

Business

In brief

Gasoline prices jump another 17 cents

CAMARILLO — The price of a gallon of gasoline continues to climb, rising an average of 17 cents over the past two weeks.

That's according to the national Lundberg Survey of fuel prices released Sunday.

Analyst Trilby Lundberg says the U.S. price of regular grade gasoline was \$2.66 a gallon on Friday when the survey was completed.

The price of mid-grade was \$2.78 and premium was \$2.90. Tucson, Ariz., had the lowest price, at \$2.41 a gallon for regular. San Francisco had the highest at \$2.99.

Boeing forced to rely on exports

PARIS — Boeing's defense business plans to compensate for an expected weakening of U.S. military sales through a sharp rise in international exports, the company's president said Sunday.

"We're seeing a flattening of the (U.S.) defense budget, but we see a lot of opportunities for us internationally," said Jim Albaugh, president and CEO of Boeing Integrated Defense Systems (IDS).

Boeing IDS already has moved aggressively into the international marketplace, and brought foreign sales up from 5 percent five years ago to a current export business worth \$5 billion, or 16 percent of its sales.

Obama wants tighter checks on banks

WASHINGTON — President Barack Obama is ready to roll out an overhaul of the intricate rules and systems that govern America's troubled financial institutions, proposing the most ambitious revision since the Great Depression.

The goal is to prevent a recurrence of the economic crisis that erupted in the United States and exploded last fall with devastating consequences still reverberating around the world.

Unlike the government's temporary ownership stake in automakers and major financial companies, the regulatory changes set to be announced Wednesday are designed to be permanent.

Stocks drift without



Mike Greener/Daily Republic

The Plumbing Doctor CEO Mike Farias poses in one of his signature ambulance plumbing work trucks Thursday afternoon. His Dixon-based company is being featured in an upcoming book about business branding and corporate culture.

Book plumbs depths of branding

By BEN ANTONIUS
DAILY REPUBLIC

FAIRFIELD — They exist for car rentals, moving companies, florists, collision repair, real estate and pest control.

Mike Farias sees no reason why his plumbing business could not be the next big franchise.

Farias is owner and CEO of the Plumbing Doctor, a Dixon-based company that is establishing franchises in Northern California. The company will be featured in an upcoming book, "Doing It Right, Not Just Getting It Done."

"What most of us do in our industry, we start off as laborers," Farias said in explaining the lack of standardized brands. "We have no formal education, no market experience, no business administration experience or know-how."

"That is the problem in our industry and I think that's why that book is going to be valuable."

The book by author Mel DePaoli is the first in a business benchmark study series: Brand or Culture: Which Comes First. The study takes a look at compa-



nies that have achieved success by creating a winning culture first, then using that culture to propel their brand into the marketplace.

The Plumbing Doctor operates in cities across Solano and Yolo counties and in Reno. It is considering expanding into several more areas in Nevada as well as Stanislaus, Placer, Sonoma and Contra Costa counties.

Frozen markets

The Solano Economic Development Corporation will hold a breakfast event Thursday on "Defrosting the Market" in commercial finance.

A panel of participants will discuss new strategies for navigating today's complex and evolving credit world. The event is scheduled from 7:30 to 9 a.m. at the Hilton Garden Inn in Fairfield.

Tickets are \$35. For more information, call 864-1855.

Copart expansion

Fairfield-based auto auctioneer Copart, Inc. recently announced the opening of a new facility in Warren, Mass., the company's 148th facility worldwide.

Copart provides vehicle sellers with a range of remarketing services to process and sell salvage and clean title vehicles to dismantlers, rebuilders and exporters. It sells vehicles on behalf of insurance companies, banks, finance companies, fleet operators, dealers, car dealers and the public.

Series of seminars

The Solano College Small Business Development Center will present "Doing Business with Solano County" from 9 a.m. to noon Thursday at the Solano County Government Center, 675 Texas St. in Fairfield. The session is free.

The Federal Technology Center and the Solano College SBDC will present "Doing Business with the General Services Administration" from 1 to 4 p.m. Thursday at the county Government Center. The seminar is

free.

The SBDC will also present "Borrowing Money for Your Business" from 3 to 5 p.m. Thursday at Joseph Nelson Community Center, 611 Village Drive in Suisun City. The fee is \$20.

For more information, call 864-3382.

New hires

Hematologist and medical oncologist Dr. Yelena Krijanosvski has joined Solano Regional Medical Group, a multispecialty doctors' group affiliated with Sutter Regional Medical Foundation. She studied at Russian State Medical University in Moscow, Harvard Institutes of Medicine in Boston and elsewhere.

Gateway Realty recently announced the hiring of Mark Andrews at its office in Fairfield. Previously the owner of Suisun Valley Mortgage, Andrews has experience in underwriting and loan origination, and has worked with first-time buyers and investors.

What are you buzzing about? Reach Ben Antonius at 427-6977 or bantonius@dailyrepublic.net.