



# USA TODAY MONEY™

## Learning to run family business

College courses help next generation, 6B



TONY HOLZBACH, BY MICHAEL MUEVEY, FOR USA TODAY

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### MONEYLINE



Ad selling Grey Poupon in 1995.

### PARDON ME ...

#### CAN RETRO KRAFT AD CUT — AND SELL — THE MUSTARD?

Grey Poupon's humorous "Pardon Me" commercial returns to TV for the first time in 16 years on Sunday's Academy Awards show. An updated spot will air as owner Kraft Foods tries to lift the brand's sagging sales. As before, a snooty English gentleman in a chauffeured car pulls alongside another car and asks, "Pardon me, would you have any Grey Poupon?" "But of course," comes the reply, and a jar is handed over. What's new: The first car speeds off and a chase ensues.

### FBI JOINS INVESTIGATION OF HEINZ PRE-DEAL TRADING

The FBI is working with the Securities and Exchange Commission in its investigation of suspicious options trading in Heinz shares a day before Berkshire Hathaway's offer to buy Heinz last week. "The FBI is aware of the trading anomalies the day before the Heinz announcement. We are consulting with the SEC to determine if a crime was committed," said FBI spokesman Peter Donald in the bureau's New York City office. The SEC has said unknown traders earned more than \$1.7 million on trades through a Zurich-based account.

# Pump, pay, groan, repeat

## Gas prices on a record run?

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After sending consumers into sticker shock the past month, how much more can gasoline prices climb?

Another 20 to 50 cents a gallon — a level that could propel the cost of gasoline, now \$3.75 a gallon, to all-time highs, some experts say.

Gasoline prices typically climb from February to Memorial Day on expectations of rising consumption and costlier summer-blend gas. But so far this year, prices are surging

sooner and faster than ever before — up 45 cents since mid-January.

Consumers in some areas, such as Southern California, are already paying nearly \$5.20 a gallon, up more than 75 cents since December lows.

"The gas petro-noia season moved up this year," says analyst Tom Kloza of the Oil Price Information Service. "A lot of speculators bet on higher prices beginning earlier in the year."

Kloza is among longtime industry observers sticking to forecasts that prices will peak at about \$3.95 by early April. But others say prices will eclipse July 2008's record \$4.11.

"Lots of people are panicking, but there is room to go higher," says Atlas Commodities oil broker Carl Larry, who expects \$4.10 to \$4.25 a gallon gasoline.

Larry's rationale? The sluggish economy and stubbornly high unemployment rate have done little to

## Gas price map, 2B

What the pumps show nationwide

curb consumer demand. If either gains momentum, prices will rise. Moreover, political unrest in the oil-rich Middle East, refinery woes or prolonged natural disasters could cause additional jumps in crude oil and wholesale gas prices. "A lot could happen to make prices go up," he says. "I don't see a lot to push prices down."

Kloza, however, says consumers have balked at \$4-a-gallon gas in the past and are likely to cut back as prices approach that level.

"Crude oil is now about \$96 a barrel. It was at \$145 when gasoline prices hit the \$4.11 record," says Kloza, who expects the recent run-up to lose steam.

"Whatever you pay on St. Patrick's Day will be considerably more than

you'll pay on July 4th or Labor Day," Kloza says.

Benchmark West Texas Intermediate crude oil rose 80 cents to \$96.66 a barrel Tuesday, but gasoline futures eased 1.7 cents from a four-month high, to \$3.12 a gallon.

Crude has yet to test January's seven-month peak of \$98.25 a barrel, notes Brian Milne of energy tracker Tilverton DTN.

"Based on what we've seen up to this point this year, I definitely see more upside, but it will be difficult to puncture through \$4 a gallon and stay above it," says Milne, who expects price jumps to slow to 5 cents a gallon a week over the next month.

Prices are expected to remain highest in California, the Midwest and Northeast, Kloza says. California currently averages \$4.17 a gallon. Lowest: Wyoming and Montana, averaging \$3.19.

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