

TALKING

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in Bogotá, in Colombia. We believe that's perfunctory. ... It's not unlike what we saw with Cancún, [Mexico]. Orlando-Cancún, the thought would be that pretty much [the] origin [is] in Orlando — Cancún is a destination. But what we're finding is quite a bit of originating traffic in the Mayan Riviera. Which is great. I mean, it's people who live there, they work there and they come to Orlando. I'm certain we're going to see a significant amount of origin traffic in Bogotá. And we're seeing the same across [the board], whether it's Santo Domingo or the locations across Puerto Rico as well. It's really exciting. Because I think airlines in the past have looked so much at Orlando as a destination from the United States, and clearly the 48 contiguous states. And we're looking at it [as], 'No, it's 360 degrees of the compass.'

Q: When you fly person-

ally, what do you look for in an airline?

A: Specifically, when I'm flying on JetBlue or another carrier, I'm looking for a personal connection. I really want to be treated as an individual as opposed to I'm just a piece of produce going through a register. So that attention to detail: Is the cabin clean? Are there name tags? Is the lighting right on the airplane? Can you hear the announcements? I think those are the very subtle little things where somebody says, "You know, I just felt really good about that flight."

Q: Christmas is coming. What do you want?

A: I want a strong economy. And, oh, by the way, for my stocking stuffer I'll take a little oil. So I can maybe turn that into my other gift, which would be my own refinery. So we can control our own destiny with our costs.

This report has been edited for space considerations. For more of the interview, go to OrlandoSentinel.com and click on Business.

MARKETS

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change, where consolidated volume came to 5.81 billion shares, up from 4.37 billion Monday.

The dollar was mostly lower against other major currencies, particularly the euro. Gold prices rose.

Light, sweet crude fell 91 cents to settle at \$43.60 a barrel on the New York Mercantile Exchange.

Battered financial stocks led the market's advance. Goldman Sachs Group Inc. re-

ported its first quarterly loss since it went public in 1999, losing \$2.29 billion during its fiscal fourth quarter. But investors apparently were relieved that the loss wasn't wider and sent the stock up \$9.54, or 14 percent, to \$76.

Other financial names jumped. JPMorgan Chase & Co. rose \$3.72, or 13 percent, to \$32.35, while Wells Fargo & Co. gained \$3.71, or 14 percent, to \$29.78.

For the gains in stocks to hold, McDonald said the credit markets need to show signs that fear is dissipating. Stocks have shown ad-

vances since their Nov. 20 low. Trading has been less volatile than in the previous three months. In the past 54 trading days, 18 had moves of at least 5 percent. In the previous 53 years there had been only 17 days with moves greater than 5 percent.

Since Nov. 20, the Dow is up 18.2 percent, the S&P 500 is up 21.4 percent and the Nasdaq is up 20.8 percent.

The rate decision came on a day when investors received two more pieces of evidence that the economy was worsening: The Commerce Department reported a 18.9 percent

drop in new-home construction in November, and the Labor Department said consumer prices sank 1.7 percent.

Richard E. Cripps, chief market strategist for Stifel Nicolaus, said the recent string of downbeat economic readings could eventually convince Wall Street that the economy has hit bottom and could be poised for a modest recovery. In past downturns, the data remain weak long after the economy has begun to recover.

"The idea is it's so bad that maybe it doesn't take much to go up from here," he said.

VISA

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year. Their company, DynaSource, sells radiation oncology machines to Florida hospitals and clinics. Chiavegatti and Zambon said launching their business in the U.S. was easier than it would have been in Brazil, where they said rampant corruption and lack of capital are big hurdles.

"From the difficulty we have in Brazil selling this equipment, selling it here is a piece of cake," Chiavegatti said.

"Crisis?" said Zambon. "You have to go to Brazil to see what a crisis is."

Immigration lawyer James Lavigne said people such as Chiavegatti and Zambon are vital to the U.S. economy because their visas stipulate that they must hire American workers.

"The best time to start a business is when business is bad for everybody," Lavigne said. "It helps our economy now because people are bringing money here to in-



JACOB LANGSTON/ORLANDO SENTINEL

Renato Rosa, owner of ArtiPlacWood, takes a break at his Orlando business recently. He imports several types of wood, including Brazilian teak (above), garapa, tigerwood and walnut.

vest and hire people." Carlos Thurdekoos, a business broker whose clients include foreign nationals, said plummeting real-estate prices have allowed many foreign start-ups to expand cheaply and fill a void in the marketplace.

placing themselves to provide services in the midst of the crisis," he said.

Rosa and Chiavegatti already have plans to expand their businesses. Chiavegatti said he has hired two people and plans to hire a few more in coming months. He is in negotiations to sell four ma-

chines — at \$300,000 to \$400,000 each — to local hospitals and clinics.

Rosa is taking advantage of real-estate bargains and will close on a warehouse for his business next week. He said the warehouse will benefit him and the U.S. economy.

"There's a trickle-down effect," Rosa said. "When I buy the warehouse, I have to pay taxes on the warehouse, and I have to hire people to run the warehouse."

One concern for Rosa and Chiavegatti is that their companies must be successful for them to remain in the U.S. The recession makes their residency status even more tenuous.

Both men have bought homes and plan to reside permanently in Orlando. They said they aren't worried about returning to Brazil if their businesses fail.

"We're still excited. If we're all negative about the crisis, then it's going to get worse," Chiavegatti said.

Rosa also has a positive outlook.

"This is a challenge for me, but this is also a dream for me," he said. "Hopefully I'll reach the American dream."

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