

BUSINESS

MARKET REVIEW

Dow Jones	12,036.63	▲ 178.01
NASDAQ	2,682.09	▲ 48.42
S&P 500	1,298.38	▲ 19.18
Russell 2000	813.02	▲ 18.36

QUESTIONS? Contact the newsroom at The Herald News at 508-676-2559 or news@heraldnews.com.

IN BRIEF

Free marketing seminar to be held March 24

PROVIDENCE — Providence-based marketing communications agency Sheppard Leger Nowak will present its own take on the importance of integrating social media into a company's marketing mix, with a presentation titled, "Don't be Liked, Be Loved," at a dinner workshop to be held Thursday at the Advanced Technology and Manufacturing Center in Fall River.

For marketers, the event will provide a creative approach to building a more meaningful online personality, nurturing the right communities and integrating social media into the marketing mix.

Dan Sheppard, SLN's creative director, will discuss how to personalize a brand.

Marina Dippel, SLN's director of social media services, will explore the how-to of building communities to expand customer relationships, and Jaime Leger, SLN's director of account services, will use examples of the agency's work to demonstrate how the use of social media can power a company's marketing plan.

This free event will be held from 6:30 until 8:30 p.m. and will include a light dinner followed by the presentation and a follow-up discussion.

For more information, and to register for the free workshop, contact Joanne Randall at jrandall@umassd.edu or call 508-999-9121.

Bill would require immigration checks for jobs

PROVIDENCE (AP) — Rhode Island businesses would have to check the names of job applicants against a federal immigration database under legislation up for review in the Statehouse.

The proposal would require all businesses with at least three employees to verify the legal residency status of all new hires through the federal E-Verify system. The online database allows employers to check whether an applicant is a citizen or otherwise allowed to work in the U.S.

The bill goes to a hearing today in the Senate Judiciary Committee.

AT&T: T-Mobile 3G phones will need replacing

NEW YORK (AP) — AT&T Inc. said Monday that if its deal to buy T-Mobile USA goes through, T-Mobile subscribers with "3G" phones will need to replace those to keep their wireless broadband service working. But there will be plenty of time to do that.

Dallas-based AT&T said Sunday it had agreed to buy T-Mobile USA for \$39 billion. If approved by regulators, the deal would close in about a year.

AT&T said that some time after the closing, it plans to rearrange how T-Mobile's cell towers work. The airwaves they use for third-generation services, or 3G, will be repurposed for 4G, which is faster.

AUTO INDUSTRY

Brought to halt

General Motors lays off workers at NY plant

Dee-Ann Durbin
AP Auto Writer

DETROIT — General Motors Co. on Monday is halting some production and temporarily laying off workers at a Buffalo, N.Y., engine plant, another sign that Japan's disaster is affecting automakers around the globe.

GM is suspending production of engines built at its Tonawanda plant for the Chevrolet Colorado and GMC Canyon compact pickups, which are assembled at a GM factory in Shreveport, La. GM shut down its Shreveport operation this week because of a shortage of parts from Japan.

GM doesn't know when production will resume at either plant.

This latest shutdown at GM shows how interdependent the world's carmakers have become. GM last week became the first U.S.-based car company to say it would suspend production because of Japanese parts shortages. Toyota and Subaru are scaling back production at U.S. plants because they depend on imports from Japan, whose car industry was hobbled March 11 after that nation's largest-known earthquake and tsunami.

Even though damage at Japanese auto plants was limited, uncertainty lingers. Factories are unlikely to return to full production for months, hindered by unreliable power supplies and extensive damage to some parts suppliers.

GM spokeswoman Kim Carpenter said Tonawanda has

HE SAID IT

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— Jim Gillette, a supplier analyst with IHS Automotive

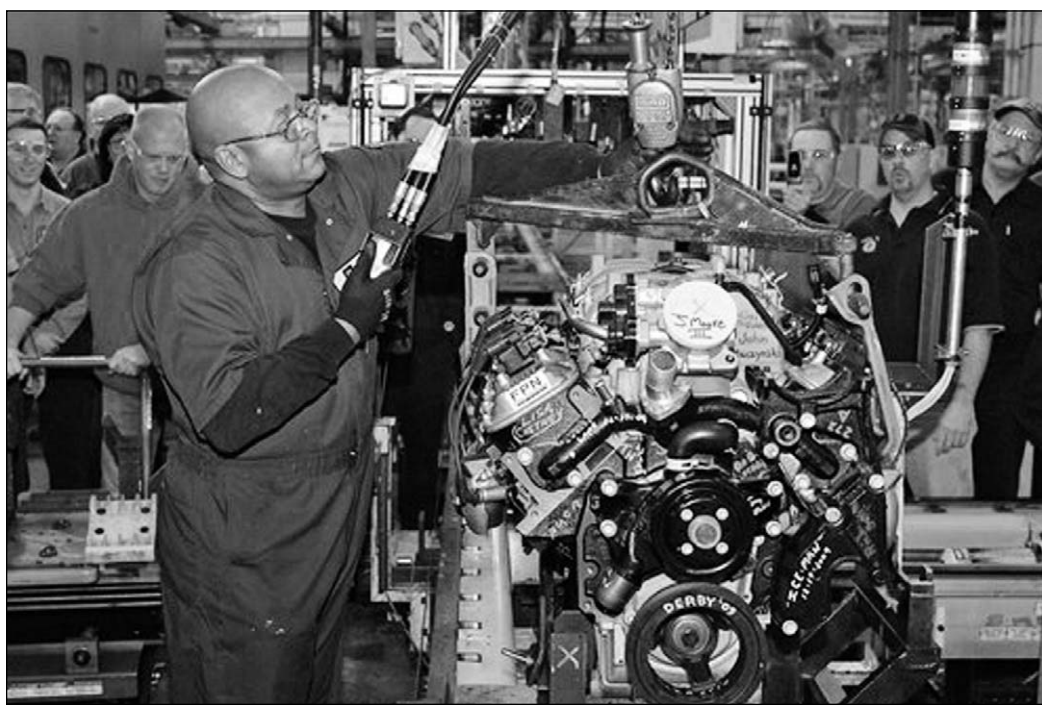
the parts it needs to make the engines, but it's not producing them because Shreveport doesn't need them.

Carpenter said 59 of the 623 workers at the engine plant will be affected. Workers will get around 75 percent of their pay while they're laid off.

GM hasn't said which parts are affected in Louisiana. Automakers tend to withhold such information for competitive reasons.

GM uses a five-speed manual transmission made by Japanese supplier Aisin Seiki Co. in the Canyon and Colorado, but Aisin said last week that it has enough transmissions and parts to continue supplying GM and hasn't shut down any of its plants in North America.

Jim Gillette, a supplier analyst with IHS Automotive, said GM may have enough parts



In this file photo taken December 2009, Willie Ray, an employee of GM, hoists the last big block V-8 engine from the assembly line at the General Motors Powertrain plant in Tonawanda, N.Y. General Motors Co. is halting some production at its Buffalo, N.Y., engine plant because of a slowdown in parts from Japan.

but is choosing to use them for vehicles that are more popular and more profitable.

The Colorado, for example, starts at \$17,000. GM sold 2,600 of them in February. But the Chevrolet Silverado full-size pickup's starting price is nearly \$4,000 more, and GM sold 31,728 of them.

If the part is used on multiple vehicles, it would make sense to send it where the need — and profits — are greatest.

Gillette said one reason that scenario is likely is that GM shut its facilities so

soon. Unless it was flying the Japanese parts into its Shreveport factory, it should have had several weeks' worth of supplies on hand or en route to the factory by ship. GM's U.S. rivals, Ford Motor Co. and Chrysler Group LLC, have yet to shut down any production even though they also use Japanese parts.

"When this will really hit North America is three or four weeks from now, when those ships have come to port and all the parts are on the vehicles but no more ships are on the way," Gillette said.

GM also has more than

two months' supply of the Colorado and Canyon in inventory, enough to meet buyer demand in the near term.

Carpenter wouldn't comment on that speculation. But in a statement last week, GM said it planned to "supply the most critical operations."

Also Monday, GM slowed production of the Opel Corsa subcompact car in Europe because of a shortage of parts, cancelling two of the three shifts at its Eisenach, Germany, plant and closing another plant in Zaragoza, Spain.

ONLY IN PRINT BUSINESS INSIDER

Steph Bedard

Q: How did you end up in your line of work?

A: I always loved planning my children's theme birthday parties, and people always complimented my ideas, so I decided to start a home business doing princess and pirate parties.

After several years of bringing parties to people's houses and venues, I decided to partner with my mother (Stephanie Letendre, aka Grandma Cupcake — face painter extraordinaire) and offer a place to host parties, and also offer party rentals and costumed characters.

Our party themes have multiplied, and we now also offer spa makeover parties, Star Wars parties, Mario Brothers parties, carnival parties, superhero parties, Sesame Street parties and many more!

Q: What business experiences have stuck with you through the years?

A: We participated in Kids World last year, which was a superhero-

themed weekend, and we had Batman and Robin, Spiderman, Wonder Woman, Captain America, The Thing and Star Fire walking around visiting with the kids and playing dodgeball, having a tug of war against The Hulk, making superhero masks, and doing a skit helping save Mayor Will Flanagan. It was just a really fun weekend! I can't wait to participate again in this year's Kids World!

We entered our float in Somerset's Musictown Parade and had Cinderella and Prince Charming, Beauty and the Beast, Jasmine and Aladin, Snow White, Sleeping Beauty and The Little Mermaid on a beautifully decorated float, and we won first place in our division!

Q: What do you like most about your work?

A: Making kids happy is the best part of my business! I love seeing kids' faces when they first see a character or a princess or superhero they love. Grandma Cupcake and our other

MORE ABOUT STEPH BEDARD

AGE: 45 **YEARS IN BUSINESS:** 5
HOMETOWN: Somerset
HOBBIES: Enjoying time with my family, reading, walking
NAME OF BUSINESS: A Piece of Cake Parties & Rentals
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PHONE: 508-324-4537
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EMAIL: Steph@apocparty.com

face painters love seeing the look on a child's face when they have the mirror held up after they have been turned into Spiderman, a princess, tiger or some other fun work of art!

Q: What do you like least about your work?

A: There isn't much I don't like about my business.

Q: What makes your business unusual?

A: A Piece of Cake Parties offers interactive theme parties, and we offer customized invitations, fun characters,

costumes, props, games, cake and all the party supplies needed to host a great theme party from beginning to end!

If you'd just like a visit from a character, we offer character or princess balloon-a-grams or 1-hour party visits with an attendant to run some activities during the character visit.

Q: What advice can you give someone who wants to open a business?

A: Do something you love and treat people with respect and offer them superior customer service. People want to do business with people who appreciate them and offer them a solution to their problem. I offer a 100 percent satisfaction guarantee because I want people to know I stand behind everything my business offers.

GET IN ON THE BUSINESS INSIDER

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STOCKS OF LOCAL INTEREST

Name	Div	Yld	PE	Last	Chg	%Chg	YTD
AT&T Inc	1.72	6.1	8	28.26	+32	-3.8	
AT&Cross	20	10.02	+42	+3.8	
Amazon	65	164.53	+2.71	-8.6	
AstroMed	28	3.7	27	7.59	-10	-3.2	
BkofAm	04	3	21	14.05	+01	+5.3	
BostBeer	25	86.94	+1.18	-8.6	
CBS B	20	8	26	24.51	+1.28	+28.7	
CnryBcMA	48	1.9	10	25.62	-29	-4.4	
ChRvLab	23	38.96	-43	+9.6	
CitiGrp	13	4.43	-07	-6.3	
CocaCola	1.88	3.0	13	63.57	+87	+3.3	
DomRescs	1.97	4.4	14	44.49	+71	+4.1	
EKodak	3	3.27	-02	-39.0	
FedExCp	48	5	20	89.86	+58	-3.4	
FidBcPA	08	9	...	9.10	+10	+60.5	
Formid	7	14.59	+10	-13.1	
FrontierCm	75	9.3	16	8.06	-07	-17.2	
GenDynam	1.88	2.5	11	75.71	+1.33	+6.7	
GenElec	56	2.8	20	19.72	+47	+7.8	
GenTex	48	1.7	29	28.13	+0.4	-4.8	
Google	22	576.50	+15.44	-2.9	
GreenMTC s	61.57	+86	+87.4	
GptTelevisa	23.30	+43	-10.1	
HartFtn	40	1.5	9	26.49	+1.00	...	
Hasbro	1.20	2.6	18	46.70	+42	-1.0	
HewlettP	32	8	11	41.77	+45	-8.8	
Hill-Rom	41	1.1	16	36.38	+42	-7.6	
HomeDp	1.00	2.7	18	36.43	+43	+3.9	
Honwillnti	1.33	2.3	22	57.04	+1.18	+7.3	
HostHotls	08	4	...	17.84	+36	-2	
ING	12.81	+58	+30.8	
IndBkMA	76	2.8	14	26.72	+36	-1.2	
Lowes	44	1.7	19	26.32	+12	+4.9	
MetLife	74	1.7	14	44.59	+57	+3	
NatGrid	7.04	5.9	...	47.46	+30	+6.9	
NextEraEn	2.20	4.1	14	53.76	+1.00	+3.4	
NoestUt	1.10	3.2	16	34.21	+54	+7.3	
NorthropG	1.88	2.8	10	68.22	+1.27	+5.3	

MONEY RATES

	Yesterday	Week Ago
Prime Rate	3.25	3.25
Discount Rate	0.75	0.75
Federal Funds Rate	0.00-0.25	0.00-0.25
Treasuries		
3-month	0.095	0.09
6-month	0.15	0.135
5-year	2.01	1.97
10-year	3.32	3.34
30-year	4.44	4.52

SPOTLIGHT

Here are the top stocks by percent change in price for the year to date. Listed for each are name, stock exchange, last price, daily net change and year-to-date percent change. Stock must be worth \$2.

Name	Exchg	Last	Chg	%Chg
EvergErs	NYSE	2.95	-10	+353.8
KV PhmA	NYSE	8.74	+24	+242.7
AccelR	Amex	3.39	-24	+242.4
KV PNB If	NYSE	8.74	+16	+238.6
Inphse	Nasdaq	5.74	-59	+218.9
Majesco	Nasdaq	2.39	-01	+210.4
Biolase	Nasdaq	5.14	+14	+196.6
Sams0G	Amex	3.76	+17	+184.8
IndBkM	Nasdaq	3.10	-07	+138.5
TransIntG	Nasdaq	4.61	+60	+137.6
BluDolp	Nasdaq	5.40	+05	+125.9
RoyalEn	Nasdaq	5.00	-03	+123.2
GeneticT	Nasdaq	2.33	-07	+120.9
BroadST	Nasdaq	51.82	-75	+117.0
Silverleaf	Nasdaq	2.43	...	+117.0

CURRENCIES

	Yesterday	Pvs Day
Britain	1.6315	1.6219
Canada	9785	9861
China	6.5677	6.5707
Euro	7030	7063
Japan	81.05	80.96
Mexico	11.9830	12.0652

British pound expressed in U.S. dollars. All others show dollar in foreign currency.

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SERVICE SPECIALS

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*Does not include diagnosis as necessary. GM Vehicles only. Expires 4/1/11

CLIP & SAVE

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CLIP & SAVE

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ALDEN

BUICK GMC

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Closed Sunday

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