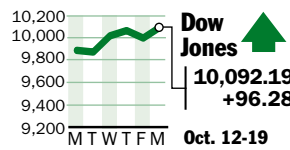


BUSINESS EDITOR ADAM LOWENSTEIN, [alowenstein@floridatoday.com](mailto:alowenstein@floridatoday.com) or 242-3654

## The Margin

Personal & financial news you can use



<b>NASDAQ</b>	2,176.32	▲	<b>19.52</b>
<b>S&amp;P 500</b>	1,097.91	▲	<b>10.23</b>
<b>10-YEAR T-BONDS</b>	3.40%	▼	<b>0.02%</b>
<b>GOLD</b>	\$1,061.20	▲	<b>10.50</b>
<b>SILVER</b>	\$17.61	▲	<b>\$0.21</b>
<b>EURO</b>	\$1.496	▲	<b>\$0.006</b>
<b>CRUDE OIL</b>	\$79.57	▲	<b>\$0.94</b>

**MARKET NEWS AT FLORIDATODAY.com**  
To find out the latest numbers from U.S. financial markets, visit [floridatoday.com/stocks](http://floridatoday.com/stocks)

### Home builders index declines

The National Association of Home Builders says its housing market index slipped in October, reflecting the industry's concerns over the looming deadline of a homebuyer tax credit that's helped boost sales this year.

The Washington-based trade association said Monday its index slipped one point to 18, the first dip since June when the index fell to 15.

Readings below 50 indicate negative sentiment about the market. The last time the index was above 50 was in April 2006. The report reflects a survey of 493 residential developers nationwide.

The reading for current sales conditions slipped one point to 17. Traffic by prospective buyers fell three points to 14. The index for sales expectations over the next six months fell two points to 27.

### Toy makers profits increase

Sales of toys tied to the "G.I. Joe" and "Transformers" movies and cost-cutting drove a third-quarter profit increase for Hasbro.

Other strong sellers in the third quarter included Littlest Pet Shop, Play-Doh and Tonka. But overall sales fell 2 percent during the quarter, or up 1 percent excluding the effect of the stronger dollar. Hasbro said North American sales reflect stronger sales of toys for boys, but revenue was weighed down by weakness in girls, preschool and games and puzzles.

In part, weakness in the girls division is due to discontinuing some higher-priced items, like Kota the Triceratops, a robotic dinosaur, which retailed for about \$249.

### Stocks close at year highs

Stocks ended at new highs for the year Monday. The Dow was up 96 at 10,092. The Standard & Poor's 500 index was up 10 at 1,098. The Nasdaq composite index was up 20 at 2,176.

Oil jumped above \$79 a barrel to a 2009 high on Monday on continued dollar weakness, hopes of increasing demand and as investors looked to U.S. corporate earnings for signs consumers may be regaining confidence.

Benchmark crude for November delivery rose \$1.08 to settle at \$79.61 on the New York Mercantile Exchange. The contract added 95 cents to settle at \$78.53 on Friday.

The Margin is compiled from staff and wire reports.

# Closest dresses for success

## BCC offers attire for interviews free to referrals, Titusville area students

BY KEILANIBEST  
FLORIDA TODAY

TITUSVILLE — North Brevard's first career closet opens today.

Brevard Community College's Beginning Career Closet will provide free business attire to Brevard Job Link referrals, and high school and college students from the Titusville area, Pat Monfet, director of the college's Community Part-

nership Initiative, said.

A ribbon cutting ceremony will be 3 p.m. at the closet on BCC's Titusville campus in room 145 of the N. Earl Jones Building.

Monfet said the resource is for North Brevard residents. Two other career closets have been set up for the Central and South Brevard regions.

Volunteers at the site will consult with job seekers and students

on appropriate business wardrobes. So far, Monfet said she has received plenty of donations from local businesses.

"Response has been terrific," she said. "Typically, our referrals come through Brevard Job Link, but it's also a resource that's available to students who are trying to find ways to increase their (business) wardrobes without going through a lot of expense."

The closet carries clothing, as well as shoes and accessories.

Monfet said a volunteer comes in once a week to keep the closet organized and to put fashionable

business outfits together. Closet volunteers will give workshops for students on how to dress for interviews.

"As they come into college and get into the work world, going from the days of jeans and T-shirts can be a traumatic transition," said Monfet.

Hours are floating, but to set up an appointment to see the closet career counselor or to make donations to the Beginning Career Closet, call 433-5015 or e-mail [monfep@brevardcc.edu](mailto:monfep@brevardcc.edu) ■ Contact Best at 242-3784 or [kbest@floridatoday.com](mailto:kbest@floridatoday.com).



Photos by Craig Rubadoux, FLORIDA TODAY

**Growing gains.** Melbourne urogynecologist Ralph Zipper says the center he will open in two weeks is the largest free-standing such facility in the US. The expansion will allow his business to offer patients more serv-

ices as well as increase the amount of surgeon training. To view a video about the new facility and the work to be done there, go to [floridatoday.com](http://floridatoday.com).

# Unique practice expands

## Local doctor, first to do a ground-breaking procedure, to open new facility

BY KEILANIBEST  
FLORIDA TODAY

MELBOURNE — A local doctor has his eye on beautifying a portion of U.S. 1 and expanding his unique practice.

Dr. Ralph Zipper, a urogynecologist, is putting the finishing touches on an 18,000-square-foot Key West-style medical facility, which he said will be the largest free-standing urogynecology center in the U.S. He and his staff will move into the new building within the next two weeks.

Urogynecologists specialize in treatment of women who have pelvic floor dysfunction, which causes them to leak urine or use the restroom frequently. Urogynecologists also treat women whose pelvic organs have descended or prolapsed.

A groundbreaking procedure is behind his office expansion. Zipper specializes in the sometimes controversial vaginal rejuvenation procedure that he was the first in the country to do without incisions. He uses laser technology to correct problems caused by aging or childbirth.

"We built the center to expand the services available to our patients and to increase the volume of surgeon training we can offer," he said.



**For quicker healing.** Dr. Zipper shows a diamond laser scalpel he uses for a bloodless surgery he was the first to perform.

The new building is next door to the old one. It includes certified operating and procedure rooms, and new technology, such as an iMac and a 40-inch television in each room. The lobby features multiple televisions and an iMac computer bar so patients can learn about Zipper's procedures and surf the Internet.

Also housed in the new location will be the Fountain of You, an anti-aging spa.

"This spa is perhaps the most innovative anti-aging health venture to date," Zipper said. "The Fountain of You is being designed by a nationally renowned spa designer

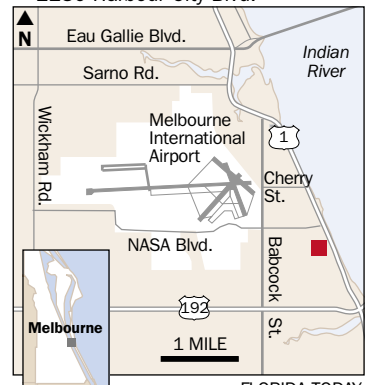
from South Miami Beach, Wade Hallock."

The Key West style design should help the atmosphere feel more relaxing to patients when they enter, Zipper said.

"The atmosphere is laid back. We want women to know they can be comfortable discussing subjects that have traditionally been taboo," he said. "The lobby is designed to look like a courtyard. The walkways throughout the office look like coquina paved sidewalks, and HardiPlank covers the interior."

Zipper calls it "inside out architecture," where the inside of the

**New location of Dr. Ralph Zipper's office**  
1130 Harbour City Blvd.



FLORIDA TODAY

building looks like the outside, He said it helps add to the soothing environment.

He said it complements the natural beauty of the Indian River Lagoon, and he wants the building to beautify the sparse section of U.S. 1.

"I love Melbourne and want it to be beautiful," he said. "The U.S. 1 corridor has been an embarrassment for years. The old warehouse that I renovated was one of the city's ugliest buildings. Now it is one of most scenic spots on U.S. 1." ■

Contact Best at 242-3784 or [kbest@floridatoday.com](mailto:kbest@floridatoday.com).

# Bernanke urges cut in deficit

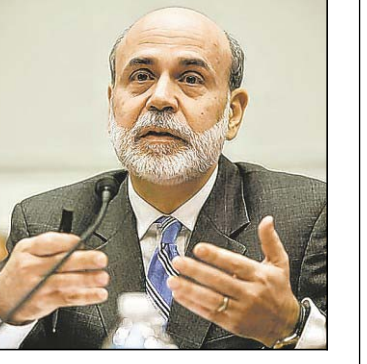
ASSOCIATED PRESS

WASHINGTON — Federal Reserve Chairman Ben Bernanke called Monday for the United States to whittle down its record-high budget deficits and for countries like China to get their consumers to spend more.

Bernanke said those moves would help reduce "global imbalances" — uneven trade and investment flows among countries that contributed to the financial crisis.

The Fed chief's remarks to a Fed conference in Santa Barbara, Calif., came after the government said Friday that the U.S. budget deficit hit a \$1.42 trillion deficit for the 2009 budget year that ended Sept. 30. The previous year's deficit was \$459 billion.

Bernanke's comments also followed pledges made by leaders of the Group of 20 nations at



AP

**Bring it down.** Federal Reserve Board Chairman Ben Bernanke on Monday called for the United States to eventually whittle down its record-high budget deficits.

their summit last month in Pittsburgh to reduce global imbalances, such as Asians savings too much and Americans savings too little. Some improvement has been made in this area, but more progress is needed, he said.

Money from countries with trade surpluses like China has flowed into the United States, a factor thought to have contributed to the low interest rates that helped feed the U.S. housing bubble.

See BERNANKE, 5C

# Dodd offers protection from overdraft fees

ASSOCIATED PRESS

WASHINGTON — Bank customers who overdraw their checking accounts would get new protections from excessive penalties under legislation proposed Monday by the Senate banking committee chairman.

The measure unveiled by Sen. Christopher Dodd, D-Conn., would give people a choice in whether they want to participate in overdraft programs that charge fees for covering ATM withdrawals and debit card transactions.

Most banks now automatically enroll customers in overdraft programs. That means that a sale will go through if a person spends more than is in his account, but the customer will be hit with a fee, usually in the \$25 to \$35 range even if the overdraft is just a few dollars.

The unwary customer who makes several overdrawn purchases in a day could be charged a \$35 penalty for each purchase.

Several major banks, in anticipation of congressional action,

have already said they will start letting people opt out of overdraft programs. Some have also said they will lower their fees.

Dodd cited estimates that banks stand to collect a record \$38.5 billion in fees for customer overdrafts this year.

"At a time when many can afford it least, American consumers are being hit with hundreds of dollars in penalties for overdrawing on their account by just a few dollars," he said in a statement. "Banks should not be trying to bolster their profits at the expense of their customers."

Dodd's bill would:

■ Require banks to get customers' consent before enrolling them in an overdraft protection program for ATM and debit card transactions.

■ Limit the number of overdraft fees banks can charge to one per month and six per year.

■ Require that fees be proportional to the cost of processing the overdraft.

See DODD, 5C