



INSIDE

GET WITH THE PLAN

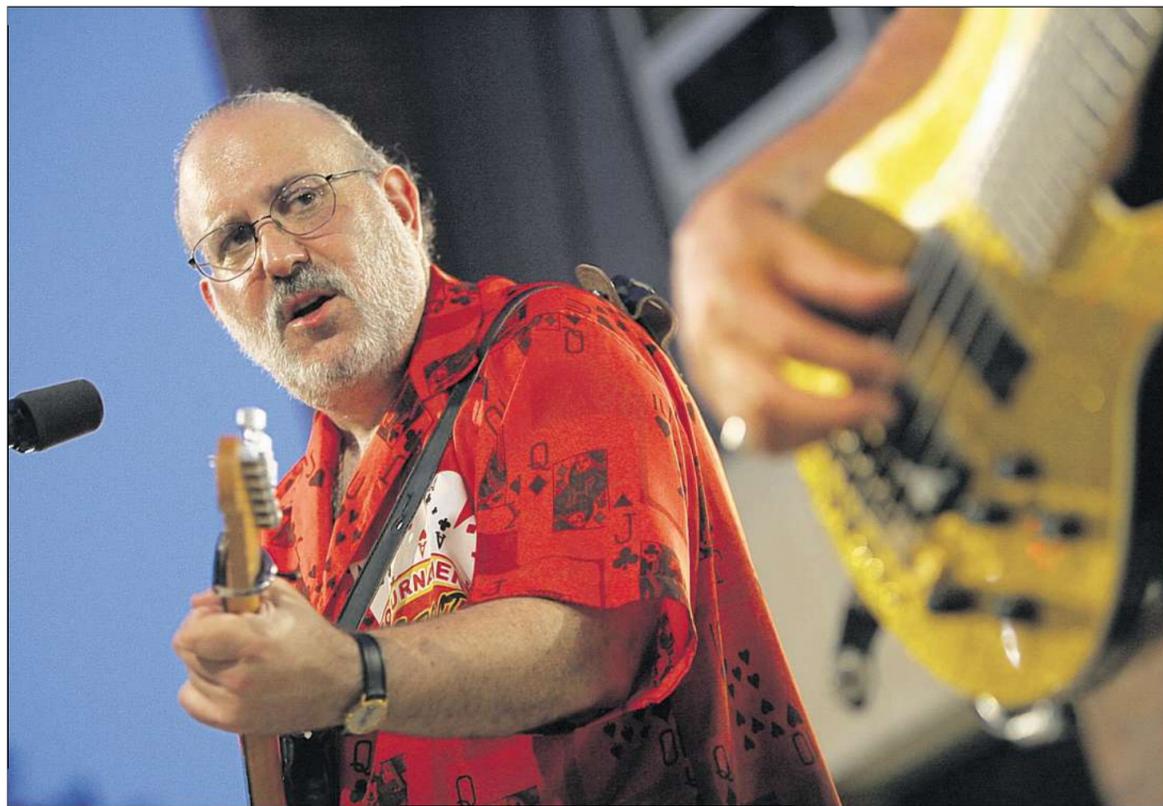
A Monmouth County couple want to fund their children's college education and be able to choose whether to retire at 60. It may require two incomes. **Page 6**

Sunday Star-Ledger



SUMMER JOBS

Rock around the clock



Glenn Taylor of North Caldwell performs with his oldies band, the Kootz, in Scotch Plains. During the summer, the band is booked every night.

PHOTOS BY SYLWIA KAPUSCINSKI/FOR THE STAR-LEDGER

The Kootz

Business: Rock 'n' roll band that plays "covers" of hit songs in bars, town parks and street fairs.

Employees: 12 band members

Founding member: Glenn Taylor, whose full-time job is running a recording studio in Caldwell

Niche: Energetic renditions of songs, mostly from the 1960s and 1970s, which are the staple of oldies and classic-rock radio stations. The band's Web site lists approximately 900 songs from which set lists are compiled.

Season: The Kootz performs year-round, but plays nightly from late June through early September.

Marketing strategy: The band's Web site (www.thekootz.com) with song lists, biographies, pictures and show dates; e-mail list with 9,000 names.

Major costs: Transportation (\$500-\$600 monthly in gas and tolls); Web-site hosting and design (\$200 monthly); phone (\$200-\$300 monthly, to prepare for peak season); motel rooms, when needed (\$100 per night per member)

Primary revenue: Average gross from playing gigs is \$5,000 per week (about \$100 per band member per gig).

Miscellaneous revenue: Kootz CD, T-shirts, baseball caps, bumper stickers and the Kootz Kandy Bar

For the Kootz, warm-weather gigs keep oldies musicians playing every night

BY ED SILVERMAN
STAR-LEDGER STAFF

The opening night of Millburn's summer concert series had a picture-perfect quality to it. The sky was clear, the air was cool and the cans of iced tea, bobbing in tubs on a folding table, were free.

Scattered about the rambling field in the town park, parents kibitzed in lawn chairs, teenagers congregated in cliques and small children ran around squealing with pleasure. And the soundtrack was just right for the Baby Boomers who dominated the crowd: The band cranked out songs by the Doors, Cream and the Animals.



Peter Sance of Edgewater, a member of the Kootz, sings to Sara Greene, 5, of Scotch Plains, in front of the township municipal building during the show.

On stage, Glenn Taylor was also enjoying the scene. Although for the balding, pony-tailed guitarist, the evening wasn't about relaxation. The show marked the kickoff of another summer of endless touring for the Kootz, an oldies band Taylor formed several years ago to improve his chops, have a little fun and make some cash.

"The summertime is a big surge for us. I always try to capitalize on the season," said Taylor, 52, a North Caldwell resident who calls himself "chief Kootz and bottle washer." "We're basically stocking the lake for the rest of the year, because we make more money from the town gigs than the taverns we play other months."

It's easy to see why. Most of the year, the Kootz plays a few nights a week. This summer, from mid-June through Labor Day, the band is booked every night, thanks to the growing number of outdoor street fairs, town concerts and festivals. Not only that, the outdoor shows generally pay about twice what the bars pay. As a result, the extra summer gigs generate at least 25 percent of the band's annual take.

Of course, playing every night, week after week, can get tiring.

[See **ROCK**, Page 2]

Morristown firm's Denver partner takes charge of ABA

She's president-elect of lawyers group

BY KATE COSCARELLI
STAR-LEDGER STAFF

The lawyers weren't playing nice.

Tempers flared and voices boomed as they went at it a few years ago about what client secrets they should be allowed to keep, whether they could have sex with clients and what latitude prosecutors were permitted when talking to suspects.

As chair of the American Bar Association's House of Delegates, the group's policy-making body, the role of referee fell to one woman.

It wasn't pretty or easy, but Karen Mathis kept the discussion on track, making sure everyone got their say without getting too rowdy or going on for too long. In the end, the group adopted the first major overhaul to the lawyers' ethics code in a quarter-century.

"It was very contentious," said Lawrence Fox, a Philadelphia lawyer who was one of the most vocal lawyers during the debate. "She got us through. She was the cool head who not only made everyone feel like they were being treated fairly, but also managed to make the train run."

Now, Mathis, 55, a partner with the Morristown firm McElroy, Deutsch, Mulvaney & Carpenter, is poised to take that cool head to a larger stage.

In two weeks, she will become president of the 400,000-member American Bar Association, the nation's largest legal group, which accredits law schools and has an

[See **ABA**, Page 2]



KAREN MATHIS

Age: 55

Hometown: Born in Providence, R.I., grew up in Colorado, lives in Denver.

Firm: A partner at Morristown-based McElroy, Deutsch, Mulvaney & Carpenter. She works in the Denver office.

What's next: Next month, becomes president of the American Bar Association.

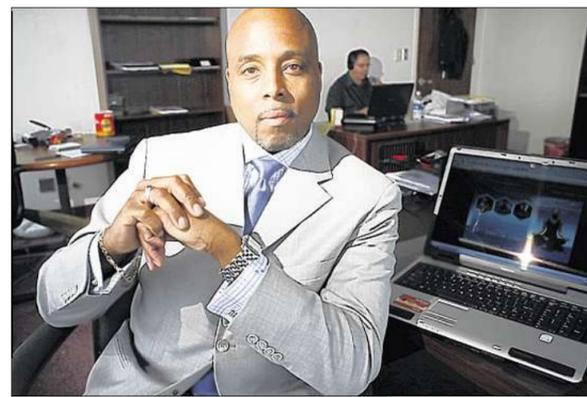
Education: Undergraduate degree from the University of Denver; law degree from University of Colorado School of Law.

As a child wanted to be: A nun

Hobbies: Played basketball in college. Cooking and golf. Has traveled to every continent but Antarctica.

Last book read: "Shadow of the Wind," by Carlos Ruiz Zafón

Favorite movie: "To Kill a Mockingbird"



YUAN HUANG/THE STAR-LEDGER

Tony Cort has launched a silvercast site, MAC Experience, for the martial-arts community.

Martial arts finds home on broadband 'world TV'

BY SHIRA OVIDE
STAR-LEDGER STAFF

Cable-television companies offer channels for golf aficionados, pet lovers, at-home chefs and nearly every passion in between.

So why not for martial arts?

That is what Tony Cort, a marketing veteran and practitioner of taekwon do, thought for seven years as he worked to persuade cable operators to put martial arts on the air. Eastern-influenced practices are everywhere: the hugely successful Matrix movies, a host of video games and a yoga studio on every corner.

But after seeing the spiraling costs of a potential distribution

deal, Cort's 30-employee Newark company, Breakthrough Interactive, had a breakthrough of its own. "We had to change the distribution model," Cort said.

He turned to the emerging medium of broadband television, or TV via the Web.

As more and more Americans have access to broadband, or high-speed Internet, they are hungry for entertainment beyond text. Content providers and advertisers are gleeful to tap into the huge audience, driving the Web revolution into video, and fast.

"We're in its nascent stage," said Jill Rosengard Hill of media

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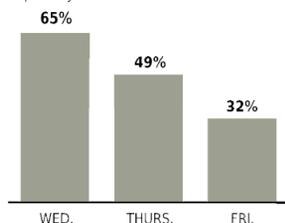
BEHIND THE NUMBERS

Markets expect pause in rate increase

The chances of an interest-rate increase when the Federal Reserve meets Aug. 8 plunged this week, at least as far as the futures markets are concerned. The optimism from futures traders was primarily based on two days of congressional testimony from Fed chairman Ben Bernanke, who had soothing words about inflation. Whether there will be more rate increases after the Fed's August meeting or later this year still is anyone's guess; some economists still see the Fed pushing its federal funds target rate as high as 6 percent, from 5.25 percent. Others think the cycle of rate hikes is done.

SOURCE: MarketWatch

CHANCE OF AN AUG. 8 RATE HIKE
Implied by the futures market



SCORECARD

HIGH

Soaring fuel prices and a surging airline profit sound like an unlikely mix. But Continental Airlines blended cost-cutting with higher fares to achieve a near-doubling of second-quarter net income. "Our plan is working," said Continental chief executive Larry Kellner.



LOW

Rising interest rates should be good news for a bank because it can charge more for loans. Problem is, it must also pay more to attract deposits and manage the spread. It's a "rate-crazed world," said Vernon Hill, CEO of Commerce Bancorp, while reporting flat quarterly earnings.

