

The way to get at it is to make an economic decision just like in Europe, where the fuel prices are seven or eight dollars a gallon

FORD CEO ALLAN MULALLY, ON GASOLINE TAXES  
— SEE STORY BELOW

# INSIDE BUSINESS

COMMENTARY • PEOPLE  
BUSINESS NEWS IN BRIEF

## NEWSMAKERS



Michael Sabia

### Sept. 21 vote set for BCE buyout approval

Shareholders of **BCE Inc.** will vote on the privatization of the company at a special shareholders' meeting next month, Canada's largest phone company announced Wednesday.

And at least one analyst sees little to stop the deal going forward.

Common and preferred shareholders will gather in Montreal on Sept. 21 to cast their votes on the \$34.8-billion buyout led by the **Ontario Teachers' Pension Plan Board** and **Providence Equity Partners Inc.** and **Madison Dearborn Partners LLP.**

Including the assumption of debt, the deal is valued at \$51.7 billion, the biggest corporate takeover in Canadian history. The Teachers' bid won out over two others submitted by groups led by the Canada Pension Plan Investment Board and Cerberus Capital Management LP.

Last week, Telus Corp., Canada's second-largest telephone company, announced it has no plans to submit a competing bid for BCE. Telus initially withdrew from the bidding process in June.

**Troy Crandall**, an analyst at brokerage **MacDougall, MacDougall & MacTier** in Montreal, said he has a "95 per cent confidence rate" that BCE shareholders will accept the deal with Teachers.

In a conference call with analysts last week, BCE chief executive **Michael Sabia** said the buyout should go smoothly, despite storm clouds over global debt markets.

CANWEST NEWS SERVICE



Allan Mulally

### Ford boss urges U.S. to consider gasoline tax

The United States should consider implementing a European-style gasoline tax if it hopes to deal with energy security and global warming, the head of **Ford Motor Co.** said Wednesday.

"The way to get at it is to make an economic decision just like in Europe, where the fuel prices are seven or eight dollars a gallon," Ford chief executive officer **Allan Mulally** said. "Then our behaviour would change dramatically."

The current policy of forcing automakers to maintain an average fuel-economy level across their product lines is not sufficient to cut gasoline consumption and is harming the industry, Mulally said at an automotive conference in Traverse City, Mich.

"I've never seen a market-distorting policy like CAFE (Corporate Average Fuel Economy)," Mulally said.

In order to keep average fuel-economy standards in line, automakers have been forced to produce more smaller cars than there is demand for in order to be able to produce the larger ones that customers really want, he said.

While U.S. automakers have doubled the average fuel efficiency of vehicles on the road since CAFE was implemented in 1975, there are now three times as many vehicles on the road and they are driving four times as many miles, he said. And the U.S. now imports 68 per cent of its oil, up from 28 per cent in 1975.

AGENCE FRANCE-PRESSE

## NOVELTY SNEAKERS FAD FADING

Heelys Inc. shares plunged 48 per cent to \$11.42 US in Nasdaq Stock Market trading on Wednesday after they were downgraded by all six research firms that cover the company. "We are throwing in the towel on Heelys. The future of the brand is in question," J.P. Morgan analyst Robert Samuels said of Heelys, whose novelty sneakers include shoes with wheels.



Herald Archive, Bloomberg

### AROUND TOWN

## SIX is the perfect number for real estate consultant



DAVID PARKER

For close to a dozen years, **Norb Park** has been operating his business under the name of **Selling Systems**, so when he mailed me a notification that he's changed the name to **SIX**, I had to pay him a visit to find out why.

The company provides specialist consulting within three areas of the real estate industry — in subdivision research and development, resort properties and for multi-family residential projects.

Before starting his own company, Park had been general manager of **Melcor Homes** when it was developing **Hawkwood** and **Ranchlands**, was in executive sales and marketing positions with **Jayman Masterbuilt** and **Albi Homes**, and worked for a time with **CSG**.

He launched his own company in 1996 with the idea of concentrating on sales training for the real estate industry, but was soon answering the call of developers to assist them in marketing new products.

I met Park while he was working on his first highrise promotion — the rather posh **Grandview** condominium towers at **Elbow Drive** and **4th Street S.W.** for **Streetside**. Today, he can claim to have been involved in a consulting role to close to 100 projects and launched more than 50 developments, including around a dozen Calgary high-rise residential towers.

Park helped a number of B.C. developers in the early years, which meant a lot of travelling; he needed someone to hold down the fort here, and his wife **Lana** took over the administrative duties. Today, he has a staff of 11 that includes son **Jay**, a University of Calgary economics graduate who said he'd work for his father for job experience, but never left, and rose to the position of vice-president operations.

Daughter **Tiffany** is a management grad from the University of Lethbridge who has been with the firm for five years and directs a creative department of three art college graduates in design, two account managers and a coordinator. Three other employees are in the research department assessing and analyzing the market, and writing research reports and marketing plans.

Currently, they are working on Gateway Midtown for **Resiance**, a client that has used Park's company for all of its projects; the two residential towers at **Keynote**; **Starling**, a development in **Kalispell**, **Mont**; **Canyon Peaks** in **Fer-**



Lorraine Hjalte, Calgary Herald

**Tiffany Ardolino** is creative director for her father **Norb Park**, who has changed his firm's name from **Selling Systems** to **SIX**.

**nie, B.C.**; **Canvas** at **Millrise**; and **Astoria** on **10th**; plus ongoing work with **Streetside** and **Cardel Homes**.

The jobs begin as soon as a site is acquired, when initial research helps decide what to build, unit sizes, price range and the target market. Being part of the development team of owner, architects and engineers helps create an identity and orchestrate the launch, which includes helping with the design of display centres and providing posters, animation of touch screens and creating and producing advertising.

A good example of the result of its co-ordination is the impressive show suite for **Astoria** on **10th** in the **999 8th Street** building.

Park figured his original name of **Selling Systems** just no longer represented the kind of work the company is involved in today — but why **SIX**?

He lists his company's six-step process to research, advise, integrate, design, launch and sell in his new promotional brochure; six is a perfect number; and perhaps the best reason is he's proud of his family of six. Four work for the firm, while **Tyler** is a schoolteacher and another son, **Marty**, is owner of the two **San Remo Restaurants** in **Oakridge** and **Garrison Woods** and is planning a third in **McKenzie Towne**.

**Foundry**, the boutique creative house located in trendy **Inglewood**, has been awarded a three-year contract to design and produce vacation guides for **Travel Alberta**. The company has been working on the department's industry

newsletter and conference material for some time — and obviously doing a good job.

Those who remember the terrific job **Amy Johnson** did at the **Hyatt Regency Calgary** will be pleased to know that she has been promoted to a top position in head office. She came to Calgary from **Kelowna, B.C.**, six years ago as director of catering and convention services when the hotel opened. Last year, she was transferred to the **Hyatt Hotel O'Hare** in **Chicago**, and now top brass have just rewarded hard work and experience with her appointment as the new corporate director of catering and convention services in the **Chicago headquarters** — overseeing 225 hotels worldwide.

Have you noticed vehicles driving around the downtown core carrying advertising messages on back and sides that are continually changing?

They belong to a new company called **Roadshow Advertising** that has been launched by **Jody Korpan**, who says he first noticed scolded advertising on a trip to **New York** about a year ago.

The flatbeds carry the European-made modules that display scrolling billboards that are backlit at night. His drivers patrol within a five-kilometre radius of downtown — traffic was so slow when I spotted one, I had plenty of opportunity to check out all of the advertisers.

DAVID PARKER APPEARS TUESDAY, THURSDAY AND FRIDAY. HE CAN BE REACHED AT 830-4622 OR E-MAIL INFO@DAVIDPARKER.CA



### THE CALGARY

55  
Calgary-based companies trading on the TSX

#### Oil and Gas

Company	Close	Net Chg
Cdn Nat Res	72.22	+2.31
Compton Pete	10.94	+0.20
EnCana	63.73	+0.49
Fst Calgary	5.99	+0.35
Husky Energy	39.58	-0.32
Imperial Oil	46.12	-0.14
Nexen	31.04	+0.06
Niko Res	91.25	+3.19
OPTI Cda	24.40	+1.50
Paramount Res	17.41	+0.18
Petro-Canada	53.26	-0.71
Suncor Energy	96.47	+2.66
Talisman Enrg	18.48	+0.48
Wstn Oil Sands	37.55	-0.32

#### Industrials

Company	Close	Net Chg
ATCO 11 NV	57.52	-0.93
Agrium	44.40	+1.03
Cdn Pac Rail	77.93	+0.51
Enbridge	35.77	-0.06
Ensign Energy	18.72	+0.37
Forzani Grp A	21.75	+0.40
Pason Systems	16.07	+0.84
ShawCommB NV	23.75	-0.24
TransAlta	29.94	+0.34
TransCanada	36.93	+0.08
Trican Well	19.57	+0.78
WestJet Airl	16.03	+0.16

#### Trusts

Company	Close	Net Chg
ARC Enrg Tr un	20.10	-0.05
AltaGasIncm	27.28	-0.26
Baytex Enrg un	19.18	+0.02
Big Rock un	18.35	+0.15
Boardwalk REIT	45.90	+0.60
Bonavista Enrg	29.46	+0.36
CCS Incm Tr un	44.40	+0.39
Cdn Oil Sands	33.05	+0.50
Canetic Res un	15.07	+0.12
Enerplus Res un	45.36	+0.85
Fording Cdn un	32.97	+0.59
Ft Chicago LP	10.55	-0.02
Inter Pplns	9.40	-0.02
Mullen Grp Incm	19.00	+0.22
Newalta Incm un	21.70	unch
Pembina Ppln	16.93	-0.37
PengrowthEnun	18.70	+0.14
Penn West un	31.07	-0.08
Peyto Enrg un	16.45	-0.10
Precision Drlng	20.46	-0.24
PrimeWest En	20.75	-0.05
Provident un	12.15	+0.17
SupriorPlus un	13.70	-0.60
Vermilion un	37.70	+0.27

POSITIONS IN THE CALGARY 55 ARE DETERMINED PRIMARILY BY MARKET CAPITALIZATION. THE LISTINGS ARE REVIEWED ANNUALLY AND CATEGORIES ARE SUBJECT TO CHANGE.

## Critical Numbers

### Markets

▲ TSX Composite	197.62	13758.19
▲ Dow Jones	153.56	13657.86
▲ Nasdaq	51.38	2612.98
▲ TSX Venture	27.16	3030.63

### Currency

▲ Cdn dollar	0.44	95.36 US
▲ New York Gold	4.00	686.30 US

### Energy

▼ West Texas	0.27	72.15 US
▼ NYMEX gas	0.27	72.15 US

## DEAL OF THE DAY

### Warner Music denies report it may go private

BLOOMBERG

Shares of **Warner Music Group Corp.**, the third-largest U.S. record company, surged as much as 21 per cent Wednesday after a newspaper report that it may be taken private and an analyst upgraded his rating.

The shares, which have lost more than half their value this year, jumped \$1 to \$10.89 at 11:25 a.m. in New York Stock Exchange composite trading, after rising as high as \$11.94.

Warner's owners may take the company private, the **New York Post** reported Wednesday, citing an unidentified source within Warner, which is 62 per cent owned by **Thomas H. Lee Partners LP**, **Bain Capital LLC** and **Providence Equity Partners Inc.** Chief executive officer **Edgar Bronfman Jr.** holds at least three per cent.

Warner spokesman **Will Tanous** said the company had no comment on the **Post** report. Warner reported Tuesday a



Herald Archive, Getty Images  
CEO **Edgar Bronfman Jr.** is one of **Warner Music's** owners.

wider third-quarter loss of \$17 million, or 12 cents a share, because of costs linked to job cuts and a drop in compact disc sales. Revenue fell 2.2 per cent to \$804 million, as higher sales of downloads and mobile ring-tones failed to make up for the drop in CDs.

Jason Bazinet, an analyst at **Citigroup Inc.**, raised his rating on **Warner** shares to "buy" from "sell" on Tuesday.