

Sunday Business

SUNDAY, JUNE 1, 2008

Commercial Real Estate Auctions and Business Opportunities

The New York Times

2 BU Y

THE CHATTER

"I personally apologize."

James E. Coyne, chairman of Bear Stearns, during a meeting with employees, investors and directors on Thursday, the day shareholders of the battered firm approved its merger with JPMorgan Chase. His words, and others like them, were met with dead silence.

"We were shocked."

Michelle Fishbein, on a ruling in December by a Minnesota Supreme Court that her nonprofit day care agency had to pay property taxes because, in essence, it gave nothing away. The decision has sent tremors through the nonprofit world.

"Exxon Mobil needs to reconnect with the forward-looking and entrepreneurial vision of my great-grandfather."

Neva Rockefeller Goodwin, an economist and great-granddaughter of John D. Rockefeller, says some members of the Rockefeller family are asking Exxon Mobil to look for alternatives to spicing greenhouse gases into the

"You can buy a lot more with your money today than before."

Jaana Elton, a recent graduate from the Fish Institute of Technology New York, on clothing items in the Consumer Index for which over a have declined since 19

This Month	Last Month
1	— THE C
2	1 THE
3	— DER

Good Housing News, And From a Banker

Under Ed Clark, its chief executive, the Toronto-Dominion Bank has emerged largely unscathed by the current subprime credit trouble. That, in turn, has left Mr. Clark with some very valuable stock options, which he must exercise soon. During the company's quarterly earnings announcement last week, he said he planned to give 40 percent of pretax net proceeds from options worth about 44 million Canadian dollars to charity. He will use 15 percent to increase his personal holdings in TD stock, and the balance will cover costs and taxes. "I have struggled to find the most shareholder-friendly way to do this," Mr. Clark said. "Up to now the easiest way was to not

OPENERS

SUITS



clear to Ms. King that she was the admired one, and that her admirer was sitting next to her.

At that moment, it was Ms. Stewart who reached for her camera. The star of that photo? Ms. Dzogbenuku from Ghana.

LOUISE STORY

SELLING 'MEANING' The newest luxury hotel and spa amenity transcends such pampering as the six-hands massage and 1,000-thread-count sheets. In fact, it goes beyond the physical plane altogether: It's called a "meaningful experience."

Uta Birkmayer, founder of a business in San Luis Obispo, Calif., called Xsense Experiential Design, explained the concept at the New York Spa Alliance's annual conference recently at the Cornell School of Hotel Administration in Ithaca, N.Y.

It's an experience that "gives you the energy to surge to the next level of self," she told an audience of 75 spa, hospitality and service industry representatives. "More material stuff doesn't get you there."

Her company develops a "core story" based on re-

THE COUNT

Finding Hope For '08 Holidays, On the Web

As summer approaches, it's a good time to be thinking about winter — if you're a retailer. That's because more data is available about the last holiday shopping season just as strategies must be sharpened for the next one.

A report from Jupiter Research indicates that retailers may want to take extra care with their online holiday marketing. The report found that sales were sluggish in 2007, even though overall holiday online sales remained strong. For November and December, online sales reached \$39 billion, up 20 percent from the year-over-year period.

The report also found that 15 percent of online holiday buyers said they had cut

search of the client's history and regional traditions or folklore. The client then creates and incorporates sensory elements of the "story" into its design, programs and services. The hope is that the resulting sights, smells and sounds inspire lasting and, yes, meaningful memories.

For example, working with developers of Smugglers Run Plantation, a 1,000-acre complex of condos and hotel rooms in Belize, Xsense drew on the history of a Scottish sea merchant living in the late 18th century. Walking the grounds of the colonial estate, guests are meant to have a multicultural experience that integrates swashbuckling history, Mayan culture, rain-forest landscaping and a Scottish-style golf course.

PERRY GARFINKEL

UNACCOMPANIED WALLETS At first glance, it seemed like a purse-snatcher's paradise.

At dusk, stylish and expensive-looking handbags were arrayed along a ledge in the middle of Times Square, abandoned by their owners.

The unattended handbags were briefly on view last week through a window at Nasdaq's broadcast headquarters; they belonged to members of Women Corporate Directors, who had to leave them behind so they could collectively ring the closing bell.

Fortunately, the extremely tight security at Nasdaq ensured that the handbag zone was not breached.

PHYLLIS KORCKI