



## Retiring

Larry Arth retires this week as chairman of Lincoln-based Ameritas Insurance. **Page 3D**

SUNDAY	MARKETS, TECHNOLOGY
TODAY	ENTERPRISE
TUESDAY	GROWTH
WEDNESDAY	WORKING
THURSDAY	CONSUMERS
FRIDAY	SAVING
SATURDAY	SELLING
MARKETPLACE ADS INSIDE	

## Perhaps Apple can sell gold iPhone

Here are some questions to sort the financial optimists from the realists... I mean, pessimists.

1. You see a line of badly dressed people snaking along the sidewalk, seemingly oblivious to the wind and rain. A guy with a beard is pouring himself a steaming cup of something from a Thermos. You conclude that they are:

a. Outside a bank, desperately trying to get their savings out because they have heard a rumor that the financial system is on the brink of meltdown and there's no way they trust the deposit insurance plan to protect them.

b. Outside an Apple Inc. store, desperately trying to get their hands on a 3G iPhone. And, no, they don't want a white one, or 8 gigabytes of memory; they want a black one with 16 gigabytes. (What they really want is a red iPhone with 32 gigabytes; Apple will introduce that five minutes after everyone has the current model.)



Mark Gilbert  
Bloomberg News

2. The price of a tank of gasoline has gone through the roof. Your response is to:

a. Buy a Toyota Prius with smugness fitted as standard, pretending not to notice how darned ugly the thing is and trying not to worry about what happens when it breaks down and your local mechanic has to work out how to fix it.

b. Hand over a \$5,000 deposit and join the waiting list for a \$109,000 battery-powered Tesla Roadster. The makers claim zero to 60 miles per hour in 3.9 seconds, at less than 2 cents per mile. Hey, if it's good enough for the guys at Google Inc. . . .

c. Slap a bumper sticker on your Ford Behemoth that reads "How Did Our Oil Get Underneath Their Sand?"

3. Surging oil and energy prices threaten to wreck your economy. You, a U.S. legislator, decide to:

a. Propose lucrative tax breaks to companies that invest in alternative-energy sources such as wind and wave power, excluding ethanol.

b. Propose lucrative tax breaks to drivers who trade in their Chevy Mastodons for more fuel-efficient vehicles.

c. Cry "speculators!" Your solution is new legislation to ban trading in parts of the futures market because "Americans are being taken advantage of not only by OPEC but by speculators right here in our own country," as Sen. Ted Stevens, an Alaska Republican, put it. Hey, I believe in free markets, but there has to be a limit.

4. The mortgage-backed bond market is dead, murdered by lax lending standards that destroyed investor faith in the quality of home loans. As U.S. Treasury secretary, you decide that:

a. This is a disaster. We need rules to ensure unscrupulous lenders can't finagle people into buying houses they can't afford by offering introductory teaser rates that reset two years later. That will help to restore confidence.

b. This is a disaster. We need rules to stop unqualified homebuyers from lying about their incomes and suckering the mortgage companies into granting loans that will never get repaid. That will help to restore confidence.

c. This is a disaster. How are my Wall Street pals supposed to generate bonus-boosting fees without an asset-backed bond market to play in?

5. Gold is:

a. A barbarous relic, and has been ever since John Maynard Keynes coined the phrase.

b. The erstwhile and future money. We need to get back on the gold standard and abandon fiat currencies. We wouldn't be in this mess if you had listened to me and kept your tinfoil hat on. Hey, is that a tiny black helicopter I can hear whirring away next to my ear?



Participants at a bridal show at the Mid-America Center in Council Bluffs take turns behind the curtain of a fun, yet nostalgic, new way to punctuate a personal event.

# Photo booth business just seemed to click

BY STEFANIE MONGE  
WORLD-HERALD STAFF WRITER

Craig and Kate Olechoski hadn't been in a photo booth since they were teenagers, but their booth-mania resurfaced when they attended a wedding that featured a photo booth for guests.

"We had so much fun and thought it was a great idea," said Kate.

"The whole ride home it was the only thing we talked about," Craig said.

One year later, the couple own two booths that they rent out for parties.

Kate is a practicing dentist, and Craig is the director of marketing at a local industrial distribution company, but the couple wanted to start their own business on the side.

Back in Omaha after the wedding, Kate called local event planners to find out if there was a photo booth rental business in the area. She saw an opportunity.

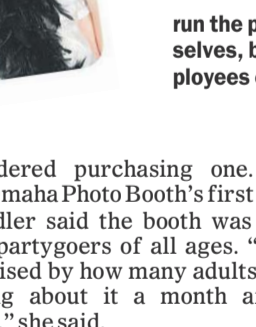
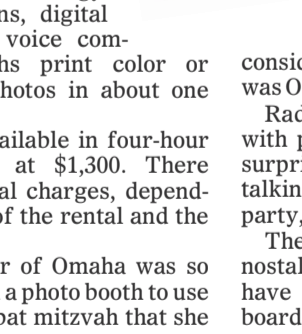
The couple found a photo booth model they liked online from a manufacturer in California and purchased two of the 750-pound booths on wheels. The Omaha Photo Booth Co. powered up its flashbulbs shortly after.

The retro-looking booths have updated technology with touch screens, digital photographs and voice command. The booths print color or black-and-white photos in about one minute, Kate said.

The booth is available in four-hour sessions starting at \$1,300. There might be additional charges, depending on the length of the rental and the distance traveled.

Gretchen Radler of Omaha was so determined to find a photo booth to use at her daughter's bat mitzvah that she

## Fun at a wedding put investment into focus



Craig and Kate Olechoski currently run the photo booths themselves, but hope to add employees eventually.

considered purchasing one. Radler was Omaha Photo Booth's first client.

Radler said the booth was popular with partygoers of all ages. "I'm just surprised by how many adults are still talking about it a month after the party," she said.

The photo booths elicit feelings of nostalgia from older generations that have fond memories of them on the boardwalk or at the mall, Craig said.

Guests' photos were used to create a "visual guestbook" for the event, which was important because Radler's husband is a photographer, she said.

Guests pasted their photos into a scrapbook that was included with the rental, Radler said.

"Sometimes the best pictures are the candid ones taken by guests," Kate said.

The Olechoskis run the photo booths themselves but will hire employees once they expand the business and purchase more booths. Kate said it has been manageable to operate the business and work full-time because they schedule parties on the weekends or in the evenings.

Craig said that they have been busy and have had to turn some parties down, "but I guess that's a good problem to have."

The Olechoskis deliver, set up and tend to the booth during the event. The host gets to keep a scrapbook and CD with all of their guests' pictures. "The booth is a very self-sufficient means of entertainment," Craig said.

He said the booths have generated a lot of interest and curiosity, and people's responses have been positive. "The customers are just as excited, if not more excited, than we are."

The company has booked weddings, but also has requests from reunions, graduations and charity events, Kate said, plus requests from Lincoln, Okoboji, Iowa; and other cities.

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## MOVERS

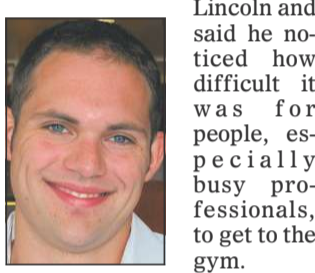
# Personal trainer gets real personal

Frank Klesitz's staff goes to your office or home and doesn't limit fitness services to workouts.

BY STEFANIE MONGE  
WORLD-HERALD STAFF WRITER

Skip the gym, but don't skip the workout, said Frank Klesitz, owner of The Final Rep Fitness in Omaha.

Klesitz worked as a personal trainer while attending the University of Nebraska-Lincoln and said he noticed how difficult it was for people, especially busy professionals, to get to the gym.



"So I figured I would just throw the dumbbells in the car and go to them so I could get (personal training) sessions in," he said.

Klesitz moved back to Omaha in 2005 and started to expand his business while studying entrepreneurship at the University of Nebraska at Omaha. Klesitz said he targeted professionals and executives whose busy schedules can get in the way of exercise. "The challenge for most people isn't the workout, it's the time commitment."

Klesitz said he saw a need in the market and wanted to fill it. He wanted to "cut out all the excess," he said, and offer a convenient and efficient service for his clients.

Klesitz said he built the business without obtaining a loan and reinvested the money he made to expand.

The business has moved beyond personal training and is now a comprehensive nutrition and fitness program, Klesitz said. He has expanded his staff to include a registered dietitian, massage therapist, chef and yoga instructor, in addition to personal trainers. The Final Rep Fitness also delivers freshly prepared meals to clients at home or at work.

Klesitz has recently branched out into other business ventures. He and several business partners have started buying rental properties in midtown Omaha. Klesitz said they hope to offer an off-campus housing alternative for the many college students in the area.

Klesitz said that The Final Rep Fitness should be operating in Overland Park, Kan., a Kansas City suburb, by 2010. Klesitz said he is also considering expanding into other markets, including Milwaukee, Denver and Chicago.

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# Investors consider what's next for Cuming buildings

BY CHRISTINE LAUE  
WORLD-HERALD STAFF WRITER

A group of investors has bought three properties in north downtown Omaha for more than a half a million dollars and is considering developing them into office space, restaurants, retail or parking, the managing partner said.

The investors paid \$595,000 for 1702, 1708 and 1714 Cuming St. — three adjacent buildings at the northwest corner of 17th and Cuming Streets, four blocks west of the planned north downtown ballpark.

"This was a good location and a reasonable price, and we felt that over time we could get a



An investment group purchased these three buildings on the north side of Cuming Street between 17th and 18th Streets. The buildings could be developed as offices, as restaurants or torn down for parking.

good return on it," said Mike Conley, one of three investors who formed 17C LLC to buy the properties. "We felt it was a good investment — location, location,

location." The three properties sit on the western edge of one developing area — north downtown — and the eastern edge of another tar-

geted for redevelopment — north Omaha. Cuming Street is a main corridor connecting midtown to north downtown and leading to Eppley Airfield.

"One of the main reasons we bought them is because they did have Cuming Street frontage," Conley said. "We know things down there are changing and growing, and we thought it was a good time to buy."

He said the current economic climate played into the decision.

"Real estate is a good investment," he said. "It's a better investment than the stock market."

Conley, an associate broker at CBSHome Real Estate, said he contacted two other real estate associates to see if they would be interested in the properties. They closed within 60 days — rather quickly for a commercial See *Cuming*: Page 2

KENT SIEVERS/THE WORLD-HERALD