes and gas—have either stagnated or slipped in recent years, forcing all convenience stores to seek newer, more profitable markets. And, though it's a pioneer that grew into the world's largest convenience outlet, 7-Eleven now faces increasing competition from supermarkets, drug stores, other convenience store chains and mini-marts at gas stations. Many of these retailers have also changed their merchandise mix to entice new customers. "A lot of retail channels are trying to embrace convenience...drug stores are putting in food, supermarkets are offering gas," said Jeff Lenard, spokesman for the National Association of Convenience Stores in Alexandria, Va. "So convenience stores are reinventing themselves beyond location and hours of operation."

The shift, however, will take time. Despite stocking stores with fresh sandwiches, baked goods, novelty items and telephone cards, cigarettes still made up about one-quarter of 7-Eleven's sales last year, up slightly from 1998 thanks to price hikes due in part to higher taxes. Meanwhile, food and baked items slipped slightly as percentage of sales. 7-Eleven says the higher cost of cigarettes masks the growth of the new products.

Not all of 7-Eleven's initiatives have caught on, with some consumers shying away from some new items, such as the sandwiches and teen makeup. Many people still feel the chain's prices are higher, though executives say they now are competitive. And, the company won't advertise its makeover—a crucial element in a rebranding campaign—until it can deliver fresh food daily to most of its 5,700 North American stores, which it hopes will be in late 2002.

"They are still evolving and experimenting," said Jonathan Ziegler, analyst with Deutsche Bank in San Francisco. "It's a great idea because it is silly to go after only one part of the market. But I think 7-Eleven has a long way to go."

Jim Keyes, a primary architect of the strategy shift who was promoted to chief executive a year ago, acknowledges it is a long-term process. However, he credits the introduction of these new products with helping drive up annual sales 13.2 percent in 2000 to \$9.5 billion and earnings per share up 10 percent to 87 cents, though the slowing economy dampened same-store sales growth in the first quarter of 2001.



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The first steps were taken in the early 1990s when stores began adding new lighting, installing security cameras and lowering shelves to make the locations safer and more welcoming. Fresh sandwiches and salads appeared several years later.

The big thrust began in 1999, when the company rolled out a new computer system that told store owners what was selling briskly and what was collecting dust on the shelves.

Out went seven varieties of sardines, pumpkin pie filling year-round, a multitude of office supplies and tapioca pudding that can stay on the shelf for weeks. Now, basic grocery items take up only a small section of many stores.

In came more fresh bakery items and sandwiches, nutritional drinks, energy bars, telephone cards, toys and mini-televisions, as well as private-label lines of teen makeup and jewelry, and 7-Eleven's own brand of pantyhose in a lipstick-sized case. These items are luring lots of new customers to the chain, Keyes said.

"While the industry still thinks of a convenience store as a place to buy beef jerky and beer, we see 7-Eleven in a much broader fashion," he said. "The time-strained convenience store customer represents a much broader cross-section of our community, including professional females, teens on the go and families with more than one wage earner."

All over Long Island and Queens, where a top draw to the 225 stores here is coffee, franchise owners have overhauled their shops to meet the new directive—though they have the discretion to tailor some of their merchandise selection to their customer base. Many have reduced the brands of cigarettes, beer and groceries they carry, while devoting more room and prime placement to energy bars and drinks, water, fresh baked goods and sandwiches from local food service companies. Explosive local sales of AT&T's prepaid cellular telephone, introduced in November, helped knock cigarettes from its top revenue spot, replaced by services such as phones, ATMs and phone cards.

"You wouldn't keep the business growing if you kept carrying the same items," said Patty Orzano, who with her husband Richard owns a 7-Eleven in Massapequa. "We had to turn around and go after Generation X and Y with nutritional items, Cafe Coolers [a chilled coffee drink] and novelty items."

In Joe Vitrano's Hicksville store, the change is obvious. A large rack of energy and protein bars lies near the cash registers. Bottled water takes up a full cooler door, rather than just two shelves, and a display of teen trinkets such as key chains, temporary tattoos and bracelets stands by the front door not far from the fresh flowers. In his windows, he advertises telephone cards, Gatorade and travel mugs instead of just beer and cigarettes.

Vitrano, who owns four 7-Elevens in Nassau and Suffolk, made the adjustments over the past three years based in part on the company's computer system, which told him which items sold well.

Though these changes helped push down his revenue from cigarettes and beer by 10 percent a year for the past few years, his business is still growing, replaced by sharp increases in sales of telephone cards, nutritional items and other products.

"[The new thrust] lets existing customers know we have more in the store, and it helps bring in new customers," he said.

Many franchise owners see ready-to-eat items as the way to go. Walking around his year-old Centereach location, owner Wayne Johnson points to the aisles and displays of candy, chips, bakery items, sandwiches, fruit and energy bars. Johnson designed this store to have half the space for groceries as his Lake Grove location, which he's operated for 22 years.

"We've gone from a Mom-and-Pop grocery store to a snack shop," he said.

But it's not just junk food. 7-Eleven has gotten health conscious, along with the rest of the nation. That's helped keep customers such as Lorraine Beetar of Farmingdale. A few years ago, as a teenager, she came to the chain for candy bars and Slurpees. Now, she finds herself coming back for apples and hard-boiled eggs.

"I like that they have more healthy things here," Beetar said.

Novelty items, which often carry higher prices and profit margins, are also growing in popularity with store owners and customers. Now that Orzano has more women coming into her Massapequa shop for the coffee, salads and nutritional drinks, she has begun experimenting.



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For instance, at Christmas, she brought in 18 mini-TVs and quickly sold out. She also carries gourmet Italian cookies favored by older customers who live in a nearby complex. And, within the past few months, her sales of a low-alcohol wine product have picked up nicely.

"We're carrying things we didn't bother with years ago because we didn't have the women [customers]," said Orzano, who began working in the store while in high school 25 years ago.

Though competition from the likes of Duane Reade, Stop & Shop, Mobil Marts and delis is increasing, 7-Eleven franchise owners say they still have an edge...allowing customers to pour their own coffee. Many patrons interviewed said that's what brings them into 7-Eleven, and while they are there, they look at other items.

In his Jackson Heights and Forest Hills stores, owner Cory Hu has a dozen pots of coffee ready 24 hours a day. In addition to regular and decaf coffee, he offers six flavored varieties, as well as eight flavored creamers and milk.

"People can make it on their own, the way they want it," Hu said.

In the past two years, he's worked to entice his loyal coffee drinkers with other products. Thanks to prominent displays and some sampling, he now sells about 60 breakfast sandwiches daily, as well as fruit, energy bars, telephone cards and AT&T's prepaid cellular phones.

Not everything, however, works. Several of 7-Eleven's new initiatives, including toys and the private-label teen makeup, didn't sell well here so they won't find permanent space on the shelf, said local franchise owners. Orzano, for instance, tried carrying the chain's own line of pantyhose, but returned to stocking L'eggs after patrons fled to the Duane Reade across the street to pick up the well-known brand.

The chain is also struggling to win customers over to its sandwiches, according to some local franchisees. Though 7-Eleven stresses they are delivered fresh daily and tops the display with a large "Fresh to Go" sign, many shoppers shun the prepackaged sandwiches. The company needs to work harder—through sampling, for instance—to tempt people to try them, Johnson said.

"I'll go to the deli before I get a sandwich in there," said Tammy Rugolo of Port Jefferson, who drops by 7-Eleven almost daily for coffee and an occasional yogurt or apple. "I don't think 7-Eleven's sandwiches are that great."

7-Eleven will have to battle to change customers' view, retail experts said. Most people don't think of convenience stores as clean and healthy, or as offering a comfortable, safe environment, said Wendy Liebmann, president of WSL Strategic Retail in Manhattan. Shifting the image can take years of marketing and brand building.

"7-Eleven has to build credibility for these products," Liebmann said. "You don't do it just by putting it on a shelf."

GRAPHIC: 1) Newsday Photo / Dick Yarwood - Lorraine Beetar of Farmingdale says she stops by 7-Eleven to pick up apples and boiled eggs. "I like that they have more healthy things here." 2) Newsday Photo / Alejandra Villa - Cory Hu, left, owner of stores in Forest Hills and Jackson Heights, keeps plenty of coffee brewing. 3) Newsday Photo / Dick Yarwood - Over the past few years, lots of new items have appeared on 7-Eleven's shelves, including in Hicksville, above and 4) at right. The Dallas-based convenience store giant wants to take 7-Eleven beyond its traditional customer - the 18-to 35-year-old male looking for beer and cigarettes - to working women, families and teens. 5) Newsday Photo / Karen Wiles Stabile - L'eggs pantyhose have made a return at the 7-Eleven in Massapequa, owned by Patty and Richard Orzano.

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May 9, 2001

SECTION: No. 89, Vol. 166; Pg. 1 ; ISSN: 0002-7561

IAC-ACC-NO: 74360926

LENGTH: 984 words

HEADLINE: 7-Eleven Has the Kiosks, Wants Partners.

BYLINE: Breitkopf, David

BODY:

At a recent convocation of the "University of 7-Eleven" — a one-day training course for managers of the convenience stores — the head of the chain told a group of Washington-area store operators about some products to be introduced in coming seasons: watermelon-flavored Slurpees, apple-cinnamon Snack Stix — and full-service banking.

"Traditionally, your convenience needs were things like cigarettes and beer and soft drinks," said James W. Keyes, president and chief executive officer of Dallas-based 7-Eleven Inc. "We believe that banking and financial services will be tomorrow's convenience needs."

Since Mr. Keyes took the helm of the 21,000-store operation a year ago, he has steered a determined course toward financial services, aiming to play up what has traditionally been an ancillary service offering for 7-Eleven.

Under his leadership, the company is testing and has begun rolling out souped-up banking kiosks called V.coms, or virtual commerce terminals, a strategy first described in American Banker in December, 2000.

The terminals, which currently handle the basic functions of automated teller machines, are Internet-enabled, and could also one day let customers get small personal loans, apply for credit cards, and buy goods on the Web and have them delivered to 7-Eleven, among other things.

Mr. Keyes, who has worked for the world's largest convenience store chain for 15 years, says the evolution of the terminals will be gradual, and new features will be added slowly, perhaps over the next five years. "We don't want to scare people to death with these machines," he said at last month's University of 7-Eleven gathering in the Washington Convention Center.

Eventually, each store will get a V.com, but for now the terminals are being shipped only to Texas and Florida, where they handle some of the transactions usually done by store clerks: selling prepaid telephone cards, cashing checks, and taking money orders (the latter done in partnership with Western Union, the First Data Corp. subsidiary). The size of the machines, which must fit in the convenience stores, and the transaction times are still being adjusted.

But 7-Eleven is intensely interested in forming partnerships with more financial services firms, with the goal of turning its V.coms into machines that can tackle most branch-banking tasks. The store chain already has a deal with American Express, which supplies ATM services to the V.coms and issues 7-Eleven-branded prepaid cards, which are accepted wherever Amex cards are taken.

Mr. Keyes said these gift cards, as well as the V.com "membership cards" issued by 7-Eleven which allow customers to accumulate points toward discounts on store merchandise, could one day morph into all-purpose "electronic cash cards" with calling card features, the ability to download and upload paychecks, and other functions.

While he is not proposing that 7-Eleven itself get into the banking business directly, he does envision that his

company will pull together a coalition of companies that use his bricks-and-mortar stores as a distribution channel.

He says his goal is "to try to get all these players — Western Union, American Express, a bank, a credit card company, a telecommunications company, a check cashing company — all in the room, sharing a common vision," and paying for the exposure that V.com provides.

The machines, which are made by NCR Corp., cost about \$30,000, about twice as much as many ATMs, he said.

"The ultimate structure will be just like the ATM," Mr. Keyes said. "The only difference is that instead of one company putting up the capital for it and having a two-party transaction, this is about an eight-or 10-party transaction, and we're the ringleader of the thing, because we've got the location and the idea."

The hard part is getting the companies together and proving to them that the project "is beneficial to them, and worth their time and investment," he said.

According to Mr. Keyes, when all the companies are on board, the V.coms will offer depository capabilities, Internet bill payment, "payday" loans of \$100 to \$200, credit cards, online mutual fund trading, and transactional access to a limited number of Web sites. "Mortgages," he confessed, "might be a stretch."

7-Eleven plans to convert its paper-check payroll system to an electronic system through the V.com and its "e-cash" card product, Mr. Keyes said. The company would save a substantial amount of the \$5 million to \$6 million it spends annually to send out checks or check stubs, he said.

Other companies with employees who travel a lot, such as Avon salespeople, might opt for an electronic payroll through the V.com because of the savings and convenience, he said.

The terminals will likely also produce advertising revenue. With an estimated seven million customers coming in the door every day, the V.com would be a good place to use banner ads for people who have yet to get online, Mr. Keyes said.

But once a customer establishes an identity with the terminal, "now you start tailoring things to them," he said. "So the advertising is customer-specific, demographic-specific, and purchase-specific."

The V.com was originally conceived as a check-cashing kiosk for unbanked customers. But during tests over the past two years in Texas, executives discovered that many of the people who used the machines have bank accounts.

Mr. Keyes predicts the terminals will ultimately appeal both to people who like using the Internet and people who shy away from traditional banks.

"We call this banking with a Big Gulp," he said. "We see the evolution of consumer banking going in a couple of directions, and we think we can be a comfortable place for electronic financial transactions."

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IAC-CREATE-DATE: May 9, 2001

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Copyright 2001 The San Diego Union-Tribune
The San Diego Union-TribuneMay 6, 2001, Sunday**SECTION: REAL ESTATE;Pg. I-27****LENGTH: 703 words****HEADLINE: Kiddie-meal premiums become real prizes for savvy collectors****BYLINE: Linda Rosenkrantz; Linda Rosenkrantz edited Auction magazine and authored nine books, including "My Life as a List." | (C) Copley News Service****BODY:**

It isn't just kiddies who like kiddie meal collectibles anymore. A growing number of adults are claiming and retaining the goodies given out by McDonald's, Burger King, Dairy Queen and the rest, in the hope that if they hold on to them long enough, keeping them in pristine condition, their values will rise about the average \$3 to \$5 they stand at now.

Of course the term "Happy Meal" is synonymous with McDonald's, the leader of the pack. It was in 1954 that Ray Kroc got involved with the McDonald brothers' operation, overseeing the company's expansion and becoming its exclusive national franchising agent.

By 1960, just before Kroc bought out the founding brothers, there were 228 restaurants reporting \$37.6 million in sales, in 1963 (the year Ronald McDonald was introduced) McDonald's was selling around a million burgers a day, and in 1965 the company went public.

And over the years, the company has given away everything from dolls, puppet rubber figures and masks, to glasses, games, books, school supplies, bathtub toys, trucks and cars, toiletries, lunch boxes, camping items, garden tools, hooking up with such other firms as Disney, Fisher-Price, Lego, Mattel and Henson.

Close competitor Burger King, founded in 1954, began its franchising program in 1961, broadening its menu and eventually launching a successful Kids Club program (by 1998 there were more than 5 million kids registered) and publishing several children's magazines.

Burger King also had a relationship with Disney, as well as with Universal Studios, Fox ("The Simpsons") and others, and has offered merchandise similar to McDonalds, as well as their own Kids Club action figures and even Kids Club Choice Awards, Mealbots (paper masks with 3-D lenses) and cassette tapes.

At this point, it seems that a child would be bitterly disappointed if he toddled into a fast food emporium and didn't get something to take home.

Consequently, virtually every such enterprise has entered the giveaway game — including Wendy's, Arby's, Baskin-Robbins, Boston Market, Carl's Jr., Chuck E. Cheese, Dairy Queen, Denny's, Dunkin' Donuts, Godfather's Pizza, Domino's, Little Caesar's and Pizza Hut, Hardee's, IHOP, Jack in the Box, Roy Rogers, 7-Eleven and Taco Bell.

Not surprisingly, the more complex and well-made the giveaways are, the more desirable they are. And, of course, a tie-in to a major blockbuster movie or popular cartoon character doesn't hurt either.

In a new guide to this minor-league field of collecting, "Kiddie Meal Collectibles" by Robert J. Sodaro with Alex G. Malloy (Krause Publications), the authors point out that there is major-league competition — particularly between McDonald's and Burger King — for character licenses.

When Mickey D initially passed on nonclassic (i.e. Mickey Mouse, Goofy, et al) Disney characters, for example, Burger King snapped them up, making a killing with such properties as "The Lion King" and "Toy Story." To make up for this gross error, McDonald's aggressively pursued, and won, all of Disney back.



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OK, so which of these goodies breaks the single-digit price value? Certainly, it's best to have a complete series when issued, and these figures hold for items never having been played with. Here are some of the top sellers:

- Set of 29 7-Eleven Marvel Superhero Slurpee cups, 1977 — \$320
- Domino's Pizza's 1975 Dick Tracy — \$225
- Set of 16 7-Eleven Superhero Slurpee cups — \$185
- Complete set of McDonald's Ty's Teenie Beanie Babies, 1997 — \$135
- Set of 10 Arby's Bicentennial Series mugs, 1976 — \$120
- Set of 12 Arby's Zodiac mugs, 1976 — \$100
- Set of four Burger King Star Wars glasses, 1977 — \$75
- Set of six McDonald's Disney Animated Classics glasses, 1984 — \$75
- Set of six White Castle Fat Albert & The Cosby Kids PVC figurines, 1990 — \$65
- Set of four Burger King Mark Twain Country Series Glasses, 1985 — \$60
- Set of six Hardee's Surfin' Smurfs Funmeal PVC Figurines — \$35
- Wendy's 1989 Play-Doh Fingles (tub of dough and mold), complete box — \$35
- Set of six Denny's Flintstones Glacier Gliders, 1990 — \$35

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Los Angeles Times

May 2, 2001 Wednesday
Home Edition

SECTION: BUSINESS; Part 3; Financial Desk; Pg. 2

LENGTH: 135 words

HEADLINE: California;

;
7-Eleven to Sell Blood-Alcohol Test Strips

BYLINE: From Bloomberg News

BODY:

Customers soon will be able to pick up a sobriety test with their Slurpee. Convenience store chain 7-Eleven will be the first national retailer to sell the Guardian Angel Personal Alcohol Test at participating stores.

Customers can determine their blood-alcohol level by placing a test strip on their tongues for five seconds after not eating, drinking or smoking for 10 minutes. The strip will indicate blood-alcohol content by changing colors. The portable test strips come in a package the size of a credit card.

The test, made by closely held San Francisco company Guardian Angel Holdings Inc., has a suggested retail price of \$1.39, Guardian Angel said in a statement.

Shares of Dallas-based 7-Eleven rose 25 cents to close at \$10.15 on the New York Stock Exchange. They have fallen 53% in the last year.

LOAD-DATE: May 2, 2001

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Mergers and Acquisitions JournalMay 01, 2001**LENGTH:** 401 words**HEADLINE:** Dr Pepper/Seven-Up Buys Into Frozen Drinks**BYLINE:** Martin Sikora**BODY:**

Competition for sales of frozen drinks, dispensed through self-service fountains that are familiar sights at convenience stores across the nation, has intensified with the entrance of Dr Pepper/Seven-Up Inc. into the fast-growing market. The U.S. arm of British-based Cadbury Schweppes PLC jumped into the frozen beverage niche with the acquisition of privately owned Slush Puppie Co., which produces one of the three leading frozen beverage brands.

The Slush Puppie franchise cost Dr Pepper/Seven-Up only \$16.6 million but the Plano, Texas-based firm is expecting huge returns on the relatively modest price. "We see tremendous upside opportunity," says Dr Pepper/Seven-Up spokesman Mike Martin, whose company will be slugging it out with 7-Eleven Inc.'s Slurpee brand and J&J Snack Foods Corp.'s ICEE.

Doug Tough, president and CEO of Dr Pepper/Seven-Up, said that frozen dispensed beverages posted the second-fastest sales growth in convenience store lines during 2000. But aside from a consensus among competitors and authorities that the category is growing and has room for more expansion, Martin says that actual numbers on the size of the market and its growth rates have not yet been tracked and are basically unknown. Martin described the market as "underdeveloped."

A 31-year old firm based in Cincinnati, Slush Puppie was sold to Dr Pepper/Seven-Up by its founder, Will Radcliff, in a classic example of a company that had gone as far as it could under entrepreneurial ownership. "What Slush Puppie gets is marketing muscle, more dollars, and wider distribution systems," says James Miller, who brokered the deal for Cleveland-based investment bank Brown, Gibbons, Lang & Co.

Martin says that Slush Puppie will allow Dr Pepper/Seven-Up to widen sales to convenience stores and mini-marts, which have not been strong outlets for the company. In addition to Slush Puppie, he says, there are prospects for selling other products through these venues, such as a frozen version of Dr Pepper soft drinks.

Besides convenience stores, Slush Puppie sells frozen beverages to bars and restaurants for use in mixed drinks and has established its fountains in schools.

Dr Pepper/Seven-Up beverages include its namesake brands as well as A&W root beer, Sunkist orange drinks, Canada Dry ginger ale, Schweppes mixers, Hawaiian Punch fruit drinks, and Squirt and R-C Cola soft drinks.

LOAD-DATE: May 7, 2001

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Copyright 2001 TEXAS MONTHLY, INC.
TEXAS MONTHLYMay, 2001

SECTION: >FO> Pg. 166

LENGTH: 1600 words

HEADLINE: Slush Fun

BYLINE: PATRICIA SHARPE

HIGHLIGHT:

RESTAURATEUR MARIANO MARTINEZ INVENTED THE FROZEN-MARGARITA MACHINE THIRTY YEARS AGO THIS MONTH. ¡SALUD!

BODY:

THIRTY YEARS AGO THIS MONTH — ON MAY 11, 1971, TO be exact — Dallas restaurateur Mariano Martinez, Jr., opened the spigot of a converted soft-serve ice cream machine and filled a glass with a history-making pale green slush — the world's first mass-produced frozen margarita. Do not misunderstand: The beverage that emerged from the device was not the first frozen margarita ever; the drink had been around since the blender was introduced in the late thirties. No, this naughty cocktail was much more important. This was the party in a tank that fueled the disco era in Texas, jump-started the national Mexican food craze, and raised the status of tequila from a pariah to a prince among alcoholic beverages. Three decades later the stainless-steel appliance that launched a zillion hangovers sits just inside the front door of Mariano's Mexican Cuisine on Greenville Avenue in North Dallas. It may have all the glamour of an iced-tea dispenser, but this is the machine that created the national drink of Texas.

It is hard to imagine today, but in the late fifties, when Martinez was a teenager waiting tables at El Charro, his father's Mexican restaurant in Dallas, tequila was unknown to most people in the United States and considered weird by the rest. Flipping through a scrapbook recently in his home office in the city's affluent Lakewood neighborhood, Martinez remembers those long-ago days: "Customers — they were all Anglos — would show up with a bottle of tequila someone had brought them from Mexico and ask my dad, 'What do we do with this?'" The elder Martinez would whip up a batch of frozen margaritas using a recipe he had gotten from a bartender at a private club in San Antonio in the late thirties. Made with fresh-squeezed lime juice, Cointreau, and a secret ingredient, the drinks were quite a hit. "The next thing you knew," Martinez remembers, "the bottle would be empty and the people would be having a great time."

In 1971, after a ten-year stretch during which he dropped out of high school, played in a rock and roll band, raised considerable hell, and ultimately graduated from Dallas' El Centro College, the 26-year-old Martinez decided to open his own Mexican restaurant. "I went to my father," he says, "and asked him if he would give me his special margarita recipe." His dad agreed. "Papa was a hardheaded person, a private person," Martinez says, "and it touched me that he was willing to share it. It brought tears to my eyes." The restaurant opened in April and, thanks to word of mouth and some well-placed free plugs from the gregarious young owner's friends in the broadcast media, it was immediately packed. On the second night, a customer stopped Martinez and asked, "Do you know how to make frozen margaritas?" "Oh, yes, sir, the best," he answered. "Well," the customer growled, "you'd better talk to your bartender, because these are terrible."

Martinez says he went weak in the knees, envisioning imminent failure and the added humiliation of screwing up his father's recipe. It was easy to see what was wrong, though. The bartender was so swamped with orders that he was just throwing ingredients into the blender without measuring them. And he wasn't happy about having to make such a complicated cocktail. When Martinez tried to talk to the man, he blew up and threatened to walk out: "I'm going back to Steak and Ale," he said, "where the customers only want bourbon and Coke or scotch and water."



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The next morning on his way to work, a chastened Martinez stopped at a 7-Eleven to buy chewing gum. While he was waiting in line, he noticed some kids ordering Slurpees. Suddenly, out of nowhere, a notion hit him. "It was like I was channeling the idea," he says. "I thought, 'We could premix the margaritas in a Slurpee machine and all the bartender would have to do is pull the lever.'" As soon as he could get to a phone, he called the Southland Corporation, the Dallas-based owner of 7-Eleven, and asked if he could buy a machine. The company representative was suspicious. "No deal," he said. Martinez kept calling around until someone finally told him about a local man named Frank Adams who had been pestering restaurants with a crazy idea for making frozen daiquiris in a machine.

The two met and decided to pool their knowledge. Adams got hold of a soft-serve ice cream machine and started tinkering. Martinez worked on the margarita recipe. It took some experimentation to adjust for large quantities and the fact that the machine did not use ice but water (which it then froze together with all the other ingredients). A couple of weeks later they lugged the contraption into the bar at Mariano's. Because he had nowhere to hide it, Martinez put the clunky machine out in full view. As it turned out, his customers loved the margaritas that poured out in a slithery frozen stream.

In retrospect Martinez's timing couldn't have been better. In a matter of months the Texas Legislature made it legal for restaurants to sell liquor by the drink in their dining rooms instead of in separate "private clubs," and restaurants all over the state started serving cocktails. The combination of booze and a booming economy started the good times rolling, and they didn't slow down for almost ten years. The upper part of Greenville Avenue, centering on the Old Town shopping center, became *the* singles destination in Dallas, and Mariano's bar was happy-hour central. Pictures on the wall show Willie Nelson, Frank Sinatra, Jr., assorted Dallas Cowboys, and the stars of the television series *Dallas* (scenes for the show were filmed there on five occasions). Southern Methodist University's party-hearty contingent practically moved into the cantina. When Bob Hope performed at SMU in the late seventies, he knew how to win over the audience. "I went over to Mariano's for a margarita," he told the crowd. Everybody cheered and whistled. "I won't say how big it was," he continued, "but the glass had a diving board." The students shrieked with laughter. "And," Hope concluded, "they had to put the salt on with a paint roller."

Mariano's was margaritaville, and its publicity-savvy owner, who sported a mustache and goatee and was given to appearing at public functions like charity events wearing a Mexican *bandido* outfit, became quite the local celebrity. The economic and public-relations value of his creation did not go unnoticed either. Other restaurants and clubs quickly copied his idea, and by the end of the seventies, the drink machine was required equipment in any big bar. In 1984 Martinez received a commendation from the Association of Tequila Producers (a now-defunct trade group) for putting tequila on the map in the United States. In 1996, on the twenty-fifth anniversary of the invention of the machine, both the City of Dallas and the Texas House of Representatives passed resolutions of appreciation. Martinez estimates that in the first year, when the concoction was still a novelty, nine out of ten drinks he sold were margaritas.

Martinez never tried to patent his innovation. "I was too busy running the restaurant," he says, "and at the time, it didn't seem like that big a deal." His associate Frank Adams developed a nice little business leasing frozen-drink machines for a while, but once the initial collaboration was over, the two went their separate ways. (The last Martinez heard, Adams was living in Florida.) Late in 1971, after combating continual problems with the margaritas' consistency and discovering that some of his bartenders were selling the recipe behind his back, Martinez had a commercial drink-mix company come up with a formula. That way the recipe would remain secret and there would be no variation from batch to batch. The formula makes concessions to mass production, using high-quality lemon and lime concentrates and corn syrup, common in the soft-drink business because it is cheaper than cane sugar. In the restaurant the bottled liquid is mixed with Cuervo Gold Especial tequila, Cointreau, and his dad's secret ingredient, of course. (The top-shelf or "Texas margarita" also has Grand Marnier.) I tried one of these babies the other day, and I have to say that while it may not be a handcrafted margarita with freshly squeezed Mexican-lime juice, it had a clean, pleasant taste and it went down real smooth.

This month Martinez will celebrate the thirtieth anniversary of his creation with a margaritafest at his six Dallas-area restaurants — three Mariano's and three La Hacienda Ranches. If you order a frozen margarita between May 5 and 11, your first drink will be the same size and price it was in 1971 — six ounces for \$1.25. It will not, however, emerge from a dinky, 1971-era dispenser. At the huge La Hacienda Ranch in Colleyville, for instance, three flavors (original, strawberry, and Texas) will be dispensed from four ever-churning tanks. The tanks will never run out because they will be continuously refilled by hoses leading from twenty-gallon containers of margarita mix discreetly hidden in a walk-in cooler.



No doubt plenty of people will show up for the event, and no doubt plenty of them will remember the old days, when the customers at Mariano's on Greenville Avenue wore miniskirts and leisure suits, the cocktail waitresses wore hot pants, and — when the mood and the margs were just right — the musicians in the cantina would coax the revelers to their feet and everybody would snake-dance out the front door, disappearing into the margaritaville night.

GRAPHIC: Picture, BIG CHILL: Serving up one of his lovely 'ritas in 1991.

LOAD-DATE: April 24, 2001

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The Vancouver Sun (British Columbia)

May 1, 2001 Tuesday FINAL EDITION

SECTION: ENTERTAINMENT, Pg. C7

LENGTH: 623 words

HEADLINE: Sopranos going off-key?: Some critics say it's time to whack HBO's hugely popular gangster drama, heading into its third season

BYLINE: Alex Strachan

SOURCE: Vancouver Sun

BODY:

"I don't see you for all this time, and this is the way you come back to me?" Tony Soprano says in the second-season recap of *The Sopranos* that opens the show's third season in Canada tonight on Movie Central.

The complaint from Tony (James Gandolfini) just about sums up critical reaction to the show in the U.S.

Not everybody is singing *The Sopranos'* praises in the show's third year, now past the midway point on HBO in the U.S. Naysayers such as USA Today's Robert Bianco claim a third year of *Sopranos* was expecting too much of a good thing. Others say even one season of *Sopranos* was a bad idea to begin with.

The new season's heightened violence — the rape of Tony's Prozac-dealing psychoanalyst Dr. Melfi (Lorraine Bracco) and the beating death of a pregnant stripper, to name two recent transgressions — has renewed complaints about *The Sopranos'* depiction of Italian-Americans.

The Sopranos was never meant to preach to the choir, however. Within moments of the third season's opening notes, just when you think you might get out of the *Sopranos* habit, it pulls you back in. *The Sopranos* is so smart — sharp, acerbic and appalling at the same time — it's frightening.

At its core, *The Sopranos* is about family values. And family values. Tony, reduced to a catatonic stupor through a steady diet of Prozac and therapy sessions with his Freudian dream-analysis headshrinker, was born to be a player in the "waste-management" business.

His family remains a mystery to him, however. His overachiever teenage daughter, Meadow (Jamie-Lynn Sigler), is now in college in New York City and dating a nice Jewish African-American boy (a non-shellfish eating friend, to use one of the more polite terms in *Sopranos*-speak) while Tony himself is back in therapy, recovering from the death of his dear old mom, scheming matriarch Livia (the late Nancy Marchand), a gargoyle in a hospital gown who ordered a hit on her son from her hospital bed.

The third-season opener tonight finds Tony and his family under round-the-clock surveillance from the FBI, thanks to some stolen airline tickets he gave his mother as a gift.

Even in these surveillance scenes, familiar from dozens of gangster movies and TV shows, *The Sopranos* sings a different tune. The FBI has nicknamed Tony's family the Bings, after Tony's strip club Bada Bing: portly teen Anthony Jr. (Robert Iler) is Baby Bing, Meadow is Princess Bing and Tony himself is Der Bingle, as in, "Der Bingle has left the building."

The surveillance is not going well. "The guy says less than Harpo Marx," an exasperated FBI wiretapper says at one point. The feds find themselves listening in on idle teen conversation outside a 7-Eleven, as Anthony Jr. has a



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Sopranos going off-key?: Some critics say it's time to whack HBO'

Slurpee with his slacker friends. When the real action heats up elsewhere involving Ralphie (Joe Pantoliano sporting a really scary wig), the short-fused cousin to the late, unlamented Richie Aprile, the feds are nowhere to be found.

The Sopranos doesn't quite sustain the aria it did in its first season, judging from the new episodes I have seen, but it is still fresh and clever. Family life is viewed through a prism of pop-cultural references, and accompanied by a clever soundtrack that references everything from Steely Dan's Dirty Work and Elvis Costello's High Fidelity, from Costello's 1980 album Get Happy!! to Sting's Every Breath You Take (from Sting's days with the Police).

In the end, the third-season opener of The Sopranos makes the argument that life is not complete without a plumber you can rely on in an emergency, at all hours of the day. A real plumber. Now that's irony.

The Sopranos third-season premiere airs at 8 tonight on Movie Central.

astrachan.@pacpress.southam.c

GRAPHIC: Photo: Lorraine Bracco and James Gandolfini in the hit show, The Sopranos, now in its third year.

TYPE: General

LOAD-DATE: May 1, 2001

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BRANDWEEK

April 30, 2001

LENGTH: 875 words

HEADLINE: out box

BODY:

downloads

A c-stores, hear people complain

Consumers interviewed for the Redefining Convenience study had the following to say about c-store shopping:

On the perks:

"I use it on auto-pilot. I've got it, I'm out."

"When I go to a convenience store I'm on a mission. It's an emergency: milk, condoms, cigarettes."

On the teenage experience:

"The help are mean to you. If you're a kid, they assume you're going to steal. And they try to cheat you."

On food:

"The freshness is pretty questionable."

"Packaged products are often past their expiration date."

On brand identity, or lack of it:

"They're all pretty much the same."

"It's not the store that's different. It's the manager."

"Everyone has a Slurpee."

On the help:

"They can't even leave the register to help you find something."

"They won't speak English even though they can."

General:

"Often the merchandise isn't priced. I think they make the prices up at the register."



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"The stores aren't very clean, the people aren't very pleasant and the prices are high. Makes you wonder if it's worth it."

"Did you ever see a shopping cart at a convenience store or even one of those baskets?"

The Kwik-E-Mart Quandary

It once stood out like an always-open oasis in the suburban desert. It was the place to fill up 24/7 on Slurpees, smokes and salty snacks. Today, the term convenience store is more likely to conjure up images of sloppy shops, surly help and such severe mark-ups on Nutter Butters and batteries they make Tokyo's prices look more like Tijuana's.

"Convenience stores have lost their convenience," said Candace Corlett, principal at WSL Strategic Retail, New York. "The consumer of the 21st century has a different

definition of convenience, and

c-stores are not living up to that

definition."

When WWII vets moved their families out to the suburbs in the 1950s, commuting and the longer work day it created gave the c-store a reason to exist, a role as the place to pick up the forgotten carton of milk or loaf of bread after other stores were closed. Hours began to stretch even more in the '60s and '70s to gibe with people's working schedules, and gas was added to speed up their commutes. As more women joined the workforce over the next decade, they extended their merch to suit the needs of two-worker families.

Fine-tuning in the '90s included the addition of such modern must-haves as flavored coffee, but by decade's end, c-stores were no longer thought of as the exclusive domain for replenishing the accoutrements of our fast-paced lifestyles. Supermarkets, mega-merchants, drug chains and club stores encroached on their competitive advantage.

"It's been usurped by every other class of trade," said Corlett, whose firm conducted a study titled *Redefining Convenience: Successfully Marketing to 21st Century Consumers* for the National Association of Convenience Stores. "The supermarkets and mass retailers have taken the convenience from c-stores, and do it better with fair pricing. It's annoying to run out of a product—but it's salt in the wound to pay double for it."

Gas, which more than 70% of c-stores sell, is now threatened. While the channel experienced double-digit increases in gas volume and profit margins in 2000, this is more of a reflection on rising prices—c-store gas purchasers dropped from 79% in 1998 to 69% in 1999. Again, it's the usual suspects. Supermarkets and superstores are selling the stuff cheaper and dangling such incentives as dollars-off fuel with store purchases.

To stay alive, c-stores need to leverage their strengths and reinvent the game; leapfrog everyone else by finding things that are inconvenient and making them convenient, Corlett said.

They can leverage their many locations and the perception that customers get in-and-out quickly. And while a patron's food options may currently be limited to canisters of beef jerky, brain-freeze-inducing beverages and glistening hot dogs spinning on the rotisserie, c-stores are well-positioned for catering to the need for ready-to-eat meals in the era of grab-and-go dining. But since consumers generally perceive their stores as filthy, they'd obviously have to clean up that image first, Corlett says.

Since c-stores operate with little labor, Corlett says technology could deliver more convenient self-services, such as vending machines for commuter tickets, copy services and computer terminals.

They could also reach out to more shoppers. The primary c-store customer is the blue-collar male, who drops in for his daily dose of caffeine, cigarettes, beer and salty snacks. Chains such as 7-Eleven are courting the teen crowd with

targeted products and limited-time exclusives (Brandweek April 2), but they could do more to leverage this group, which spends more per purchase than other segments (\$8.01 vs. \$7.84).

"They're the ones eating up the food and drinking the fountain drinks," Corlett said. "They're sent to the store when the family runs out of something. They've got teens in the store, but the strategy for most is to turn them away because they put off the older shoppers."

LOAD-DATE: May 02, 2001

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The Dallas Morning NewsApril 29, 2001, Sunday THIRD EDITION

SECTION: ARTS SUNDAY; Pg. 3C; CRITICS' NOTEBOOK

LENGTH: 666 words

HEADLINE: CRITICS' NOTEBOOK;

BYLINE: Dotty Griffith

BODY:

CRITICS' NOTEBOOK

A compendium of outtakes, reactions and follow-ups by our arts writers

BOOKS

At home on the 'book ranch'

ARCHER CITY - Whatever folks in Archer City thought of his gritty little book *The Last Picture Show*, about life in the dying North Texas town in the '50s, they know that Larry McMurtry is the reason most people visit today.

And visit they do. Book dealers, tourists, movie buffs. Although we were the sole occupants in the restored 1929 Spur Hotel near the town's only stop light on Easter eve, it does get booked up.

In fact, that's the name of the Pulitzer Prize-winning writer's antiquarian and used-book store in his hometown. *Booked Up* is so big that it spills over into four stores scattered around the 1891 courthouse square.

Of course, film lovers make the drive - it's 2 1/2 hours northwest of Dallas/Fort Worth International Airport - because they want to see where the haunting 1971 movie *The Last Picture Show* and its 1990 somewhat-comic sequel, *Texasville*, took place.

But the best reason these days to visit the place where Jesse James used to hide out at his sister Sara Parmer's house is what the author calls his "book ranch."

Nobody knows how many - a million is his goal - out-of-print, hard-to-find and some not-so-hard-to-find used books Mr. McMurtry has available for sale.

Just don't look for air conditioning, an index or any of the bookseller's own titles in the biggest warehouse. They're not there. But *Booked Up*'s famous glum owner or his warm, friendly sister Sue Deen might be.

There are only two places - The Spur Hotel and Lonesome Dove Inn (with each room named for a McMurtry book) - to stay overnight, and only two places - The Texasville Cafe and local Dairy Queen - to eat.

But where else is book buying on the honor system? (Only one store has a check-out desk.) And where else can you sit at the war memorial across from the shell of the old Royal Theater and watch absolutely nothing going on?

Where else does a hospitable waitress sit down at the table to take your order? And where else does the desk clerk hand you the key to the hotel's front door and ask you to lock up?

When did you last encounter that kind of neighborliness and trust? It reminds us of what we lost (like critic Pauline Kael) at the movies - and in everyday life.

Jane Sumner

DINING



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One chilly anniversary

Certain inventions deserve their place in history: the wheel, the computer chip, pantyhose and, of course, the frozen margarita.

It was 30 years ago that Dallas restaurateur Mariano Martinez applied the 7-Eleven Slurpee principle to his father's secret margarita recipe, thereby adapting mass-production methods to blender drinks. This innovation revolutionized the bar business and made possible a whole new category of frozen cocktails.

The site of this new dawn in modern imbibing was the first Mariano's in Dallas' Old Town Center, which opened in 1971. Customers loved the 'ritas but complained about how long it took bartenders to make a batch in a blender.

Pondering a solution, Mr. Martinez noticed kids dispensing one Slurpee after another from convenience store machines. He went on to perfect a similar approach to frozen margaritas.

The first year, he sold 36,000 gallons of the slushy cocktail. The drink attracted media attention all over the country, and Bob Hope raved about it on national television.

Let us all celebrate the frozen margarita next week in conjunction with Cinco de Mayo. (As if we needed an occasion). At all Mariano Martinez locations (three Mariano's Mexican Cuisine restaurants in Dallas and Arlington and at La Hacienda Ranch in Carrollton, Frisco and Colleyville), customers' first frozen marg will be served in the 1971 size, at the 1971 price - \$1.25.

True devotees can see the original frozen margarita machine at the Old Town birthplace. The celebration runs Saturday through May 11, the actual birthdate of the frozen margarita.

Dotty Griffith

GRAPHIC: PHOTO(S): (FILE/1999) 1. Larry McMurtry's bookstore in Archer City spills over into four shops. 2. The margarita is reason enough to celebrate.

LOAD-DATE: April 28, 2001



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Courier-Post (Cherry Hill, NJ)

April 25, 2001 Wednesday

SECTION: Pg. 3

LENGTH: 264 words

HEADLINE: Colder, windy weather is returning

BODY:

By EILEEN SULLIVAN

Courier-Post Staff

South Jersey's early taste of July is out the door as quickly as Slurpees at 7-Eleven.

The mercury hit a high of 87 degrees Tuesday afternoon at the National Weather Service office in Westampton. That was short of the region's record high for Tuesday's date, set in 1960 when the temperature climbed to 91 degrees in Philadelphia. The temperature at Philadelphia International Airport peaked at 85 degrees Tuesday.

But the warm weather — more typical of July than April — should be gone thanks to a cold front that moved into the region Tuesday night, NWS meteorologist Roy Miller said.

The higher temperatures also meant higher sales of icy Slurpees over the past few days at the 7-Eleven on Cuthbert Boulevard in Cherry Hill.

"In the wintertime people usually come for the coffee," cashier Girlie Laygo said Tuesday. "Now it's the soda and the Slurpee."

Cold winds are expected to produce a high only in the low 60s today and temperatures in the mid-40s for most of the state tonight, according to the NWS.

That's disappointing to some South Jerseyans, who have enjoyed the last few sunny days.

"It's nice — not too hot but just nice with some winds," said Petrina Kamaray, 24, of Pennsauken, who was walking Tuesday with a friend along the Cooper River.

The temperature at Newark International Airport reached 84 degrees by mid-afternoon Tuesday, breaking the previous record of 83 set in 1994. High temperatures ranged from 79 degrees in Wildwood to 88 at Wrightstown.

The Associated Press contributed to this report.

LOAD-DATE: September 30, 2003

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Business WireApril 24, 2001, Tuesday**DISTRIBUTION:** Business Editors**LENGTH:** 2265 words**HEADLINE:** 7-Eleven, Inc. Reports First Quarter 2001 Results**DATELINE:** DALLAS, April 24, 2001**BODY:**

7-Eleven, Inc. (NYSE:SE), the world's largest convenience retailer, today reported a first-quarter net loss of \$7.5 million, or \$(0.07) per share, due to a one-time charge associated with the adoption of a new accounting standard. The standard, Statement of Financial Accounting Standards No. 133, "Accounting for Derivative Instruments and Hedging Activities," resulted in a one-time charge as of January 1, 2001, of \$9.8 million, or \$(0.09) per share. Without the one-time charge, net earnings would have been \$2.3 million, or \$0.02 per share

First Quarter Highlights (See Note)

- U.S. same-store merchandise sales up 3.5 percent for the quarter with three consecutive monthly increases this year
- Total merchandise sales increased 4.4 percent to \$1.6 billion
- Total revenue including gasoline sales increased 6.7 percent to \$2.3 billion
- Announced strategic alliances for its V.com(TM) kiosk with Western Union and American Express
- Earnings per share of \$0.02 excluding the one-time charge

Merchandise and Gasoline Sales (See Note)

Total merchandise sales for the first quarter rose by 4.4 percent to \$1.6 billion in a difficult consumer and gasoline market. U.S. same-store merchandise sales increased by 3.5 percent over the first quarter of 2000 with consecutive increases in the months of January, February and March. Increases in pre-paid cards, tobacco, beer and wine, non-carbonated beverages, fresh foods and bakery items primarily drove sales. These destination categories as well as the continued positioning of value products have been part of our strategy to adapt to changing customer buying patterns and increasing the frequency of visits to our stores. Merchandise gross profit for the first quarter showed an increase of \$16.0 million, or 2.0 percent per store. The decline in gross profit margin from 34.11 percent to 33.69 percent can be attributed to changes in product mix, in particular increased sales of lower margin products and lower sales of higher margin items, as well as somewhat colder than normal temperatures in the first quarter.

"The pressures on consumer spending, especially caused by higher gasoline and cigarette prices, continue to affect 7-Eleven customers. Beginning last year, our stores were able to use the data available in our Retail Information System to reposition certain products and prices in response to changing consumer needs," said Jim Keyes, president and chief executive officer. "These actions contributed to three consecutive months of improving same-store merchandise sales," added Keyes.

The gasoline market continued to have an adverse effect on the company's results during the quarter. Although wholesale costs declined during the first part of the quarter, retail prices declined at a faster rate causing margins to suffer as competitors fought to regain market share. Gasoline sales rose 12.2 percent for the first quarter primarily due to the operation of more gasoline stores and to a lesser extent higher average retail prices. The average retail price per



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gallon was \$1.48 for the first quarter compared to \$1.44 in the prior-year quarter with total gasoline gallons rising to 450.8 million or 8.8 percent. Average gallons sold per store increased 5 percent for the first quarter. Gasoline gross profit was flat for the quarter with cents per gallon declining from 12.3 cents to 11.5 cents.

Note: All merchandise and gasoline comparisons have been adjusted for the additional day due to leap year in 2000. For unadjusted comparisons please see the financial highlights section.

Proprietary Products Continue to Differentiate

During the first quarter, 7-Eleven introduced a number of proprietary, new products like the Nascar X-treme Gulp 52-ounce refillable mug as well as line extensions of popular products. Examples of these products include Mountain Dew Slurpee(R), IBC Root Beer Float and Chiquita Strawberry Banana flavors of 7-Eleven FrutCooler(TM), a Philly cheese steak flavor of 7-Eleven Bakery Stix(TM) and an assortment of fresh bakery items. This marketing strategy ensures variety and freshness for the consumer and contributes to increased sales growth.

Operating Results

Operating, selling, general and administrative (OSG&A) expenses for the first quarter increased by \$15.2 million to \$428.9 million. Driving the increase were higher occupancy costs, which included utility costs of \$7.6 million, primarily attributable to increased rates in California, operation of additional stores, as well as, higher credit card processing costs. As an offset, the company recognized \$11.2 million in conversion gains related to the company's yen-denominated debt and foreign operations. As a result, when expressed as a percent of sales, OSG&A decreased 33 basis points to 19.25 percent in the first quarter of 2001 compared to 19.58 percent in the first quarter of 2000.

7-Eleven reports all sales and gross profits from franchised stores in its consolidated results and records the franchisees' portion of gross profit as an expense. Franchisee gross profit expense increased \$7.6 million or 5.2 percent for the first quarter of 2001 from the prior-year quarter.

About 7-Eleven, Inc.

7-Eleven, Inc. is the premier name and largest chain in the convenience retailing industry. The more than 21,000 7-Eleven(R)stores located in the United States and Canada and 17 other countries and territories throughout the world generated total sales over \$29 billion in 2000. Approximately 5,700 of these 7-Eleven(R)stores are operated or franchised in the United States and Canada by 7-Eleven, Inc. IYG Holding Company, a wholly owned subsidiary of Ito-Yokado Co., Ltd., and Seven-Eleven Japan Co., Ltd., has owned a majority interest in 7-Eleven, Inc. since 1991. Seven-Eleven Japan operates over 8,500 7-Eleven(R)stores under an area license agreement. Find out more about 7-Eleven, Inc. on the World Wide Web at www.7-eleven.com.

Internet Broadcast of Earnings Conference Call Replay

Interested persons are invited to listen to the live Webcast of the first quarter earnings conference call scheduled for Tuesday, April 24, 2001 at 9:00 A.M. Eastern Time or dial in to the conference call at 1-800-233-2795. The replay of the call will be available from the Investor Relations section of the 7-Eleven Website beginning at 12:00 P.M. Eastern Time on April 24 until 12:00 PM Eastern Time on May 2nd. Additionally, the replay can be accessed by dialing 1-402-351-0787, and will be available for the same length of time.

This release, and the accompanying discussion on the earnings conference call scheduled for April 24, 2001, includes certain statements that are considered "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Any statement that is not a statement of historical fact should be deemed to be a forward-looking statement. Because these forward-looking statements involve risks and uncertainties, actual results may differ materially from those expressed or implied by these forward-looking statements. There can be no assurance that (i) we have correctly measured or identified all of the factors affecting our business or the extent of their likely impact; (ii) the publicly available information with respect to those factors on which our business analysis is based is complete or accurate; (iii) our analysis is correct; or (iv) our strategy, which is based in part on this analysis, will be successful.

FINANCIAL HIGHLIGHTS



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Three Months Ended

(\$ millions - except per
share data)

	03/31/00	03/30/01	% or Unit Change
Earnings			
Earnings before tax	\$3.9	\$3.8	
Earnings before cumulative effect of accounting change(1)(2)	14.8	2.3	
Net earnings per diluted share			
Net earnings (loss) as reported (1)(2)	0.16	(0.07)	
Core earnings excluding accounting change and unusual items	0.03	0.02	
Weighted Average Shares Outstanding			
(basic in 000's)	85,758	104,788	
Weighted Average Shares Outstanding (diluted in 000's)	107,264	104,788	
EBITDA	\$87.2	\$85.4	(\$1.8)
Key Quarterly Data			
Total revenue	\$2,137.3	\$2,255.2	5.5 %
Merchandise Sales			
1,509.3	1,558.7	3.3 %	
U.S. Same-store sales Increase	9.0 %	2.3 %	
Merchandise Gross Profit	\$514.8	\$525.1	\$10.3
Merchandise GP Margin	34.11 %	33.69 %	(42)bp
Gasoline Sales			
603.3	669.2	10.9 %	
Gasoline Gallons	419.0	450.8	7.6 %
Gasoline CPG	12.3	11.5	(0.8)
Gasoline GP Margin	8.56 %	7.75 %	(81)bp
Excluding additional day in 2000			
Total revenue	2,113.8	2,255.2	6.7 %
Merchandise Sales:			
1,492.7	1,558.7	4.4 %	
U.S. Same-store sales Increase	7.8 %	3.5 %	
Merchandise Gross Profit	\$509.1	\$525.1	3.1 %
Gasoline Sales			
596.7	669.2	12.2 %	
Gasoline Gallons	414.4	450.8	8.8 %
Average Per Store Month Data (percent increase)			
Merchandise GP Growth per store	12.6 %	0.9 %	(11.7)
Gasoline Gallons Sold	(0.6)%	3.8 %	4.4
Gasoline GP Dollars	(8.3)%	(3.1)%	5.2
Total GP Dollars	10.7 %	0.7 %	(10.0)
Excluding additional day in 2000			
Merchandise GP Growth per store	11.3 %	2.0 %	(9.3)
Gasoline Gallons Sold	(1.7)%	5.0 %	6.7
Gasoline GP Dollars	(9.3)%	(2.0)%	7.3
Total GP Dollars	9.5 %	1.8 %	(7.7)

Total Stores (end of period)			
U.S. and Canada	5,686	5,747	1.1 %
Gasoline Stores	2,281	2,371	3.9 %
Worldwide	19,745	21,497	8.9 %
Balance Sheet Items (end of period)			
Debt	\$1,509.4	\$1,380.2	
Convertible Quarterly Income Debt			
Securities	380.0	380.0	
Stockholders' Equity (Deficit)	(8.6)	66.9	

(1) First quarter 2000 reported net earnings includes a federal income tax benefit of \$12.5 million or an affect of \$0.13 per diluted share, which includes a \$0.02 anti-dilution affect.

(2) First quarter 2001 reported net loss includes the one-time cumulative effect charge in connection with SFAS No.133 adoption of \$9.8 million or \$0.09 per share.

7-ELEVEN, INC. AND SUBSIDIARIES
CONDENSED CONSOLIDATED STATEMENTS OF EARNINGS
(Shares and dollars in thousands, except per-share data)

(UNAUDITED)

	Three Months Ended March 31	
	2000	2001
Revenues:		
Merchandise Sales	\$1,509,289	\$1,558,667
Gasoline Sales	603,282	669,154
Net sales	2,112,571	2,227,821
Other Income	24,773	27,344
Total Revenues	2,137,344	2,255,165
Costs and expenses:		
Merchandise cost of goods sold	994,498	1,033,569
Gasoline cost of goods sold	551,634	617,281
Total cost of goods sold	1,546,132	1,650,850
Franchisee gross profit expense	146,752	154,402
Operating, selling, g&a expenses	413,691	428,933
Interest expense, net	26,892	17,149
Total costs and expenses	2,133,467	2,251,334
Earnings before income tax		
(benefit) expense	3,877	3,831
Income tax (benefit) expense	(10,959)	1,494
Earnings before cumulative effect		



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of accounting change	14,836	2,337
Cumulative effect of accounting change (net of tax benefit of \$6,295)	—	(9,847)
	-----	-----
Net earnings (loss)	\$14,836	\$(7,510)
	=====	=====
Net earnings (loss) per common share:		
Basic		
Earnings before cumulative effect of accounting change	\$.17	\$.02
Cumulative effect of accounting change	—	(.09)
	-----	-----
Net earnings (loss)	\$.17	\$(.07)
	=====	=====
Diluted		
Earnings before cumulative effect of accounting change	\$.16	\$.02
Cumulative effect of accounting change	—	(.09)
	-----	-----
Net earnings (loss)	\$.16	\$(.07)
	=====	=====
Weighted average shares:		
Basic	85,758	104,788
Diluted	107,264	104,788(A)
Operating stores at end of period	5,686	5,747

(A) The weighted average shares for the three months ended March 2001, do not include shares related to the convertible quarterly income debt securities or stock options due to having an antidilution effect on diluted earnings per share.

CONTACT: 7-Eleven, Inc., Dallas
Carole Davidson, 214/828-7021

URL: <http://www.businesswire.com>

LOAD-DATE: April 25, 2001



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April 23, 2001 Monday

SECTION: LOCAL STATE; Pg. 3B

LENGTH: 632 words

HEADLINE: DO THE RIGHT THING

BYLINE: Mary Ann Husty, Staff

BODY:

Student honored for defending his sister

By MARY ANN HUSTY mhusty@news-press.com

John Arrarte was named the student of the month at the Lee County Sheriff's Office's Do the Right Thing Program on March 21.

Every morning, John walks his younger sister to the bus stop. One day at the bus stop, a 5-year-old kindergarten student pulled a knife and threatened to kill John's sister.

John grabbed the student and took the knife away. He held him until the bus arrived and authorities intervened. His actions prevented his sister and another girl from getting hurt. The boy was sent to Sarasota for treatment.

John, is the son of Edna Busto of Lehigh Acres. He is an eighth-grader at Lehigh Acres Middle School.

Other students honored included:

Karen Barba, 9; Alex Carver, 10

PARENTS: Gloria and Alberto Barba of south Fort Myers; Sue and Gordon Carver of south Fort Myers

SCHOOL: Fourth-graders at San Carlos Park Elementary

REASON: Alex and Karen donate part of their day to help students in Mrs. Carson's third-grade class. They take on extra work to be completed at home each night so they can spend extra time with students. Alex works on academics and Karen helps Spanish-speaking students with translations.

Mark Calvetti, 16

PARENTS: Tonya and Mark Calvetti Sr. of St. James City

SCHOOL: Junior at Fort Myers High-Edison Center

REASON: Mark witnessed a student extorting money from another student and reported it to a teacher. The victim was afraid to tell anyone about it. Thanks to Calvetti, it stopped.

Craig Clymo, 10

PARENTS: Charles and Rebecca Clymo of Fort Myers

SCHOOL: Fourth-grader at Orange River Elementary

REASON: Craig's mother was having an appendicitis attack. He called 911 and calmly told them what was wrong. She was taken to the hospital and had surgery.

Jose Ibarra, 13



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PARENTS: Maria Crespo of Fort Myers

SCHOOL: Eighth-grader at North Fort Myers Academy for the Arts

REASON: Before school, he helps tutor migrant students. He gives his time to make a difference in their lives.

Jeffery Jenkins, 11; Lacie Terrell, 9

PARENTS: Wyndham Jenkins of North Fort Myers; Lee and Lorna Terrell of North Fort Myers

SCHOOL: Fourth-grader at Tropic Isles Elementary; J. Colin English Elementary

REASON: When Jeffery and Lacie are not in school, they can be found volunteering at Tandem Health Care, a facility for senior citizens in North Fort Myers. Lacie calls bingo games, and hosts ice cream socials. Jeffery works with the men's group and takes residents outside and to activities.

Alicia MacArty, 10

PARENTS: Henry and Melody MacArty of Lehigh Acres

SCHOOL: Fifth-graders at Lehigh Elementary

REASON: Alicia collected soda tabs for a student at Lehigh Middle School who was diagnosed with cancer. She donated them to the Ronald McDonald House in south Fort Myers in the student's name.

Dusty Newberry, 7

PARENTS: Brenda and Bobby Spear of North Fort Myers

SCHOOL: First-grader at Littleton Elementary

REASON: Dusty saw his mother fall and called for help on the phone to his grandmother. He took care of his 10-month-old brother until his grandmother arrived. Thanks to his quick reaction, his mom got the medical help she needed.

Jason Stanford, 16

PARENTS: Jeff Stanford of North Fort Myers

SCHOOL: Junior at Riverdale High

REASON: Jason donated many hours of his time and talents to set up an Internet server to display Web pages at his school. It allows students and teachers to create pages to be accessed in the school's computer lab.

All students receive a trophy, T-shirt, a Sports Authority gift certificate, 7-Eleven Slurpee coupons, Kartworld of Fort Myers passes, bumper sticker, pencil and Imaginarium passes. The student of the month also received a \$50 savings bond donated by Edison National Bank.

GRAPHIC: ALEX; JOHN; KAREN; MARK; CRAIG; JOSE; JEFFERY; ALICIA; DUSTY; JASON

LOAD-DATE: September 4, 2003



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Virginian-Pilot

April 20, 2001, Friday

KR-ACC-NO: VP-7-ELEVEN

LENGTH: 765 words

HEADLINE: 7-Eleven Holds Annual Managers' Convention in Washington

BYLINE: By Joanne Kimberlin

BODY:

My secret weapon sat groggy in the passenger seat.

It was just after dawn, and we were headed to Washington on assignment.

Seems 7-Eleven would hold its annual store manager convention Thursday. New munchies would be unveiled.

Weighty matters like this called for unconventional tactics: the use of Eddie, my 11-year-old son.

This kid and others like him are the ones that stores like 7-Eleven need to impress to survive. His baggy shorts and buzz haircut are the badge of the next wave of consumers: the so-called Generation Y, or Echo Boomers.

They've got more money and are more brand-conscious than any generation of kids before. Marketers are hunting them already.

"These kids are building their allegiances and loyalties now," explained Margaret Chabris, 7-Eleven's public relations manager.

7-Eleven has built an empire around nabbing us while we're young. Think Slurpee. 7-Eleven has sold more than 5.5 billion since the company introduced the kid-pleasing concoction in 1965. That's just about enough for every person on the planet to have slurped, but I suspect fully half of them have gone into my son.

He's a Brain Freeze expert — a term, by the way, that's been trademarked by 7-Eleven.

"Just hold your thumb against the roof of your mouth," he reminds me when I'm clutching my head in agony. "Works every time."

He's also the only one in the family who pays much attention to what's on the shelves at convenience stores. While I'm sleep-walking toward the coffee bar, or making a bee-line between the cashier and the gas pumps, he's poring over every item, homing in on the best exchange for the crumpled buck in his pocket.

We're closing in on D.C. With 163 7-Elevens in South Hampton Roads, the livelihoods of 1,700 local employees hang in the balance.

It's time to unleash Eddie.

Founded as an ice supplier in Dallas in 1927, the company pioneered the concept when it started carrying milk, eggs and bread as a "convenience" for its customers. Its name came along in 1946 when the stores began staying open from 7 a.m. to 11 p.m. — a rarity in those days.

The formula proved right for the times. 7-Eleven grew into a 21,000-plus store chain, operating around the clock, every day of the week in the United States, Canada, and 17 other countries.

While upstart regionals like Miller Mart and WaWa are taking progressively bigger bites out of their heels, 7-



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Eleven remains the world's largest — and the only national and international — convenience store chain. It's also the country's biggest independent gasoline retailer.

Once a year, store managers gather to hear about new inventory tracking methods, Web-enabled kiosks that might soon appear in their stores, and new merchandise. Thursday, dozens of vendors laid out samples of foods coming to their stores this summer.

Eddie and I arrive at the Washington Convention Center. The place is packed with store managers and company types.

"I'm the only kid in here," Eddie whispers. "This is kind of scary."

The sight of pizza sticks calms him. They're part of 7-Eleven's new Dashboard Dining blitz. Food that can be eaten in fifth gear. "M-m-m-m," Eddie says through a mouthful. No big surprise there.

We move on to the Super Big Bite hot dog. It earns a thumbs up, too. "Good and meaty," he says.

Next, Homestyle Express Meals — microwave entrees that don't need refrigeration.

"Rice needs more flavor," Eddie says of chicken variety.

He's warming up now, surveying the room, starting to grasp his good fortune. "You mean I really get to eat all this stuff?"

He rushed on, tasting nutritional drinks ("Not bad!"), health bars ("Cardboard!"), energy drinks ("Aaack!"), a new drink called Bellywashers ("Cool!"), and an endless variety of ice creams (loves them all).

There are muffins and doughnuts and cinnamon buns. Breakfast sandwiches, lunch sandwiches and in-between sandwiches. Candy and flavored coffee and Cheetos that turn your tongue green and blue. Potato chips, honey-coated pumpkin seeds and a dozen new hot-dog shaped goodies for the roller grill.

By 2:30 p.m., Eddie is literally lying on the floor. From somewhere under a table, he begs me not to make him take another bite of anything.

My secret weapon has collapsed — done in by the sheer volume of choices.

Guess you need a lot of new stuff when each store stocks 2,500 items.

I help Eddie to the car.

We stop for Pepto-Bismol on the way home. At 7-Eleven.

To see more of the The Virginian-Pilot, or to subscribe to the newspaper, go to <http://www.pilotonline.com>

JOURNAL-CODE: VP

LOAD-DATE: April 21, 2001



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The Virginian-Pilot (Norfolk, Va.)

April 20, 2001 Friday Final Edition

SECTION: BUSINESS, Pg. D1

LENGTH: 750 words

HEADLINE: IN 7-ELEVENTH HEAVEN
SAVVY GENERATION Y IS MAJOR TARGET FOR CONVENIENCE STORE GIANT'S MARKETERS

BYLINE: JOANNE KIMBERLIN THE VIRGINIAN-PILOT

BODY:

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IN 7-ELEVENTH HEAVEN SAVVY GENERATION Y IS MAJOR TARGET FOR CONVENIENCE

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Reach Joanne Kimberlin at 446-2338 or [jkimberl\(AT\)pilotonline.com](mailto:jkimberl(AT)pilotonline.com)

GRAPHIC: Color Photos
Eleven-year-old Eddie Navarro...
Founded in 1927...

LOAD-DATE: April 21, 2001



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The Desert Sun (Palm Springs, CA)

April 12, 2001 Thursday

SECTION: DESERT OASIS; Adam Graham; Pg. 4F

LENGTH: 560 words

HEADLINE: A glimpse at healthy eating

BYLINE: Adam Graham, Staff

BODY:

Prior to April 2, there were two things my diet wasn't - balanced and gourmet.

It wasn't within a stone's throw of either - it was more along the lines of, well, "junk."

Hostess was my cup of tea - so much so that I regretfully took on the office nickname "Twinkie Man."

And Twinkies were about as good as it got - unless you count the six-piece Chicken McNugget meals I drowned in ranch sauce or the gas station sandwiches I gobbled from the vending machine in The Desert Sun breakroom.

In other words, I was the perfect candidate when the chance arose to partake in a trial run of the Balanced Gourmet, where I'd kiss my Slurpee breakfast goodbye for scrambled eggs and a side dish of fruit.

My Baby Ruth lunch would become sauteed turkey sausage with onions and peppers in a white wine reduction sauce, with a side of parsley and a tossed salad.

A dream! I would be eating like a king, rather than like the King (peanut butter and bananas? Yes!).

I savored the opportunity to be a Balanced Gourmet guinea pig, if for nothing else than to actually eat well for a couple of days.

All I had to do to join was fill out a rather lengthy questionnaire of sorts about my food dislikes, and I was put on The Balanced Gourmet for three days.

Every morning at 10 a.m. I would receive a bag that contained, in neatly sorted out individual containers, my breakfast, lunch and dinner, along with three sides of fruit, two salads, and two snacks.

With it came instructions about when I should eat what (afternoon snack at around 3p.m., evening snack around 9p.m.), and the rest was self-explanatory. Heat and eat.

I found the food enticing and tasty with a wide variety of flavors that I'd never have known were healthy if it weren't labeled "balanced."

Not a bad gig at all. The only thing I was really missing from my diet was bread, but I think I heard one time, in passing, that carbs were bad.

Not that I really paid it any attention.

But what I found while on the Balanced Gourmet was that I can indeed be filled in a sitting by a simple entree, a side of salad and some fruit.

And that between-meals snacking doesn't have to involve a trip to the vending machine.

Of course, less than a day into the diet I was developing cravings. The fact that my co-workers were tempting me with bags of chips didn't help.

(To get back at them, I decided to riddle this column with typos to make thier job harder.)

But I figured if I was going to do it, I'd have to do it right, and I stuck strictly to my diet for the whole, oh, three days I was on it.

By the time my three days were up, I have to admit, I was already missing the prospects of a grilled lemon oregano orange roughy dinner. McDonalds just wasn't the same after the short time I spent with chipolte-marinated pork medallions with chimichurri sauce.

But after Thursday's breakfast - my last meal on the Balanced Gourmet - I treated myself to a small dessert in the guise of a 40-ounce Mountain Dew slurpee from 7-11.

Hey, old habits die hard for the young professional on the go.

Ah, but I shall always have my memories of those three full days in April when my diet was both balanced and gourmet.

Now's the part where I suggest a follow-up story.

Adam Graham is a features reporter at The Desert Sun. He can be reached at 778-4645, or by e-mail at adam.graham@thedesertsun.com.

LOAD-DATE: July 29, 2004

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Copyright 2001 Albuquerque Tribune
Albuquerque Tribune (New Mexico)April 6, 2001, Friday**SECTION:** Pg. A1**LENGTH:** 1073 words**HEADLINE:** Christian Parker's MAJOR BREAK**BYLINE:** Edgar Thompson ethompson@abqtrib.com / 823-3614**BODY:**

Weather permitting, the former Eldorado star will ascend the mound at Yankee Stadium tonight and stand where the greats have stood

NEW YORK It's the most sacred pile of dirt in baseball, home to three perfect games and 26 World Series champions.

But Christian Parker hasn't allowed himself to stand on the pitcher's mound at Yankee Stadium. Not until now.

Until Parker, a 25-year-old right-hander from Albuquerque's Eldorado High School, is handed the ball for his first major-league start, he planned to treat the hallowed ground as if he were an outsider.

"I've been saving it definitely," Parker said of the moment.

He is scheduled to face the Toronto Blue Jays at 5:05 tonight, although a steady rain today in New York might put the debut in jeopardy.

But whether tonight or later, it will only be with his turn to pitch at Yankee Stadium that Parker will feel comfortable digging his heels into a monument to baseball history.

On the spot Parker will stand, Don Larsen tossed the only perfect game in World Series history, Whitey Ford had a Hall of Fame career and Parker's idol, Roger Clemens, is concluding one.

"I've been around it," he said Thursday, "but I haven't gotten the full view until it was time."

Parker's time finally has arrived.

After playing for six minor-league teams during the past five seasons and going from a starter to a reliever to a starter in the past three, Parker has landed with the top organization in the sport. He said he's drawing a \$200,000 salary this season on a split major-and minor-league contract.

"It was a long road," he said. "It was a tough road."

It was a road worth traveling.

Parker is the fifth starter in arguably the best four-man pitching rotation in baseball Clemens, Mike Mussina, Andy Pettitte and Orlando Hernandez and a member of the three-time defending World Series champions.

Parker is performing on the biggest stage, in the nation's largest city, under the eye of its most-voracious media.

"Even if you're warned about it," Yankees manager Joe Torre said Thursday, "you're going to have to experience it yourself."

As a star pitcher at Eldorado seven springs ago, Parker sometimes carpoled with teammates for games at other high schools. After striking out a dozen or so overmatched batters, Parker sometimes grabbed a post-game Slurpee at



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7-Eleven on his way back to his cozy, Northeast Heights home.

But that was another lifetime.

"I barely remember that," Parker said. "I remember playing for the team and the success we had, but a lot of the details I don't remember."

One pleasant Albuquerque memory for Parker is Mexican food, something he says he can't find in quality in New York. "I don't eat it anywhere else in the country," he said.

Today, Parker planned to consume a large late-morning meal and then spend a quiet afternoon in his room at the Hotel Edison. Even Parker's parents, Rick and Sandy, and his best friend from home, lifelong Yankees fan Ed DuBois, won't be able to reach him when they arrive in New York today.

"They already know I won't talk to them," Parker said. "I don't even answer my phone."

From utter silence, Parker will leave his hotel, which is one block from Times Square, and step out into a city he describes as "a madhouse."

"It's crazy how many people there are," he said. "There's taxicabs everywhere. It's loud."

Parker planned to catch his current mode of transportation the subway up to the Bronx. There, he will meet with coaches to scout the Blue Jays and get loose by stretching for 45 minutes.

As far as the Big Apple circus through which Parker must pass well, he ignores it.

"There's some crazy-looking folks around, there's no doubt," Parker said. "Regardless of who they are, everybody's trying to do their thing."

"I'm just here working."

Anonymously, in most cases.

Even though Parker's ascendance into a spot in the Yankee rotation became a national story, he's a relative unknown among the millions of residents in the Big Apple.

Parker said a few people at Grand Central Station asked to be photographed with him the other day, "which surprised me."

"I knew that might eventually come," Parker added, "but it was surprising at this point."

New York's media horde is needing much less time to familiarize itself with the team's newest starting pitcher.

A little more than an hour before the Yankees' 1-0 win over Kansas City on Thursday afternoon, around 25 media members surrounded Parker's locker to grill him about his major-league debut. If Parker struggles tonight against a Toronto lineup featuring four 30-plus home run hitters from a season ago, media interest might increase.

A trip to Columbus, site of the team's Triple-A club, could be a misstep away. "For now he's our No. 5 guy," pitching coach Mel Stottlemyre said. "We'll see what happens."

Parker said he hopes it stays that way.

"There's going to be some nerves," he said. "That's natural."

"I've done the right things and worked hard enough to get to this point. I feel like I belong."

THE PARKER FILE

Full name: Christian Michael Parker.

Born: July 3, 1975, Albuquerque.

Schools: Eldorado High School, graduated 1994; University of Notre Dame (drafted out of college in 1996, fifth round, Montreal Expos).

Occupation: Right-handed pitcher, New York Yankees.



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Uniform number: 43.

Size: 6-foot-1, 200 pounds.

How he became a Yankee: Traded from Montreal Expos with Ted Lilly and Jake Westbrook for Hideki Irabu, Dec. 22, 1999.

Pro record: 46-30, 3.26 ERA and 447 strikeouts in five minor-league seasons. Set team records at Double-A Norwich (Conn.) last year with .700 winning percentage (14-6 record) and 204.0 innings pitched.

At Eldorado: State baseball champs, 1992, 1993; 27-1 record; The Tribune's football Player of the Year, 1993; baseball Player of the Year, 1994; Athlete of the Year, 1993-94.

PHOTO BY: Michael J. Gallegos/Tribune

PHOTO: Color

Pitcher Christian Parker (center), a 1994 graduate of Eldorado High School, was to make his major-league start tonight for the New York Yankees, although a steady rain could put the debut in jeopardy. On Thursday, he looked on as bench coach Don Zimmer (right) talked with pitcher Andy Pettitte (in sunglasses) during the Yankees' 1-0 win over Kansas City. Parker's manager says he has the goods to do the job: See Sports, Page B1.

PHOTO: Color

BRIGHT LIGHTS BIG DREAMS

LOAD-DATE: April 9, 2001



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Copyright 2001 Daily News, L.P.
Daily News (New York)April 5, 2001, Thursday SPORTS FINAL EDITION

SECTION: NEWS; Pg. 3

LENGTH: 387 words

HEADLINE: DAVE STANDUP GUY IN COLUMBIA GIG

BYLINE: By KRISTI BERNER SPECIAL TO THE NEWS

BODY:

For five prolonged minutes, Al Gore filled the Columbia Journalism School classroom with his voice yesterday, taking great care to explain the topic that he and his guest, David Letterman, were about to discuss.

Then it was Letterman's turn.

"I was talking to my friends on the way here, saying that I was a bit nervous, and they said, 'Don't worry, Al will do all the talking anyway,' " Letterman said, pausing as he scanned the 80 or so faces in the class.

"I'm happy to see that it's worked out."

For most of the 90 minutes, Letterman was more talk-show host than lecturer. But he did broach the class topic: How humor affects news coverage of politicians.

Said Gore: "I was ahead [in the polls] until I went on your show."

Letterman replied: "The same could be said for me."

He also riffed on former President Bill Clinton, global warming and local television news.

* On Clinton: "We would love to have Bill Clinton [on the show]. If it were up to Bill, he'd be on every night. But it's unlikely, considering his less-than-smooth transition from public to private life."

* On global warming: "You can get more ice out of a Slurpee machine at a 7-Eleven than [the North Pole] is producing now."

* On local TV news: "When I was a kid, local news was the specter of Edward R. Murrow. Serious, conscientious men and women reported it. It was sacred. . . . I was watching a network affiliate station the other day, and you got as much information as one would get from rifling through the yellow pages, kind of quickly. This affiliate is struggling, so they're doing everything they can to remove all content whatsoever."

The talk-show host said he doubted that he had any impact on the presidential election.

"I would guess that very few votes were cast based on a joke that either I or Jay Leno made," Letterman said. "If someone cast a vote based on one of our two interviews, I would be flattered."

Letterman, who repeatedly pleaded ignorance on world affairs - "I went to state college," he explained - said he enjoys having politicians and journalists as guests instead of actors.

"When I have guests with world experience, who actually do something for a living, you get legitimate opinion and thoughtful conversation," he said. " [With actors], the conversation is about makeup."

GRAPHIC: ANDREW SAVULICH DAILY NEWS BUT SERIOUSLY, FOLKS Straight man Al Gore, ex-vice president and current Columbia Journalism School professor, leaves class yesterday with guest lecturer David

Letterman of late-night fame, who addressed humor in news coverage of politicians.

LOAD-DATE: April 5, 2001

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BRANDWEEK

April 2, 2001

LENGTH: 549 words

HEADLINE: Strategy 7-Eleven to Cast Self As New Teen Heaven

BODY:

(Continued from cover) Once known for discouraging kids against hanging out in its aisles, 7-Eleven is targeting trendy teens to help garner sales during what's shaping up to be a disappointing sales year. The shortfall in 2001 would follow two consecutive years of \$1 billion sales increases.

7-Eleven, which boasts 6,000 stores in the U.S., will stock a bevy of first-day products: Moover's chocolate and strawberry milk co-branded with Major League Baseball (bowing April 15); Freshious Mint Films Peppermint candy from Ragold & Affair International (April 16); Looney Tunes Bellywashers (April 23); and Mountain Dew Code Red in 20-oz. and

1-liter packages (May 21).

Aside from just getting those products first, the chain wants to be known as a must-stop-shop for early adopters. More exclusives like the one it struck for Gatorade's new wide-mouth six-packs for April and May are also likely. "Our goal is to get customers to think of going to 7-Eleven first because they know we'll have the latest products," said Nancy Smith, vp-marketing at 7-Eleven, Dallas.

Teens play an essential part in the strategy. "We look at fads and trends and try and understand what is hot. We want to keep [teens] coming back," said

7-Eleven rep Dana Manley.

The retailer previously struck gold with products such as Pokmon cards, scooters and most recently, prepaid cellular phones. "The whole key for them is to draw a different customer base aside from the cigarette and beer-drinking clientele," said Dennis Telzrow, retail analyst at Hoak Breedlove Weneski, Dallas.

While 7-Eleven is not planning a national marketing push to tout its "get it here first" strategy, Smith said, the fact that the chain regularly launches new products is not lost on teens.

However, Richard Leonard, vp at teen trend consulting firm, the Zandl Group, New York,

doesn't think it's so simple: "Marketers have to invest a phenomenal amount to create that kind of awareness or demand."

To strengthen exclusive deals, 7-Eleven works with suppliers to enhance proprietary items such as its kid fave-the Slurpee. Due in August: the Mountain Dew Code Red Slurpee and Big Gulp in conjunction with Pepsi.

New products regularly get choice placement and in-store POP; however, 7-Eleven saves its media dollars for proprietary products. The Richards Group, Dallas, does radio buys. McCann-Erickson Southwest handles POP.

7-Eleven rang up \$9.4 billion in sales in 2000 up from \$8.2 billion in 1999. Last month, it warned of weak Q1



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results due to a slowdown in consumer spending, higher utility costs and other factors, making a summer splash more crucial. To get its franchisees aligned on new products, the chain stages ongoing training sessions at its "University of 7-Eleven."

Now in its third year, 600 attendees were at last week's program in Secaucus, N.J., with five more regions due by Memorial Day.

Essential to its "first" plans: a proprietary cash register scanner system that allows 7-Eleven to provide suppliers with daily sales data from all of its U.S. stores, giving the likes of Gatorade an exact picture of a product's popularity. Leveraging this data "will help us continue pick up speed [adding products]," said Smith. J

LOAD-DATE: April 04, 2001

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The Record (Bergen County, NJ)

March 30, 2001, FRIDAY; ALL EDITIONS

SECTION: BUSINESS; Pg. B1

LENGTH: 822 words

HEADLINE: A QUICK COURSE FOR 7 ELEVEN FRANCHISEES
EARNING THEIR CUP AND GOWN
PROGRAM IMPROVING SERVICE AND PROFITABILITY

BYLINE: TERESA M. McALEAVY, Staff Writer

BODY:

No loafers. No cardigan. No knapsack full of books.

Nasser Nasser may not be your typical campus guy, but he found himself at a university, of sorts, on Thursday.

The Clifton resident was one of about 500 people attending the company-proclaimed University of 7 Eleven.

After investing some \$200,000 to open a 7 Eleven store on Main Street in Hackensack last November, Nasser figured it would be smart to learn about new products and merchandising techniques from company bigwigs.

"I'm hoping for six-digit sales this year," Nasser said as he took in the new prepaid phone-card displays at a mock store setup at the Meadowlands Exposition Center in Secaucus. "I know the way to success is to learn how to best serve the customer."

To 7 **Eleven** executives, Nasser's sentiment is about as pleasing as a giant frozen **Slurpee** on a hot summer day.

Frank Crivello, vice president and general manager for the Northeast division of 7 Eleven, said the event, now in its fifth year, was designed to teach franchise owners how to use marketing data to sell products customers want.

"The most important thing I can convey today is the ideal way to market to the 1 needs of customers," Crivello said. "And what they want on January 15 is not the same as what they'll want on July 15."

One product consumers need year-round is gasoline, and it's a market Crivello admits he'd like to tap further, especially in New Jersey.

But with self-service gasoline banned in the Garden State, there's less of an incentive for convenience store operators to attach their franchises to gas stations: Only two stores (in Lyndhurst and Vorhees) of 7 Eleven's 211 stores here sell it.

"In New Jersey, I'm constantly looking at sites that might sell

gas,"Crivello said."From a profit standpoint, we want to be a full-service convenience store, and gasoline is one of the number one items for convenience, no matter what the economic conditions."

Last year, 7 Eleven earned \$9.45 billion in revenue in North America, with \$2.71 billion generated from gasoline sales. Of 5,258 stores in the United States, 2,350 sell gasoline, company spokeswoman Margaret Chabris said.

"Gasoline sales accounted for 29 percent of our total net sales for 2000,"Chabris said."But the New Jersey-New York region is still the third-largest total market we have."

The metropolitan area, with 421 stores, follows Los Angeles and Washington, D.C., in market size. The company also has 15,676 stores abroad, including Japan, Thailand, Taiwan, Norway, Sweden, Denmark, and Spain. In all, the first and largest chain of convenience stores, which debuted in the United States in 1927, today has some 21,424 franchises worldwide, Chabris said.

Earlier this month, 7 Eleven warned that it expected first-quarter per-share earnings to range between a loss and a gain of one cent, short of the 8-cents-a-share estimated by analysts.

The chain cited a slowdown in consumer spending and the "difficult"gasoline market.

While expectations for the next quarter are little better, 7 Eleven is apparently in healthier economic shape than it was in the dark days of the early '90s as the company emerged from bankruptcy.

"It's come a long way in the last three or four years after going through traumatic times,"said Dennis Telzrow, a financial analyst with Hoak Breedlove Wesneski in Dallas.

Part of the newfound success has revolved around providing 1 services other than the traditional convenience store must-haves of cigarettes and coffee.

While cigarettes remain its number one-selling item and several millions of cups of java are its number one profit-earner, 7 Eleven has branched out to sell fresh sandwiches, baked goods, and stockings in boxes the size of a lipstick holder, and the move seems to be paying off.

"They've seen real growth in their overall operation,"said Jeff Lenard, a spokesman for the National Association of Convenience Stores.

"They're looking to capture the demand for one-stop shopping, and it seems to be working."

Still, Telzrow said one product 7 Eleven had hoped to roll out by now, V.Com machines, kind of a giant ATM that will cash checks, wire funds, produce money orders, and access the Web, was still to make its way into stores.

"I know they weren't pleased that it's not available by now," Telzrow said."But they will begin working in the financial service area with V.Com soon."

7 Eleven executives said the company's main strategy for continued



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economic health lies in trying to give shoppers the one thing a buck can't buy.

"Our biggest commodity is time," said James Keyes, president and CEO of 7 Eleven. "We need to give people more time by giving them one-stop shopping convenience."

Staff Writer Teresa M. McAleavy's e-mail address is mcaleavy@northjersey.com

GRAPHIC: 2 COLOR PHOTOS - DON SMITH / STAFF PHOTOGRAPHER - 1 - Franchise owners attending "the University of 7 Eleven," a training program at the Meadowlands Exposition Center in Secaucus, where the convenience-store chain presented pointers Thursday designed to help owners improve their profitability.

2 - Frank Crivello, Northeast vice president and general manager for 7 Eleven, explaining the ins and outs of sandwiches. 1

LOAD-DATE: March 30, 2001

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Copyright 2001 Stern Publishing, Inc.
Seattle WeeklyMarch 29, 2001, Thursday**SECTION:** Food; Pg. 00**LENGTH:** 861 words**HEADLINE:** HURTS SO GOOD**BYLINE:** allison austin**BODY:**

Just about every day, my favorite foods cause me discomfort—actual physical pain. I almost always know they will before I take the first bite. And I eat them anyway. It's culinary masochism. Officially, there's no such diagnosis (yet), but it's more common than rat hair in hot dogs. Consciously consuming foods that probably could, most likely might, or definitely, no-doubt-about-it will hurt while you eat them is a sickness. I'm not talking about foods that may cause health problems down the road—heart attack—inducing burgers loaded with cheese and bacon, or chubby, well-marbled 26-ounce slabs of steak. I'm talking about burning lips and scalded tongues. I don't mind the pain, and I'm not alone.

It seems a phenomenon particular to Americans. We don't want anything but the hottest hot sauce, the kind of blistering heat that sends us searching, panicky and wide-eyed, for relief. The French? They add cool pats of butter to smooth out the edges of a sauce. We hoard handfuls of salt-and-vinegar potato chips until the corners of our lips are raw and starting to swell. We grow up on mouth-scalding hot cocoa and frozen pizzas with artificial cheeses that reach impossibly hot temperatures and sear the roofs of our tender mouths. We learn to take the pain, and eventually we learn to like it.

It starts young. My earliest memory of a seriously painful food that I liked anyway is the ultimate '70s suburban standby: the potpie. My sisters and I would beg for them, then spend the endless hour they took to bake hovering close to the oven, using the push-in light switch to check on their brutally slow cooking progress. Maybe it's the foil pie dish, but it's still a mystery how the creamy sauce-stuff that suspends the peas and chicken cubes between the crusts can reach such fire-and-brimstone temperatures.

Candy became our next muse. My sister Jenny used to suck on a Gobstopper until her tongue bled. Then she'd save it on a plate for later. Even seemingly safe cereals like Captain Crunch would do a shredding number on the roofs of our mouths (what do they spray on that stuff to keep it from soaking up the milk, anyway?). Didn't matter—two bowls at a minimum, and at least two days of pain.

As we got older, different foods tempted our capacity for discomfort. Fish opened the door to the classy gagging-on-bones-at-the-dinner-table routine; tiny bits of crab shell occasionally brought my chewing to a sudden, wincing halt. With the late '90s came a new and inventive way to torture the oral cavity: The barbed-wire bread phenomenon. At first I went along with the masses, struggling to smile through thick "rustic bread" sandwiches while razor blades were having their way with the roof of my mouth. I still eat those sandwiches, but now I bitch.

Finally, there is the legendary Slurpee. I'd heard horror stories of "brain freezes" long before taking my first full-fledged, no-holds-barred slurp. I made the requisite squinty eyes while simultaneously poking myself in the ears to try and make it go away. But it was my own damn fault. Just as with superspicy salsas and the sourest candy, those warnings were translated instantly into dares.

So why do we do it? Maybe when we can still feel the burn of the salsa on our tongues the next day, we think we're getting more bang for our buck. Perhaps it stems from the time we were 9 and earned awe from Uncle Jim when



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we managed to nibble off a bit of the red-hot Szechwan beef chili without starting to cry. Or maybe, deep down, we're just a sick bunch of macho culinary jocks. I, for one, don't really care.

There's simply nothing fun about lukewarm and subtle. I'll take dangerously spicy over simple and bland any day of the week. And by now, I'm just so used to the pain that when my coffee's too hot, I hardly even notice. It's too unreasonable to think of giving it all up, so I just ride it out.

Find your pain

Luckily, no food has yet been outlawed or deemed "too dangerous" based on its pain quotient. So get out there, put on your poker face, and eat till it hurts.

For Beginners

7-11 is the best place to get acquainted with painful foods, since you can get Sour Patch Kids, Slurpees, and Gobstoppers all in one fell swoop. If you feel like you're being too obvious, pick up some gum to throw the guy at the register off.

Various locations

Hot as hell

Go for it. Don't dab, spoon it on. You won't believe how hot "The Man" is. 911.

Dixie's Barbecue

11522 Northup Way, Bellevue, 425-828-2460

Burn, baby, burn

Looking to burn off those pesky taste buds? Go to your favorite coffee shop and order an Americano, but be sure to ask for the "wand water" from the espresso machine. Otherwise, you'll get the barely hot enough "tea water" most places (duh, Starbucks) put in, and your hopes of burning your tongue will be dashed.

Or try Denny's—home of lethal, tongue-scorching hot cocoa.

Various locations

Barbed wire bread

Various bakeries and many sandwich shops around Seattle offer this most painful of edibles, but the worst offender is Grand Central Bakery.

Grand Central

214 1st Avenue S, 622-3644n

info@seattleweekly.com

LOAD-DATE: March 30, 2001



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Copyright 2001 Times Publishing Company
St. Petersburg Times (Florida)March 28, 2001, Wednesday, 0 South Pinellas Edition

SECTION: FOOD; TASTE; dish: A weekly serving of food news and views; Pg. 3D

LENGTH: 648 words

HEADLINE: dish

BYLINE: JANET KEELER

BODY:

deconstructing

explanations from the inside out

slurpee

If you have ever suffered "brainfreeze" while downing a 7-Eleven Slurpee, you won't be surprised to know that the frozen drink is served at a chilly 28 degrees. Syrup, carbon dioxide and water are mixed together under pressure in a compact freezer unit to make the drink that has chilled out American kids since 1965.

The drink was invented in 1959 by a Kansas hamburger stand owner who didn't have much luck selling the technology until 7-Eleven snapped it up. It was named Slurpee in 1967.

Collector cups were introduced in 1973, the Spoon Straw followed in 1978, and 7-Eleven coined the term "brainfreeze" in 1993 to describe the hurt in the head that comes from slurping a Slurpee too fast. A see-through cup came along in 1998 so customers could layer different flavors.

According to the folks at 7-Eleven, residents of Detroit drink more Slurpees than any other people on the planet. Since 1965, 5.5-billion Slurpees have been slurped. The favorite flavor? Today, Coca-Cola Classic is No. 1, followed by Minute Maid Wild Cherry.

this web site cooks

<http://www.veganstreet.com>

This is a comprehensive site dedicated to all things vegetarian and includes recipes, retail and retaliation. Care for a slice of anti-establishment views with your nutrition advice? You'll get that here.

The site's "buy-out watch" lets visitors see what big company has bought out a favorite line of natural, non-animal foods. For instance, Kraft now owns Boca Burger, a popular maker of vegetarian burgers, and tobacco giant Philip Morris owns Kraft. There's also an instructive list of ethnic cuisine ingredients that tells what spices and veggies to use if you want to cook Indian, Italian or African.

constant comment

"The only real stumbling block is the fear of failure. In cooking, you've got to have a what-the-hell attitude." Julia Child

cooking class

For easier cleanup, spray a measuring cup with vegetable spray, such as Pam, before measuring honey or peanut butter.

emphasis on the oil



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The Nibbler, a.k.a. St. Petersburg Times food critic Chris Sherman, puts on a chef's hat to remind us that in homemade salad dressings, oil should be the No. 1 priority. Good olive oil lends the taste and texture the Nibbler likes. Add a little vinegar and salt to give it some tang. The ratio of oil to vinegar should be at least 4 to 1, often less. Substitute lemon, lime or orange juice or even water for the vinegar. Squeeze one lemon into a half cup of olive oil with a few grains of salt and beat with a whisk to make a classic French vinaigrette without vinegar.

oscar pic?

what they ate

You know what the celebs wore to Sunday's Academy Awards, and now you can find out what Wolfgang Puck fed them. The Food Network and Puck are giving backstage tours to the Governor's Ball, one of the biggest post-Oscar parties in Hollywood, at 9 p.m. Friday. At the Awards With Wolfgang Puck repeats at midnight and again at 6:30 p.m. Saturday and 9:30 a.m. Sunday.

off to school

Get your hands on the 2001 edition of The Guide to Cooking Schools (Shaw Guides, \$22.95) if you want to spend your next vacation in a kitchen not your own. There are lots of choices - in 49 states and 32 countries - among the 1,100 culinary education programs listed. Ask your favorite bookstore to order a copy or look online at <http://www.shawguides.com>.

photo of an apple/apple juice from disk?

an apple a day indeed

The adage is true. New research shows that eating apples or drinking apple juice daily can reduce the effects of so-called bad cholesterol on your heart. University of California researchers have found that drinking 12 ounces of apple juice a day significantly slowed one of the processes that clog arteries and can lead to a heart attack. To a lesser degree, eating two apples a day also helped slow the process.

GRAPHIC: photo, (2); photo, food network; an apple; a slurpee in a bifurcated cup; Wolfgang Puck sits in a director's chair

LOAD-DATE: April 6, 2001

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Copyright 2001 San Jose Mercury News
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San Jose Mercury News (California)

March 21, 2001 Wednesday MORNING FINAL EDITION

SECTION: FOOD; Pg. 8F

LENGTH: 530 words

HEADLINE: CHECKING OUT WHAT THE 7-ELEVEN DELI OFFERS

BYLINE: CANDACE MURPHY, Mercury News

BODY:

Gone are the heady days when Food To Go could cruise guiltlessly into upscale restaurants such as Palo Alto's MacArthur Park or Cupertino's Cafe Torre under the guise of getting take-away.

Nope, the downturn is here, folks. The closest many of us are going to get to a dining experience like Fifth Floor is if we find a high-rise, take a ride in an elevator and bring along a sack lunch.

So, in the interest of saving money, today's Food To Go brought us to the deli of all delis: 7-Eleven.

But wait! Before you roll your eyes and turn the page, hold up. Not too long ago, 7-Eleven, haven of the Slurpee and the Slim Jim, announced big changes. Garden Gulps and Fruit Gulps, 20-ounce shakable salads, were to be offered. And in some spots in San Jose, sushi!

OK. Now you can roll your eyes. Because the 7-Eleven we visited on South King Road in San Jose had no Garden Gulps. Fruit Gulps? Absent. And, given the rapidly approaching expiration dates on the paltry items actually available, we were thankful to find that no sushi was on display.

What there was, for the most part, were sandwiches, which are all marketed under the 7-Eleven brand "Fresh-to-Go Market." The best was the turkey and cheese on white, which came with fresh lettuce and tomato. Best of all was the bread. Just like Mom bought in the '70s, that bread sticks to the roof of your mouth and does not let go. And the turkey loaf wasn't even too slimy, either.

More adventurous were the sammies with mayonnaise-based fillings. The tuna salad on wheat was good, but the tuna was so pulverized that it looked like baby food. The egg salad on white was a bit bland in the spice department, but it wouldn't kill you.

In the scary department was the "Homer" (their quotes) super sub with ham, bologna, cheese and salami. It's hard to make bologna worse than it already is, but somehow, 7-Eleven accomplished the feat. In fact, all the meats were suspect in this foot-long waste of time. Full of gristle and odd splotches of fat, "Homer" was a stomach turner.

Also a bit of a miss was the turkey and bacon club on pita. It looked OK, with its grilled pita covering up some nice thick slices of turkey loaf, but once you peeled away the layers, you were in for a surprise. For some reason, the cheese stained the turkey wherever it touched the meat, so the meat ended up looking like the guy who spends all day at the beach only to find, when he comes home and spots his body full of red splotches, that he had inadequately spread himself with sunscreen. And then there was the bacon. Three letters: ICK.

Surprisingly, the best item available was the salad. And get this: It was shrimp and crab Louie salad. Now, it doesn't take a brain surgeon to know that 7-Eleven probably isn't scouring the wharf in the morning for fresh fish, so undertaking a project like the shrimp and crab Louie salad takes some degree of bravery. But it's not needed. First of all, the crab is fake, so there's little danger there. And the shrimp was fantastic. Peachy pink and tender fresh, these shrimp could serve in a cocktail at Farallon.



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OK. So maybe that's an overstatement. But at least it's under budget.

NOTES: 7-Eleven

Address: Various throughout the Bay Area.

Types of takeout: sandwiches, salads.

Price range: in general, under \$5.

Recommended: turkey and cheese on white (\$2.99), shrimp and crab Louie salad (\$4.99).

Not recommended: "Homer" super sub (\$3.99), turkey and bacon club (\$3.99).

Eat in car: Sandwiches are doable.

Staff deportment: They work at a 7-Eleven. What do you think?

Amenities: none.

Hours: vary by location. Call ahead. Food To Go

LOAD-DATE: December 1, 2001



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Copyright 2001 The Press Enterprise Co.
Press Enterprise (Riverside, CA)March 20, 2001, Tuesday**SECTION:** A SECTION; Pg. A01**LENGTH:** 1296 words**HEADLINE:** Powerless resident resilient: San Bernardino County outages put patience and emergency plans to the test.**BYLINE:** Jeanette Steele; The Press-Enterprise**BODY:**

California's power crisis hit home Monday.

The Inland area lost its electricity for at least 30-minute stretches Monday as rolling blackouts hit Southern California, but most residents and business customers seemed to take the short-term darkness in stride.

At the J&M Inn in Rialto, manager Judy James was frustrated but still coping at 3:15 p.m. when power was restored after two hours of darkness.

"I put some beer on ice and I've still got some customers, but it's starting to melt, my cash register won't work and I feel like I'm working out of a cigar box."

Moments later, a small cheer was heard in the tavern, as the lights returned.

Advanced jazz-dance students at Riverside Community College simply opened the classroom door for light and continued practicing moves for Wednesday's test, said teacher Mark Hines. Across campus, cosmetology students taking an exam finished the test outside.

"It didn't faze the students," Hines said.

* * *

Little time to react

A wide swath of Inland cities lost power, while others were spared. Communities affected in San Bernardino County include parts of Rialto, Phelan, Muscoy, Fontana, Rancho Cucamonga, Highland, Twentynine Palms, Colton, Newberry Springs, Redlands, Barstow, Yucaipa and parts of Ontario, Grand Terrace and San Bernardino.

Sections of Riverside, Moreno Valley, Lake Elsinore, Norco, Corona, Chino and Chino Hills also lost power.

In Fontana, city police and public works crews were on alert but



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with only five minutes' notice they didn't have much time to react, said Patricia Murrojo, assistant to the city manager. In some cases, by the time they responded to an area the blackout was over, she said.

"This is moving so quickly that it's difficult to track," Murrojo said. "We're just trying to be in a very responsive mode."

The bright side for these areas is they go to the bottom of the list when the next blackouts roll around.

"It's a revolving list," said Robert Lopez of Southern California Edison. "They shouldn't expect to be involved in an outage for a while."

The biggest headaches reported were motorists flummoxed by nonworking traffic lights, lost sales at businesses that had to turn away customers and brief delays for at least three people stuck in elevators.

But the lack of power scared Annie Beckles of Riverside, whose granddaughter, Chiya, has asthma. Beckles wondered what they would do if Chiya, almost 2, needed her breathing treatment, which runs off electricity.

"They think they're having a power shortage, but they'll have a money shortage" if anything happens to the child, Beckles said.

* * *

Quick thinking

A key request emergency officials had for the public was to not use 911 to try to find out about power outages.

"We're asking the public not to call 911 unless it's an absolute emergency," Carmen Nieves, the city of Riverside's emergency manager said. "We know the power is out. There's nothing we can do about it. To call us to try to find out when the power is going to come back on is really clogging up our 911 system."

Some people answered the temporary crisis with quick thinking and ingenuity.

The cash register stopped ticking at Del Lago Liquor in Corona around 2:45 p.m., but customers kept filing in. So co-owner Greg Stewart grabbed a plain brown bag and started jotting down each sale.

"The beer will stay cold, so we'll be fine," he said. "We'll just have to do it the old-fashioned way for a while."

The backup battery serving the 7-11 store on Arrow Boulevard in Fontana kept the computer and cash register running, but the Slurpee machine and all other refrigerators and lights were off, manager Doris Sayegh said.

A Moreno Valley Albertson's store posted a sign that may become a familiar sight if the energy crisis continues. It read: "Closed due to rolling black-out."

At Sierra Vista Elementary School in Norco, classrooms became



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uncomfortable without air conditioning, but classes went on as usual, teachers said. Teachers decided the light coming through windows was enough for most lessons.

Fifth-grade teacher Robbie Guerca said her students were generally attentive and undisturbed by the outage, but she said things will change if power goes out on a hot June afternoon.

"I just hope we get it over with before then," she sighed.

* * *

Colton spared

Colton residents were spared from having their electricity cut short Monday. Utility officials there said they were able to conserve energy by using emergency power generators.

Colton is the only city in San Bernardino County that owns its own electric utility. It gets most of its electricity from three out-of-state power plants but still shares the same power grid as other California cities.

Tim Trewyn, Colton assistant utility director, said state power officials alerted him around noon that Colton was to reduce its electric load by 0.8 megawatts. This power decrease was later stepped up to 1.7 megawatts.

To offset this reduction in electricity usage, the city made use of emergency generators at its wastewater treatment plant and at Arrowhead Regional Medical Center, Trewyn said.

* * *

Medical worries

Inland hospitals appear to have largely escaped Monday's blackouts, but at least three Los Angeles County hospitals lost power, said Jim Lott, spokesman for the Healthcare Association of Southern California.

Generators kept the lights and essential services on, but those three hospitals quit accepting new patients, Lott said.

If hospital blackouts become widespread, Lott said, paramedics could have problems finding an open emergency room and patients could face longer odds of surviving life-threatening injuries or ailments.

Hospital trade groups are hoping to persuade the state's Public Utilities Commission next week to exempt hospitals from future rolling blackouts, Lott said.

"Hospitals have been classified as essential (power) users. But they're not uniformly exempt from blackouts" because they have backup generators, Lott said.

Homes lost power according to how they are connected to the electric grid, which left some residents shaking their heads in disbelief. Some had power, while neighbors across the street did not.

For example, in the Wood Streets area of Riverside, Bryan and Judy Mahoney did not have electricity at their Ramona Drive home, but neighbors just four houses down and others directly across the street did.

"I was writing a fax and I lost all the wording on it," Judy Mahoney joked. "I thought, 'I guess God doesn't want me to send this fax.' "

The outage left Robert Watson, an RCC student and football player, with fewer options for eating. Watson's jaw is wired shut as a result of an injury he suffered recently in a car accident.

All his meals must be run through a blender, which runs on electricity.

"Everything just stopped," Watson, 23, said. "I didn't know what happened. I thought we owed somebody some money or something."

The blackouts tested the emergency plans, and patience, of local government officials.

* * *

'Basically panicking'

Residents have known about the possibility of the rolling blackouts but have heard the repeated warnings before and nothing happened. Now, some seemed unsure how to react.

"People are basically panicking out there," said Nieves, Riverside's emergency services coordinator.

San Bernardino drivers had the same reaction.

"Traffic is really the biggest issue law enforcement faces in these blackouts," San Bernardino Police Sgt. Ron Schwenka said.

GRAPHIC: 1. Kurt Miller; The Press-Enterprise; Riverside Community College cosmetology students take their final exam in the parking lot because of the blackout. 2. Silvia Flores; The Press-Enterprise; Riverside Police Department volunteers Sharyn Dana, left, and Kathy Peters look over a map of the city marked with areas affected by rolling blackouts. 3. Peter Phun; The Press-Enterprise; Judy James, manager of the J&M Inn in Rialto, serves patrons in darkness. She gave customers a flashlight to use in the restroom.; PHOTOS

LOAD-DATE: April 17, 2001



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Copyright 2001 Business Wire, Inc.
Business WireMarch 19, 2001, Monday**DISTRIBUTION:** Business Editors**LENGTH:** 679 words**HEADLINE:** 7-Eleven, Inc. Reports Increase in Total Merchandise Sales for February**DATELINE:** DALLAS, March 19, 2001**BODY:**

7-Eleven, Inc. (NYSE: SE) today reported U.S. same-store merchandise sales for February 2001 increased by 3.6 percent, on top of a 6.8 percent increase for February 2000, after elimination of the additional day associated with leap year in February 2000. Including the additional day in 2000, U.S. same-store sales were equal to the prior year period. The company estimates cigarette inflation accounted for less than one percent of the February 2001 merchandise sales comparison.

Total merchandise sales were \$486.3 million for February 2001, an increase of 4.9 percent over the 2000 total of \$480.3 million, after elimination of the extra day associated with leap year in 2000, and a 1.2 percent increase including the extra day in 2000. Sales in February 2001 were primarily driven by increases in pre-paid telephone cards, non-carbonated beverages, beer and wine, fresh foods, produce, and coffee.

Year-to-date totals for merchandise sales are \$991.7 million compared to \$967.0 million for 2000, a 4.3 percent increase after eliminating the extra day associated with leap year in 2000 and a 2.6 percent increase including the extra day in 2000. U.S. same-store sales year-to-date are up 3.1 percent after eliminating the extra day associated with leap year in 2000, and 1.3 percent including the extra day in 2000. These year-to-date same-store results are on top of a 6.6 percent increase in 2000 over 1999 after eliminating the extra day in 2000 or 8.4 percent including the extra day in 2000.

The company is continuing to focus on the fundamentals and positioning itself as a destination for fresh foods, including bread and milk, while also executing its merchandising strategy of new product introduction. 7-Eleven introduced Mountain Dew Slurpee(R) to its U.S. stores in March. Mountain Dew and Slurpee have successfully targeted teens and young adults - with more than 11 million Slurpee(R) beverages sold monthly at 7-Eleven stores and 55 million consumers nationwide drinking Mountain Dew.

Gasoline sales for February 2001 were \$211.5 million compared to \$192.8 million in 2000, an increase of 13.6 percent after eliminating the extra day in February 2000 and a 9.7 percent increase including the extra day in 2000. The average gallons of gasoline sold per store in February 2001 increased 2.4 percent when excluding the extra day in 2000 and decreased 1.1 percent when including the extra day in 2000. Gasoline sales year-to-date totaled \$436.2 million, an increase of 18.9 percent when excluding the additional day in 2000 and 16.9 percent when including the additional day in 2000.

About 7-Eleven, Inc.

7-Eleven, Inc. is the largest chain in the convenience retailing industry. More than 21,000 7-Elevens are located in the United States and Canada and 17 other countries and U.S. territories throughout the world. Sales at 7-Eleven stores around the world totaled \$29.0 billion in 2000. Approximately 5,700 of these 7-Elevens are operated or franchised in the United States and Canada by 7-Eleven, Inc. IYG Holding Company, a wholly owned subsidiary of Ito-Yokado Co., Ltd., and Seven-Eleven Japan Co., Ltd., has owned a majority interest in 7-Eleven, Inc. since 1991. Seven-Eleven Japan operates over 8,500 7-Eleven stores under an area license agreement. For more information about 7-



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Eleven, the company's web site address is <http://www.7-eleven.com>.

Additional Note

Some of the matters discussed in this earnings release contain forward-looking statements regarding the Company's future business prospects, which are subject to certain risks and uncertainties, including competitive pressures, adverse economic conditions and governmental regulations. These issues, and other factors which may be identified from time to time in the Company's reports filed with the SEC, could cause actual results to differ materially from those indicated in the forward-looking statements.

CONTACT: 7-Eleven, Inc., Dallas
Investor Relations
Carole Davidson, 214/828-7021

URL: <http://www.businesswire.com>

LOAD-DATE: March 20, 2001

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IAC (SM) PROMT (R)
Copyright 2001 American Institute of Food Distribution, Inc.
The Food Institute Report

March 19, 2001

SECTION: Pg. 6 ; 0745-4503

IAC-ACC-NO: 72522785

LENGTH: 55 words

HEADLINE: 7-Eleven, Inc; Brief Article

AUTHOR-ABSTRACT:

THIS IS THE FULL TEXT: COPYRIGHT 2001 American Institute of Food Distribution, Inc. Subscription: \$565.00 per year. Published weekly. 28-12 Broadway, Fair Lawn, NJ 07410.

BODY:

* 7-Eleven, Inc., the world's largest convenience store retailer and home of the Slurpee frozen carbonated beverage, has introduced the Mountain Dew Slurpee in U.S. stores. More than 11 million Slurpee beverages are sold at 7-Eleven stores each month. Mountain Dew is a product of Pepsi-Cola Company, a unit of PepsiCo, Inc.

IAC-CREATE-DATE: April 3, 2001

LOAD-DATE: April 04, 2001



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Copyright 2001 Nationwide News Pty Limited
Herald Sun (Melbourne, Australia)March 19, 2001, Monday

SECTION: OPINION; Pg. 18

LENGTH: 442 words

HEADLINE: 50/50

BODY:

WHY does 7-Eleven sell a product called a Slurpee? Surely this encourages bad habits among our younger generations. Why not sell products called Elbows-on-the-Table or Pick-your-Nose as well?

Junie McDonald, Malvern East

WHAT is it with drivers these days? The speed limit through suburban streets has been dropped to 50km/h — fair enough — but for some reason people have got into the habit of doing 50km/h even in a 60km/h zone or a 70km/h zone. I say, wake up and observe the speed limit or hand in your licence if you can't see the signs.

M. Hippisley, Altona Meadows

I GOT all excited in my half-asleep state at 6am with the headline "49.84c" (Herald Sun, March 15). I thought it was the price of petrol!

Oops, Gippsland

WHAT an ecological disaster awaits now that the cane toad has reached Kakadu National Park.

Goanna Gone, Coolaroo

MY 85-year-old blind father travelled to Portsea on the Frankston line on March 13. At the end of the line, the bus driver said to him, "Out, out out. Get off your arse." Is that how we treat our elderly? I don't think so.

Bern Von Richter, Mornington

THE ABC has undertaken to keep rural communities informed of the progress of bushfires. But last week, a fire in Avoca had been burning for three days, over 2000ha. Residents were extremely nervous, bordering on panic, especially since there was no news, good or bad.

Maurice Lekamge, Daisy Hill

WHY this obsession in the media about the Yankee dollar? Your conduct is against the national interest. The Australian economic situation is good for exports and good for tourism to Australia. Buy Australian, be nice to tourists and keep Australians in jobs.

Adrian Jackson, Middle Park

RE your editorial "Settle Waverley" (Herald Sun, March 15) on the ground's heritage listing. What about the clubs with more than 100 years

of history who could do with the money from
its sale?

G.F. Bostell, Mill Park

THE Australian selectors have erred in not sending Stuart MacGill to India. India has not lost a Test series in India since 1969 and is looking as formidable as ever.



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Noel Butterfield, Surrey Hills

THE lead item on 3AW's 11am news bulletin (March 15) was that Cathy Freeman was taking a six-month break. To misquote those famous lines, "Quite frankly, 3AW, I don't give a damn."

James Stryker, Laverton

BRAVO, Mr Bracks, for saving our beautiful botanic gardens from those beastly bats.

Virginia Henderson, Toorak

WHAT do the economy, the Australian dollar and a couple of Indian cricketers have in common? They have all brought some big Australian egos back to earth.

Colin Nelson, North Dandenong

LOAD-DATE: November 12, 2001



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Copyright 2001 Knight Ridder/Tribune News Service
Knight Ridder/Tribune News Service
Detroit Free Press

March 17, 2001, Saturday

SECTION: SPORTS

KR-ACC-NO: K2001

LENGTH: 741 words

HEADLINE: Spartans restore some sanity to Memphis, for the moment

BYLINE: By Drew Sharp

BODY:

MEMPHIS, Tenn. _ A brisk run is a pregame ritual for Tom Izzo, an opportunity to play the game in his head while alleviating some customary anxiety.

He would have needed to run 20 miles to ease his mind following the South Regional's afternoon session Friday.

"Can you believe these upsets?" he asked. "Have you ever seen a first round with so few blowouts? It's like I've been telling you guys. There's not much separating most of these teams. If I had any brains, I'd just keep running and not come back until everything's over."

No. 12 seed Gonzaga shocked No. 5 Virginia and 13th-seeded Indiana State bounced No. 4 Oklahoma in overtime, leaving observers at the Pyramid stunned, looking as though they had just seen Elvis coming out of the neighborhood 7-Eleven with a Slurpee.

But seeding sanity returned with Michigan State. Spartans fans had no need for tranquilizers during the game against Alabama State, a first-time party invitee whose coach is so superstitious that he wears the same ensemble for every game.

Even Cinderella wouldn't want to get close to that.

Other high seeds have found peril along the tournament landscape, but the No. 1 seeds remain pretty much unchallenged. The Spartans' 69-35 victory over the Hornets meant that the No. 1's _ Stanford, Duke, Illinois and MSU _ won their openers by an average of 37 points.

But Michigan State might have felt more relief than joy because despite the score, the Spartans struggled, hurting themselves early with poor shooting and equally poor decisions.

You wouldn't be happy either if you were Izzo, because if the tournament's opening round is any indication, the Spartans might not get a minute's rest the rest of the way. Whether it's eighth-seeded California or ninth-seeded Fresno State on Sunday, expect a scare that should test the mettle of the Spartans. Despite throttling the Hornets by 34, they looked like they were missing some ingredient that could cost them down the road.

Drawing conclusions is difficult against a foe so overmatched. Marcus Taylor's shots dropped, which might bode well. Adam Ballinger even took his defender off the dribble a couple of times. Jason Richardson's aerial show amazed and dazzled, but more important, he looked as though he was ready to grab this team and make it his own. Aloysius Anagonye managed to avoid his second foul until late in the first half, perhaps a personal record.

A nice start, considering the way high seeds are falling like autumn leaves. But it can't be regarded too seriously because rarely has a 16th-seeded sacrificial lamb seriously challenged a top dog.

Still, the Hornets were a gummy bunch in the first half, taking advantage of some Michigan State generosity. The



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Hornets held their own on the glass against the more physically imposing Spartans. And with the bizarre nature of the earlier games at the Pyramid, they couldn't help but feel confident trailing by only four at the intermission.

Suddenly, thoughts harkened back to the Spartans' last charity appearance, their Big Ten tournament-opening embarrassment against Penn State a week before.

But unlike against the Nittany Lions, the Spartans made a defensive statement as soon as they stepped on the floor for the second half. Alabama State didn't know what hit it, but the Hornets knew what they weren't hitting _ shots.

They went more than 13 minutes without scoring a point. They stayed at 32 points for what seemed like an eternity, going 23 straight possessions without a basket. But there was some mercy. They nailed a three-pointer with 15 seconds remaining, much to the delight of their quite vocal supporters who found solace in the fact that their team at least got to the Big Dance.

The Spartans displayed some long-lost defensive intensity, holding the Hornets to only 10 second-half points.

Ah, well, so much for writing another Cinderella chapter.

But give the poor girl a break. She already had a busy day in Memphis.

Still, a more volatile first round than usual should put the Spartans on notice. Danger awaits at every juncture now. Not only does the gap between the seed numbers shrink the further teams advance, but the disparity in quality as well.

Shocking upsets and spoiled national championship dreams always lurk around the corner.

And you can't run away from them.

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JOURNAL-CODE: DE

LOAD-DATE: March 17, 2001



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MARCH 17, 2001 Saturday METRO FINAL EDITION

SECTION: SPORTS; Pg. 1D

LENGTH: 715 words

HEADLINE: SPARTANS RESTORE SOME SANITY TO MEMPHIS, FOR THE MOMENT

BYLINE: DREW SHARP

DATELINE: MEMPHIS, Tenn.

BODY:

A brisk run is a pregame ritual for Tom Izzo, an opportunity to play the game in his head while alleviating some customary anxiety.

He would have needed to run 20 miles to ease his mind following the South Regional's afternoon session Friday.

"Can you believe these upsets?" the Michigan State coach asked. "Have you ever seen a first round with so few blowouts? It's like I've been telling you guys. There's not much separating most of these teams. If I had any brains, I'd just keep running and not come back until everything's over."

The fear of watching another high seed fall drove assistant coach Mike Garland away from the television in the final minutes of fifth-seeded Virginia's loss to 12th-seeded Gonzaga.

"I knew what was going to happen and I didn't want to see it," Garland said. "It stays on your mind and makes you wonder if it's an omen because you're coming up next and a No. 16 has never won before."

But Cinderella was exhausted after the Zags shocked the Cavaliers, and then 13th-seeded Indiana State bounced No. 4 Oklahoma in overtime, leaving observers at the Pyramid looking as though they had just seen Elvis coming out of the neighborhood 7-Eleven with a Slurpee.

Seeding sanity returned with Michigan State. Spartans fans had no need for tranquilizers during the game against Alabama State, a first-time NCAA invitee whose coach, Rob Spivery, is so superstitious he wears the same ensemble every game.

Even Cinderella wouldn't want to get close to that.

Other high seeds have found peril along the tournament landscape, but the No. 1 seeds remain pretty much unchallenged. The Spartans' 69-35 victory over the Hornets meant that the No. 1's — Stanford, Duke, Illinois and MSU — won their openers by an average of 37 points.

But the Spartans felt more relief than joy because despite the score, they struggled, hurting themselves early with poor shooting and poor decisions.

"It wasn't that we had played poorly in the first half," Andre Hutson said, "but there were just little things that we weren't doing and Alabama State stayed pretty close by hitting some big shots. We knew that the longer they stayed close, the more confidence they would get in themselves."

Izzo was worried about the Spartans' confidence at halftime. As a result, he didn't chew them out even though they had only a 29-25 lead on what should have been an overmatched opponent.

This was the Spartans' first game since their opening loss to Penn State in the Big Ten tournament a week before,



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another occasion when shots wouldn't fall and loose balls found their way into the opponent's hands.

"I thought that if I really got on them, I might rattle them too much," Izzo said. "And then they might really begin to doubt themselves. I had to have confidence in them that they knew what to do in the second half."

Safe to say, they figured it out.

We've seen defensive suffocation before, but rarely as merciless as what Michigan State did to Alabama State in the second half.

Keith Gamble's driving lay-up at the 14:10 mark gave the Hornets 32 points. And 32 points is where they stayed ...and stayed ...and stayed ...and stayed. For the next 13 minutes and 56 seconds, until a closing three-pointer.

The Hornets' 10-point second half tied Wake Forest's first half earlier Friday as the worst in an NCAA tournament game since the introduction of the shot clock in 1985-86.

"We knew we weren't playing well and had to pick it up on the defensive end," said Charlie Bell, who continued to struggle offensively, making only three of eight shots. "We were a little rusty because we hadn't played that much in two weeks."

If the opening-round upsets are any indication, the Spartans might not get a minute's rest the rest of the way, and Sunday's second-round game should test their mettle. Despite throttling their opposition by 34 points Friday night, they looked like they're still missing some ingredients that could cost them down the road.

Yet the Spartans arose from their two-week slumber at a time when even a momentary doze can dash championship aspirations.

Ah, well, so much for writing another Cinderella chapter.

But give the poor girl a break. She already had a busy day in Memphis.

Contact DREW SHARP at 313-223-4055 or dsharp@freepress.com.

LOAD-DATE: November 1, 2001

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Copyright 2001 PR Newswire Association, Inc.
PR NewswireMarch 13, 2001, Tuesday

SECTION: FINANCIAL NEWS

DISTRIBUTION: TO BUSINESS AND RETAILING EDITORS

LENGTH: 1039 words

HEADLINE: Sun, Ski, Slurpee(R) and Spring-All at Your Neighborhood 7-Eleven(R); 7-Eleven Stores Offer Hassle-Free Spring Shopping**DATELINE:** DALLAS, March 13**BODY:**

Caught up with spring fever? This season, take a break to enjoy the change of season and leave your worries behind. From Spring Break necessities to spring cleaning chores, 7-Eleven(R) stores have taken the fuss out of spring madness with potential "forgotten" items.

"March traditionally marks the time of year when people take a deep breath and look forward to the beautiful days of spring," said Joe Carlton, 7-Eleven senior category manager. "7-Eleven stores aim to always be ready with the necessities for the season. While customers are out running errands, we'll be here when they need to stop for a Slurpee(R) drink or to pick up a kite for a March day."

Pack Your Beach Bag

Heading to the beach? With winter still biting at many U.S. cities, you could be especially prone to the UV rays. Stock up on sunscreen, I.Gear(TM) sunglasses, and bug spray at your neighborhood 7-Eleven. Fill up ice coolers with your favorite soft drinks and snacks and pick up a camera or film to catch friends playing in the sand.

Couldn't take all your friends with you on your Spring Break travel? Keep in touch with the new, Free2Go wireless phone from AT&T. The gift set includes the Motorola V2397 phone, phone wrap, rechargeable battery, charger, hands-free headset and \$25 airtime refill card for \$69.99 with \$30 mail-in rebate. Or take advantage of the Spring Break special and receive a \$50 MTV Gear card, good for merchandise available at www.V2397.com, when you purchase the phone at full price. Prepaid phone cards are also a popular option - keep one on hand so you can always call home if you get stranded!

Gear Up For The Slopes

If you've opted for a refreshing getaway to a ski resort, 7-Eleven stores can help you stay warm on the mountain. Load up on nutritional bars and snacks in preparation of lift-ride munchies. The weather may be chilly, but the sun's rays still call for sunglasses, sunscreen and lip balm. With firewood and hot beverages like the new Dark Mountain Roast coffee, enjoy apres-ski in style. Or, even if you've decided to take a day off from the slopes, catch up on light reading from any one of the more than 100 magazine titles 7-Eleven carries.

Spring cleaning may conjure up images of swatting cobwebs out of dark corners, but it should also include tuning up your car for spring vacations. Maps, available near the publications stand in stores, will direct you to the whitest beaches, or to the whitest snow! Oil and other auto fluids are available in stores, as well as gasoline at more than 2,000 stores nationwide. But if spring cleaning in the home just can't wait another season, shop the aisles in 7-Eleven for everyday household cleaners.

7-Eleven stores are a convenient stop this spring; you can pick up forgotten items for your travels, stock up on spring cleaning necessities or just enjoy the fresh weather with cool treats, like the newest Slurpee flavor, Mountain Dew. For more spring necessities available at participating 7-Eleven stores, see the attached tip sheet.

7-Eleven, Inc. (NYSE: SE) is the largest chain in the convenience retailing industry. More than 21,400 7-Eleven stores are located in the United States and Canada and 17 other countries and U.S. territories throughout the world.



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Sales at 7-Eleven stores around the world totaled \$29.0 billion in 2000. Approximately 5,700 of these 7-Elevens are operated or franchised in the United States and Canada by 7-Eleven, Inc. IYG Holding Company, a wholly owned subsidiary of Ito-Yokado Co., Ltd., and Seven-Eleven Japan Co., Ltd., has owned a majority interest in 7-Eleven, Inc. since 1991. Seven-Eleven Japan operates over 8,600 7-Eleven stores under an area license agreement. For more information about 7-Eleven, the company's web site address is <http://www.7-Eleven.com>.

SPRING NECESSITIES

Available at participating 7-Eleven(R) stores

For All Travelers

- I.Gear(TM) Radicolor sunglasses - Protect your eyes in style with these hip color-tinted, UV400 lenses. Kids' sunglasses also available.
- Auto supplies - From gas to oil, keep your car in shape this spring.
- Prepaid phone cards - Let everyone know how much fun you're having with a variety of phone cards to meet your calling needs.
- Camera and film
- Batteries for electronics
- Snacks
- X-Treme Gulp(TM) Mug - a 52-ounce insulated mug that will keep your beverage cold for six hours or longer. Buckle in the newest mug design featuring NASCAR racers.

Beach Bums

- Sunscreen
- Insect repellent
- Lip gloss
- Coolers and ice
- Beverages - From the Big Gulp(R) to the new Slurpee(R) drink, 7-Eleven is the stop for refreshments.
- Ice cream treats - Try the new Matterhorn Cookie Stix, an ice cream bar dipped in chocolate. Instead of eating it off of a wooden stick, the Matterhorn has a crunchy, chocolate chip stick so you can eat the whole thing!
- Stock up on easy beach reading - The new Sports Illustrated Swimsuit Issue is on stands now!
- Just the Hits music (CD or cassette) - Twelve albums include 12 original hits from 12 different artists.

Ski Bunnies

- Sunscreen
- Hot beverages like the new Dark Mountain Roast coffee or hot chocolate to keep you warm.
- World Ovens(R) Jumbo Cinnamon Roll will help heat up your mornings.
- Firewood for apres-ski

Spring Cleaners

- All household cleaners
- Trash bags
- Sponges

Spring Toys

- Kites
- Bubbles
- Sidewalk chalk
- Sure Catch Glove and Ball
- Small toys for long car trips - Hot Wheels, Legos, Barbie dolls and



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more!

SOURCE 7-Eleven, Inc.

CONTACT: Cathy Heald or Dana Manley, both of 7-Eleven, Inc., 214-828-7345, or cheald01@7-11.com

URL: <http://www.prnewswire.com>

LOAD-DATE: March 14, 2001

186 of 1525 DOCUMENTS

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PR NewswireMarch 12, 2001, Monday

SECTION: FINANCIAL NEWS

DISTRIBUTION: TO BUSINESS AND RETAILING EDITORS

LENGTH: 587 words

HEADLINE: Long Over-Dew; 7-Eleven Introduces Mountain Dew Slurpee(R)

DATELINE: DALLAS, March 12

BODY:

7-Eleven, Inc. (NYSE: SE), the world's largest convenience retailer and home of the Slurpee(R) frozen carbonated beverage, introduces Mountain Dew Slurpee this month in its participating 5,200 U.S. stores. To call attention to the new Slurpee flavor, 7-Eleven will stock special green-glow cups printed with the Mountain Dew and Slurpee logos. Suggested retail price for the 28-ounce frozen drink is 99 cents.

Mountain Dew and Slurpee have successfully targeted teens and young adults — with more than 11 million Slurpee beverages sold at 7-Eleven stores each month and 55 million consumers nationwide drinking Mountain Dew. Mountain Dew, a citrus-flavored drink, has doubled its number of drinkers over the past five years. Sales at 7-Eleven stores reflect that trend, with Mountain Dew being a top-seller in the cooler.

"Mountain Dew is a natural extension for Slurpee. It's all about attitude, and these are two products that have no shortage of it," said John Ryckevic, 7-Eleven category manager for Slurpee and Fountain. "Each has an edge to it, and has from the start."

Both Slurpee and Mountain Dew were introduced to the public in the 1960s. Slurpee became known for zany radio commercials and product names, and in 1994, coined the term "Brainfreeze" to describe the painful condition associated with drinking a Slurpee beverage too fast.

Mountain Dew takes its advertising to extremes, inspiring consumers to "Do the Dew." Mountain Dew is a lead sponsor of the X-Games and Gravity Games and sponsors more alternative sports athletes than any other beverage.

"Mountain Dew has shown phenomenal growth over the last 10 years, particularly among teens and young adults," said Harry Walsh, vice president at Pepsi-Cola. "The unique flavor and the attitude of Mountain Dew appeals to the new generation of beverage drinkers. What better way to make the Mountain Dew experience even more intense than with a Mountain Dew Slurpee?"

7-Eleven, Inc. is the largest chain in the convenience retailing industry. More than 21,400 7-Eleven stores are located in the United States and Canada and 17 other countries and U.S. territories throughout the world. Sales at 7-Eleven stores around the world totaled \$29.0 billion in 2000. Approximately 5,700 of these 7-Elevens are operated or franchised in the United States and Canada by 7-Eleven, Inc. IYG Holding Company, a wholly owned subsidiary of Ito-Yokado Co., Ltd., and Seven-Eleven Japan Co., Ltd., has owned a majority interest in 7-Eleven, Inc. since 1991. Seven-Eleven Japan operates over 8,600 7-Eleven stores under an area license agreement. For more information about 7-Eleven, the company's web site address is <http://www.7-eleven.com>.

Purchase, NY-based Pepsi-Cola Company (www.pepsi.com) is the global beverage division of PepsiCo, Inc. (www.pepsico.com). Its brands in the United States include Pepsi, Diet Pepsi, Pepsi ONE, Mountain Dew, Sierra Mist, Mug, Slice, Wild Cherry Pepsi, Aquafina, SoBe, FruitWorks, Dole single-serve juices and All Sport Body Quencher. The company also makes and markets category-leading iced teas and coffees, respectively, via joint ventures with Lipton and Starbucks.

SOURCE 7-Eleven, Inc.

CONTACT: Dana Manley or Cathy Heald, both of 7-Eleven, Inc., 214-828-7345, or dmanle01@7-11.com; or Dave

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Dececco of Pepsi-Cola Company, 914-253-2655, or david.dececco@pepsi.com

URL: <http://www.prnewswire.com>

LOAD-DATE: March 13, 2001

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Copyright 2001 The New York Times Company
The New York TimesMarch 11, 2001 Sunday
Correction Appended
Late Edition - Final**SECTION:** Section 3; Column 5; Money and Business/Financial Desk; Pg. 1**LENGTH:** 2879 words**HEADLINE:** Red Face For the Internet's Blue Chip**BYLINE:** By SAUL HANSELL**BODY:**

IT tu, Yahoo?

If there is an Internet blue chip, Yahoo is it. Lesser Web sites have come and gone. Amazon.com loses money by the crateload. Industry titans that rushed to e-themselves are now retreating.

But Yahoo was one company that seemed to have it figured out. In six years, it transformed itself from a student's list of cool Web sites into a sprawling network serving 185 million people a month. Few companies on the planet have that many customers.

Yahoo's brand is known and liked. Its managers are seasoned and disciplined. Its bank account is overflowing with cash. And its accounting statement — most rare for an Internet company — shows a profit.

But suddenly, Yahoo is reeling, too. On Wednesday, the company said it was looking to replace its chief executive, Timothy A. Koogle, who said he would give up that position but remain as chairman.

The reason was clear in the numbers. Yahoo's revenue will be \$170 million to \$180 million in the first quarter. At the start of the year, \$320 million was expected. Look closer and the picture is worse. Yahoo had a backlog of \$117 million in previous commitments for this quarter. That means that it foresees no more than \$63 million in new sales.

Yahoo's management will not venture a guess about its full-year results. But analysts now forecast sales of \$800 million for the year, down (that's right, down) from \$1.1 billion in 2000. Profits are unlikely.

The company's \$1.7 billion in cash will keep it in business through the tough times. Its problem, simply put, is to figure out what business it wants to be in.

No longer can Yahoo rely on easy multimillion-dollar deals from other dot-com companies. It is scrambling to find new sources of revenue. And it must find ways to sell both the traditional "banner" advertising and creative new formats to skeptical big companies. It boasts of a range of innovative experiments, like the "Yahoo Grape" Slurpee soft drink that 7-Eleven tied to an online promotion. But in many cases, including that one, the advertisers have paid little or no cash.

"They are so dependent on online advertising that we don't think they will grow that much until they change the form of their advertising to attract more traditional companies," said Anthony Noto, an analyst at Goldman, Sachs.

In January, Yahoo slipped from second to third in the monthly ratings by Media Metrix, a research concern that tracks the popularity of Web sites in the United States, behind AOL Time Warner and Microsoft's MSN. But with 55 million domestic users, 65 percent of the total audience, Yahoo's problem is not attracting users. It is finding a way to make money from them.

Indeed, if Yahoo cannot discover how to thrive with its huge audience and all its other advantages, then the future is dire for the myriad smaller companies — and divisions of larger ones — that hope to build a media business on the



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Internet.

There have been many ideas about how to use the ubiquity of the Web to provide information, entertainment and smart little conveniences. Their creators figured that if they attracted users, and many did, they would pay the bills by selling advertising. But the dollars did not come.

IT is not that the Internet is not proving to be a powerful place to market most everything from cars to cream rinse. It is that advertisers are finding that building their own Web sites and e-mail lists is far more effective than placing their messages on sites where people go to check their e-mail or the weather.

"If anyone can be a successful in the portal business, it's Yahoo," said Michael E. Porter, the Harvard Business School strategy expert. "But Yahoo is in a box they may not be able to get out of."

Publishers, he said, gave Yahoo free access to information, or even paid it to carry their products, just to get exposure as the Internet was young. And advertisers, too, "paid rates that were not economically justified because they didn't care if the ads worked."

Mr. Porter has just published an article in the Harvard Business Review that aims to challenge many new-economy tenets, including the theory, epitomized by Yahoo, that a site that attracts many "eyeballs" can profit by carrying advertising. Web sites, he argued, should find ways to charge subscription fees to users. But at Yahoo, he said, "now that their users have become accustomed to getting the service free, it's not clear that they will be able to charge real money for their product."

In fact, Yahoo has tried to add services that can earn some fee income. One service lets corporations put conference calls and meetings online. Another creates custom Web sites for internal company networks. And Yahoo is working on services to sell to consumers, like bigger e-mail accounts and vanity Web names.

Analysts praise these moves as fine extensions of Yahoo's business. But few expect them to be big enough to offset the company's revenue shortfall.

Goldman, Sachs has calculated that Yahoo would need \$372 million in fee-based services to keep its revenue in 2001 the same as in 2000. But Goldman has also estimated that Yahoo's take from such new services will be less than half that figure.

THE story of advertising on the Internet is hardly over, but it is clear that it is not a fairy tale. It is at least a thriller — and maybe even a tear-jerker.

In Yahoo's story, as in that of so many other Web companies, there is also that element so common in tragedy: hubris. Mr. Koogle, whose trademark black turtlenecks and white shock of hair effected a jazz-club sort of cool, tried to restrain the cockiness at Yahoo, even as the company's market value soared to \$150 billion, double the value of Walt Disney at the time. With its shares now at \$17, Yahoo has a market value of \$9.4 billion.

But in some important ways, people inside and outside Yahoo said, Mr. Koogle failed to realize how much the bubble that was inflating in Silicon Valley distorted Yahoo's world view and kept it from making the hard decisions it needed to make.

In retrospect, Yahoo was far too dependent on selling ads to other Internet companies, a gusher of cash that has all but dried up. Goldman, Sachs estimates that Yahoo's revenue from other dot-com companies will fall to \$111 million this year from \$459 million in 2000.

Advertising from established companies is not filling that deep hole. Goldman has calculated that traditional ad spending on Yahoo, which had been expected to rise, will now fall to \$521 million this year from \$545 million in 2000.

Yahoo attributes its financial performance to economic uncertainty and a decline in advertising in general. Indeed, traditional media companies like the News Corporation and The New York Times Company have told Wall Street that ad sales this quarter have been far weaker than they expected.

But Yahoo's problems go deeper, because even when the economy does pick up, it is not clear what the Yahoo site would offer that advertisers like Procter & Gamble or General Motors would pay money for — or much money for, in any case.



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During the Internet boom, advertising on Yahoo and America Online was part of an aggressive effort by dot-com start-ups to establish quickly the appearance of legitimacy.

"The more money you gave Yahoo, the more money you could raise from investors," said David W. Kenny, chief executive of Digitas, a strategy and advertising firm.

Now Yahoo's advertisers are moving from conspicuous consumption to coupon clipping. The big marketers want to see some evidence that what they are buying is effective.

The problem is that five years of experience shows very limited value for the sort of ad that Yahoo and other sites sell most — the ubiquitous rectangular banner. Those banners, it seems, are not as entertaining as TV, not as informative as print and not as personal as direct mail.

"A banner is nothing more than a highway billboard, a reminder message," said Richard V. Hopple, a former ad agency executive and now chief executive of Unicast, an advertising technology firm. "We know what outdoor is worth — \$2 per thousand." By contrast, prime-time television advertising sells for \$17 per thousand audience members, according to The Myers Report. Yahoo recently dropped its list price for general banner ads from \$16 to \$8 per thousand impressions, although ads in certain high-demand places can go for as much as \$80 a thousand.

Indeed, that gap defines one of Yahoo's challenges. Some aspects of its service create valuable spots for advertisers. The very idea of a search engine can be quite valuable, because users identify their interests. If someone types in "fly fishing," the odds are better than in nearly any other medium that the user wants what L. L. Bean has to sell. And brokerage firms are still eager to advertise on Yahoo's stock-quotation pages.

But for every area where demand is hot, there are many others where space goes unsold. Indeed, a study by AdRelevance, a New York research firm, found that in February, three-quarters of Yahoo's advertising impressions were unpaid ads for Yahoo itself, known in the media industry as house ads. That is actually an improvement from December, when only 15 percent of its ads were paid.

How much the advertisers paid is another question. Yahoo, like all publishers, says it sticks to its published rates. But several advertisers said they were offered "packages" in which they were forced to buy banner ads (at radically discounted prices) in order to secure placement in more valuable areas, like Yahoo's main shopping page. (This tactic, too, is no different than that of a television network that requires an advertiser buy time on a lower-rated show in order to get a commercial on that year's hit.)

Still, for several years, Yahoo has been trying to move beyond banner advertising with a concept that it calls "fusion marketing" — mixing banners with electronic mail advertising and other types of promotion. But these offerings are catching on slowly. And Yahoo can hardly offer an advertiser as many options as the sprawling AOL Time Warner.

Advertisers, especially the sort that found TV a great way to create an emotional image for their products, are in a quandary, as more and more of their valuable younger customers trade their remote controls for keyboards.

"We are losing people on TV as they are going to the World Wide Web," said David Burwick, vice president for marketing at the Pepsi-Cola Company.

Pepsi, in fact, is an advertiser that Yahoo often boasts about. It helped create a rewards program in which buyers of 20-ounce soft drinks could type code numbers printed inside bottle caps into a Web site and earn prizes. Using the Internet for such a promotion is far cheaper than counting bottle caps mailed in by consumers, as Pepsi has done in the past. And the program let Pepsi gather e-mail addresses that it could use to communicate directly with customers — something that packaged-goods companies have only begun to do.

But most of those benefits flowed from Pepsi's own site, not from Yahoo's advertising reach. Most of the customers who participated in the promotion, Mr. Burwick said, were drawn by Pepsi's TV ads and by the bottle caps themselves.

Yahoo, he said, was good at making the promotion site easy to use, and its name added an extra dimension to the program.

"Yahoo is a pre-eminent brand on the Internet that is very youthful and a nice complement with Pepsi and Mountain Dew," he said.

But what made the proposition attractive to Pepsi, Mr. Burwick noted, was its economics. In return for featuring



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the Web site in its offline advertising and on 1.5 billion soda bottles, Pepsi paid very little cash for the program. And it is not clear that Yahoo will be able to show anything from this experience that will gain it more paying clients in the future.

"If we had to pay cash for this, we may or may not have done it," Mr. Burwick said. "It certainly would not have provided as good a return on investment for us."

INDEED, that is the same conclusion that 7-Eleven reached after its purple Slurpee promotion.

Yahoo had been calling on 7-Eleven for a year, said Nancy Smith, vice president for marketing at 7-Eleven, now part of Ito-Yokado, a Japanese retailer. But she was skeptical. The decision to pull over for a hot dog and a bag of chips is made on impulse — so the company typically gets the best results by appealing to drivers with radio ads and with big signs in windows.

Finally, the companies came up with a joint promotion for September, when sales of 7-Eleven's trademark drink generally decline as the weather cools. The stores introduced a Yahoo Grape Slurpee — in Yahoo purple — and served in a cup that promoted the Yahoo site. And Yahoo created a feature that let users send an online greeting card (with a coupon for a free Slurpee) to a friend.

Ms. Smith says she is happy with the program. Some 100,000 cards were sent and 13,000 coupons redeemed. And she said she thought Yahoo's brand helped it with some customers. But none of that means that she is willing to open the checkbook.

"Yahoo has an appeal to teenagers, but I can't say a Yahoo Slurpee is as good as one with a top sports figure," she said. "We got real learning out of the experience. But I'm not convinced it would be a good use of our media dollars to do it again."

Clearly, some advertisers are finding Yahoo a good value. "Over the last two years, Yahoo has come to understand shopping," said Chris McCann, president of 1-800-Flowers.

And Robert O. Bethge, marketing director of Datek Online, the online stock broker, said, "No one can compete with Yahoo in terms of the number of customers they can deliver."

But even Yahoo agrees that it will have to find other revenue sources beyond advertising. It has a few offerings aimed at corporations: when it bought Broadcast.com in 1999, for example, it got into managing employee meetings and investor presentations through online audio and video feeds.

It also has a new product, called Corporate Yahoo, that companies can use to blend internal announcements and information on the same page as news, weather and stock quotations from Yahoo. Sales have been brisk to clients like McDonald's, because companies find that many employees prefer Yahoo as their home pages rather than typically dull corporate sites.

Analysts estimate the fee for the service at \$1 to \$2 per employee a month. Moreover, if the idea takes off, it could tie millions of workers even more closely to Yahoo. (The corporate pages carry no advertising, but once a user clicks a link to a news report or another Web page, the customary ads are there.)

"Over time, Corporate Yahoo could let it become ubiquitous on the desktop, like the Windows operating system," said Mr. Kenny at Digitas.

But the revenue from Corporate Yahoo, though growing, remains small.

A bigger question is whether Yahoo can earn any fees from consumers.

It was not so long ago that people were spending 75 cents a minute calling "900" numbers to obtain weather forecasts or stock quotations. Now Yahoo offers an infinitely broader array of information, but the culture of the Internet and the myriad of competitors still standing has kept Yahoo from charging for its basic service.

"We can't say to people, 'Now that you like using Yahoo Calendar, it will cost you 22 cents to look up what you are doing on Sunday,'" Yahoo's president, Jeffrey Mallett, said in an interview in January.

The company hopes that it can profit by creating add-on services for which consumers will pay. For example, it puts its brand on a bill-paying service provided by Checkfree and a photo-developing service from PhotoWorks.

Mr. Mallett promises a flurry of new offerings, like pay-per-view streaming movies, a music subscription service and souped-up chat and messaging services.

This year, the company's attempt to increase its fee income from auctions has backfired. Yahoo had become the No. 2 auction site, behind eBay, in number of listings because, unlike its competitors, it did not charge a fee to sellers. Once it imposed fees in January, its listings dropped by 90 percent, as sellers concluded that if they were actually going to pay for auctions, they may as well be on the larger eBay site.

ANALYSTS say Yahoo is no longer more attractive than America Online, which had long been ridiculed because it combines Internet access — seen as a low-margin business — with an advertising-laden site.

"Yahoo has wonderful margins and does great when advertising is abundant, but they have nothing to fall back on when advertising contracts," said Lowell Singer, an analyst at Robertson Stephens in San Francisco.

And it is easier for AOL to tack on new services to its customers' existing bills than for Yahoo to convert a free relationship into a paying one.

How well Yahoo handles that challenge will show a lot about the future of the Internet. It is easy to create sites that people like to read, use for chatting and managing their calendars, especially if there are millions of dollars available to pay for writers and programmers.

But consumers have not yet had to decide how much they really want any of these new sites, because they have not been asked to pay for them.

"At some point, if content on the Internet isn't worth paying for," Mr. Kenney said, "it is going to have trouble surviving."

URL: <http://www.nytimes.com>

CORRECTION-DATE: March 18, 2001

CORRECTION:

An article last Sunday about Yahoo misstated the percentage of advertising space on its Web pages that represented unpaid ads for Yahoo itself during February and December, as measured by AdRelevance, a New York research firm. The firm found that a quarter of Yahoo's space in February was unpaid, not three-quarters; and 15 percent was unpaid in December, not 85 percent.

A picture caption misstated Jeffrey Mallett's first role with Yahoo. He was recruited as chief operating officer in 1995 from Novell, where he had been a vice president. He did not help start Yahoo while he was a student.

GRAPHIC: Photos: Yahoo began as a compilation of Web sites that intrigued Jerry Yang, left, and Jeffrey Mallett, right, when they were students. Timothy A. Koogle stepped down as chief executive last week, but remains chairman. (Monica Almeida for The New York Times); Mr. Koogle's stewardship of Yahoo won high marks in a Dec. 11, 2000, assessment by Forbes. (pg. 14) Chart: "Going Down With the Dot-Coms" Yahoo, whose market value once hit \$150 billion, has seen its shares plummet as its advertising from other Internet companies has dried up. Graphs show WEEKLY SHARE PRICES from 1997-2001 fourth quarter and REVENUE from 1st quarter 1997-2001 fourth quarter. Chart REVENUE SOURCES (Millions of dollars) TRADITIONAL ADVERTISERS2000: \$545.42001: \$521.0 DOT-COM ADVERTISERS2000: 459.12001: 111.3 OTHER BUSINESSES AND SERVICES2000: 105.72001: 167.7 (Sources: Goldman Sachs; Bloomberg Financial Markets)(pg. 14)

LOAD-DATE: March 11, 2001



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The New York Post

March 11, 2001, Sunday

SECTION: All Editions; Pg. 009

LENGTH: 512 words

HEADLINE: FRIENDS AND FAMILY REMEMBER SLAIN TEEN

BYLINE: DAVID K. LI Post Correspondent

BODY:

SANTEE, Calif. - A beloved Santana HS athlete gunned down in last week's school massacre was remembered yesterday as the kind of person parents should "want your kid to be."

More than 750 friends and loved ones came out in the rain and poured into Sonrise Community Church to mourn Randy Gordon, who was murdered Monday by a bullet from alleged shooter Charles "Andy" Williams' gun.

A portrait of the slain 17-year-old graced the stage at the front of the church. Flowers and balloons in the Santana colors, purple and gold, adorned the room.

Gordon's half-brother Michael, 14, and half-sister, Allissa, 12, clung to their mother, Mari, as they sat in the front pew. Gordon's stepdad, Stan, kept an arm around his wife.

They held a private funeral and burial for Gordon in San Diego.

Several pals recalled Gordon, a track runner and aspiring Navy man who was scheduled to start boot camp in July, as bright, funny and selfless.

"He's the kind of kid you want your kid to be around, and he's the kind of kid you want your kid to be," said Dale Sheehan, the high school's track-and-field coach, whose office Gordon ran toward in vain after a bullet pierced his back.

Another student, 14-year-old Bryan Zuckor, was also killed in the shooting spree, which left 13 others wounded.

Sheehan said Gordon loved a track practice called the "Slurpee run," where the team would be rewarded for a grueling, 91/2-mile run with a round of icy drinks at a 7-Eleven store near campus.

She said the team had an honorary run for Gordon Wednesday.

At times, the hulking strains of the soundtrack to the military film "The Hunt for Red October" played - Gordon's favorite soundtrack, which he blared while he did yardwork, Pastor Phil Herrington said.

Randy Mills, a 15-year-old in the ninth grade, drew smiles when he recalled inviting Gordon to his last birthday party at a skating rink. Since Gordon didn't skate, Mills was afraid he wouldn't come.

But "he went anyway," Mills said. "He spent almost the whole time going around the outside of the rink, holding on for dear life."

Gordon's mother remained poised until the very end of the service, when a pictorial of the teen's life was shown. She began to weep and had to be escorted out of the church.

Outside, she told reporters:

"I want something good to come out of this. Maybe people should smile or say something good to someone they don't know."



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Herrington, a chaplain for the sheriff's department, urged the mourners not to let the horrific incident take control of their lives.

"We don't have to let this act of violence define us as a community," he said. "We can become bitter, or we can become better."

Funeral services for Zuckor are to be held today.

GRAPHIC: DAY OF MOURNING:Family members weep at the memorial yesterday for Randy Gordon (right), who was shot in the back during the gun rampage last week at Santana High School in suburban San Diego.AP

WHY? Sympathies for a tormented teen / Dreher: Page 25 Track-and-field teammates of Randy Gordon look for consolation.AP

LOAD-DATE: March 13, 2001



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Los Angeles Times

March 7, 2001 Wednesday
Home Edition

SECTION: PART A; Part 1; Metro Desk; Pg. 13

LENGTH: 526 words

HEADLINE: SANTEE SCHOOL SHOOTINGS;
'YOU COULDN'T ASK FOR A NICER KID';
VICTIM: RANDY GORDON IS REMEMBERED AS AN ATHLETE WHO WORKED FOR CAMPUS PEACE.

BYLINE: JESSICA GARRISON and RICHARD WINTON, TIMES STAFF WRITERS

BODY:

Randy Gordon loved to run. Day after day, the soft-spoken 17-year-old with the steely determination traversed miles of asphalt around his home town of Santee.

His route occasionally ended at a 7-Eleven, where he and teammates on the Santana High School track squad would drink Slurpees, share running stories and talk about the future. As captain, Gordon commanded their attention. As confidant and senior role model, he commanded their respect.

"The team loved him," said Dale Sheehan, his track coach for the last two years. "He is the kind of kid you want your kids to be friends with."

On Monday morning, Sheehan, after hearing the sound of gunfire, peered out the door of her classroom. In front of her, she saw her star runner a final time—collapsing on the ground. "I stuck my head out and you just heard the bullets flying," Sheehan said Tuesday. "He died right outside my room."

Gordon was known around campus as a role model—focused, yet always taking the time to encourage others.

"He was the kind of fellow you'd like to know," said Mike Conner, 15, a ninth-grader and fellow track team member.

Gordon's determination extended to a carefully designed plan for his future. Living at home with his mother and stepfather, whom Sheehan described as "unbelievable parents," Gordon dreamed of becoming a Navy SEAL and working in the intelligence unit.

An unidentified parent said Gordon had pre-enlisted in the Navy and worked with the local Civil Air Patrol. Those who knew Gordon made it clear that he would be the last person to ridicule another student, which is what some say touched off the rampage Monday. He wasn't rowdy and didn't get into fights.

"You couldn't ask for a nicer kid," said Nancy Magee, an English teacher who worked with Gordon on the campus peace council, which promoted unity and positive behavior at Santana High.

As for his track interests, "He wasn't into running overboard, but he loved it," said Connor, who used to run long distances in the hills surrounding Santee with Gordon.

On Tuesday, several grieving students expressed their feelings on white boards erected next to an informal memorial. "This Season's for You Randy," said one, signed Erik. A winged foot was drawn next to the name in pen.

A yellow balloon carried the message, "We Love You Randy, You'll Always Be in Our Heart. Aunt Jill, Uncle Richard, Kevin and Ryan."



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Students and parents, allowed back on campus Tuesday night to gather possessions, congregated in a circle around the spot where Gordon fell. The group stood in the pouring rain, tears streaming down their faces.

Sheehan said one of Gordon's favorite activities was to conduct the Slurpee runs for the team. The run would end at one or another 7-Eleven, where Sheehan would buy a round for everyone.

"Even in the middle of winter, he loved Slurpees," Sheehan said.

Sheehan is leaning on the team now as much as its members used to lean on Gordon and her for help. "I need them," she said.

The coach said she will hold track practice today, as scheduled. Perhaps, she said, they'll even take one last Slurpee run for Randy Gordon.

*

Times staff writer John Johnson contributed to this story.

GRAPHIC: Randy Gordon, 17, a Santana High student killed in rampage.

LOAD-DATE: March 7, 2001

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BRANDWEEK

March 5, 2001

LENGTH: 325 words

HEADLINE: New Products: 7-Eleven and Pepsi 'Dew' a New Slurpee

BYLINE: By Kenneth Hein

BODY:

Convenience store 7-Eleven this week will tout its newest Slurpee flavor, Mountain Dew, with two weeks of radio commercials and limited print.

The radio spot features an announcer delivering a mock-emergency message: "This is a warning. Slurpee frozen beverage, the most refreshing cold drink beverage ever, has just been turbo charged. That's right, the newest Slurpee flavor is the baddest ever. And I mean bad meaning good. Introducing new Mountain Dew Slurpee. That's right. Hide your eyes and run for coverE"

It ends with 7-Eleven's tag: "Oh Thank Heaven."

The spots will run in 36 markets during drive time radio (3-7 p.m.). Two half-page ads will run in USA Today promoting the new flavor. One will feature an offer for a free bag of Chee-tos, a product from PepsiCo's Frito-Lay unit. Pepsi also owns Mountain Dew.

7-Eleven spent \$26 million on ads in 1999 and \$20 million for the first 10 months of 2000, per Competitive Media Reporting.

The melding of the two brands is a natural fit since both appeal to teens 13-19, said Dana Manley, a rep for 7-Eleven, Dallas. "Mountain Dew is one of the fastest-growing brands among today's new generation of beverage drinkers and we believe will be one of the most successful new Slurpee flavor introductions."

7-Eleven has a strong relationship with PepsiCo, having helped launch a number of new products including Pepsi One, which it tied with its "Fresh Food" program to 7-Eleven sandwiches.

The chain will also help launch a cherry-flavored Mountain Dew Code Red product at its 5,200 locations in May.

Sampling events for the Mountain Dew Slurpee will coincide with radio spots in target markets. On-air promotions will provide listeners with Mountain Dew skateboards, backpacks, T-shirts and other branded items. In-store promos will include storefront and window banners, a special light over the Slurpee machines and flavor card labels.

LOAD-DATE: March 07, 2001

191 of 1525 DOCUMENTS

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SHOW: THE O'REILLY FACTOR (20:40)

March 5, 2001 Monday

Transcript # 030505cb.256

SECTION: Science

LENGTH: 1718 words

HEADLINE: Does Global Warming Exist?

GUESTS: Jerry Taylor, Deb Callahan

BYLINE: Bill O'Reilly

BODY:

THIS IS A RUSH TRANSCRIPT. THIS COPY MAY NOT BE IN ITS FINAL FORM AND MAY BE UPDATED.

O'REILLY: Thanks for staying with us. I'm Bill O'Reilly.

And in the "Unresolved Problems" segment tonight, the weather. Many people here in the Northeast got hysterical this weekend because a snowstorm was heading our way. If you listen to some of these weather people, it was Armageddon in play.

One elderly woman nearly ran me down heading for the 7-Eleven to stock up on supplies of Slurpees or something, I don't know.

Well, when we only got a dusting in New York City, everybody ran for cover. The point is that anything to do with the weather is uncertain and highly charged. For example, this global warming controversy is unprovable, but that doesn't stop people on both sides from swearing they know what they heck is going on.

Joining us now from Washington is Jerry Taylor, the Cato Institute's director of natural resource studies. And also in D.C., Deb Callahan, the president of the League of Conservation Voters.

Now, both of you study the weather and are analyzing what's going on. Let's start with you, Miss Callahan. What do you think's going to happen in the United States in the next 10 years?

DEB CALLAHAN, LEAGUE OF CONSERVATION VOTERS: Well, we didn't get the big snowfall that was predicted necessarily for today, but we can't predict what's going to happen within 10 years like we can within the next 100. But we have seen over the last 10 years, for instance, the 1990s was the hottest decade on record. And we know, for instance, that 25 percent of the warming that's happened in the last 140 years happened in the last six years.

So there clearly is even so far a warming trend that we can see in these short periods of, say, even a decade.

O'REILLY: Now, in your opinion — and again, I don't want to get to the global warming, because you get 10 experts say yes, 10 experts say no. But in your opinion, is that a manmade thing or is that just the natural rotation of the earth or whatever?

CALLAHAN: I wouldn't even want to rely on my opinion. The opinion of the Intergovernmental Panel on Climate Change, which is a U.N. panel, about 2,000 scientists, says clearly this is a manmade phenomena largely from burning of fossil fuels...

O'REILLY: OK, but you know...



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CALLAHAN: ... particularly coal.

O'REILLY: ... you know, and this is what — I do believe in global warming from my limited perspective. But there's big money attached to global warming. So when the U.N. gets (inaudible) then I always get a little skeptical. Mr...

CALLAHAN: Well, I think — I think (inaudible)...

O'REILLY: Well, let me get Mr. Taylor to pipe in, we'll come back. Mr. Taylor, what say you about the climate in the next 10 years in the U.S.?

JERRY TAYLOR, CATO INSTITUTE: Well, almost all the warming that we've seen in the United States has occurred at night and during the winter in the northern part of the — northern part of the country. That's where the warming has occurred.

What that has meant so far is longer growing seasons. It's actually meant better agricultural production, yields continue to go up in this country. You don't see much change in summertime temperatures or daytime temperatures. You see a pretty benign picture of warming, and there are very good reasons for that as far as atmospheric physics are concerned.

So I think we'll see more of the same, a relatively benign climate, and the warming will, for the most part, mean that we put off fall and winter frost by about a week or two.

O'REILLY: Why is it happening? Definitely happening here in the Northeast. I used to play hockey when I was a kid out in Long Island, and we could play hockey for two solid months on the pond near my house. Now if you get two weeks of ice, that's a lot.

So why, Mr. Taylor, is that happening? Why is it warmer, why were the '90s the most — the hottest decade?

TAYLOR: Well, I actually don't have any argument to make with Deborah Callahan or other environmentalists when they say that most of this warming, or at least a lot of it, has to do with industrial emissions and greenhouse gases. I don't deny that.

It's just that the warming has been far more moderate and far more benign than the computer models say should have occurred by now, and there are very good reasons for that.

What I am saying is that the current picture of climate change is one where the warming occurs at night during the winter. It's relatively benign. It hasn't hurt crop yields. It hasn't increased extreme weather events. And this winter's going to make you feel a little bit better, Bill. This is one of the coldest winters on record since we kept track of this stuff in 1895, so...

O'REILLY: Not out here in the Northeast, though.

TAYLOR: ... (inaudible)...

O'REILLY: Not in the Northeast. It's been pretty moderate.

TAYLOR: Across the United States.

O'REILLY: Right.

TAYLOR: Across the United States.

O'REILLY: Now, Miss Callahan, if you both agree — and there are people who just say this global warming thing's a bunch of nonsense, and you can parade out people, as I said, and I don't want to get involved in that.

But is it benign, or do we face a threat? After maybe the nice global warming comes the mean global warming?

CALLAHAN: I think that it's nice that we've gone away from the Flat Earth Society of people saying this isn't happening. We've maybe gotten to the Curved Society with some people.

But looking at where we're really at, this is, this is a very serious threat to humanity, to the global ecosystem. Some of the real impacts that we're seeing are, for instance, the tundra is melting up, way up north in the belt up there. We're seeing polar ice caps are melting. We're seeing a rise, obviously, in sea level. We'll see more serious storms.

And in fact, even last summer, I don't think people down in Texas and other parts of the country where they had severe fires would think that last summer was quite so mellow.

O'REILLY: No, it's hot. But, you know, we've always had those natural disasters. They've always come and they go. Are you saying that in the next 10 years, we're in for some extraordinary weather here in the United States?

CALLAHAN: I know you want me to stay with...

O'REILLY: I don't — no, no, you say what...

CALLAHAN: ... (inaudible)...

O'REILLY: ... you think.

CALLAHAN: But it is clear, according to the scientific modeling, that one of the things we will see are more severe weather patterns. And as you're talking about winter and the lack of the cold hard frost up north, that means a lot. It means, for instance, scientists predict we may see more diseases, perhaps borne by mosquitoes...

O'REILLY: Yes, look, any time the ecology...

CALLAHAN: ... (inaudible) other kinds of (inaudible)...

O'REILLY: ... is overthrown, then other things happen...

CALLAHAN: ... (inaudible)...

O'REILLY: ... it's cause and effect, it's "Jurassic Park." Mr. Taylor, now, Miss Callahan is, like, you know, I'm a little worried now. I might put off buying that condo in Florida on the beach because it could be under the water in three years. Am I overreacting?

TAYLOR: Well, that's what Deborah Callahan is saying. But according to the scientists at the U.N., the International Panel on Climate Change, they've issued reports on these extreme weather events, and they don't say anything like that. What they say is that there's no evidence that extreme weather events have become more...

O'REILLY: Well, what about the polar ice caps...

TAYLOR: ... likely (inaudible)...

O'REILLY: ... though? We got pictures of those.

CALLAHAN: That's not what they said in those...

(CROSSTALK)

O'REILLY: ... we don't have the report, so don't argue about that...

TAYLOR: Well, (inaudible) the United Nations...

O'REILLY: ... but what about the polar ice caps? We have the pictures of it all being — melting up there. What's happening?

TAYLOR: Some are advancing, some are melting. That's the way it's been for eons and eons...

CALLAHAN: No, that's inaccurate.

TAYLOR: ... there's no — there's been no net change. According to the United Nations and the scientists there at the International Panel on Climate Change, yes, that is what they said.

O'REILLY: All right, again, this is the problem with this kind of a story, because there is no resolution to the story. Some people believe one way, some people believe the other way.

Now, I'm going to put you both on the spot for 20 seconds. Do you believe that the United States — that people of the United States should do anything because of the weather, Mr. Callahan — Miss Callahan first?

CALLAHAN: You know, in fact, EPA administrator Christie Whitman just came back from a G8 meeting, and she said that she believes that the U.S. needs to embrace the goals of Kyoto. We just have to find a strategy, so I think...



O'REILLY: All right, so less emissions and all of that. Mr. Taylor, do you think it...

CALLAHAN: Absolutely, we need to do things, and...

O'REILLY: ... we should be...

CALLAHAN: ... it won't break our economy's back. They're not things that are going to put people back in the Stone Age. They're, you know...

O'REILLY: All right.

CALLAHAN: ... things that'll save money and save the environment.

O'REILLY: Mr. Taylor, last word.

TAYLOR: Two months ago when Christie Todd Whitman was nominated at the EPA, she was asked about global warming and babbled something about ozone depletion, so she's scarcely the expert I'd want to decide about...

O'REILLY: All right.

TAYLOR: ... (inaudible).

O'REILLY: But should we do anything, Mr. Taylor?

TAYLOR: We've already had about a third of the amount of warming that we're going to get this century. It's already happened. And crop yields are up, life expectancy is up...

O'REILLY: All right, so you're...

TAYLOR: ... (inaudible)...

O'REILLY: ... fine, and Miss Callahan is battening down the hatches...

TAYLOR: Things are fine so far.

O'REILLY: ... we'll all be dead when the final verdict comes in. But thank you very much for having — being here, we appreciate it.

CALLAHAN: Thank you.

TAYLOR: Thank you.

O'REILLY: Still to come as THE FACTOR continues this evening, should authorities ban sexy magazines in prison? That's happening in Minnesota. We'll have a report when we come back.

LOAD-DATE: July 10, 2003

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The News-Press (Fort Myers, FL)

March 5, 2001 Monday

SECTION: LOCAL STATE; Pg. 3B

LENGTH: 674 words

HEADLINE: DO THE RIGHT THING

BYLINE: Mary Ann Husty, Staff, mhusty@news-press.com

BODY:

Students share Do Right Thing honor

By MARY ANN HUSTY

Jahaziel Alago, 14, and Shanice Kellie Anderson, 7, were named overall Students of the Month at the Lee County Sheriff's Do the Right Thing ceremony on Feb. 14.

Jahaziel risked his own safety to help his mother during a domestic dispute. He broke down the locked door to his mother's room and called 911. His quick actions and determination helped keep his mother safe.

He is a ninth-grader at Riverdale High School and is the son of Alicia Alago of Fort Myers.

Shanice Anderson was with her mother in a van when her mother fell asleep at the wheel. The van flipped three times and landed in a water-filled ditch. As the vehicle filled with water, Shanice lifted her mother's head out of the water while she unfastened her seat belt. She then opened her mother's jammed seat belt, knocked out the window and the two escaped without major injuries.

Shanice is the daughter of Tammie Anderson of Lehigh Acres and a second-grader at Orange River Elementary.

Other students who were honored included:

Michael Scott Cooper, 17

PARENTS: Richard and Anita Cooper of Lehigh Acres.

SCHOOL: Senior at Lehigh Senior High

REASON: Michael found a teacher's wallet at school. The suspect who took the wallet confessed and the teacher's wallet was returned.

Christopher Dodson, 9

GRANDPARENT: Bonnie Bloodwarth of North Fort Myers

SCHOOL: Second-grader at Tropic Isles Elementary

REASON: Chris collected one million pull-tabs from aluminum cans and donated them to the Ronald McDonald House to assist the 200 families who stay at the house each year while their children are being treated for critical illnesses or injuries.

Anna Folger, 12

PARENTS: Konni and Armin Folger of Fort Myers

SCHOOL: Sixth-grader at Cypress Lake Middle



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REASON: Anna uses her experience of coming to a new country and a new school to help others in the same situation. She did so by helping Steven, a new German-speaking student at her school. She spends her free time helping him adjust to life in the United States.

Dana Foster, 10

PARENTS: Marie and Chris Dapo of North Fort Myers

SCHOOL: Fifth-grader at J. Colin English Elementary

REASON: Dana found an elderly neighbor who had fallen and broken her hip. She called 911 and the daughter of her neighbor and returned to the person's side until help arrived.

Rebecca Francois, 14

PARENTS: Robert and Susan Francois of North Fort Myers

SCHOOL: Eighth-grader at North Fort Myers Academy for the Arts

REASON: Rebecca volunteers at various organizations and helps with crafts at the Alterra Assisted Living Center. She also collects canned food for the homeless, sorts donations and delivers food baskets to the hungry.

Michael Mondzelewski, 9

PARENTS: Lori and Kenny Mondzelewski of south Fort Myers

SCHOOL: Second-grader at San Carlos Park Elementary

REASON: Michael won a bicycle at a Christmas party. Because he already had one that was a year old he decided to donate it to the "Toys For Tots" program. He also gave all of his savings to the family of a kindergartner who died.

Amanda Puckett, 14

PARENTS: Jay and Annette Puckett of North Fort Myers

SCHOOL: Eighth-grader at North Fort Myers Academy for the Arts

REASON: Amanda volunteers before and after school working with migrant students to bring up their grades. The students' self-esteem has risen as well as their grades.

Alexa Turnbull, 7

PARENTS: Robert and Sidne Turnbull of Fort Myers

SCHOOL: Second-grader at Heights Elementary

REASON: Alexa was at a restaurant and saw a man steal a gift for a child that was under a Christmas tree. She knew the gifts were for the children at the Children's Hospital. She spent her own money and bought another gift and took it to the restaurant.

All students received a trophy, T-shirt, a Sports Authority gift certificate, 7-Eleven Slurpee coupons, Kartworld of Fort Myers passes, bumper sticker, pencil and Imaginarium passes. The student of the month also received a \$50 savings bond donated by Edison National Bank.

GRAPHIC: JAHAZIEL; CHRISTOPHER; SHANICE; ANNA; MICHAEL; DANA; MICHAEL; REBECCA; AMANDA; ALEXA; TO NOMINATE; Each law enforcement agency selects Do the Right Thing award recipients from the schools in its cities. The Lee County Sheriff's Office honors students who attend school in the county's unincorporated areas, Fort Myers Beach Elementary and Bonita Springs. Make nominations by contacting: Cape Coral: Cindy Naumann, 574-3035. Fort Myers: Kimberly Lindsey, 338-2173 Lee County Sheriff's Office: Tricia Route, 477-1175 Sanibel: Detective Kurt Shulte, 472-3111

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Copyright 2001 Gale Group, Inc.
Business and Industry
Online Reporter

March 5, 2001

RDS-ACC-NO: 2802449

LENGTH: 201 words

HEADLINE: 7-Eleven Mulls In-store E-Bill Services

HIGHLIGHT:

7-Eleven signed an agreement with Western Union Financial Services and Integrated Payment Systems to provide Western Union money order and money transfer services through V.com financial services stations at its convenience stores

BODY:

Never thought you'd be able to pay bills online when you went to the local 7-Eleven to buy a Slurpee, did ya? You just might if the convenience store chain makes headway in its plans to set up in-store web kiosks as part of its V.com strategy.

V.com is the chain's integrated web financial services station that joins an ATM with the Internet. Initially, V.com is expected to provide financial services beyond those of conventional ATMs such as money orders, money transfers and check cashing. In the future, customers could have touch-screen access to bill payment, deposit capability, event ticketing, travel directions and road maps. V.com has also been designed to provide online shopping and fulfillment options using 7-Eleven's daily distribution infrastructure.

On Wednesday, 7-Eleven announced a seven-year exclusive agreement with First Data subsidiaries Western Union Financial Services and Integrated Payment Systems to provide Western Union money transfer and money order service through the V.com units.

7-Eleven expects to announce more V.com strategic alliances this year to provide additional services. Copyright 2001 G2 Intelligence, Inc. Copyright 2001 G2 Intelligence, Inc. 168

TYPE: Newsletter; Fulltext

JOURNAL-CODE: ONLIREPO

LOAD-DATE: January 22, 2005

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The Online Reporter

March 5, 2001

SECTION: Pg. NA ; ISSN: 1364-7113

IAC-ACC-NO: 76436932

LENGTH: 190 words

HEADLINE: 7-Eleven Mulls In-store E-Bill Services; Brief Article

BODY:

Never thought you'd be able to pay bills online when you went to the local 7-Eleven to buy a Slurpee, did ya? You just might if the convenience store chain makes headway in its plans to set up in-store web kiosks as part of its V.com strategy.

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7-Eleven expects to announce more V.com strategic alliances this year to provide additional services.

IAC-CREATE-DATE: September 26, 2003

LOAD-DATE: October 02, 2003

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San Jose Mercury News (California)

March 5, 2001 Monday MORNING FINAL EDITION

SECTION: FRONT; Pg. 1A

LENGTH: 417 words

HEADLINE: SOMEBODY IS SITTING ON \$89 MILLION WINNING LOTTO TICKET PURCHASED IN MORAGA

BYLINE: EDWIN GARCIA, Mercury News

DATELINE: MORAGA

BODY:

Slurpees, Big Gulps, nachos. Add one more thing to the list of items sold at the 7-Eleven in Moraga — an \$89 million winning lotto ticket.

Just who will claim the California SuperLotto Plus jackpot remained a mystery Sunday after the winning number combination was announced late Saturday.

What is known is that the winner checked a box on the ticket to get the money in one lump sum — about \$31 million after taxes — said lottery spokeswoman Cathy Doyle Johnston.

"Watch it be somebody who's going to drive up in a Bentley or Rolls-Royce," said Jeanie White, 51, staring at the wet parking lot of the 633 Moraga Road store Sunday in this upscale East Bay community.

The store's 27-year-old owner, Samir Saleh, can't wait to meet the lucky person, and for good reason. Retailers who sell the winning ticket get 0.5 percent of the jackpot. Saleh splits the \$445,000 with 7-Eleven — the company gets 52 percent; he gets 48 percent — and after taxes, he'll end up with more than \$100,000.

"I want to be the first to congratulate them," said Saleh, who plans to pay bills, invest and enjoy his favorite pastime, foreign travel.

Saleh said there's a good chance he'll know the holder of the ticket, one of 7,000 sold in the hours before the drawing. He knows many customers by name the way many of Moraga's 17,000 residents know each other.

The hilly, semirural town between Oakland and Alamo and home of St. Mary's College boasts a mission statement that starts: "Preserve and enhance the unique quality of life in our town by providing a safe environment . . ."

Indeed, the 7-Eleven is one store where unattended cars, sport utility vehicles and vans routinely idled with engines running while the drivers bought doughnuts and dog food, coffee and candy.

Oh, and lotto tickets, too.

Saleh, who came to the United States from Yemen nine years ago, previously ran a 7-Eleven in San Lorenzo, and once sold a \$27,000 lotto ticket.

He said, however, that business took serious downturns three other times when competitors sold a winning ticket.

Saleh spent Sunday hearing congratulatory words from most customers — while trying to convince a few others that the winning ticket really, really was bought from that worn green machine next to the case of chewing tobacco.

"Are you serious?" asked one young woman who bought cigarettes before jumping into the passenger seat of a Range Rover.

SOMEBODY IS SITTING ON \$89 MILLION WINNING LOTTO TICKET PURCHASED IN MOR

"I always knew I would sell a winning ticket," Saleh said.

GRAPHIC: Photo;

PHOTO: BOB LARSON — CONTRA COSTA TIMES

At the 7-Eleven in Moraga, Gamel Omar and owner Samir Saleh have plenty to smile about after learning that the winning ticket came from their store.

LOAD-DATE: December 1, 2001

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SELLING TO KIDSMarch 3, 2001

SECTION: Vol. 6, No. 5

LENGTH: 188 words

HEADLINE: Do the Dew Slurpee-Style

BODY:

Don't be surprised if you see green-glowing Slurpee cups at your local 7-Eleven. It's part of a promotion to call attention to the newest Slurpee flavor, Mountain Dew.

The Mountain Dew Slurpee hit the chain's 5,200 convenience stores this month and is targeted to teens between 13 and 19 years old. This partnership marks Pepsi's most visible entry into the Slurpee arena.

"Coke mostly had those fountains locked up," says Pepsi spokesperson Dave Dececco. "It just made sense to make a Slurpee."

7-Eleven is working with radio stations in each of its media markets to give listeners a chance to win Mountain Dew and Slurpee merchandise including skateboards, T-shirts and backpacks during April. Radio remotes with product sampling are also being scheduled.

The convenience store chain decided to partner with Pepsi after watching the number of Mountain Dew drinkers double over the past five years. The beverage has also become one of 7-Eleven's top-sellers from the cooler.

Contact: Dave Dececco, Pepsi, 914/253-2655; Dana Manley, 214/828-7345.

LOAD-DATE: March 30, 2001

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Copyright 2001 Business Wire, Inc.
Business WireMarch 2, 2001, Friday**DISTRIBUTION:** Business Editors**LENGTH:** 801 words**HEADLINE:** Corporate Profile for 7-Eleven, dated March 2, 2001**BODY:**

The following Corporate Profile is available for inclusion in your files. News releases for this client are distributed by Business Wire and also become part of the leading databases and online services, including all of the leading Internet-based services.

Published Date: March 2, 2001

Company Name: 7-Eleven, Inc.

Address: 2711 North Haskell Avenue
Dallas, TX 75204Main Telephone
Number: 214/828-7011Internet Home
Page Address
(URL) www.7-eleven.comChief Executive
Officer: James (Jim) KeyesChief Financial
Officer: TBD**Investor Relations**

Company description: 7-Eleven, Inc., founded in 1927 in Dallas, Texas, is the world's largest operator, franchisor and licensor of convenience stores with more than 21,000 units worldwide and is one of the nation's largest independent gasoline retailers. Its corporate name was changed from The Southland Corporation after approval by shareholders on April 28, 1999.

7-Eleven pioneered the convenience store concept during its first years of operation as an ice company when its retail outlets began selling milk, bread and eggs as a convenience to customers.

The name 7-Eleven originated in 1946 when the stores were open from 7 a.m. to 11 p.m. Today, offering customers 24-hour convenience, seven days a week is the cornerstone of 7-Eleven's business.

More than 5,700 7-Eleven and other convenience stores operated and franchised by 7-Eleven, Inc. in the United States and Canada serve approximately 6 million customers a day. Every store is focused on meeting the needs of convenience-oriented customers by providing a broad selection of fresh, high-quality products and services at everyday fair prices, speedy transactions and a clean, safe and friendly shopping environment. Each store's selection of up to



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2,500 different products and services is tailored to meet the needs and preferences of local customers. Stores typically vary in size from 2,400 to 3,000 square feet and are most often located on corners for the greatest visibility and easiest access.

Well known for the Big Gulp(R) fountain soft drink, Big Bite(R) grill items, the Slurpee(R) beverage and its fresh-brewed Cafe Select coffee, 7-Eleven is expanding its food service offerings to bring consumers a proprietary line of daily-prepared and daily-delivered deli items and baked goods. In addition, 7-Eleven offers consumers a number of convenient services designed to meet the unique needs of individual neighborhoods, including automated money orders, copiers, fax machines, automatic teller machines, phone cards and, where available, lottery tickets.

Approximately 3,300 of 7-Eleven, Inc.'s 5,300 stores in the United States are operated by franchisees; the rest are company-operated. 7-Eleven's Canadian units number close to 500. Another 430 stores in the United States are operated by 7-Eleven licensees. Internationally, 7-Eleven licensees and affiliates operate an additional 15,000 7-Eleven and other convenience stores in other countries including Japan, Australia, Mexico, Taiwan, Singapore, the Philippines, Spain, Sweden, Denmark, South Korea, Thailand, Norway, Turkey, Malaysia, China and the U.S. territories of Puerto Rico and Guam.

Being a good neighbor is part of doing business at 7-Eleven. 7-Eleven stores, its employees, franchisees and customers help the people of their communities in countless ways. In 2000, through charitable contributions of cash and goods, in-store fundraising activities and local involvement, more than \$2.3 million in support was disbursed to programs addressing issues such as literacy and reading, crime and multicultural understanding. In addition, 780,000 lbs. of food were donated to local food banks through 7-Eleven, Inc.'s Harvest program that supports the fight against hunger.

7-Eleven's community relations serve the diverse and changing needs of the communities where we operate stores. The company's goals for its community outreach efforts are to help strengthen these communities and to empower the people in 7-Eleven neighborhoods to maximize their potential by providing funding and programs that target education and workforce development, crime prevention, hunger and multi-cultural enrichment.

IYG Holding Company, a wholly owned subsidiary of Ito-Yokado Co., Ltd., and Seven-Eleven Japan Co., Ltd., has owned a majority interest in 7-Eleven, Inc. since 1991. Seven-Eleven Japan operates more than 8,300 7-Eleven stores in Japan and Hawaii under an area license agreement with 7-Eleven, Inc. 7-Eleven, Inc. stock is traded publicly on NYSE under the symbol SE. Find out more 7-Eleven stores on the company's Web site at www.7-eleven.com.

CONTACT: 7-Eleven

URL: <http://www.businesswire.com>

LOAD-DATE: March 3, 2001



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Copyright 2001 The Oregonian
The OregonianMarch 1, 2001 Thursday SUNRISE EDITION

SECTION: WEST ZONER; BEAVERTON; Pg. 01

LENGTH: 1220 words

HEADLINE: COLD BODIES, WARM HEARTS

SOURCE: JILL SMITH of the Oregonian Staff

BODY:

Summary: The Jesuit Volunteer Corps is immersed in social action and communal living

Long before the rolling blackouts and the official calls for conservation, and long before their inside thermometer dipped into the 40s, seven college graduates in Hillsboro decided to turn off their heat for the winter.

"I really did not want to do it," said Megan Miller, who walks home from the MAX each day after work. "It's about a mile from the MAX in the cold. And you come in the house, and it's colder inside the house than out."

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When Tucker thinks about the high points in communal living, she remembers one recent afternoon when it was cold and rainy, and she and a few other volunteers lay curled up for warmth in their home, knowing they were supposed to head out on a training run, but grumbling stubbornly and quietly to themselves, "We are not running eight miles,



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You can reach Jill Smith at 503-294-5908 or by e-mail at jillsmith@news.oregonian.com.

GRAPHIC: 2 Color Photo by BENJAMIN BRINK The Oregonian; B/W Photo by BENJAMIN BRINK The Oregonian

LOAD-DATE: March 3, 2001

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The Oregonian**MARCH 1, 2001 Thursday SUNRISE EDITION****SECTION: SOUTHWEST ZONER; TIGARD; YAMHILL Pg. 13****LENGTH: 1225 words****HEADLINE: YEAR OF POVERTY AND CHRISTIAN SERVICE UNIQUE EXPERIENCE****SOURCE: JILL SMITH of the Oregonian Staff****BODY:**

Summary: After college, members of the Jesuit Volunteer Corps immerse themselves in social action and communal living

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GRAPHIC: Photo by BENJAMIN BRINK of The Oregonian staff

LOAD-DATE: March 3, 2001

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The Denver Post

February 28, 2001 Wednesday 1ST EDITION

SECTION: BUSINESS; Pg. C-02

LENGTH: 430 words

HEADLINE: 'ATM on steroids' to offer vast array

BYLINE: By Aldo Svaldi, Denver Post Business Writer,

BODY:

Movie tickets and money orders could one day join Slurpees and cigarettes as hot sellers at 7-Eleven stores.

Englewood-based Western Union Financial Services Inc. has agreed to provide money transfers and money orders through a new network of advanced automated teller machines that 7-Eleven is testing.

Besides money transfers and the usual banking functions, the new ATM system, called V.com, promises to provide event ticketing, online shopping, check cashing, road maps and bill payment.

'It is an ATM on steroids,' said Margaret Chabris, spokeswoman for 7-Eleven in Dallas.

7-Eleven will test the V.com machines in 94 stores in Texas and Florida through the end of the year. If customers take to them, the company plans to install the machines in the majority of its 5,700 stores nationwide over the next three years. The company hasn't determined when it would roll out the V.com machines in Colorado.

Even if customers reject the mammoth machines, Western Union has its bases covered. 7-Eleven has agreed to let Western Union upgrade the software in its current network of ATMs so the machines can handle money transfers.

Starting in the second quarter, customers will be able to punch in a one-time code to pick up a money transfer through the ATMs that someone else has sent to them. By the end of the year, Western Union customers should be able to send money transfers via a 7-Eleven ATM, said Wendy Carver-Herbert, spokeswoman for the subsidiary of Atlanta-based First Data Corp.

'We expect to have 4,000 ATMs by late this year,' Carver-Herbert said.

Carver-Herbert said the initial rollout will not include money transfers outside the United States. Immigrants frequently transfer money home to support their families. Providers, including Western Union, have come under fire for the fees they charge and the unfavorable exchange rates they offer.

Chabris said the services offered through V.com, if popular, could someday extend beyond the United States. 7-Eleven owns more than 21,000 convenience stores worldwide. Its licensees and affiliates operate an additional 15,300 stores.

Chabris said some of the features of the system are already in place in other countries. Japanese customers of 7-Eleven can order products through online kiosks, paying for them at the counter like any other purchase.

The retail chain, the world's largest, then uses its distribution network to get the products to the patrons' neighborhood stores.

GRAPHIC: PHOTO: Special to The Denver Post Western Union and 7-Eleven are testing a new, expanded ATM.



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The Record (Bergen County, NJ)

February 28, 2001, WEDNESDAY; ALL EDITIONS

SECTION: SPORTS; Pg. S4

LENGTH: 721 words

HEADLINE: ESCHMEYER TAKES SHOT WITH ONLINE VENTURE

COLUMN: ON THE NETS BEAT

BYLINE: STEVE ADAMEK

BODY:

For Evan Eschmeyer, the recruiting scrum was relatively easy. A two-time McDonald's All-American, Ohio's Player of the Year in high school, and standing almost 7 feet tall, he had recruiters pounding at his door before deciding to go to Northwestern.

"I was considered a blue-chip athlete," says Eschmeyer, the Nets center who'll make his 28th start of the season tonight in Charlotte (7:30, FSNY).

For Ben Flammang, Eschmeyer's classmate at Northwestern, it was different. A baseball player with far fewer credentials, "I really had to promote myself," he says. "I ran into a lot of garbage, a lot of shysters."

There had to be a better way, he figured.

So he and Eschmeyer entered the burgeoning Internet recruiting market in November by launching a site called BigTimeRecruit.com based on my recruiting experience," Flammang says via phone from the site's headquarters in Evanston, Ill., near the Northwestern campus. It joins other sites such as collegerecruiting.com, scoutUSA.com, studentMVP.com, prepstar.com, and one even endorsed by Dick Butkus as a means for which athletes can get themselves noticed.

Such sites have become a market much like recruiting itself and some even require a fee for coaches and athletes to join. Eschmeyer's and Flammang's doesn't, which doesn't make theirs better or worse than any other. Theirs is simply one of many resources out there, not so much for blue-chips such as Eschmeyer, but those such as Flammang, who sent out tapes and resumes trying to get noticed.

"Everyone goes through this recruiting process and you have one shot to do it right, and you're expected to do it right the first time," Eschmeyer says. "It's not fair, because it's different for everyone. No one can tell you exactly how to do it. We want to help kids promote themselves and be a source of information."

A source, he goes on, "more for Division III, Division II, low Division I, women's sports that don't have the revenue to go out and



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recruit. Most women's sports programs don't have the money to fly across the country and dig up people."

"That's where the numbers are," Flammang says, "the kids who are underserved."

That's where one assistant women's basketball coach at a Division II school says he might find himself snooping around, even though he still believes watching players perform in games and at camps remains the foundation of the recruiting process.

But he also says that as more legitimate talent evaluators become involved in online recruiting services, their credibility will increase and more coaches will use them, if only to get an idea of who's out there.

Still, with all the sites currently up and running, it's a recruiters and recruits-beware market.

Athletes can do one of two things on Eschmeyer's and Flammang's site. They can post their resumes, with their information, although 1 that runs the risk of a 6-foot, 195-pound forward adding a few inches and pounds, as well as points and rebounds, to his or her profile.

High school coaches can also post an athlete's resume, and although coaches also have been known to stretch statistics, that provides somewhat more credibility.

A college coach signed up with the site can log in, punch in a request for all the 6-3 juniors from Michigan, and find a list that includes, besides the usual statistics, information such as an athlete's personal interests. One, for instance, listed his as "playing basketball and hanging out," which indicates he either has an NBA future or has pounded down too many Slurpees at the local 7 Eleven.

But it's a jungle out there and although the plethora of recruiting sites could add to the confusion, Eschmeyer's name might help his site survive the inevitable Internet weeding-out process.

Or maybe not. "We're just hoping to find a nice little niche," Flammang says.

The meat marketplace that is recruiting will decide if they do.

* * *

The Nets could be without two players tonight in Charlotte. Jamie Feick didn't travel with the team and will miss his third straight game with his lingering Achilles tendon problem. Sherman Douglas also left the team after his father died in Washington, and he may not return until Friday in Toronto.

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San Jose Mercury News

February 28, 2001, Wednesday

SECTION: STATE AND REGIONAL NEWS

KR-ACC-NO: K1985

LENGTH: 1128 words

HEADLINE: Vallejo gets bad rap for experiment in classical music

BYLINE: By Gil Jose Duran

BODY:

VALLEJO, Calif. _ A pawn shop and a liquor store anchor downtown commerce at the intersection of Marin and Georgia streets, where classical music blasts from four speakers that look like miniature sirens.

In the city where hip-hop stars E-40 and MacMall got started, the masterpieces of Wagner and Vivaldi fill the air from 8 a.m. until 10 p.m. as part of a crackdown on loitering. Mayor Joe Intintoli says the musical experiment, along with an increased police presence, will prime the waterfront district for revitalization.

Critics charge it's a racist method of gentrification in a city with a heritage more firmly rooted in rap than in Rachmaninoff.

Two months ago, the city installed a CD player at a downtown bus stop known as a hangout for teenagers, most of them African-American. The blaring symphonies cut loitering reports in half, said Vallejo police.

Impressed, pawnbroker Joe Blaney donated the audio equipment to expand the program to the corner of Marin and Georgia. "They don't much care for that kind of music, and as a result they don't loiter," Blaney said. "It's not Beat-Bop or anything like that, so it's obviously not something the young people care to stand around listening to."

Van Jones, executive director of Bay Area PoliceWatch, says the experiment is based on the assumption that young urban blacks don't appreciate classical music.

"I think what we see the city falling into here are some stereotypical notions of who likes what in terms of music," Jones said. "In some parts of the country, bars and restaurants have been known to play loud rock or country music whenever African-Americans come in. The idea is that African-Americans don't enjoy these types of music and will go away when exposed to them."

Intintoli denies the experiment has anything to do with race and said he is proud of the city's diversity: 41 percent of the population is white, 25 percent Filipino; 22 percent black; and 12 percent Asians, Pacific Islander or American Indian. In addition, 14 percent of the population identify themselves as Latino. Still, city officials have played up the experiment's element of culture clash in the media.

In articles from San Francisco to England, Vallejo officials have been quoted as depicting classical music as a bane to hip-hop oriented youth. City Manager David Martinez said the city chose classical music for its calming qualities, and he said that hip-hop _ the increasingly popular urban black music style _ "can enrage."

"It's not really fun to loiter in an area where you can't play your gangster music," said Vallejo police Sgt. Larry Giles.

Vallejo isn't the first to employ classical music in an anti-loitering capacity. Cities from San Jose to New York have tried with mixed results, and the method isn't used exclusively against minorities. The concept dates back to 1985,



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when a 7-Eleven in Canada found that piping Mozart cleared Slurpee-sucking skateboarders from the front of the store.

While the experiment is praised as a success by Vallejo city officials, those targeted by the music say it doesn't work.

"I like classical music," said Bryant Richmond, 26, who was chatting with friends at the bus stop. "They must think we're some kind of idiots or something. Music won't stop anything."

Richmond, a hip-hop fan, acknowledged that the bus stop is a hangout for younger people who live in nearby apartment complexes, but he said they don't cause trouble. Dennis Walton, 14, said he and his friends only socialize at the transportation hub while waiting for buses because they must rely on city buses that run every 30 minutes.

"People are here trying to catch a bus," said Walton, turning his back on two police officers who watched the crowd of nearly 40 students from a distance. "They harass us for no reason. They see black kids and they think there's crime happening."

Johntrell Jiles, 14, said classical music might appeal to some, but he would rather hear KMEL-FM (106.1), the Bay Area's hip-hop station, as he waits for the bus. He said many of his peers connect with hip-hop, an art-form accorded much respect in Vallejo, and some fledgling rappers distribute homemade tapes at the bus stop.

"You might see people flowing out here or playing their own music," Jiles said. "But you don't see anybody fighting out here, you don't see anybody selling rocks."

With the police reporting a drop in loitering, which Intintoli calls a "quality of life" crime, the city is standing by the experiment. Cities interested in starting similar programs are calling, Intintoli said.

"The arts can be a great technique for changing the environment of an area of town," he said. "We can change the whole feel of this downtown."

Harold Beaulieu, an artist who has worked with Vallejo's youth on mural projects in the downtown, said it's unfortunate to see the city use high art to make people feel unwelcome.

"Classical music should never be used as a weapon," said Beaulieu, who runs a Georgia Street art gallery. "It should be used as an educator, as a thing to bridge cultures."

Culture will likely take a back seat to commerce, says one sociologist who has studied Vallejo. Some of the downtown, which is an hour's ferry ride north of San Francisco, is being rezoned for live/work lofts, and Intintoli sees a chance for the city of 118,000 to attract Bay Area professionals.

"They don't want a lot of people hanging out on the street who don't fit the image the city is trying to project," said Benjamin Bowser, who teaches at California State University-Hayward.

Last April, the city adopted a plan to bring small boutiques and live symphony performances to the vacancy-riddled district. The city's redevelopment has won civic awards and put it on many "best places to live" lists.

But the city's troubles overshadow its triumphs. Solano County is a regional capital for methamphetamine production, nearly 400 registered sex offenders call Vallejo home, and two recent high-profile kidnappings have further damaged its image.

Beaulieu, whose family has been in Vallejo for 50 years, said the city should embrace the youths it tags as loiterers as a potential workforce that could help revitalize downtown while respecting the city's diverse heritage.

"Classical music is fine, but it's probably not the music to properly represent this city," Beaulieu said. "We should be playing Filipino music, since that's a large segment of the population here. We all live here, and if we can use music to bring people together we'll have a healthier community."

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JOURNAL-CODE: SJ

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Fort Wayne News Sentinel

FEBRUARY 27, 2001 Tuesday FINAL EDITION**SECTION: FIRST SECTION; Pg. 1A****LENGTH: 298 words****HEADLINE: NEW STORE RETURNS AMENITIES TO AREA TENNESSEE MART TO OPEN AT FORMER 7-ELEVEN LOCATION.****BYLINE: MICHAEL DAWSON, MDAWSON@NEWS-SENTINEL.COM****BODY:**

Convenient beef jerky, Band-Aids, cigarettes and many more disposable goods this week return to the corner of St. Joseph Boulevard and Tennessee Avenue, former site of the lone 7-Eleven in the Summit City.

Former 7-Eleven franchisee Rodney Vervynckt is taking the crowbar to the sheets of plywood hammered there in November when the Dallas-based chain decided not to renew the lease on the property along the St. Joseph River.

Tennessee Mart is the new moniker for the store that will be open 24 hours-7seven days a week starting 5 a.m. Thursday.

The national 7-Eleven chain closed in Fort Wayne after 18 years, unable to afford the distribution of Slurpee mix, Bakery Stix and other 7-Eleven staples from its Detroit warehouse.

With the nearest cluster of 7-Elevens in Goshen, it wasn't good business, said Margaret Chabris, public relations manager for the chain of convenience stores.

With the abrupt closing - no signs were posted or announcements made - neighbors and regulars were forced to alter daily routines that included picking up lottery tickets or a newspaper.

"Most of my business was walking," said Vervynckt, who operated the franchise for 10 years.

Most of those walk-in customers have come knocking during the last few weeks when workers were installing soda machines, shelves and coolers.

"At least 100 people a day. No kidding," he said. Come Thursday, Vervynckt won't have to turn anyone away.

"This neighborhood needs this place, it's part of it," he said. "I've been a part of it for 10 years. We'll soon be back like we always have been."

True, except Icees will replace Slurpees.

"Customers can call them whatever they want, but we can't label them Slurpees anymore. Other than that, I plan on making the store exactly as it was."

NOTES: Follow-up**GRAPHIC: PHOTO;**

A new convenience store - Tennessee Mart - opens Thursday on the site of the former 7-Eleven at Tennessee Avenue and St. Joseph Boulevard. Workers from The Sign Gallery Inc. of Fort Wayne installed the sign this morning. The 7-Eleven closed because of corporate distribution problems to the remote store. Photo By Steve Linsenmayer of The News-Sentinel



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San Jose Mercury News (California)

February 27, 2001 Tuesday MORNING FINAL EDITION
Correction Appended

SECTION: FRONT; Pg. 1A

LENGTH: 1100 words

HEADLINE: VALLEJO GETS BAD RAP FOR EXPERIMENT IN CLASSICAL MUSIC

BYLINE: GIL JOSE DURAN, Mercury News

DATELINE: VALLEJO

BODY:

A pawn shop and a liquor store anchor downtown commerce at the intersection of Marin and Georgia streets, where classical music blasts from four speakers that look like miniature sirens.

In the city where hip-hop stars E-40 and MacMall got started, the masterpieces of Wagner and Vivaldi fill the air from 8 a.m. until 10 p.m. as part of a crackdown on loitering. Mayor Joe Intintoli says the musical experiment, along with an increased police presence, will prime the waterfront district for revitalization.

Critics charge it's a racist method of gentrification in a city with a heritage more firmly rooted in rap than in Rachmaninoff.

Two months ago, the city installed a CD player at a downtown bus stop known as a hangout for teenagers, most of them African-American. The blaring symphonies cut loitering reports in half, said Vallejo police.

Impressed, pawnbroker Joe Blaney donated the audio equipment to expand the program to the corner of Marin and Georgia. "They don't much care for that kind of music, and as a result they don't loiter," Blaney said. "It's not Beat-Bop or anything like that, so it's obviously not something the young people care to stand around listening to."

Van Jones, executive director of Bay Area PoliceWatch, says the experiment is based on the assumption that young urban blacks don't appreciate classical music.

"I think what we see the city falling into here are some stereotypical notions of who likes what in terms of music," Jones said. "In some parts of the country, bars and restaurants have been known to play loud rock or country music whenever African-Americans come in. The idea is that African-Americans don't enjoy these types of music and will go away when exposed to them."

Culture clash

Intintoli denies the experiment has anything to do with race and said he is proud of the city's diversity: 41 percent of the population is white, 25 percent Filipino; 22 percent black; and 12 percent Asian, Pacific Islander or American Indian. In addition, 14 percent of the population identify themselves as Latino. Still, city officials have played up the experiment's element of culture clash in the media.

In articles from San Francisco to England, Vallejo officials have been quoted as depicting classical music as a bane to hip-hop-oriented youth. City Manager David Martinez said the city chose classical music for its calming qualities, and he said that hip-hop — the increasingly popular urban black music style — "can enrage."

"It's not really fun to loiter in an area where you can't play your gangster music," said Vallejo police Sgt. Larry Giles.



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Vallejo isn't the first to employ classical music in an anti-loitering capacity. Cities from San Jose to New York have tried with mixed results, and the method isn't used exclusively against minorities. The concept dates back to 1985, when a 7-Eleven in Canada found that piping Mozart cleared Slurpee-sucking skateboarders from the front of the store.

While the experiment is praised as a success by Vallejo city officials, those targeted by the music say it doesn't work.

"I like classical music," said Bryant Richmond, 26, who was chatting with friends at the bus stop. "They must think we're some kind of idiots or something. Music won't stop anything."

Richmond, a hip-hop fan, acknowledged that the bus stop is a hangout for younger people who live in nearby apartment complexes, but he said they don't cause trouble. Dennis Walton, 14, said he and his friends only socialize at the transportation hub while waiting for buses because they must rely on city buses that run every 30 minutes.

"People are here trying to catch a bus," said Walton, turning his back on two police officers who watched the crowd of nearly 40 students from a distance. "They harass us for no reason. They see black kids and they think there's crime happening."

Johntrill Jiles, 14, said classical music might appeal to some, but he would rather hear KMEL-FM (106.1), the Bay Area's hip-hop station, as he waits for the bus. He said many of his peers connect with hip-hop, an art form accorded much respect in Vallejo, and some fledgling rappers distribute homemade tapes at the bus stop.

"You might see people flowing out here or playing their own music," Jiles said. "But you don't see anybody fighting out here, you don't see anybody selling rocks."

With the police reporting a drop in loitering, which Intintoli calls a "quality of life" crime, the city is standing by the experiment. Cities interested in starting similar programs are calling, Intintoli said.

"The arts can be a great technique for changing the environment of an area of town," he said. "We can change the whole feel of this downtown."

Harold Beaulieu, an artist who has worked with Vallejo's youth on mural projects in the downtown, said it's unfortunate to see the city use high art to make people feel unwelcome.

"Classical music should never be used as a weapon," said Beaulieu, who runs a Georgia Street art gallery. "It should be used as an educator, as a thing to bridge cultures."

Hopes to attract professionals

Culture will likely take a back seat to commerce, says one sociologist who has studied Vallejo. Some of the downtown, which is an hour's ferry ride north of San Francisco, is being rezoned for live/work lofts, and Intintoli sees a chance for the city of 118,000 to attract Bay Area professionals.

"They don't want a lot of people hanging out on the street who don't fit the image the city is trying to project," said Benjamin Bowser, who teaches at California State University-Hayward.

Last April, the city adopted a plan to bring small boutiques and live symphony performances to the vacancy-riddled district. The city's redevelopment has won civic awards and put it on many "best places to live" lists.

But the city's troubles overshadow its triumphs. Solano County is a regional capital for methamphetamine production, nearly 400 registered sex offenders call Vallejo home, and two recent high-profile kidnappings have further damaged its image.

Beaulieu, whose family has been in Vallejo for 50 years, said the city should embrace the youths it tags as loiterers as a potential workforce that could help revitalize downtown while respecting the city's diverse heritage.

"Classical music is fine, but it's probably not the music to properly represent this city," Beaulieu said. "We should be playing Filipino music, since that's a large segment of the population here. We all live here, and if we can use music to bring people together we'll have a healthier community."

NOTES: Mercury News wire services contributed to this report.



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CORRECTION-DATE: February 28, 2001

CORRECTION:

SETTING THE RECORD STRAIGHT (publ. 2/28/01, pg. 2A) An article Tuesday on the front page about Vallejo's efforts to discourage loitering at a downtown intersection by playing classical music incorrectly identified the mayor. He is Tony Intintoli.

GRAPHIC: Photos (2);

PHOTO: RON BURDA — MERCURY NEWS

Rashied Flowers, 8, bites into a candy bar as he crosses the intersection of Georgia and Marin streets in Vallejo, where classical music can be heard.

PHOTO: RON BURDA — MERCURY NEWS

Vallejo resident Everett Harris, 71, hears melodies of classical music as he walks past the intersection of Georgia and Marin streets.

LOAD-DATE: December 1, 2001

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The Record (Bergen County, NJ)

February 22, 2001, THURSDAY

SECTION: NEWS; Two Star P, ALSO IN, Two Star B, One Star B; Pg. L8

LENGTH: 389 words

HEADLINE: FAST-FOOD LAW FACES LEGAL SEASONING

BYLINE: JOSH GOHLKE, Staff Writer

DATELINE: CLIFTON

BODY:

The city's fast-food ordinance, most notable for its recent failures, will likely be revised by city officials for the second time in a bid for more control over the makeup of Clifton's commercial areas.

The Board of Adjustment has recommended one change to the law, and the City Council this week referred it to lawyers for further modifications meant to prevent a wide range of food-related businesses from opening without zoning variances.

City officials say they want to protect the character of neighborhoods and prevent an excessive proliferation of fast-food franchises.

The city was on the losing end of a December court decision that allowed a 7 Eleven to open downtown on Main Avenue, a strip the city is trying to revitalize. The city argued that 7 Elevens typically sell unpackaged foods such as coffee and doughnuts, placing them within Clifton's definition of fast-food restaurants, which are not a permitted use in the zoning laws.

A Superior Court judge, however, ruled that the store is not "an establishment where orders are primarily taken and food is dispensed to the public," as required by the ordinance. Ruling on a lawsuit filed by a Main Avenue landlord, Judge David Waks noted that hot dogs and Slurpees are not the primary business of 7 Elevens.

"The problem was that the judge fixated on the word 'primarily,'" said Robert Ringelheim, the city's principal planner.

The zoning board last week recommended that the City Council delete the word, which would subject to the ordinance any business preparing and serving food. The council decided Tuesday that further clarification is needed, said City Attorney Gerald Friend.

Mayor James Anzaldi said the goal is to "better define the ordinance so it's upheld."

The fast-food law was also broadened in 1993 after it failed to block a Pizza Hut from opening on Van Houten Avenue, another commercial



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strip in the city's Athenia section.

A developer has expressed interest in opening a fast-food restaurant on the Main Avenue site vacated by the Herald News, on the Clifton-Passaic border, although no plans have been submitted. Clifton officials are less than enthusiastic about the prospect.

Staff Writer Josh Gohlke's e-mail address is gohlke(at)northjersey.com

LOAD-DATE: February 22, 2001

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Copyright 2001 Sentinel Communications Co.
Orlando Sentinel (Florida)February 19, 2001 Monday, METRO

SECTION: LOCAL & STATE; Pg. B1

LENGTH: 480 words

HEADLINE: TURN-ARROW WAIT SEEMS UNNECESSARY

BYLINE: Jim Stratton, Sentinel Columnist

BODY:

DEAR ROAD DOG: There are several intersections along the Maitland Boulevard extension. But to turn left onto these roads you have to wait for a green arrow. Can't these lights be changed?

Stephen Dorris

ORLANDO

DEAR STEPHEN: Maybe, but only if they really want to change.

The main culprits are the lights at Magnolia Homes Road, Eden Park Road and Rose Avenue.

If you're westbound on Maitland Boulevard, each road runs off to the south. At each intersection, there's a left-turn-only lane and a light to protect that turn.

But those lights allow lefts only on a green arrow. You can't turn on a green circle. So drivers wait in the turn lane even when there's no oncoming traffic.

The wait was long enough at one light to give Road Dog staffers time to debate the flavor of a blue, inflatable Slurpee tethered in front of a 7-Eleven. Some said it was blueberry, some said raspberry and one idiot insisted "blue" was a flavor.

Contacted by Road Dog, FDOT types offered some hope for commuters. It's studying that corridor and plans on reviewing the left-turn arrows. Within a month, they should know whether they can relax the rules a bit.

DEAR ROAD DOG: What's with those funky windmills on the turnpike?

Amy Harns

ORLANDO

DEAR AMY: Somewhere, a turnpike public-relations type — or "flack" as they prefer — is bouncing excitedly at a government-issue desk. They're desperate for coverage about those funky windmills, and your letter opened the door.

The windmills, it turns out, are art.

For drivers who haven't seen them, they're at the north end of the turnpike's Turkey Lake service plaza.

Called "Garden of Motion," they feature 20-foot-high stalks each with curving arms shooting off to the side. The whimsical shapes and colors — teal, orange, blue and yellow — give the 14 sculptures a Dr. Seuss feel.

Two New York artists made the pieces — what, no talent in Florida? — as part of a state program to brighten public facilities.

Unfortunately, it's tough for the public to get a close look at the \$55,000 exhibit. It's at the end of a retention pond and surrounded by a chain-link fence. State law required that the sculptures be on land behind the new Florida Highway Patrol offices.



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So, the only way to see them is from behind the wheel. And it's tough to appreciate art — even big art — while cruising along at 103 feet per second.

Of course, the area where drivers refuel isn't devoid of art. It has both a Burger King and a Citgo sign.

DOG SPOTS: The caller — let's call him Ted — was panicky. His wife misread a recent item and now thinks she can make a left on red.

"Please, Road Dog," he said, "for the safety of my wife, please . . . tell her she's crazy."

Not on a bet, Ted. But we will say she's wrong. Really wrong. No lefts on red — except if it's from a one-way street onto another one-way street. Hope this helps.

COLUMN: The ROAD DOG

LOAD-DATE: February 19, 2001

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Copyright 2001 Star-Telegram Newspaper, Inc.
Fort Worth Star-Telegram (Texas)February 14, 2001, Wednesday FINAL EDITION**SECTION:** FOOD; Pg. 5**LENGTH:** 649 words**HEADLINE:** Oh, thank heaven;
A rose is a rose is a last-minute lifesaver**BYLINE:** Rick Press; Star-Telegram Features Editor**BODY:**

One of the great, unrecognized wonders of the world has to be The Gas Station Rose. It's right up there with the Pyramids, the Great Wall of China and Andre the Giant (may he rest in peace).

Today, men everywhere will say a silent prayer of thanks for this wonder. Because, as they're driving home empty-handed on another Valentine's Day, a light bulb will go off: "Hey, there is one place I can still get her a rose - not to mention a full tank of gas, some beef jerky and a soft drink the size of a bathtub for moi."

That's right, desperate lovers. Welcome to another Feb. 14 at the 7-Eleven - Home of the Slurpee and the single red rose wrapped in crinkly plastic for \$2.49. Surely, guilt-ridden husbands and boyfriends would pay \$24.99, even \$249, to avoid the emotional torture that comes with showing up with nothing.

But the folks at 7-Eleven are not greedy, they're just well aware of this Valentine's Day phenomenon. So aware, in fact, that they offer a virtual treasure trove of options for last-minute lovers.

For traditionalists, in addition to the standard rose, there's a miniature silk rose with a ring attached (\$1.99) or a chocolate Dove rose (\$3.99). If your sweetie has a sweet tooth, buy her those cute candy hearts with pithy sayings like: "Be Mine." (Like that'll get you off the hook.) Giant cards (\$5.99) and small stuffed bears are also available.

For the real gas-station Casanova, the entire evening awaits: A Pine Mountain log (\$1.99) for a cozy fire. The always-classy box of wine, Franzia blush, (\$10.99). Candles (\$1.19). Frozen egg rolls (\$1.89) for an appetizer. Fruit salad (yes, fresh fruit). It's Pasta Anytime Spaghetti with tomato beef sauce (\$3.49) for the main course, served piping hot out of the microwave. And for dessert, maybe some carrot cake (individually wrapped) or a pint of Ben and Jerry's Chocolate Chip Cookie Dough (\$3.39).

Heck, at these prices you can even bring home some gifts. How about Lava Lamp Lip Gloss (\$3.29), earrings (\$2.29), designer soap



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Oh, thank heaven; A rose is a rose is a last-minute lifesaver Fort Worth

(\$2.19), or maybe some sunglasses (\$8.99)? And nothing says you love her like The You Light Up My Life Valentine Key Ring (\$2.49). Or, for big spenders, a cellphone (\$69.99 after the \$30 rebate).

If you want to get a little randy, 7-Eleven can help get you a little uncovered. Check out the plastic "Prisoner of Love" handcuffs with leopard-felt coverings (\$3.49). Temporary tattoos. And playing cards (strip poker, anyone?). If you want to take her for a romantic drive with your topped-off tank of unleaded, there is a fine selection of air fresheners (89 cents). You may also want to invest in some Advil, \$4.49, for that inevitable moment when she reveals the headache that's coming on.

With all these options, it's a wonder men ever look elsewhere for Valentine's Day gear. But there is a slight stigma associated with shopping for your beloved at a gas station/convenience mart.

Jim White, who works at the 7-Eleven near the intersection of University Drive and White Settlement Road in Fort Worth, knows the embarrassed/panic-stricken look of a last-minute Valentine's Day shopper: "They come in and you can tell they're thinking, 'I gotta find something fast. Whaddya got?' "

Jim has no problem playing Cupid - or suggesting you buy a Cupid lottery ticket, released specially for Valentine's Day.

He'll also point you toward the store's impressive holiday display, but he cautions that there "isn't a big selection of her-to-him stuff. It's usually men who come in," he said. "Men don't get that upset if you don't get them something [on Valentine's Day]. But women, if you don't have anything for her ... life can be hard."

Rick Press, (817) 390-7701
rpress@star-telegram.com

LOAD-DATE: February 14, 2001



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Copyright 2001 The Florida Times-Union
Florida Times-Union (Jacksonville, FL)February 11, 2001 Sunday, City Edition**SECTION:** NATIONAL INTERNATIONAL; Pg. A-5**LENGTH:** 632 words**HEADLINE:** Californians use mental energy to solve power crisis State collects residents' best conservation tips**BODY:**

Attention Gov. Gray Davis: Want to rescue California from the energy crisis? Nix the decorative lights on the Golden Gate Bridge, end all television shows at midnight and put the kibosh on any new theme parks.

Oh, yeah, and while you're at it, ban electric golf carts. Make those duffers haul their own clubs.

These are just a few of the hundreds of energy-saving ideas submitted to the state government in the last few weeks by folks who believe they can help guide California through the crisis.

OK, so some of the ideas are a bit off-the-wall, like the woman who offered to cut back on her estrogen pills so she can have more hot flashes and reduce her heating bill. Then there is the proposal to sacrifice our late-night junk food binges by closing all 24-hour convenience stores after dark.

Since Davis urged consumers last month to cut consumption by 7 percent, conservation-minded residents have swamped state officials with ideas — so many that the state created an ideas hotline and a Web site the first week of February.

The ideas range from the practical (provide incentives for residents who use solar or wind power) to the angry (force environmentalists to ride rubber rafts to work) to the unusual (use cow and chicken manure to fuel methane-powered generators).

So far, the hotline has received 225 voice mail messages, while the Web site has taken in about 200 e-mail suggestions, state officials said.

'The majority are genuine, sincere folks who have good ideas,' said Claudia Chandler, a spokeswoman for the California Energy Commission, who has read many of the submissions. 'We wanted to capture these ideas.'

She said that some of the best ideas have been pulled from the pile and sent to state agencies for possible implementation.

For example, state officials are considering an idea sent by e-mail to distribute placards that businesses can display on their windows, indicating that their shops are open even though the lights are low. It's an idea used during the Great Depression era.

Chandler declined to identify the people who submitted the ideas because they did not give their permission.

Many stressed the increased use of renewable energy, such as solar and wind power, either at home or in businesses.

But some ideas were a bit more unconventional.

One resident of Fresno, who is obviously not a fan of golf or late-night television, suggested the state ban electric golf carts, except those used by disabled players, and end all television broadcasts at midnight.

The folks at 7-Eleven Inc., owners of the ubiquitous and brightly lit convenience stores, also didn't think much of a suggestion by someone in Sacramento County who believes all businesses should close at 9 p.m.

'We have people that rely on us who work second shifts or third shifts,' said 7-Eleven spokeswoman Margaret



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Chabris. 'Our customers value and rely on us being open 24 hours.'

Besides, she said 7-Eleven is working to replace old energy-guzzling equipment, such as the Slurpee and Big Gulp machines, with more efficient models.

Someone in the San Francisco Bay Area suggested sacrificing the decorative lights on the Golden Gate Bridge to save some juice.

An energy conservationist from Kern County called for a ban on new theme parks — an obvious attack on Walt Disney Co.'s new California Adventure theme park in Anaheim, which opened Thursday.

A resident of a Placer County subdivision asked the governor to suspend restrictive covenants, conditions and restrictions (known as CC&Rs) that make it difficult to conserve.

'We would like to use a clothes line to dry clothes, sheets, etc. outside, but the CC&Rs in our subdivision prohibit hanging clothes outside,' the resident wrote.

GRAPHIC: Photo: CABAR101 POWER WOES POWER_WOE Associated Press Arthur Osha replaces burned-out light bulbs with energy-efficient ones in the business district of Solvang, Calif. The state has been collecting more creative conservation ideas from residents.

LOAD-DATE: February 12, 2001

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Copyright 2001 Sentinel Communications Co.
Orlando Sentinel (Florida)February 11, 2001 Sunday, METRO**SECTION:** SEMINOLE; Pg. K12**LENGTH:** 364 words**HEADLINE:** COVER YOUR HEAD**BODY:**

The Seminole County Sheriff's Office and Seminole County Chapter of Safe Kids are trying to step up awareness of bicycle-helmet safety, with a special emphasis on popular scooters.

Elementary and middle school students who are wearing their bicycle helmets correctly will be rewarded with free Slurpee coupons donated by 7-Eleven. School resource deputies will distribute the coupons. Deputies will also reward scooter riders who wear a properly fitted helmet. As scooters rise in popularity, so do scooter-related accidents.

More than one-third of all bicycle-related deaths and more than two-thirds of all injuries occur among children who are five to 15 years old, and head injury is the leading cause of death in bicycle crashes, authorities say. With proper helmet use, many deaths and serious injuries could be prevented, safety experts say.

CHILD SAFETY WEEK

Law enforcement agencies across Central Florida will observe National Child Passenger Safety Week this week.

As part of the campaign the Seminole County Sheriff's Office Community Services Section will instruct kindergarten children about the importance of buckling up and riding in a booster seat. Many children at this age have outgrown convertible car seats and are too small for seat belts designed for adults. Proper use of a booster seat, which raises the child so the back seat lap and shoulder belts are correctly positioned, can greatly reduce the risk of injury in an accident.

The courses will be taught Monday at Eastbrook Elementary School; Thursday at Idyllwilde Elementary School and Friday at Pine Crest Elementary School.

For more information on child passenger safety call Margaret Levins at 407-665-6748.

DARE GRADUATION

The Longwood Rotary Club is playing a role in Seminole County's Drug Abuse Resistance Education program. The Rotary Club is buying all the DARE T-shirts for the fifth grade graduating class at Longwood Elementary School.

The DARE graduation will take place at 10:45 a.m. Monday at Longwood Elementary. Each class will be performing some type of chant, song or dance. Chris Lupis of Turning Point helped one of the classes come up with its own dance routine.

COLUMN: Police Log
Roundup**LOAD-DATE:** February 11, 2001

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The Baltimore Sun

February 7, 2001 Wednesday FINAL EDITION

SECTION: LOCAL, Pg. 4B This Just In...

LENGTH: 981 words

HEADLINE: Uncommon valor yields all-too-common response

BYLINE: DAN RODRICKS

BODY:

THURSDAY afternoon, Rob Brun, who operates a brake shop in Waverly, had a flash about a doughnut — the kind with vanilla icing he likes so much. He can usually find one, even by late afternoon, in one of the glass cases at the 7-Eleven two blocks away. It was 4:30. Brun decided to indulge his craving.

He walked across 33rd Street and the 7-Eleven parking lot, then through double glass doors into the fluorescent-bright store with its familiar coffee-and-hot dog aroma, and the same configuration of stocked shelves, refrigerated cases and counters that an estimated 6 million Big Gulp-gulping, Slurpee-slurping Americans and Canadians see every day.

What most of them don't see is what Brun says he saw in the next instant — a cluster of customers in the far corner of the store, and no one near the cash register except a teen-age boy with a droopy left eyelid. He wore a watch cap and a winter coat.

"How you doin', sir?" Brun says the teen-ager asked.

"OK," said Brun, in that instant realizing he was in trouble.

The teen-ager motioned Brun to the corner with the other customers, revealing the knife in his right hand. Brun thinks the knife was about 8 inches long, clean and new, in the style of a bayonet, with a V point. In the corner were a woman and her two grandchildren, a man in his 40s wearing a business suit and a female clerk Brun knew from earlier visits.

The kid with the knife stepped behind the front counter and pounded on the manager's door.

"Lock the door! Lock the door!" Brun heard the boy shout. He assumed the operators of the 7-Eleven were inside the office; the kid apparently believed they had the power to electronically lock the front doors of the store from there.

"Lock the doors!" the teen-ager shouted and pounded again, giving everyone a good look at the knife in his hands.

"Can't you lock the doors?" Brun says he heard the teen ask the clerk.

The clerk said she didn't have the store keys.

The teen demanded money from the customers and ordered them to place what they had on the top of a chest-high shelf. Brun reached into his right pants pocket and felt the \$300 in folded bills he'd planned to spend that night in Towson on a birthday present for his girlfriend. He slipped it out of his pocket and hid it under a Pepsi display. On the spot where the kid had ordered everyone's money, Brun placed \$1.25 in change. He had a cell phone on his belt and considered dialing 911, but decided against the idea. He figured the people inside the manager's office had already done so.

Now the kid ordered everyone to join him behind the main service counter, with its nacho cheese warmer and hot box for breakfast sandwiches and pizza. The grandmother mumbled a prayer. Her grandchildren moaned and cried.

The man in the business suit was silent. Just then, another woman came into the store.

The teen shouted at her, flashed the knife and ordered her through the swinging door and behind the counter. There were now seven of them — Bruns and the other six in a huddle behind him.

"Lock the doors!" the kid shouted again, pounding on the office door with the knife butt. "Lock the doors!"

"Why don't you just take the money we gave you and go before the police come?" Bruns said.

"Nah," he says the kid answered. "I don't wanna do that."

Now, according to Bruns, the kid started to pace — "Lock the doors!" — and became more nervous, agitated.

Bruns leaned back toward the man in the business suit and whispered, "When I get a chance I'm going after him." The man in the suit said nothing.

In the corner of his eye, through the windows and glass doors, Bruns could see police cruisers arriving on side streets. Two officers came through the front door, hands to their guns. Then, seeing the kid and the huddle of customers, some with their hands raised, and believing they faced a possible hostage situation, the officers took cover. Bruns heard one of them say, apparently into his radio, "He's got a knife or a gun, we don't know which."

The kid turned and banged on the office door again.

In the next instant he turned to look at the police at the front door.

In the next instant, Rob Bruns, 50 years old, had his arms around the kid. He heaved his chest against the kid's back and pushed him through the swinging doors and across the linoleum floor, slammed him against the coffee bar and turned him around. They were face to face now. With his left hand, Bruns grabbed the kid's right wrist and squeezed. He felt a popping pain in his shoulder. The knife was near his face. Blood was on his hand.

"Get off of me! Get off of me!" the kid shouted.

Bruns heard himself utter a profane grunt that reminded him, in an odd flash, "of the way Al Pacino talked in one of my favorite movies, 'Scent Of A Woman.'"

He turned the kid sideways and kned him in the groin. He pushed with all his might and rammed him into shelves of bottled soda. The teen crumbled. The knife slid across the floor. Cops came through the door. Guns drawn. Deed done. Elapsed time: Between five and 10 minutes since Rob Bruns had walked into the store.

His nephew, a city paramedic named Brad Bruns, happened to be the one who took care of the inch-long cut on Rob Bruns' left thumb. A police officer took a report and spelled his name wrong in it. The man in the business suit never spoke a word to Rob Bruns. Neither did the grandmother. Neither did the woman who'd come into the store after him. They all seemed to have scattered quickly. They all seemed to have moved on. Just like that.

Bruns was tired and sore. In a little while, he went back to work, and later realized that no one had made much of a fuss of about his deed. No one had said, "Thanks."

Bruns likes the 7-Eleven. He went back there the next morning. He was offered a free doughnut and all the Coke he could drink. He took the doughnut.

LOAD-DATE: February 7, 2001



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Copyright 2001 Sun Media Corporation
Calgary Sun (Alberta, Canada)February 3, 2001, Saturday, Final EDITION**SECTION:** ENTERTAINMENT, Pg. 33, STUFF**LENGTH:** 435 words**HEADLINE:** EMINEM IS LIKE A CANDLE IN THE WIND**BYLINE:** TYLER MCLEOD**BODY:**

No, it isn't the return of the Fox Track puck. That glowing red streak you will see occasionally darting across the screen during ABC's presentation of the NHL All-Star game Sunday afternoon.

That would be Denis Leary's still-burning cigarette butts dropping to the ice surface from the press box.

During the second and third periods of the game, Leary — who, by a crazy coincidence, also happens to be the star of an upcoming ABC sitcom — will join Gary Thorne, also the play-by-play guy for the New York Mets, and Bill Clement, also the play-by-play guy for the video game NHL 2001.

I know these two voices very, very well and I happen to find Leary an intensely funny man, his last album notwithstanding.

Consequently — and I understand if my Canadian passport is confiscated for admitting this — I plan to watch the ABC telecast over that of the CBC.

What I don't plan to watch? The Grammy Awards if indeed People magazine is correct and Eminem is performing a duet with Elton John.

I haven't heard a rumour that preposterous since I heard Kel was kicked off Survivor because his delusional tribe thought he had slipped out to 7-11 for Slim Jims and Slurpees.

Or maybe it's more than a rumour.

Perhaps Sir Elton was inspired by an impending Britney Spears and Madonna duet. (In anticipation of which, by the way, several countries have already banned the unfiled video.)

It could very well be the Grammy's idea, too. Awards shows thrive off the odd-couple theme.

He's an NFL football player with an album of barbershop quartet music.

She's an Italian swimwear model who couldn't spell NFL if you paid her.

Please welcome ... And they always have, say, Tina Turner with Brandi, Jewel with Merle Haggard, Elton John with Leann Rimes or Elton John with any rock star, opera singer, deceased member of royalty or Disney character he thinks will help him sell singles.

That said, despite Eminem's current marketability and, admittedly, considerable musical talent, this one's a stretch.

The bigoted, homophobic Slim Shady and one of the world's most famous, successful gay men?

You have to wonder if the Rocket Man's ever put on his rhinestone-encrusted reading glasses and checked out Slim's lyrics.

I necessarily don't care to reprint them in this particular space but you can pull out the liner notes and follow along

with the bouncing ball of bitter hate.

Slim Shady and Elton John?

I don't think so.

Slim Shady and Dr. Dre? Of course.

Slim Shady and Dido? You bet.

Slim Shady and Aerosmith? Maybe.

Slim Shady and Slim Whitman? Now we're talking.

LOAD-DATE: February 4, 2001

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The News-Press (Fort Myers, FL)

January 29, 2001 Monday

SECTION: LOCAL STATE; Pg. 3B

LENGTH: 580 words

HEADLINE: DO THE RIGHT THING

BYLINE: Mary Ann Husty, Staff

BODY:

Sixth-grader wins 'Do the Right Thing' award

By MARY ANN HUSTY The News-Press

Christopher Campbell, 11, is a member of Kiwanis "K" Kids and volunteers at many community projects in his North Fort Myers community.

This sixth-grader is a straight "A" student at North Fort Myers Academy for the Arts.

He has a good rapport with his peers and the office staff and uses good judgment as he goes about his duties as an office assistant.

Chris received the Presidential Academic Excellence Award and is the son of Debra and Tom Campbell of North Fort Myers.

Other students who were honored included:

Jamie Davis, 13

PARENTS: Jimmy and Victoria Davis of Fort Myers

SCHOOL: Eighth-grader at Lee Middle

REASON: Jamie has changed from having problems at school and on the school bus to helping those with problems on the bus. She lends a hand to school administrators.

Megan Doane, 8

PARENTS: Mark and Kathy Doane of North Fort Myers

SCHOOL: Third-grader at Tropic Isles Elementary

REASON: Megan is always trying to find a new way to help others. She sold items in front of her house to raise money to buy Christmas presents for the needy. She also helps neighbors who go on vacation by feeding and walking pets.

Jessica Dominguez, 17, and Diane Woodard, 15

PARENTS: Sandra Castaneda of Fort Myers and Santos Dominguez of Fort Myers

SCHOOL: 12th-grader at Riverdale High and ninth-grader at Riverdale High

REASON: Jessica and Diane found a stolen camera at their school and turned it in. The girls are in the Scholars Club and volunteer for Habitat for Humanity, building homes for needy families in their community.

Oliver Hernandez, 9



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PARENTS: Rosali and Marina Hernandez of Bonita Springs

SCHOOL: Fourth-grader at Spring Creek Elementary

REASON: Oliver gives up his free time to watch out for his 5-year-old sister, Brittany, who is in the special education program. Even during his lunch hour he sits at her table to feed her.

Cody and Heather Jenkins, 9, 7

PARENTS: Paulette Simmons of North Fort Myers

SCHOOL: Fourth-grader, second-grader at Hancock Creek Elementary

REASON: Cody and Heather work together every day in the cafeteria, cleaning up after other students. They work together to support and encourage each other.

Joshua Kirby, 9

PARENTS: Tonya Kirby of North Fort Myers

SCHOOL: Fourth-grader at Tropic Isles Elementary

REASON: Joshua started a "Peace Table" and "Peace Patrols" at his school to help those who have conflicts to resolve them in a peaceful way. This has improved the classroom environment and relations between students.

Shacoria Massey, 8

PARENTS: Felecia Wheeler of Fort Myers

SCHOOL: Second-grader at North Fort Myers Academy for the Arts

REASON: Shacoria is always kind and helpful in the classroom. She wrote a letter to Santa asking to bring back a classmate who was critically injured in a car accident. Shacoria also volunteers reading to students who need help and assisting teachers with assignments.

Dylan Snyder, 8

PARENTS: Debra and Robert Snyder of Lehigh Acres

SCHOOL: Third-grader at Gateway Magnet

REASON: Dylan earns good grades and works hard to do his best. He can be counted on to help others in and out of class.

All students received a trophy, T-shirt, a Sports Authority gift certificate, 7-Eleven Slurpee coupons, Kartworld of Fort Myers passes, bumper sticker, pencil and Imaginarium passes. The student of the month also received a \$50 savings bond donated by Edison National Bank.

GRAPHIC: CHRISTOPHER; JAMIE; MEGAN; JESSICA; DIANE; OLIVER; CODY; HEATHER; KIRBY; SHACORIA; DYLAN

LOAD-DATE: September 4, 2003

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Copyright 2001 DR Partners d/b Las Vegas Review-Journal
Las Vegas Review-Journal (Nevada)

January 24, 2001 Wednesday FINAL EDITION

SECTION: E; Pg. 3E

LENGTH: 1643 words

HEADLINE: RESTAURANT REPORT

BYLINE: Ken White

BODY:

WHAT IT MEANS

The Clark County Health District conducts random inspections of local restaurants. An establishment receives an A grade if it has received no more than 10 demerits. A B grade is given to those establishments that receive 11 to 20 demerits, and a C grade is given to any establishment that receives 21 to 40 demerits. If an establishment receives more than 40 demerits, it is closed immediately. The grades are posted at the time of the inspection. The establishment has the option of requesting a reinspection before its next scheduled inspection.

7-Eleven, 9300 S. Eastern Ave., received 33 demerits Jan. 10. Violations included hot dogs held at improper temperature; cottage cheese, turkey sandwiches expired; Pepto Bismol, Maalox, Alka Seltzer stored above flour; personal food, raw eggs stored adjacent to condiments in deli reach-in coolers; employee observed handling currency then putting on glove for food service without washing hands; service tongs washed in hand sink without soap or sanitizer. **GRADE: C**

7-Eleven, 1592 N. Eastern Ave., received eight demerits Jan. 8. Violations included no soap or hand towels at hand-wash sink, employee drink next to condiments. **GRADE: C** because of repeat violations

7-Eleven, 6101 Clarice Ave., received 22 demerits Jan. 9. Violations included food stored at improper temperatures; excessive spills at hot chocolate machine; spills on and around coffee machine; soda nozzles and outside of soda machine sticky; **Slurpee** machine sticky; dirty cookie machine improperly stored on floor under three-compartment sink; wipe cloth on coffee counter had no sanitizer, no sanitizer bucket in use; microwave oven dirty; floors dirty, sticky throughout; paint on wall above mop sink chipping, dirty; paint chipping on wall behind three-compartment sink; floor sink rusted, dirty, with scum. **GRADE: C**

7-Eleven, 2100 E. Cheyenne Ave., North Las Vegas, received 19 demerits Jan. 9. Violations included food not being reheated to proper temperature; food held at improper temperature; soda machine nozzles dirty; dirty wiping cloths stored on hand sink. **GRADE: B**

Albertson's deli, 9725 S. Maryland Parkway, received 33 demerits Jan. 9. Violations included heat lamps burned out in whole chicken hot holding unit and fried chicken deli case; numerous potentially hazardous foods at unsafe holding temperatures, including fried chicken, egg roll appetizers, Greek sandwiches and whole roasted chicken; single-serve containers used as scoops and stored in food; dried food debris on can opener blade; several flies noted in deli; chicken blood on floor of walk-in cooler, potential for tracking throughout facility. **GRADE: C**

Antonio's Pizza and Subs, 8125 W. Sahara Ave., received 45 demerits Jan. 8. Violations included expired food; sausage improperly cooling on counter; pizzas on counter at improper temperature; open bag of flour by dirty floor mat; no paper towels at hand sink; plastic pickle jars used as measuring cups; children's toys improperly stored in dry storage area. **GRADE: CLOSED**

Big Dog's Bar & Grill, 1511 N. Nellis Blvd., received 19 demerits Jan. 11. Violations included handles to reach-in cooler dirty; paper towel dispenser not working; ice scoop in slimy, broken holder. **GRADE: B**



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China Joe's Restaurant, 6126 W. Lake Mead Blvd., received 20 demerits Jan. 9. Violations included dirty floors throughout, especially under equipment; uncovered bowls of shrimp, chicken on bulk container at improper temperature; uncovered bowl of pork on bulk container with frozen/thawing barbecue sauce on top; uncovered containers of food throughout kitchen; can opener dirty; knives stored in dirty container with other tools; dirty shelves, tables, equipment. GRADE: B

Elephant Snack, 953 E. Sahara Ave., received 26 demerits Jan. 8. Violations included beef thawing at room temperature; foods stored in chemical containers; access to hand sink blocked; dishwasher not sanitizing dishes; prepared foods not dated or labeled; food handlers not using proper hair restraints; utensils stored in standing water; no sanitizer in wiping cloth solution; cutting board no longer smooth and easily cleanable; dirty shelves. Grade: C

Fatburger, Sunset Station, 1301 W. Sunset Road, Henderson, received 38 demerits Jan. 8. Violations included mayonnaise stored at improper temperature; no stem thermometer in use on main cook line; hamburgers stored on walk-in refrigerator floor; employee working with expired health card; raw hamburger stored above single-service creamers and dill chips in walk-in refrigerator; open bags of hamburger buns sitting on raw eggs (some broken) on main line island station; unlabeled spray bottles of chemicals at three-compartment sink; no towels in rear hand sink dispenser; soda machine nozzles severely molding; open employee drink on hand sink; employee handling money and returning to work bagging fries without washing hands. GRADE: C

Friendship Thai-Chinese Restaurant, 556 N. Eastern Ave., received 24 demerits Jan. 8. Violations included chicken thawing in standing water; mushroom in colander on mop bucket; no paper towels in restrooms; interior of ice machine dirty; many roaches (alive and dead) observed. GRADE: C

Harbor Palace Restaurant, 4275 Spring Mountain Road, received 32 demerits Jan. 10. Violations included cooked rice improperly cooled; tofu at ambient temperature; chicken bones thawing in standing water; uncovered chicken stored above other meats in walk-in cooler; raw food stored next to produce in preparation area; hand sink in dishwashing area inaccessible; hand sinks without paper towels. GRADE: C

Jerusalem Kosher Restaurant & Deli, 1305 Vegas Valley Drive, received 17 demerits Jan. 9. Violations included raw chicken stored above onions in walk-in cooler; chicken breading on counter at room temperature; hand-wash sink blocked, no soap or paper towels; external surfaces of equipment dirty. GRADE: B

Las Vegas Kosher Deli, 3317 Las Vegas Blvd. South, received 21 demerits Jan. 9. Violations included chemicals stored with clean equipment and utensils; clean aprons stored in bathroom with dirty aprons; deli meats stored uncovered; no thermometer in reach-in cooler; employee with expired health card; dry, dirty cloths on prep table; dirty microwave, reach-in coolers, display cases, shelves; dirty rags, cigarette butts, other debris in storage area; doors left open; floors, walls, ceilings dirty throughout. GRADE: C

La Torta Loca, 1168 E. Twain Ave., received 30 demerits Jan. 9. Violations included rice, pork, beef and fruit stored at improper temperatures; open personal beverage on prep table; ceiling leaking onto prep table and in front of walk-in cooler; foods stored uncovered in dry storage and walk-in cooler; uncovered foods double-stacked in walk-in cooler; first aid spray stored with clean equipment; spray bottles of chemicals not labeled; soap dispenser at hand sink not working; rusty shelf under microwave; dirty shelves, table, racks in walk-in cooler; fan covers dirty; ice machine dirty; interior of reach-in coolers dirty; floor, walls, ceiling dirty; ceiling damage throughout; ice machine leaking water on floor; floor drain by walk-in cooler not draining. GRADE: C, but closed until repairs made on ceiling, floor drain

Rubio's Baja Grill, 1500 N. Green Valley Parkway, Henderson, received 19 demerits Jan. 10. Violations included lobster thawed at room temperature; raw chicken being handled above lettuce in prep area; dirty dishes sitting on top of bulk storage containers; liquid cleaner stored above bulk onion container; liquid cleaner, polish stored above bags of rice in dry storage area; hand-wash sink blocked with stacked dirty dishes. GRADE: B

Shilla Restaurant, 2721 W. Sahara Ave., received 19 demerits Jan. 8. Violations included meat stored on floor of walk-in freezer; meat slicer dirty. GRADE: B

Sumo Japanese Restaurant, 2861 N. Green Valley Parkway, Henderson, received 24 demerits Jan. 10. Violations included slime in ice machine; liquid soap on top of ice machine; sushi prep chef washing hands without soap and wiping hands on common towel; raw fish and shell eggs stored above ready-to-eat food in walk-in and reach-in coolers; mold around prep sink at sushi bar. GRADE: C



Traditional Pizza, 3160 E. Desert Inn Road, received 18 demerits Jan. 10. Violations included no soap or paper towels at hand sink; microwave and can opener dirty; knives stored dirty; reach-in cooler not maintaining temperature; raw eggs stored above ready-to-eat food; pizza slicer dirty. GRADE: B

Villa Pizza, 2211 S. Maryland Parkway, received 24 demerits Jan. 12. Violations included chicken thawing in stagnant water; chicken thawing in hand-wash sink; no paper towels at hand-wash sink; ham, meatballs and sausage stored at improper temperatures; ice machine interior dirty; soda nozzles dirty; ice scoop stored on top of ice machine; no sanitizer in bleach bucket. GRADE: C

The following restaurants have been reinspected:

Black Angus Restaurant, 651 Mall Ring Circle, Henderson, received zero demerits Jan. 4 and was upgraded to an A.

International House of Pancakes, 1401 S. Decatur Blvd., received four demerits Jan. 5 and was upgraded to an A.

Jack in the Box, 290 S. Boulder Highway, Henderson, received one demerit Jan. 4 and was upgraded to an A.

Jamms Family Restaurant, 1029 S. Rainbow Blvd., received zero demerits Jan. 4 and was upgraded to an A.

Jelly Belly Bakery, 1951 N. Decatur Blvd., received nine demerits Jan. 16 and was upgraded to an A.

Kentucky Fried Chicken, 831 N. Rancho Drive, received two demerits Jan. 15 and was upgraded to an A.

Korea House, 953 E. Sahara Ave., received nine demerits Jan. 16 and was upgraded to an A.

L&S Oriental Market, 1958 E. Charleston Blvd., received five demerits Jan. 3 and was upgraded to an A.

LOAD-DATE: January 25, 2001



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Copyright 2001 The Vista via U-Wire
University WireJanuary 18, 2001**LENGTH:** 590 words**HEADLINE:** Unaccredited schools issue phony degrees by Internet**BYLINE:** By Sarah Davis, The Vista**SOURCE:** U. Central Oklahoma**DATELINE:** Edmond, Okla.**BODY:**

With the click of a mouse and a few thousand dollars, anyone who can operate a computer can get a college degree without ever attending a class.

In many cases, the student does not have to study, take tests or write papers.

The phony documents produced by Internet-based diploma mills have been used by people in various professions to secure jobs.

Advertisements for diploma mills may pop up in e-mails and boast of accredited programs that offer flexibility for working adults.

"It's worse than it's ever been, and it's growing exponentially," said author John Bear, founder of www.degree.net.

Watchdogs like Bear and his Web site keep an eye on fraudulent companies, and government agencies do what they can.

The latest edition of "Bears' Guide to Earning Degrees Nontraditionally," which is scheduled for release in January, will include 481 phony schools. That is an increase from 320 listed in the 1998 edition.

The Internet makes it easy for these companies to spread the word about their services. At least one diploma mill sends up to a million e-mail messages a week advertising its business, said Bear.

The e-mail often falls in the hands of desperate people who know that degree holders have a greater chance of succeeding in the job market, Bear said.

Allen Ezell, a retired special agent who oversaw the Federal Bureau of Investigation (FBI) DipScam task force to investigate phony universities in the 1980s and 1990s, said there are some telltale signs that a university is bogus.

"When a school sells you a degree and a transcript with no work at all, and you have courses on your transcript that you don't know anything about, and you're able to negotiate your GPA, and they're willing to backdate your diploma, something's wrong," said Ezell.

According to The Chronicle of Higher Education, from 1983 to 1986, the FBI shut down 39 so-called colleges that made false claims about degrees and offered them for high sums. The crackdown slowed down the appearance of new institutions for a few years.

The FBI DipScam project started in 1979 and ended in 1992 when Ezell retired.

"Even though the DipScam project is no longer active, the FBI, postal inspectors and some crusading state agencies are still actively working to keep fake schools from operating and phony degrees from being sold," said Bear.

People are honest victims of diploma mills as they look for ways to benefit from the expanding distance-



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learning network that was established by traditional, legitimate universities, experts said. There are several legitimate nontraditional universities that are trying to establish themselves on the Internet.

Many diploma mills boast accreditation from agencies that are invented, making it crucial for students to research the company before they sign up for services.

"Not only do they cheapen the value of degrees and trick unwitting employers into hiring people who may not have the skills they profess to have, but they also can taint all distance-education programs as something to avoid," said Lisa Guernsey of The Chronicle of Higher Education.

Many believe the university ".edu" Web site addresses show the college is accredited. However, there are no prerequisites to register for ".edu" addresses.

Bear estimates that the revenue of the diploma mill industry exceeds \$200 million a year.

"If somebody holds up a 7-Eleven for 50 bucks, they're going to be in jail before their slurpee melts, but these guys are stealing millions every month," he said.

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LOAD-DATE: January 18, 2001



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Windsor Star (Ontario)

January 8, 2001 Monday Final Edition

SECTION: Editorial; SHEILA WISDOM; Pg. A6

LENGTH: 739 words

HEADLINE: Warming up to winter

SOURCE: Windsor Star

BYLINE: Sheila Wisdom

BODY:

At the risk of sounding like Jerry Seinfeld, this is a column on nothing about nothing.

Seinfeld has been able to parlay this kind of thing into a multimillion-dollar revenue stream. I certainly don't expect that.

But when it's the end of a 12-hour work day and the deadline for the column and the start of the next work day are only 12 hours away, the Seinfeldian approach becomes quite appealing.

Now, as all Seinfeld viewers have come to appreciate, in the world inhabited by Jerry and his cast of characters, the minutiae of daily life take on grave and exaggerated importance. For Canadians, this Seinfeldian view is most manifest in our ability to dedicate extended periods of time talking about the weather. The winter we have experienced so far is a veritable mother lode to be mined for these conversations.

What's with this weather anyway? It's hard to imagine that, after years of record warm winters, we are actually having a real winter, with snow that stays on the ground and near record low temperatures.

Here in the "Banana Belt," we've grown accustomed to golfing well into November, getting away without having to wear a winter coat and dusting off the clubs again in March.

We have developed several ways to describe winter when we do experience it. There's damp cold and dry cold, dry being preferable to damp; wet snow, powdery snow, flurries, light dustings and good packing snow, but only kids eager to make snowmen talk about the good packin' stuff.

And recently, the temperature on the thermometer is only half the story. To really talk about the cold, you must know the wind chill factor. Kids who now have enough excuses not to go outside have another one they claim "the wind chill is 40 below."

Our national radio network shares this country's fascination with weather. The other day, the newscast led with a story about slush threatening to close the Detroit link of the St. Lawrence Seaway.

a giant slurpee

I know this is serious business, but somehow talking about slush in the river makes me think of a giant slurpee from the corner 7 Eleven store.

Because we have had such warm winters for the past four years, snow has not been a problem. And if you didn't get around to cleaning out the driveway after a "light dusting" or some unexpected "flurries", it usually disappeared within a few days anyway.

Not so this year.



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We can reacquaint ourselves with the time-honoured tradition of the snow plow.

Just after you've finally cleaned the driveway, the snow plow always seems to go down the street dumping a huge pile of hardened snow and ice right out front.

I was in New York over the Christmas holidays, in advance of the winter storm that landed in that area. Perhaps that's another explanation for the Seinfeld frame of mind.

Anyhow, New Yorkers expect that "people from Canada" can handle winter conditions. I was told, "You're used to it up there." Somehow, describing a location south of Detroit didn't get me anywhere.

If we were truly acclimatized, local stores would probably not be selling out of shovels, salt, windshield wiper fluid and all the other weapons we need to deal with this beast of a winter.

And yes, there are real nuisances: Coaxing kids into snowsuits and boots can make the morning rush out the door even more frustrating.

Snow that doesn't go away is another one and the ice underneath that snow is truly a hazard, making for wildly uneven roads and sidewalks.

Some people simply cannot get around in these kinds of conditions and winter is a real hardship.

Finding a solution to heating bills that are higher than planned for isn't easy on a tight budget.

ice fishermen

But, looking on the bright side, the ice fishermen will actually have ice this year. And we won't have to worry about their cars falling through the ice until spring.

Young kids can actually see a frozen pond for the first time. The snow on the evergreens looks like a postcard. Those cross-country skis came out of the closet.

The boss has trouble arguing when you claim poor road conditions as the reason for being late for work.

Perhaps best of all, the weather is a good excuse to slow down and take it a little easier, especially after all the running around most of us did before Christmas.

And for those who just can't find joy anywhere in winter, it's been said that "if we had no winter, the spring would not be so pleasant."

GRAPHIC: SHEILA WISDOM

LOAD-DATE: March 29, 2002



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Copyright 2001 Journal Sentinel Inc.
Milwaukee Journal Sentinel (Wisconsin)January 7, 2001 Sunday EARLY EDITION**SECTION:** NEWS; Pg. 03A**LENGTH:** 803 words**HEADLINE:** Diploma mills produce grads without degrees;
Web making it hard to tell which schools are real**BYLINE:** JENNIFER RADCLIFFE Fort Worth Star-Telegram**BODY:**

With the click of a mouse and a few thousand dollars, anyone who can operate a computer can get a college degree without ever attending a class.

In many cases, the student does not have to study, take tests or write papers.

Internet-based diploma mills are producing a record number of phony documents on a daily basis that are being passed off as college degrees, experts said.

Teachers, doctors and government officials are among those using phony degrees to secure jobs, and little is being done to stop the multimillion-dollar international industry, experts said.

Advertisements for diploma mills show stately buildings and boast of accredited programs that offer flexibility for working adults. But in many cases, there are no buildings, no professors and no legitimate accreditation, officials said.

"It's worse than it's ever been, and it's growing exponentially," said author John Bear, founder of www.degree.net.

Number of fake schools rising

The latest edition of Bears' Guide to Earning Degrees Nontraditionally, which is scheduled for release in January, will include 481 phony schools. That is an increase from 320 listed in the 1998 edition.

The Internet makes it easy for companies to spread the word about their services. At least one diploma mill sends up to a million e-mail messages a week advertising its business, said Bear, who co-authored the book with his daughter, Mariah Bear.

The e-mail often falls into the hands of desperate people who know that degree holders have a greater chance of succeeding in the job market, he said.

An equal number of people are honest victims of diploma mills as they look for ways to benefit from the expanding distance-learning network that was established by traditional, legitimate universities, experts said. There are several legitimate non-traditional universities that are trying to establish themselves on the Internet.

"The public has no criteria for separating the sheep from the goats," said Barry Lumsden, a professor who has taught a doctorate-level class about diploma mills at the University of North Texas in Denton for 15 years.

Diploma mills look legitimate

Web sites for phony universities can be deceptive, he said. People tend to think that Web addresses that end in "edu" are legitimate, but there are no prerequisites to register for those addresses, Lumsden said.

In addition, many diploma mills boast accreditation from agencies that also are invented, making it crucial for potential students to do a lot of homework before they sign up or send money, he said.

"Most of the people who run these schools are pretty slick operators," Lumsden said. "They know how to use



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words in their advertising that laypeople don't understand."

Lumsden said he is concerned that numerous ministers nationwide are among those using diploma mills to "earn" doctorates.

Such misuse puts employers in danger of hiring unqualified workers and may also cheapen the value of legitimate degrees, he said.

"God only knows how many people are in positions of power right now based on fraudulent credentials," he said.

Telltale signs of fraud

Allen Ezell, a retired special agent who oversaw the FBI DipScam task force to investigate phony universities in the 1980s and 1990s, said there are some telltale signs that a university is bogus.

"When a school sells you a degree and a transcript with no work at all, and you have courses on your transcript that you don't know anything about, and you're able to negotiate your GPA, and they're willing to backdate your diploma, something's wrong," he said.

Few agencies have taken a role in monitoring diploma mills.

Private watchdogs such as Bear and his Web site keep an eye on fraudulent companies, and government agencies do what they can.

Ray Grasshoff, a spokesman for the Texas Higher Education Coordinating Board, said his office has a full-time employee responsible for monitoring the sites, as well as several other duties.

"It's a consumer-protection issue for us," he said.

Larger phony institutions often have parts of their business in several different countries, Bear said. They take telephone calls in one country, deposit money in banks in another country and print advertisements in another.

"We've got a gigantic, but not at all visible, fraud going on," Bear said. "The harm is extraordinary."

He estimates that the revenue of the diploma mill industry exceeds \$200 million a year. Steps must be taken to regulate it, he said.

"If somebody holds up the 7-Eleven for 50 bucks, they're going to be in jail before their Slurpee melts, but these guys are stealing millions every month," Bear said.

481

Number of phony schools listed in this year's Bears' Guide to Earning Degrees Nontraditionally.

320

Number listed in the 1998 guide.

LOAD-DATE: January 7, 2001



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Copyright 2001 BusinessWorld Publishing Corporation
BusinessWorldJanuary 5, 2001, Friday**SECTION:** Pg. 19**LENGTH:** 344 words**HEADLINE:** New image for 7-Eleven stores**BODY:**

Philippine Seven Corp. (PSC) recently unveiled the new look of 7-Eleven stores with the opening of its latest outlet in Makati Avenue corner Gil Puyat Avenue, Makati City. The new store design features a more customer-friendly layout, well-defined lighting, and more appealing color schemes.

For the past 16 years, PSC has relied on extensive shelving systems for its stores. In order to accommodate the most number of products in a limited amount of space, 7-Eleven stores had made maximum use of shelves for packaged goods and non-food items. The store layout was standardized according to the following components: counter areas, selling areas, fastfood counter, and the backroom area.

In recent years however, PSC saw increasing sales for food service items and dispensed beverages as more and more customers went to 7-Eleven for quick meals to and from work, and as a for pasalubong goodies. Food and beverage now contribute a substantial percentage to store sales.

7-Eleven's new store layout answers the need for a more spacious eating area as well as a more comprehensive food service section. The eating area groups all the Quick Bites products as well as the pastry goodies, Slurpee machine and various beverage dispensers. The walk-in vaults with its variety of drinks and frozen products have been consolidated with the ice cream freezers.

Lighting is a major component of 7-Eleven's new look. New lighting fixtures will be used such as compact warm lights, covered fluorescent lights and drop lights for food service counters to highlight equipment. Each section would also be defined by its complementing lighting setup.

Trendy and appealing color tones complete the new look of 7-Eleven stores. Light green will be used for the cold area, light orange for the eating area and beige for the dry goods area. Blending color schemes will differentiate each location for ease of shopping.

The new look of 7-Eleven could now be found in other pilot stores at Richville Building, Shaw Boulevard and soon at Columbia Towers, Ortigas Avenue.

LOAD-DATE: January 4, 2001

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BUSINESSWORLD (PHILIPPINES)

January 5, 2001

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The new look of 7-Eleven could now be found in other pilot stores at Richville Building, Shaw Boulevard and soon at Columbia Towers, Ortigas Avenue. Newswire

LOAD-DATE: January 5, 2001



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Copyright 2001 New Times Inc.
Houston Press (Texas)January 4, 2001, Thursday**SECTION:** Columns**LENGTH:** 926 words**HEADLINE:** Breaking Up Is Hard to Do;

Why does it bother people when toddlers still breast-feed? Could it be about sex?

BYLINE: Lisa Gray**BODY:**

Ben stops nursing. "Soda," he says, patting my breast. He grins, devilish and pleased with himself. "Noooo," I say. "Milk. Mommy's breast has milk."

"Soda!" says Ben. "Soda! SO DA!" I tickle him, and in a Big Bad Wolf voice, I threaten to wean his silly butt. He thrashes and shrieks until I stop, then lies spent and grinning.

I'm proud: At two and a half, he's figuring out humor, learning that tricky balance of aggression and attachment. But I'm also unnerved. My God, I think, I'm still breast-feeding a child old enough to tell jokes. Naturally, I'm riveted by the case now rocking the lactation world. This fall Illinois child-protective authorities removed a five-year-old boy from his home because his mother refused to stop nursing him. The boy told both a baby-sitter and a child-protection investigator that he didn't want to nurse anymore; his mom said it wasn't true, and rather than relinquish her right to nurse her child, she allowed the state to place him in the baby-sitter's custody. On December 27 she had her day in court, where she claimed a victory of sorts: The judge ruled she could regain custody, but only if she follows court-ordered conditions, including counseling. That mom bugs me: What kind of mother would risk losing her child for the sake of a parenting principle? And if a five-year-old tells other people that he wants to stop nursing, shouldn't she be willing to consider that maybe, just maybe, it's time to stop?

But mostly, I think, she bugs me because she's a more extreme version of myself. At a hearing earlier this month, she brandished a stack of parenting books — the kind, I suspect, that occupy my own shelves: La Leche League's Womanly Art of Breastfeeding; William and Martha Sears's The Baby Book, which calls long-term breast-feeding part of "attachment parenting"; and maybe something from T. Berry Brazelton, who says weaning is a developmental process, like walking or talking. It happens when it happens. The child knows when he's ready.

Experts like those are fond of quoting the American Academy of Pediatrics, which recommends that mothers breast-feed for at least a year "and thereafter for as long as mutually desired." The pediatricians' group cites studies that breast milk jump-starts a baby's immune system, boosts his IQ and decreases his chances of suffering everything from ear infections to cancer.

The Illinois mom called on testimony from an expert who makes the pediatricians' recommendation seem halfhearted. Dr. Katherine Dettwyler, an associate professor of anthropology and nutrition at (of all places) Texas A&M, draws on cross-cultural and primate studies to argue that human children are designed to wean themselves somewhere between the ages of two and a half and seven. And in fact, she breast-fed one of her own kids until he weaned himself at age five.

It amuses me to think about Dettwyler nursing her boy: a maternal rebel, an insurgent nurturer, deep in the heart of Aggeland. Not everyone, of course, is amused by the thought. "Yuck!" declared editorialist Naomi Lakritz in the Calgary Herald. Lakritz didn't buy Dettwyler's arguments for a second. "We think that six-year-olds ought to be



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lining up for Slurpees at the 7-Eleven," she harrumphed, "not unbuttoning their mothers' blouses for a big gulp." So shoot me: I laughed at that line. I even feel twinges of Lakritz's dismay myself. Sometimes, around people I know well, I joke that weaning Ben will be a snap: All I'll have to do is send him to an out-of-state college. The humor lies, of course, in the joke's creepy absurdity, the way that a boundary is pushed way too far.

That boundary involves independence — a child has to grow up — but even more, it involves sex. Feminist academics such as Dettwyler bemoan the American fetishizing of women's breasts, but in fact, breasts are only the beginning of the boudoir/nursery blur. Lovers coo and call each other "baby." "Discipline" is a turn-on. And as novelist Jeanette Winterson points out, soft porn is constructed largely from words you'd expect to hear at a day care: "naughty," "girls," "suck," "tease," "spank," "cuddle" and "romp."

Maybe it shouldn't be surprising that adults associate sensuality with babyhood. Infants are pure, shameless id, little bundles of unregulated desires, oblivious to social prohibitions. They can't remember a past or imagine a future; they live completely in the here and now. Sometimes, when a baby nurses, her eyes roll back into her head and she drops into a smiling sleep, still attached to the breast. Milk bliss, a friend calls it. Sex, you figure, is adults' way of trying to regain that state.

Toddlers are more complicated than infants. They understand that the world is bound by rules: You pee in the potty; you don't hit your sister; you wear a hat on your head, not on your foot. The rules make the world navigable, safer, easier to understand.

Toddler humor is about flouting rules. "Soda!" is a joke because Ben knows good and well that my breasts dispense milk, not carbonated beverages. The humor lies in the absurdity. "Nooooo," I say, because the rules of joking require me to respond that way. Satisfied, Ben declares, "I funny!"

I figure it won't be long before he notices a new rule: Babies nurse; big boys don't. That'll be the day the developmental process crests, the day that he weans himself. It'll happen when it happens.

I'm not worried about Ben. I'm worried about me. I hope that I'll be ready to let him go, just a little; I hope we can joke about it.

LOAD-DATE: January 4, 2001



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IAC (SM) PROMT (R)
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Chain Store Age Executive with Shopping Center Age

January 1, 2001**SECTION:** No. 1, Vol. 77; Pg. 64 ; 0193-1199**IAC-ACC-NO:** 69757623**LENGTH:** 1205 words**HEADLINE:** Intruder Alert; convenience stores face challenge from grocers and discount chains**BYLINE:** Haerberle, Matthew**AUTHOR-ABSTRACT:**

THIS IS THE FULL TEXT: COPYRIGHT 2001 Lebhar-Friedman, Inc. Subscription: \$99.00 per year. Published monthly. 425 Park Avenue, New York, NY 10022.

BODY:

Can convenience stores fend off grocers, discounters?

Will consumers continue to value time over money or can they be lured to go a few miles out of their way to save a couple of dollars? A number of discount chains and supermarkets are hoping consumers will choose frugality over facility. Observers say such retailers are ramping up plans to add gas pumps and c-store-like concepts alongside new and existing stores.

Convenience stores, though, are fighting back from the intrusion with services designed to save what consumers value most: time.

"What's at issue here is fast service," says Doug Peterson, president of Peterson's Newsstand/Convenience Stores, Portland, Ore. "Big operators can't do what c-stores can do very well, which is provide fast service."

Yet, c-stores admit that they are vulnerable. They still aren't viewed as destination stores, and women continue to make up a relatively small percentage of their clientele. According to the National Association of Convenience Stores (NACS), men account for 59% of merchandise sales in c-stores. At some chains, the percentage is significantly higher.

In an attempt to reverse those two weaknesses, c-stores have been adding products and services to keep current customers and entice others to shop in their stores. C-stores are adding makeup and hosiery to attract women. And they are extending ATM and kiosk functionality to shore up their existing base: time poor shoppers.

The competition: One retailer that is shaking up the c-store industry is Albertson's Inc. The Boise, Idaho based grocer debuted its own c-store format titled A-Express in November 1997 in Eagle, Idaho. The stores feature roughly seven fuel pumps, a kiosk or c-store ranging from 70 to 2,000 sq. ft. and are located next to Albertson's supermarkets.

"Companies [such as Albertson's] that open gas retailing and convenience operations are maximizing the dirt," says Jeff Lenard, director of communications of NACS. "They're taking away parking spaces to add additional retail operations."

Wal-Mart, Tops Markets and Fred Meyer are also on the c-store industry's radar. Last year, Wal-Mart enlisted Sunoco to build and operate fuel depots at select existing and future store locations in nine eastern states. Tops Markets said it wished to add gas pumps in all of its stores in New York, Pennsylvania and Ohio. Fred Meyer said it wanted to have 600 fuel centers in operation within five years.



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Lenard says NACS doesn't have enough data to comment on the effect incursions from other segments has had on c-store operators, but he did say margins on gasoline have fallen for both c-stores and their new rivals. Currently, c-stores account for roughly 60% of U.S. gas sales compared to food and mass retailers, which accrue a mere 2% to 3%.

While c-store operators fear these new competitors will offer gas at cheaper prices—maybe even at a loss—NACS says consumers choose a place to buy gas because of convenience. Cost is ranked second.

Mark Horne, president of LJT Management Services Inc., offered some insight on how to fend off the incoming competition at the NAGS show in New Orleans last October.

"No matter how competitive things get, you need to have the mental attitude that there are other things besides the price of gasoline that bring customers into your stores," Horne, who spent 21 years in the c-store industry, told NAGS attendees. "If you live by the price, you will die by the price."

Follow the leader: 7-Eleven Inc., Dallas, is one retailer that has expanded its product offerings to boost not only traffic in its stores, but to change the demographics of its shoppers. The most prominent additions were its proprietary lines of cosmetics (Heart and Soul) and hosiery (Heaven Sent). 7-Eleven has even added products that sell well above the c-store average ticket sale of \$3.50. In a Utah test market, the chain will be selling portable CD players (\$ 39.99), CD clock radios (\$ 54.99) and digital cameras (\$ 29.99).

Prior to those launches, 7-Eleven began selling accessories, such as rings, bracelets and key chains, targeted to teen-age girls. The chain also added a toy section and readymade meals. The shifting merchandise mix is a clear example of the chain's commitment to building an image as a destination—a place shoppers would come to for something other than Slurpees and Big Bites. For 7-Eleven, c-stores aren't just for men anymore.

"If you don't build a reputation for something, you will be remembered for nothing," Horne said. "Consumers must come to your store for a reason."

Peterson knows why customers come to his four stores: a large selection of newspapers and magazines. "That's my niche market," the former Fred Meyer merchandiser says. And how. Sales in that segment comprise 20% of Peterson's total sales, well above the c-store industry average of 1.1%.

Rick Allen, president and CEO of Tiger Mart Inc. in Madras, Ore., is another retailer that capitalizes on his customers' interests to build a strong relationship with them. He offers fishing and hunting licenses, and river permits. Those services help ensure that his one-store operation will thrive despite the competition.

"The big guys don't bother me," says Allen. "They can't put me out of business. My local base is personal. I know their names and they know mine. It works to your advantage to have a customer base that knows you. They can't duplicate a small store's service, but they will have a huge impact on the industry."

Services drive traffic: One way c-stores can ensure that customers return is by expanding services along with merchandise. Hot meals, ATMs, copy! fax services, Internet kiosks, car washes, postal services and even dry cleaning are just some of the options that c-stores can offer busy consumers. While c-store chains may not make a lot of money from these services, they will profit from just having people in the stores purchasing other items.

Continuing to lead the industry in new ideas, 7-Eleven is testing a new service in 37 stores in Austin, Texas, titled V.com. The self-service kiosk offers financial services such as ATM, check cashing, money orders, wire transfers and bill-payment services. It will offer e-commerce shopping in the future. A national rollout is planned for July.

The retailer is also striving to solve the last-mile dilemma of Internet shopping. 7-Eleven says it will eventually use its 19 central distribution centers to deliver packages ordered on line from any e-retailer. Orders need not necessarily be placed through its in-store kiosks.

C-stores are also trying to win customer loyalty by offering perks. Allen, for example, gives his best customers free ski passes and tickets to see the Portland Trail Blazers.

While all chains can't be as generous as Tiger Mart, simple gestures such as free coffee once a month or free newspapers for early birds will keep customers coming back, c-store operators say. Senior-citizen discounts should also be considered. For c-stores with gas operations (75% of the industry), Horne suggests stocking up on windshield-wiper fluid or offering gas gloves. Free water and air for cars should be automatic.



IAC-CREATE-DATE: February 1, 2001

LOAD-DATE: February 02, 2001



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Business and Industry
Chain Store Age Executive with Shopping Center Age

January 2001

SECTION: Vol. 77, No. 1; Pg. 64; ISSN: 0193-1199

RDS-ACC-NO: 2731815

LENGTH: 1209 words

HEADLINE: Intruder Alert

HIGHLIGHT:

Men account for 59% of merchandise sales in convenience stores, but c-stores are adding hosiery and makeup to attract women

BODY:

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photo omitted

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TYPE: Journal; Fulltext



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JOURNAL-CODE: CHASTAFT

LOAD-DATE: January 21, 2005



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The News-Press (Fort Myers, FL)

January 1, 2001 Monday

SECTION: LOCAL STATE; Pg. 3B

LENGTH: 779 words

HEADLINE: DO THE RIGHT THING

BYLINE: Mary Ann Husty, Staff

BODY:

14-year-old honor student wins Do The Right Thing award

By MARY ANN HUSTY The News-Press

Logan York was working on a sailboat with his family when he saw a 7-year-old boy fall into the canal near a bed of sharp mussel and oyster shells.

The boy was fishing off a nearby dock. Logan jumped into the water and pulled the boy to safety.

When asked about the incident, Logan didn't feel he did anything special, he just did what was natural.

This 14-year-old helps the Big Brothers/Big Sisters Program by sharing his bedroom and other belongings with children who are spending time away from their at-risk communities.

When Logan's grandfather was suffering from a terminal illness, and his grandmother from Alzheimer's, he was there to help his family. He is the son of Ron and Marcia York of Fort Myers Beach and a ninth-grader at Bishop Verot High School.

He is an honor roll student who is willing to help others.

Logan received a \$50 savings bond donated by Edison National Bank.

All students received a trophy, T-shirt, a Sports Authority gift certificate, 7-Eleven Slurpee coupons, Kartworld of Fort Myers passes, bumper sticker, pencil and Imaginarium passes.

Other students who were honored included:

Casey, Leah and Kyler Baehrle, 12, 10, 6

PARENTS: Robert and Donna Baehrle of Fort Myers

SCHOOL: Seventh-grader at Three Oaks Middle, fourth- and first-grader at San Carlos Park Elementary

REASON: While on vacation in the Bahamas with their parents, Casey, Leah and Kyler were playing on a hammock and found a money clip full of bills. The kids chased the man who got out of the hammock to give him his money clip, and his money, back.

Bobby Brown, 12

PARENTS: Harold and Marie Brown of Lehigh Acres

SCHOOL: Seventh-grader at Lehigh Acres Middle

REASON: Bobby's teacher brought a camera to school and it was stolen by a classmate. He told her he knew where it was and who had it.



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Joel Deguzman, 17

PARENTS: Joel and Shelly Deguzman of Lehigh Acres

SCHOOL: Senior at Lehigh Senior High

REASON: Joel is an active member of Lehigh High School's JROTC Program. Joel has earned the rank of Cadet Major and Executive Officer for the Lightning Battalion. Throughout his high school years, he has been one of the first to volunteer for school and community projects, always working to improve the lives of others, while making the Lehigh community a better place to live. He excels and continues to flourish in JROTC on a county, state and national level. He has established himself as a leader in the group and is a motivator for the underclassmen.

Valerie Filer, 8

PARENTS: Rhonda and Randy Filer of Cape Coral

SCHOOL: Second-grader at Tropic Isles Elementary

REASON: Valerie cut her hair on her birthday and gave it to make a wig for children with cancer. She is a straight A student and is in the MWA Program. She is active at Crossroads Baptist Church and sings in the children's choir at church and school.

Yania Idelfonso, 11

PARENTS: Janet Alvarez of Fort Myers

SCHOOL: Fifth-grader at Hancock Creek Elementary

REASON: Yania and her family were victims of a crime and were threatened to not tell anyone about what happened. She told an adult she trusted what had happened, who in turn informed police and other related agencies. With the help of these adults, including Officer Ramy Moussa of the Fort Myers Police Department, a safe environment was restored for Yania and her family. The perpetrator was arrested and faces charges.

Shelby McClain, 8

PARENTS: Allen McClain and Susan Schwartzkopf-Deane of Fort Myers

SCHOOL: Third-grader at Gateway Magnet

REASON: Shelby and her sister Renee designed fliers asking for donations for the Animal Refuge Center. She distributed them in her neighborhood, asking people to leave their donations out to be picked up on Make a Difference Day, Oct. 28. They collected more than 200 pounds of dog and cat food, 10 gallons of bleach, kitty litter, flea collars, towels, cat and dog toys, leashes, paper towels and even some cash. They delivered the items to the Animal Refuge Center in Fort Myers.

William "Bubba" Walker, 6

PARENTS: Dina Walker of North Fort Myers

SCHOOL: Kindergarten student at Tropic Isles Elementary

REASON: William spotted older children playing with lighters and setting small fires in a dry wooded area behind his apartment complex. He told an adult, who stopped it before the fires spread and endangered residents.

Aaron Young, 9

PARENTS: Lynn and John Mulvihill of Cape Coral

SCHOOL: Third-grader at Hancock Creek Elementary

REASON: Aaron found a \$50 bill lying on the floor during band practice. He went around asking if anyone lost any money.

GRAPHIC: LOGAN; BOBBY; JOEL; VALERIE; SHELBY



LOAD-DATE: September 4, 2003



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Quick Print Products

January 01, 2001

SECTION: News Line; Pg. 6

LENGTH: 578 words

HEADLINE: News Line

BYLINE: Staff

BODY:

Allegra's Goodwill

The Allegra Network and 7-Eleven are partners in a goodwill project for children called Operation Chill.

Designed to reward good behavior, the program is carried out by police officers throughout North America. The police give out "tickets" for a free 12-oz. Slurpee drink from participating 7-Eleven stores to kids for doing good deeds and community involvement, as well as for safe behavior, such as wearing seat belts and bicycle helmets and observing school crossing rules.

Allegra provided the "ticket" the officers are using. Its donation included the custom design and printing services.

Riso Goes to School

Riso, Inc. is selling its products at special prices to schools and municipalities in the "Big Cities Consortium," a collection of the largest cities in Connecticut.

The agreement includes a technician to maintain Riso products at locations where a minimum number of systems are purchased. The company says Big Cities Consortium chose the Riso digital printing system for its ability to produce high volumes of printed material quickly and reliably.

Design U. Alliance

A.B. Dick Company and Encad, Inc. are jointly marketing a printing package for custom posters, signs, and banners. The package, called deSign U. system, includes Encad's NovaJet 630 digital color printer and A.B. Dick's Professor D. Sign software.

A.B. Dick says with its Professor D. Sign, a template-based design program, customers choose a poster or banner to customize from a selection of templates and create it by changing text, graphics, background colors, and typestyles. Encad says its NovaJet 630 features the microburst technology that increases the unit's printed output by 59%. An optional moulder/laminator is available. QPP

IN BRIEF

The management of Allegra Network LLC, Troy, Mich., purchased the company, which was formerly known as American Speedy Printing Centers, Inc. Other investors include Domino's Pizza founder and former chief executive Thomas S. Monaghan.

Oce Printing SystemsUSA, Miami, Fla., and Xeikon America, Inc. will market the Xeikon branded digital color presses with IntelliStream digital front ends. Oce will be the single point of contact for sales, installation, and service for the Xeikon color solutions.

Konica Business Technologies, Inc., Windsor, Conn., was ranked a most admired player in the imaging and office



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equipment industry by Fortune magazine. The selection was based on demonstration of a new-economy-style growth strategy, while maintaining an old-economy approach to fiscal responsibility.

Lehigh Lithographers, Pennsauken, N.J., the publishing end of The Lehigh Press, won a "Benny" award in the Printing Industries of America's annual Premier Print Awards competition.

Reed Elsevier, Inc. announced it would buy Harcourt General's scientific, technical, and medical business and its U.S. schools education and testing businesses for approximately \$4 billion. Reed Elsevier is the parent of Cahners, publisher of Quick Print Products magazine.

Hamada of America named Mid-State Litho its top dealer. Dealer president Doug Barrett accepted the Hamada Platinum Dealer award. World Leaders in Print, a Cahners title, won the Ozzie Award for best new magazine design at The Folio:Show competition in New York City. The magazine won for best new design, trade magazines under 35,000 circulation. World Leaders in Print concentrates on business management and strategy.

LOAD-DATE: January 05, 2001

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The Sun Herald (Biloxi, MS)

DECEMBER 31, 2000 Sunday TSH EDITION

SECTION: MARQUEE; Pg. C12

LENGTH: 1044 words

HEADLINE: DIPLOMA FRAUD INCREASES ON INTERNET;
OFFICIALS CAUTION STUDENTS TO RESEARCH SCHOOL'S ACCREDITATION

BYLINE: JENNIFER RADCLIFFE, KNIGHT RIDDER NEWSPAPERS

BODY:

FORT WORTH, Texas — With the click of a mouse and a few thousand dollars, anyone who can operate a computer can get a college degree without ever attending a class.

In many cases, the student does not have to study, take tests or write papers.

Internet-based diploma mills daily are producing a record number of phony documents that are being passed off as college degrees, experts said.

Teachers, doctors and government officials are among those using phony degrees to secure jobs, and little is being done to stop the multimillion-dollar international industry, experts said.

Advertisements for diploma mills show stately buildings and boast of accredited programs that offer flexibility for working adults. But in many cases, there are no buildings, no professors and no legitimate accreditation, officials said.

"It's worse than it's ever been, and it's growing exponentially," said author John Bear, founder of www.degree.net.

The latest edition of "Bears' Guide to Earning Degrees Nontraditionally," which is scheduled for release in January, will include 481 phony schools. That is an increase from 320 listed in the 1998 edition.

The Internet makes it easy for companies to spread the word about their services. At least one diploma mill sends up to a million e-mail messages a week advertising its business, said Bear, who co-authored the book with his daughter, Mariah Bear.

The e-mail often falls in the hands of desperate people who know that degree holders have a greater chance of succeeding in the job market, he said.

An equal number of people are honest victims of diploma mills as they look for ways to benefit from the expanding distance-learning network that was established by traditional, legitimate universities, experts said. There are several legitimate nontraditional universities that are trying to establish themselves on the Internet.

"The public has no criteria for separating the sheep from the goats," said professor Barry Lumsden, who has taught a doctorate-level class about diploma mills at the University of North Texas in Denton for 15 years.

Web sites for phony universities can be deceptive, he said. People tend to think that Web addresses that end in "edu" are legitimate, but there are no prerequisites to register for those addresses, Lumsden said.

In addition, many diploma mills boast accreditation from agencies that also are invented, making it crucial for potential students to do a lot of homework before they sign up or send money, he said.

"Most of the people who run these schools are pretty slick operators," Lumsden said. "They know how to use words in their advertising that laypeople don't understand."



DIPLOMA FRAUD INCREASES ON INTERNET; OFFICIALS CAUTION STUDENTS TO RESEAR

Lumsden said he is concerned that numerous ministers nationwide are among those using diploma mills to "earn" doctorates.

Such misuse puts employers in danger of hiring unqualified workers and may also cheapen the value of legitimate degrees, he said.

"God only knows how many people are in positions of power right now based on fraudulent credentials," he said.

Allen Ezell, a retired special agent who oversaw the FBI DipScam task force to investigate phony universities in the 1980s and 1990s, said there are some telltale signs that a university is bogus.

"When a school sells you a degree and a transcript with no work at all, and you have courses on your transcript that you don't know anything about, and you're able to negotiate your GPA, and they're willing to backdate your diploma, something's wrong," he said.

Potential students must ensure that schools are accredited by recognized agencies, Ezell said.

That was one of the first questions asked by Plano, Texas, resident Jeanice Crowley before she signed up for classes at Jones International University, an online university based in Colorado that was accredited in March by the North Central Association of Colleges and Schools.

"I spoke to various deans, and the accrediting agency called me," said Crowley, who has worked at Nortel in Richardson for 16 years.

Jones International University, which began offering classes in 1995, states that it is the only university of its kind to earn accreditation. The university has had about 1,200 students and 24 graduates.

Crowley said the online courses have been great for her. She expects to finish her bachelor's degree in international communications in a year.

"If I can get a telephone connection, I can be anywhere in the world, 24 hours a day," she said.

Pamela Pease, president of Jones International University, said her school is concerned about fraudulent competitors.

"It's unfortunate for everybody when things like those happen," she said. "But I don't think it's really been a hindrance. People can tell that somehow we stand apart."

Few agencies have taken a role in monitoring diploma mills, experts said. Private watchdogs such as Bear and his Web site keep an eye on fraudulent companies, and government agencies do what they can.

Ray Grasshoff, a spokesman for the Texas Higher Education Coordinating Board, said his office has a full-time employee responsible for monitoring the sites, as well as several other duties. "It's a consumer-protection issue for us," he said.

Online universities that lack recognized accreditation and a certificate of authority to operate in Texas could face fines of \$1,000 to \$3,000. If an unauthorized university is offering degrees, the fines could reach \$5,000, Grasshoff said.

Unauthorized universities also could be reported to the state attorney general, he said.

It is difficult to find perpetrators, Grasshoff said. Larger phony institutions often have parts of their business in several different countries, Bear said. They take telephone calls in one country, deposit money in banks in another country and print advertisements in another.

"We've got a gigantic, but not at all visible, fraud going on," Bear said. "The harm is extraordinary."

He estimates that the revenue of the diploma mill industry exceeds \$200 million a year. Steps must be taken to regulate it, he said.

"If somebody holds up the 7-Eleven for 50 bucks, they're going to be in jail before their Slurpee melts, but these guys are stealing millions every month," Bear said.

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Copyright 2000 The Deseret News Publishing Co.
Deseret News (Salt Lake City)December 30, 2000, Saturday**SECTION:** OPINION; Pg. A09**LENGTH:** 905 words**HEADLINE:** Following father's path of energy conservation**BYLINE:** By Marjorie CortezDeseret News staff writer**BODY:**

Lately, I feel as though I've walked a mile in my father's shoes.

All this talk about escalating energy prices and power shortages in California has launched me on a sentimental journey to the 1970s — a cardigan sweater-wearing President Gerald Ford sporting a Whip Inflation Now button, gasoline shortages and growing tensions in the Middle East.

One of my most vivid memories of the 1970s is my father's light-switch patrol. A family member who left a room without shutting off the lights could expect a stern admonishment from my father about wasting energy and how much money the family had spent on electricity the previous month. Recently, I've been trolling my own house, grumbling as I turn off lights and spouting platitudes about wasting power.

Yes, there's a bit of my father in me when it comes to this issue. But my attitudes were also shaped by another pivotal event during the 1970s — the construction of a coal-fired power plant outside my hometown of Craig, Colo.

There was a lot of opposition to the construction of the power plant but not for the reasons one might surmise. The town's people were concerned that the power plant would change their quality of life. The town's population mushroomed overnight, which meant most newcomers lived in mobile homes or prefabricated houses that were literally pieced together in a matter of days. The sudden growth put a considerable strain on municipal services.

But 7-Eleven came to town, as did cable television. Suddenly Craigites were drinking Slurpees and watching MTV just like everyone else in the world.

But there was down side to the "boomtown" experience. People worked hard, and many spent a large portion of their paychecks in the local bars and taverns. There was a decided upsurge in drug trafficking.

Most of the growth was temporary — people hired to build the power plant who would leave when the work ended. Once it was constructed, a substantially smaller crew was required to run it, and a few hundred others were needed to work the surface mine to power the plant.

The resentment came from local employers who couldn't compete with the wages offered by the contractor hired to build the power plant. Some ranchers and farmers bristled at the short-term opportunity to "get rich quick." By the time the project ended, many of them had "moonlighted" at the power plant. So much for the "easy money" diatribes.

Did the power plant and coal mine destroy Craig's quality of life? I don't think so. Except for government jobs, the coal mines and the "plant" as locals call it, have sustained a sleepy little ranching town that otherwise relies on the annual deer and elk hunts to fuel the economy.

I don't recall much discussion about the impact to the environment. It's not as if that wasn't a concern, because, after all, we had to live with a power plant in our back yard knowing that the lion's share of the power generated there would be lighting homes out of state yet our community had to cope with the impacts.

Part of it, I guess, was an issue of trust. The people who would mine the coal to fuel the power plant and ensure it operated cleanly were our own sons and daughters — people who had a vested interest in reclaiming the mined land



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and keeping the air and water clean.

Beyond that, the mines and power plant had to abide by the rules and regulations of a dozen state and federal agencies. If people didn't have a self-interest to be good stewards, the regulatory agencies had means to force them to comply. Add to that the sizable performance bonds that encourage the mine and power plant operators to follow rules and laws to a "T."

Has there been absolute compliance? No. But there has been an ongoing commitment from the people who labor in the mine and operate the power plant to correct problems swiftly, reclaim any land that has been disturbed and, in doing so, protect the environment. I know this because my brother works as a surveyor at the coal mine, which was recently recognized for its reclamation efforts.

When I'm tromping through my own house shutting off light switches in unoccupied rooms, I can't help but think of the work that goes into producing electrical power and the long-term implications of the continued reluctance of Western states that consume most of the power produced by wholesale power generators to construct power plants in their home states.

A recent report by the Western Governors Association shows that the Rocky Mountain states will expand their power-generating capacity by 40 percent over the next decade, compared with 15 percent in California and 9 percent in the Pacific Northwest.

My brother believes that establishing new power plants will be such a legal and policy headache that existing power plants will instead be retooled to increase their operating capacity. He's probably right. But it shouldn't absolve power-hungry states from doing their part to address long-range energy needs.

As I said before, these power-generation plants are important to the economies of the small towns where they operate. But seemingly, the people who benefit from the electricity these plants generate could stand to erect a few smokestacks in their own back yards. This should be a shared responsibility.

At the very least, they need to shut off the lights when they leave the room.

Marjorie Cortez is a Deseret News editorial writer. E-mail: marjorie@desnews.com.

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The Denver Post

December 29, 2000 Friday 1ST EDITION

SECTION: A SECTION; Pg. A-01

LENGTH: 1553 words

HEADLINE: Swelling state gets 7th seat Census counts 4.3 million Coloradans

BYLINE: By Susan Greene and Mike Soraghan, Denver Post Staff Writers,

BODY:

Colorado's population swelled by nearly one-third over the past decade as part of a new wave of westward migration that has defined the nation since its inception.

The state picked up more than 1 million residents since 1990 to reach 4,301,261 on April 1, according to 2000 census data released Thursday. The influx has snagged Colorado a much-coveted seventh seat in the House of Representatives and ranked it as the nation's third-fastest-growing state, behind Nevada and Arizona.

Skyrocketing head counts in those states and in Utah prove that Americans are still heeding the advice of Horace Greeley, 'Go west, young man,' even though the adage now applies to both genders and to all age groups.

'The Western dream has taken a battering from time to time throughout our history. But it's clear to me, and it's clear from the numbers, that it never died,' said historian Patricia Limerick, director of the Center of the American West at the University of Colorado in Boulder. 'Even though old-timers lament that it's getting too crowded, people move here because they're still very much intoxicated by the openness, the majestic views and the psychological freedom many of them feel.'

The new population figures, coupled with detailed census numbers to be released in coming months, tell 'the story of who we are as a nation,' U.S. Census Director Kenneth Prewitt said at a Washington, D.C., news conference.

'Never have we been so diverse. Never have we been so many. And never have we been so carefully measured,' he added.

Nationwide, the population grew 13.2 percent to more than 281 million, the biggest jump in three decades.

Prewitt noted that the nation's original population center was near Baltimore and, during the past several decades, has crept far southward and westward. The South and West accounted for more than three-quarters of the nationwide increase over the past decade. The South gained 14.8 million residents, and the West picked up 10.4 million, according to the Census Bureau.

The national head count is 6 million higher than census officials had expected - a result, they said, of aggressive outreach to illegal immigrants and other communities traditionally overlooked.

The U.S. Constitution mandates that a census be taken every 10 years to provide data for lawmakers redrawing congressional and legislative lines. Government officials also use the numbers as indicators for planning and to dole out billions of dollars in program funding. In the private sector, the head count is used in market research by businesses to decide, for instance, which neighborhoods could use new latte joints and which are more partial to 7-Eleven Slurpees.

Nevada led the growth nationwide with a 66.3 percent spurt, while Arizona's population grew 40 percent. As a result of that growth, both states are for the first time using all or more of their annual share of their main water source - the Colorado River, which flows from Colorado's mountains.



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Some experts question whether the boom can continue in the parched, desert Southwest.

'Our growth rates are outrageous,' said Dick Wimmer of the Southern Nevada Water Authority. 'They've lasted far longer than anyone anticipated. It's been a huge challenge just to keep up.'

Colorado's population grew by nearly 31 percent from 1990 to 2000, propelling it from the 26th to the 24th most populous state. Utah closely trailed with 29.6 percent growth, ranking as the fourth most booming state.

Major spurts in neighboring states have helped make the Rocky Mountain West the fastest-growing region in the country. The area swelled by 25 percent from 1990 to 2000, nearly double the nationwide growth rate. The mountain region grew faster than the West as a whole, largely because California - the nation's most populous state - didn't grow as quickly as it had in decades past.

'A lot of people move from California to other Western states,' Prewitt said.

One exception to that trend is Wyoming, which welcomed only 40,194 residents over the past decade and remains the nation's most sparsely populated state.

Experts attribute the overall Western boom to changes in the economy, which no longer revolves around crowded industrial hubs.

'People don't have to live in Pittsburgh to make steel anymore. You can make software anywhere you can persuade software engineers to live. A lot of the growth industries are the more mobile ones,' said John Haaga, director of domestic programs for the Population Reference Bureau, a D.C.-based private, nonprofit group that tracks demographic trends.

As a result of the census, Colorado stands to see a greater return on the federal dollars its citizens send to Washington. That means more funding for highways, housing and social services, Head Start and other educational programs - financial help that Gov. Bill Owens and Denver Mayor Wellington Webb say is sorely needed.

Webb hopes census numbers to be released in the spring will show that Denver's population has surpassed 500,000. That, he said, is 'the magic number' the city needs to compete for larger federal grants.

The new head count also will win the West five new electoral votes, mostly robbed from the Northeast. Arizona will pick up two new seats in Congress, while California, Nevada and Colorado will gain one each.

Elsewhere, Georgia, Florida and Texas each won two more seats, and North Carolina gained one.

Utah, incidentally, would have won the seat snagged by North Carolina had overseas military and diplomatic corps residents not been counted for reapportionment.

The losing states are New York and Pennsylvania, which will be stripped of two seats each; and Connecticut, Illinois, Indiana, Michigan, Mississippi, Ohio, Oklahoma and Wisconsin, which will lose one each.

Texas supplanted New York as the nation's second-largest state.

In Colorado, it's still unclear how state lawmakers will redraw district lines. Gov. Owens said Thursday that he anticipates 'disagreement over it' and may call a special legislative session to deal with the issue.

Also in question is how the new Western seats and accompanying electoral votes will affect the broader political landscape.

Kim Brace, president of Election Data Services, a D.C.-based political consulting firm, said Republicans could benefit from the migration because Western voters traditionally are white and conservative. Still, Brace noted that party power may balance out, given that Indiana and Michigan - which both have large GOP strongholds - both lost congressional seats.

Western political boosters hope their new electoral votes will mean more whistletops by presidential candidates and greater attention to Western issues. Al Gore and George W. Bush paid only two visits each to Colorado - all early in the campaign season, before their parties' conventions. Their campaign platforms didn't include any specifically Western issues.

Political junkies also hope growing political clout will lead to a Western state presidential primary, allaying feelings



of regional insignificance. Still, politicians are realistic about the limitations of the West's influence on presidential politics, noting that candidates tend to avoid the region because it's generally a lock for Republicans.

'Census numbers will make only a marginal difference politically,' said Eric Anderson, a Denver political consultant. 'It doesn't hurt, but it doesn't make a huge difference, either.'

Culturally, the rising numbers may have more of an impact.

Some say the region's growing head count may cure the Denver area's cowtown complex, convincing geographically insecure residents that, indeed, there is a 'here' here. Some also hope that Colorado's swelling demographics finally will get Denver listed on national weather reports. 'Hopefully, that wonderful, magical moment will come when we don't have to boost ourselves so hard, when that inferiority complex will disappear,' CU's Limerick said.

Meanwhile, Thursday's census tallies came as a great relief to state demographer Jim Westcott, who took the professional risk of predicting that Colorado's head count would surpass 4.3 million. As it turns out, he pegged it exactly.

Said Jim White of the Census Bureau's Denver office: '(Westcott) was right on and we were right on. So we're awesome.'

Denver Post political editor Fred Brown, staff writer Arthur Kane and The Washington Post contributed to this report.

Census timetable

What's coming next:

March and April: Population numbers, by race and Hispanic origin, down to the block level; used for legislative redistricting.

June to September: 'Short form' data from questionnaires sent to all households; includes information on homeownership, age and gender.

2002 and later: 'Long form' data from questionnaires sent to about one in every six households; includes information on a range of topics such as income, education, immigration and commuting.

GRAPHIC: GRAPHICS: The Denver Post What is 1,000,000? What the House will look like (map) 4,301,261 Current Colorado population according to 2000 U.S. Census A growing population (map)

LOAD-DATE: December 29, 2000

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Copyright 2000 Stern Publishing, Inc.
LA Weekly (California)December 29, 2000, Friday**SECTION:** TV; Pg. 35**LENGTH:** 1393 words**HEADLINE:** MY LIST**BYLINE:** ROBERT LLOYD**BODY:**

Survivor was, I am sorry to say, the television event of the year, and it is not done with us yet: Survivor: Outback debuts January 28, at the top of a sweeps period. I'm not sure why I think the course and outcome of the presidential election should have been predictable from that show's "storyline" and success, but I can't quite shake the feeling they're somehow related — that creepy winner-guy Richard Hatch was some sort of herald for George W., that Survivor's greed-is-good, just-playing-the-game ethos, its bogus air of seriousness and cultural import, were replayed in the latest edition of Who Wants To Be a President. In any case, both contests demonstrably made for "good TV" without actually being good; the People like a messy fight. I understood Survivor's appeal without finding anything to admire in it, past the half-naked women, and you can find them everywhere these days. One feels something of a spoilsport hating something so many found compelling, but a spoilsport must I be.

I feel a bit of a sham myself, to tell the truth, summing up the Year in TV after having just spent six weeks ignoring it almost entirely — apart from CNN and the Weather Channel — in the very heart of the new fall season. (I was moving around a lot, and never near a set during prime time.) There are series I have not yet seen — The Michael Richards Show, John Goodman's Normal, Ohio — that have already been canceled, and other, healthier ones of which I've seen only the first episode or two, like Gideon's Crossing with Andre Braugher and David Kelly's Boston Public, both of which seemed promising if a little hyperbolic, and notwithstanding that Kelly's formula (sexy people with ethical dilemmas) becomes more apparent with each passing project. But even when I'm home and on the job and pushing the threshold of my video tolerance, there is simply too much TV to watch. It's not like when I was a kid and there were only three real networks (and even in L.A., only a dozen or so channels) and you could stay on top of the collective slate and still get your homework done and find time to bike down to the 7-Eleven for a Slurpee and a Big Hunk. I have recently gotten digital cable, which, in addition to the exciting new feature of the picture occasionally freezing and depixelating to black, means there is even more TV I don't have time to watch. On the basis of the normal curve, most of it may be predicted to be mediocre, yet there is at the same time, on all those unambitious niche networks, much useful stuff, good without being in any large sense great. In the new age epitomized by TiVo, the wise viewer will pick and choose and not necessarily care what's going on over at CBS or NBC; even now we are becoming a nation of Food Network people, or History Channel people, or Animal Planet people, who get whatever we need from the medium — our guilty pleasures, our psychic medicine, our deep or shallow news, our household hints. And, as ever, the really wise viewer is the one who knows when to walk away.

This is some of what I liked. My list, which is briefer and yet took more effort to compile than in years past, is obviously more a testament to my own prejudices and viewing habits than any absolute statement of quality, though within my prejudices I will defend the quality of my choices. Certain themes emerge as I look them over: I like comedies. I like shows about kids and young people and women, and combinations thereof. I like emotional realism, but have some affection for the clever distortion of the surface image. All the series named below are distinguished by their casts; living in a town full of people who want to be stars, it's easy to knock actors, but the best of them do us a great, almost priestly service (they amplify our desires), and of course, and not least, many of them are just nice to look at.



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Freaks and Geeks (NBC). It's been my year-end best-of custom to consider series only in the year of their debut, but this beautifully written, subtly directed and naturally acted laugh-track-less comedy about life on the high school fringes in 1980 hardly aired in the year of its debut, having been pre-empted repeatedly for sports and sweeps; this year it aired its best episodes, was twice honored at the Museum of Television and Radio, won an Emmy for casting, and was picked up for repeats by Fox Family Channel, including shows still unaired when NBC pulled the plug. (The last 20 seconds of "Noshing and Moshing," when Busy Philipps' Kim takes in James Franco's Daniel after his ill-fated night of punk rock, was my favorite TV of the whole year 2000.) Still-disgruntled fans may take some consolation in the fact that NBC programming chief Garth Ancier, the plug puller, has had his own plug pulled, though I advise them not to dwell upon the seven-figure buyout of his contract.

Gilmore Girls (WB) is my favorite new show, with ex-Townie Lauren Graham as the young mother of a teenage daughter in a quirky, but not too quirky, small town; all the characters get to be right some of the time and have to be wrong some of the time. The dialogue is sharp without being unbelievably clever, the tone well-modulated, the acting uniformly life-size.

The Corner (HBO). Directed by Charles S. Dutton and written by David Simon (*Homicide: Life on the Street*) and David Mills, this fact-based heroin version of *The Days of Wine and Roses* set on the streets of West Baltimore was, at six hours, not a minute too long. T.K. Carter, Khandi Alexander and Sean Nelson caught the people inside characters TV usually treats as freaks, when it treats them at all.

That's Life (CBS). Less interesting in its premise (30-year-old bartender goes back to school) than for its funky milieu and charming cast; the stories can run to the corny and predictable, but are redeemed by small bits of real-life business, and if some of the cast go consistently over the top, others — especially lead Heather Paige Kent and especially especially Debi Mazar, who fills a small role to the very brim — are doing some of the most believable work on television.

Curb Your Enthusiasm (HBO). *Seinfeld* co-creator Larry David steps into Garry Shandling's shoes as this year's HBO antihero, mixing his old series' Greek-tragical obsessive-compulsiveness with Larry Sanders' semidocumentary style to paint a portrait of a man at war with life on many levels. My critical regards to Cheryl Hines as his long-suffering wife and to Richard Lewis as the long-suffering Richard Lewis.

Brutally Normal (WB). I didn't realize how much I liked this show, another celebration of high school misfits, until it was taken away. Stylistically broad, but with the operatic, balletic elegance of a Hong Kong martial-arts film. Mike Damus, Eddie Kaye Thomas and Lea Moreno were the goofy yet graceful leads.

Malcolm in the Middle (Fox). Yet another series that stands up for the freaks: a kind of *Addams Family* without the Halloween gear, or a live-action *Simpsons*, concerning a peculiar clan that functions, even thrives, on its own unwholesome terms. The show seems to be surviving Frankie Muniz's growth spurt quite handily.

Grosse Pointe (WB). Darren Star's parody of the substance and production of his own *Beverly Hills 90210* is a kinder, gentler *Action*, with an unusually assured tone and lovely, funny performances by Lindsay Sloane, Irene Molloy, Kohl Sudduth and Al Santos.

Belfast, Maine (PBS). Frederick Wiseman's four-hour cinema-verite look at a small (but surprisingly diverse) New England town made beautiful music out of the rhythms of ordinary life. Presented, like all his films, without narration, says Wiseman, "because I don't like to be told what to think."

Big Brother (CBS). *Survivor*'s less successful cousin, in which contestants were locked in a "house" in the Valley for 88 days, didn't matter to me all that much — I can't even remember who won, if I ever knew — except when it seemed as if the inmates were about to pre-emptively end the series by refusing to sell one another out. If in the end they continued to play the Man's game, because that's where the money was, for one brief, shining moment revolution was in the air. And at the very least, the show demonstrated that it was possible to live three months without television — a radical notion, and soon forgotten.

GRAPHIC: Photo: standing up for geeks

Credit: Michael Lavine



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Copyright 2000 Paddock Publications, Inc.
Chicago Daily HeraldDecember 28, 2000, Thursday, lake**SECTION:** News; Pg. 1**LENGTH:** 340 words**HEADLINE:** 7-Eleven/Citgo station on hold after underground tank concern**BYLINE:** Kate Grusich Daily Herald Staff Writer**BODY:** While some Wauconda residents may have hoped to be sucking down Slurpees in coming months, plans to construct a 7-Eleven/Citgo gas station in the village have hit a snag.

Although the village's zoning and planning commission initially approved the project, concern from several village trustees over the placement of the gas station's underground service tanks has put any construction plans on hold.

"There have been some questions raised about the proximity of the tanks to village water supplies," said Rudy Magna, village attorney. "There's just some fundamental concern that there could be water contamination."

The convenience store/gas station project, which was petitioned by Urban Investment Trust Inc. of Willowbrook, is proposed for a small triangular patch of land at Liberty, Larkdale and Slocum Lake roads. The 7-Eleven and the four Citgo pumps in front of it will replace Williamson Realty and In-a-Wink Printing Inc.

The issue of the conditional use permit, expected to be voted on at a recent board meeting, was tabled when Urban Investment officials asked for extra time to study their options. The next hearing is expected to take place in February.

Rich Nakon, the petitioner's attorney, said the company has already complied with state and federal requirements in regards to tank placement and are hindered from moving the tanks farther back by the site's set-up.

"They've satisfied the requirement that the tanks be 200 feet from individual private wells and they've complied with the 400 foot separation from the public water supply," he said. "It's very difficult to do anything as far as moving the tanks because of the small set-up of the property."

Nakon added that Urban Investment officials are bringing in environmental experts for the February meeting and looking at ways to prove that the fiberglass tanks are sealed and safe.

"The experts will be addressing possible steps that could be taken at the site," Nakon said. "This might include something like extra recovery systems."

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Knight Ridder/Tribune News Service
Fort Worth Star-Telegram

December 28, 2000, Thursday

SECTION: DOMESTIC NEWS

KR-ACC-NO: K609

LENGTH: 1072 words

HEADLINE: Firms selling bogus degrees increase on Net

BYLINE: By Jennifer Radcliffe

BODY:

FORT WORTH, Texas _ With the click of a mouse and a few thousand dollars, anyone who can operate a computer can get a college degree without ever attending a class.

In many cases, the student does not have to study, take tests or write papers.

Internet-based diploma mills are producing a record number of phony documents on a daily basis that are being passed off as college degrees, experts said.

Teachers, doctors and government officials are among those using phony degrees to secure jobs, and little is being done to stop the multimillion-dollar international industry, experts said.

Advertisements for diploma mills show stately buildings and boast of accredited programs that offer flexibility for working adults. But in many cases, there are no buildings, no professors and no legitimate accreditation, officials said.

"It's worse than it's ever been, and it's growing exponentially," said author John Bear, founder of www.degree.net.

The latest edition of "Bears' Guide to Earning Degrees Nontraditionally," which is scheduled for release in January, will include 481 phony schools. That is an increase from 320 listed in the 1998 edition.

The Internet makes it easy for companies to spread the word about their services. At least one diploma mill sends up to a million e-mail messages a week advertising its business, said Bear, who co-authored the book with his daughter, Mariah Bear.

The e-mail often falls in the hands of desperate people who know that degree holders have a greater chance of succeeding in the job market, he said.

An equal number of people are honest victims of diploma mills as they look for ways to benefit from the expanding distance-learning network that was established by traditional, legitimate universities, experts said. There are several legitimate nontraditional universities that are trying to establish themselves on the Internet.

"The public has no criteria for separating the sheep from the goats," said professor Barry Lumsden, who has taught a doctorate-level class about diploma mills at the University of North Texas in Denton for 15 years.

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Such misuse puts employers in danger of hiring unqualified workers and may also cheapen the value of legitimate degrees, he said.

"God only knows how many people are in positions of power right now based on fraudulent credentials," he said.

Allen Ezell, a retired special agent who oversaw the FBI DipScam task force to investigate phony universities in the 1980s and 1990s, said there are some telltale signs that a university is bogus.

"When a school sells you a degree and a transcript with no work at all, and you have courses on your transcript that you don't know anything about, and you're able to negotiate your GPA, and they're willing to backdate your diploma, something's wrong," he said.

Potential students must ensure that schools are accredited by recognized agencies, Ezell said.

That was one of the first questions asked by Plano, Texas, resident Jeanice Crowley before she signed up for classes at Jones International University, an online university based in Colorado that was accredited in March by the North Central Association of Colleges and Schools.

"I spoke to various deans, and the accrediting agency called me," said Crowley, who has worked at Nortel in Richardson for 16 years.

Jones International University, which began offering classes in 1995, states that it is the only university of its kind to earn accreditation. The university has had about 1,200 students and 24 graduates.

Crowley said the online courses have been great for her. She expects to finish her bachelor's degree in international communications in a year.

"If I can get a telephone connection, I can be anywhere in the world, 24 hours a day," she said.

Pamela Pease, president of Jones International University, said her school is concerned about fraudulent competitors.

"It's unfortunate for everybody when things like those happen," she said. "But I don't think it's really been a hindrance. People can tell that somehow we stand apart."

Few agencies have taken a role in monitoring diploma mills, experts said.

Private watchdogs such as Bear and his Web site keep an eye on fraudulent companies, and government agencies do what they can.

Ray Grasshoff, a spokesman for the Texas Higher Education Coordinating Board, said his office has a full-time employee responsible for monitoring the sites, as well as several other duties.

"It's a consumer-protection issue for us," he said.

Online universities that lack recognized accreditation and a certificate of authority to operate in Texas could face fines of \$1,000 to \$3,000. If an unauthorized university is offering degrees, the fines could reach \$5,000, Grasshoff said.

Unauthorized universities also could be reported to the state attorney general, he said. Figures about how many institutions had been fined were unavailable, Grasshoff said.

It is difficult to find perpetrators, he said.

Larger phony institutions often have parts of their business in several different countries, Bear said. They take telephone calls in one country, deposit money in banks in another country and print advertisements in another.

"We've got a gigantic, but not at all visible, fraud going on," Bear said. "The harm is extraordinary."

He estimates that the revenue of the diploma mill industry exceeds \$200 million a year. Steps must be taken to regulate it, he said.

"If somebody holds up the 7-Eleven for 50 bucks, they're going to be in jail before their Slurpee melts, but these



guys are stealing millions every month," Bear said.

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JOURNAL-CODE: FT

LOAD-DATE: December 28, 2000



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Copyright 2000 Landmark Communications, Inc.
The Virginian-Pilot (Norfolk, VA)

December 27, 2000, Wednesday, FINAL EDITION

SECTION: LOCAL, Pg. B1

LENGTH: 632 words

HEADLINE: Y2K FEAR SENT UNDESERVED CHILLS JUST A SHORT YEAR AGO

BYLINE: DAVE ADDIS

BODY:

"Return with us now to those thrilling days of yesteryear . . . "

That's what the TV announcer would say at the beginning of yesteryear's "The Lone Ranger."

Well, when you run into a masked man waving a loaded .44, you should do what he says. Few of them turn out to be Clayton Moore, so let's not take chances.

Yesteryear - that is, just one slim yesteryear ago - we all took a nervous byte from our nails and sat around wondering if our computers were about to plunge us back into the dark ages.

Remember the phrase "Y2K"? Maybe you don't. After all, it disappeared from our cultural radar faster than a Robin Williams movie.

If you recall, you and I were told that we were likely to suffer, at best, a series of misadventures with our bank cards, our utility services and our cable-TV hookups, and we were advised to stay out of the friendly skies for awhile.

At worst, we were told, civilization would collapse under a siege of wild-flying missiles, falling airliners, exploding power plants, plunging elevators and Slurpee-machine meltdowns at the corner 7-Eleven.

Well, it didn't quite work out that way.

Who could have known, a year ago, that the most significant breakdown of the new millennium would occur when tens of thousands of Floridians could not master the technological challenge of a small, pointed stick?

Think what might have happened if there'd been moving parts involved.

The Associated Press, in a blizzard of year-end roundups, moved a list yesterday of actual breakdowns caused by Y2K computer glitches through the year.

The events, in retrospect, seem so mundane that it would be difficult to tell them apart from life's normal daily snags.

Take this one, for example:

"Eight computerized traffic lights failed in Jamaica."

Huh? Even when the power is on, who pays attention to traffic lights in Kingston? Or in Virginia Beach, for that matter? Surely not the locals.

Or:

"France's defense satellite system lost its ability to detect equipment failure, but kept operating."



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France operates a defense system? Since when?

All they've needed in the past was a couple of hours' notice to translate their menus into German.

(And, if you're over there, remember to pronounce it Frawnce. That way the pickpockets won't think you're a rube.)

Closer to home, the AP reported:

"A video store in upstate New York tried to charge a customer \$91,250 after computers showed a rented movie was being returned 100 years late."

Well, if it was "Groundhog Day," that might be correct. Also, in upstate New York, they might check the customer's ID to see if it's simply one R. Van Winkle making his regular rounds.

My favorite, though, was:

"At the Oak Ridge nuclear weapons plant in Tennessee, Y2K disrupted a computer that tracks . . . nuclear material. Normal plant operations were unaffected."

Yes. And just months later we learned that "normal plant operations" at our nuclear compounds involves handing out secrets the way bank tellers hand out lollipops.

Meanwhile, total meltdowns that were not connected to the Y2K bug - the Washington Redskins, Al Gore's Tennessee campaign, and anything traded on NASDAQ - sneaked in under the psychic radar, undetected.

Maybe we bought that radar in Frawnce.

Final note:

If you are a fan of delicious ironies, consider this: The government-owned office space that a year ago housed the U.S. Information Coordination Center - the federal Y2K anti-disaster brain trust - is now the home of George W. Bush's presidential transition team.

Here's hoping, for all of us, that the building is haunted by the ghosts of its previous success.

Hi-ho, Silver, awa-y-y-y-y.

Contact Dave at 446-2726, at [addis\(AT\)worldnet.att.net](mailto:addis(AT)worldnet.att.net) or at www.pilotonline.com

LOAD-DATE: December 29, 2000



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Copyright 2000, Telegraph-Herald
Telegraph Herald (Dubuque, IA)December 24, 2000, Sunday**SECTION:** Pg. a3**LENGTH:** 279 words**HEADLINE:** Want a gift with that Big Gulp? ; 'Biggest shopping day': Convenience stores are catering to the last-minute shoppers on Christmas**BYLINE:** ASSOCIATED PRESS**BODY:**

NEW YORK (AP) - Last-minute Christmas shopping this year can be as easy as stopping for a fill-up and a Big Gulp.

Shell gas stations and convenience stores such as 7-Eleven have taken to selling toys, electronics and other gifts on Christmas to appeal to busy or desperate shoppers.

7-Eleven is offering holiday merchandise for the first time this year after success with its \$79.99 scooter this past summer. Wedged in between the potato chips and Slurpees are such items as \$11.99 Holiday Barbies and AT&T digital cellphones at \$69.99.

"Christmas is our biggest shopping day. People stop in to buy milk and bread, but now we can fill a new gap this year," said Cathy Heald, spokeswoman for the Dallas-based, 5,700-store chain. "If you have an unexpected guest on Christmas, what do you get them?"

Shell Oil is offering 12 different Lego toys at half of its 10,000 locations. Shell also offers gasoline gift certificates in \$10, \$20 and \$50 denominations.

Several drugstore chains such as CVS are staying open for the last-minute rush for stocking stuffers such as candy, lotion and scented soaps.

At Blockbuster's 5,000 stores nationwide, holiday slackers can pick up videos, DVDs and toys.

For those too lazy to leave home, Web sites like Giftcertificates.com and Flooz.com offer instantaneous gift certificates sent by e-mail.

And Kozmo.com will deliver a basket of cookies with milk, a new video or even a Palm Pilot to customers in 11 selected cities within per hour.

On the Net:

<http://www.7eleven.com>

<http://www.blockbuster.com>

<http://www.cvs.com>

<http://www.kozmo.com>

<http://www.flooz.com>

<http://www.giftcertificates.com>

GRAPHIC: Despite completing all of his mandatory shopping, Jeff Wells, of Oradell, N.J. ventures through the aisles



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of a toy store.

LOAD-DATE: December 26, 2000

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Copyright 2000 Charleston Newspapers
Charleston Gazette (West Virginia)December 23, 2000, Saturday**SECTION:** News; Pg. P5C**LENGTH:** 239 words**HEADLINE:** Convenience stores offer last-minute holiday gifts**BYLINE:** The Associated Press**BODY:**

NEW YORK - Last-minute Christmas shopping this year can be as easy as stopping for a fill-up and a Big Gulp.

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And Kozmo.com will deliver a basket of cookies with milk, a new video or even a Palm Pilot to customers in 11 selected cities within an hour.

LOAD-DATE: December 23, 2000

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The Associated Press

December 22, 2000, Friday, BC cycle

SECTION: Domestic News

LENGTH: 279 words

HEADLINE: Last-minute shopping: Want a Christmas gift with that Big Gulp?

BYLINE: By ANNE D'INNOCENZIO, AP Business Writer

DATELINE: NEW YORK

BODY:

Last-minute Christmas shopping this year can be as easy as stopping for a fill-up and a Big Gulp.

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The Record (Bergen County, NJ)

December 19, 2000, TUESDAY

SECTION: NEWS; Two Star P, ALSO IN, Two Star B, One Star B; Pg. L1

LENGTH: 522 words

HEADLINE: CLIFTON LOSES BATTLE TO STOP 7 ELEVEN ;
JUDGERULES STORE MAY OPEN DOWNTOWN

BYLINE: JOSH GOHLKE, Staff Writer

BODY:

A judge has answered the infrequently asked question of whether a 7 Eleven is a restaurant.

State Superior Court Judge David Waks ruled that despite the convenience store's menu of Slurpees and hot dogs, 7 Eleven does not fit Clifton's zoning definition of a fast-food establishment. His decision means zoning officials cannot restrict a plan to open a shop downtown based on an ordinance that restricts fast-food restaurants.

Paul E. Martinelli, who owns a building at 1202 Main Ave., plans to replace a video store that leased the space with a 7 Eleven, a prospect city officials have regarded as less than ideal given their continuing effort to revitalize the city's shopping district.

Clifton's principal planner, Robert Ringelheim, who was later backed by the Board of Adjustment, said the store must be confined to offering "packaged foods," precluding coffee, bagels, and other consumables normally sold by 7 Eleven franchises. Otherwise, Ringelheim and the board argued, the store would be considered a fast-food restaurant, which a zoning ordinance prohibits.

That prompted Martinelli's successful lawsuit, filed this summer.

"The whole controversy with regard to the definition was that a fast-food restaurant must be primarily engaged in preparing food and placing orders," said John J. Segreto, Martinelli's lawyer.

"Mr. Ringelheim and the zoning board found that, when people go into a 7 Eleven, they place orders for coffee, they place orders for Slurpees, they place orders for bagels and muffins.

"The whole thing was absolutely incredible."

Zoning board Attorney John Pogorelec said the judge ruled against the city on the ground that 7 Elevens are not "primarily" concerned with short-order food and drink, as the ordinance requires.

He said he would discuss Waks ruling with board members before deciding whether to appeal.

Ringelheim said of the ruling, "I don't necessarily agree, but

