

Turning green into green?

Mutual funds that invest in "green" businesses, while down this year along with the rest of the market, have shown some impressive returns over the past three years.

FUND	INCEPTION	YEAR TO DATE RETURN	3-YEAR ANNUALIZED RETURN
Portfolio 21	1999	-4.96%	13.03%
Green Century Balanced	1992	-4.60%	5.95%
Green Century Equity	1995	-5.74%	6.05%
New Alternatives	1982	-7.87%	22.52%
Sierra Club Stock	1998	-6.95%	4.38%
Winslow Green Growth	2001	-22.97%	13.14%
Guinness Atkinson Alternative Energy	2006	-9.60%	N/A
Spectra Green	2000	-10.84%	17.26%

THE STAR-LEDGER

SOURCE: Morningstar

Usual rules apply to eco-friendly investing

BY JEFF MAY
STAR-LEDGER STAFF

If you chose this year to sink some money in green stocks, you may be seeing red.

Mutual funds and other baskets of stocks that focus on eco-friendly companies are almost uniformly down since the beginning of the year, according to data compiled by Morningstar. One of the oldest funds, Winslow Green Growth, outperformed the S&P 500 during the past five years, but has slipped almost 23 percent since Jan. 1.

Still, concerns about climate change and spiking oil prices aren't

going away, and that creates a perfect environment for companies that are peddling alternative energy sources or just doing a better job husbanding natural resources.

"Clean energy has been overhyped," said Jack Uldrich, author of "Green Investing," a guide to picking stocks of companies that are good stewards of the environment. "Having said that, however, some of these companies are really good, long-term investment opportunities."

There are a number of reasons why some eco-friendly stocks have flourished. The shaky economy

has made businesses cautious about making big capital investments, and wind farms, cleaner-burning manufacturing plants and more fuel-efficient truck fleets are anything but cheap.

The solar power sector also took some lumps earlier this year when Wall Street fretted about the supply of silicon for solar cells and a glut of competitors.

Other investors worry the boom in emerging green technologies is a mirage, akin to the tech bubble at the start of the decade.

Cliff Fiegenbaum, founder and editor of Green Money Journal, an

independent newsletter that tracks the industry, said he expects a shakeout of some eco-friendly companies that are not what he calls "true players."

But green investing is no fad, he said. "This is the rational future choice for us," he said. "I absolutely think it's going to grow."

If you're planning to put your green into green stocks, remember the old rules for safe investing still apply:

■ Know which way the political winds are blowing.

The Bush administration is not [See **INVESTING**, Page 2]

Old 'fox' is in new territory

Cagey ex-lawmaker aids drug industry

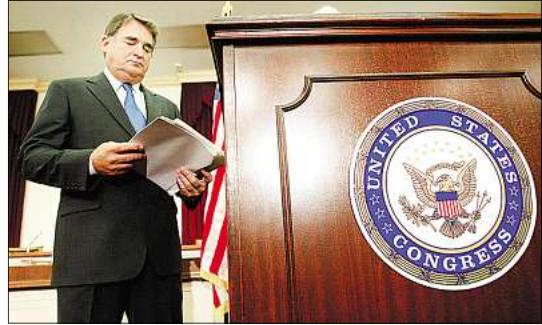
BY ROBERT COHEN

STAR-LEDGER WASHINGTON BUREAU

When he served in the House of Representatives — 15 years as a Democrat, his last nine as a Republican — Billy Tauzin had two monikers.

One was the self-proclaimed "Cajun ambassador to Congress," signifying his folksy Southern demeanor. The other was the "Swamp Fox," a name given to him by folks back home in Louisiana who appreciated his cagey political acumen.

Tauzin is now bringing those well-honed skills to bear in his \$1.6 million-a-year job as lobbyist-in-chief for the pharmaceutical industry. For the past



MARK WILSON/GETTY IMAGES

three years, he has headed the Pharmaceutical Research and Manufacturers of America, the well-heeled trade association that represents powerful drugmakers such as Bristol-Myers Squibb, Merck, Pfizer, Schering-Plough and Wyeth.

Facing a less-than-friendly Democratic Congress, a host of drug-safety issues and public anger over high drug prices, Tauzin has launched a series of high-priced public relations and lobbying campaigns aimed inside and outside the Beltway.

"Advocating in a partisan environment is not fun, and when more than half the people in America think you stink and you are trying to save lives, there is something wrong with that equation," Tauzin said in a recent interview at the association's headquarters, midway between the White House and Capitol Hill.

Addressing drug company CEOs after Democrats took control of Congress in 2006, Tauzin, 64, produced a rubber alligator to symbolize the tough political climate, and to lay out his strategy.

[See **TAUZIN**, Page 2]

JOE BRIER/FOR THE STAR-LEDGER

Billy Tauzin, above, once chaired the House Energy and Commerce Committee. Now, right, he is head of the pharmaceutical industry's lobbying efforts in Washington.



The Dow is down! Prepare the verbs!

In tough times, market is worth 1,000 words

BY GREG SAITZ
STAR-LEDGER STAFF

Dip. Drop. Fall. Slide. Slip. Stumble. Plunge. Plummet.

Gain. Jump. Bounce. Limp. Surge. Rocket. Soar.

The stock market has done it all in the past six months. If you didn't know any better, you might think the Dow Jones industrial average was an 8-year-old boy at summer camp.

Journalists at newspapers and radio and TV stations love words; they're the media's friends. And what are friends for, except to provide support and encouragement, to be a companion through good times and bad?

"You get bored," said David Brancaccio, who spent 10 years hosting "Marketplace," a daily business show on public radio. "Like baseball writers, you have to come up with some other way of capturing people's attention."

Brancaccio, who lives in Maplewood and hosts the PBS program "NOW," can acknowledge from a safe distance (he left "Marketplace" in 2003) that he sinned. Presiding over the show during the Nasdaq swoon in the early 2000s, he once described the markets as having been "sucked into the vortex of doom."

At least give him credit for originality. Still, the newsman can offer a lesson for those who've followed him.

"Sometimes," he said, "simplest is best."

But broadcasters aren't the only ones who've transgressed. Print journalists, no doubt egged on by editors imploring them to help explain the markets to readers, have broken the glass on "plummeted," "plunged," "surged" and "soared" many times since October.

Chris Roush is trying to stop the madness. Roush teaches journalism at the University of North Carolina and is director of the Carolina Business News Initiative. He spends an entire day in his classes talking to students about covering the markets and advising them which verbs are and are not okay to use in describing market machinations.

"The only one I have a violent opposition to is when I see a story that says the market was unchanged," Roush said. "A less visceral reaction is when I see the word 'plunged' for only a 1 percent or 2 percent drop. That's not really a plunge."

"To me, 'rose' and 'fell' are kind of like 'said,'" he noted. "There's nothing wrong with them if you use them over and over again writing about [See **WORDS**, Page 2]

WINNERS + LOSERS

ALAN MULALLY



Investors, start your engines. Ford Motor and Chief Executive Alan Mulally amazed Wall Street on Thursday when it reported a surprise profit of \$100 million for the first quarter. Analysts, however, warned the Detroit automaker has a long way to go.



STARBUCKS

Starbucks certainly has grounds for gloom. Shares of the coffeehouse chain spilled to a four-year low Thursday after it warned second-quarter and full-year profit would decline because of decreased traffic at its U.S. stores. Starbucks also said it was pulling back on its entertainment unit.

BUSINESS 101 STUDY HALL

All this month, we are profiling the economic reports most likely to captivate the market — and the Federal Reserve. This week, it's all about big-ticket items.

TUESDAY: The consumer confidence report could more accurately be called the "consumer gloom" report these days. Expect another dour installment.

WEDNESDAY: We'll get our first report on the growth of the overall economy during the first quarter. Analysts expect the Gross Domestic Product to grow a paltry 0.2 percent, at an annual rate.

THURSDAY: Personal income continues to edge up at about the rate of inflation, but real spending has been stagnant since November. Expect to see more of the same as we wrap up the series.

INSIDE

SHORTENING YOUR JOB SEARCH

Lost your job? Here's how to avoid the mistakes that can unnecessarily lengthen the time you take to find work.

Career Coach, Page 3

