

old-fashioned comic strip, for which Belgium, birthplace of the Smurfs and Tintin, is famed. —SL



February 20

## Gun It

9TH INTERNATIONAL DEFENSE EXHIBITION & CONFERENCE

Abu Dhabi, United Arab Emirates

22  
SUN

Christmas comes in February for defense contractors. Thanks to its enormous military budget, China is the biggest target for the kinds of companies that will hawk everything from battleships to bullets at this five-day fair. But as a belligerent Iran continues to spook its neighbors, sheikhs and emirs are expected to put on quite a dirham-flashing display. The Saudis, in particular, will likely be buying. According to defense bible Jane's, the kingdom is expected to grow its \$38 billion military budget by more than 5% by 2010, making it the world's fastest-growing defense market after China. —TB

## Charge Up

RENEWABLE ENERGY TECHNOLOGY CONFERENCE & EXHIBITION

Las Vegas

25  
WED

Ah, Vegas: the lights! The millions of sparkly, shiny, it-looks-like-it's-day-even-at-night lights! Sin City's electrical consumption means about 1.2 million metric tons of CO<sub>2</sub> emissions per year, which makes it the perfect place to explore the promise of renewable energy. Sessions on green jobs and eco-driven venture capital have been added in anticipation of the new management in the White House, specifically that \$150 billion investment in renewables that Barack Obama touted during his campaign. That's change the renewable-energy industry wants to believe in—and cash in on. —SDA

**Numerology: The Business of Roses** Know what's a blooming big business? Roses! And while you may not love Valentine's Day, flower people do—it's the busiest day of their year. Here's a look at this fragrant industry, with an assist from Douglas Brenner and Stephen Scanniello's new book, *A Rose by Any Name*. —Kate Rockwood

**A NEW** rose name may have a maximum of 10 syllables and 30 letters, a rule set by the International Cultivar Registration Authority to curb names like **SOUVENIR DE LA PRINCESSE ALEXIS SWIATOPOLK-CZETWERTINSKI**.

On Valentine's Day 2008, **214** million roses were sold in the U.S. That year, 59% were **RED**. Around Valentine's Day, rose prices typically **spike 42%**.

After 18 years of research, the Japanese firm Suntory did something that had long been thought impossible. It created **BLUE ROSES**, roses, inserting a pansy gene into the mauve **Cardinal de Richelieu**.

The potential market for **blue ROSES**, which will hit flower shops this year, is estimated at **\$303.5 million** annually.

In 1898, a single rose went for **\$3.75** at New York florists. Adjusted for inflation, that's about **\$93**.

Only 7% of all **CUT ROSES** sold in the U.S. were imported. Today, more than 90% are. Two-thirds of those 1.5 billion-plus foreign-born stems come from **COLOMBIA**.

The average price of a **DOZEN** long-stemmed red roses last year: **\$80**.

There are more than **15,000** different rose **SPECIES & CULTIVARS** cultivated worldwide.

The rose is the state flower of four states: **Idaho, North Dakota, New York, and Georgia**.

To select the cultivar that would bear her name, **Barbra Streisand** auditioned three hybrid teas for two years in her garden, which has 1,200 roses. **"Barbra Streisand"** is a lavender hybrid tea with a pink blush.

“THE NIGHTS were long and cold and scary/Can we live through February?” —Joan Baez



with its novel High Performance Green Building Policy "feebate" system for new construction: fees for conventional projects, waivers for some green improvements, and rewards for the über green. The plan is expected to help the city cut 80% of carbon-dioxide emissions from buildings by 2050. It could add up to—gaspl—128 jobs too. Hey, at least it's better than layoffs. —ACL

## Generate

### HANNOVER MESSE 2009

Hannover, Germany

**20** MON Talk about a big tent: With 13 trade shows, 200,000 visitors, and 1,800 lectures, this 62-year-old fair is the world's largest for industrial technology. This year marks the debut of a show, *Wind*, focusing on one of the fastest-growing areas in alternative energy. Over the past five years, worldwide wind-power capacity has grown more than 20% annually. Ironically, Hannover Messe is adding the show just as Germany loses the title of **world's windiest nation**; for years, it had been No. 1 in the world for most installed megawatts, until the U.S. surpassed it just a few months ago. —ACL

## Get Cracking

### RSA CONFERENCE 2009

San Francisco

**20** MON If you're going to spend five days discussing the arcana of information security, you'll probably need a little comic relief. That's why attendees at the RSA conference exchange "Fun Ribbons," which feature original tech puns and pick-up lines. Previous gems include "Brainy: The New Black," "Will Code for Food," and "Ask Me About My Password." We expect (even) better from this year's crowd, especially since the keynote will be given by *MythBusters* funnyman Jamie Hyneman and Adam Savage. "By the final day, you'll see people with ribbons all over their ID badges," says Sandra Toms LaPedis, general manager of the RSA. "They love expressing their personality." We're laughing with them, not at them. —DM

**Numerology: The Golf Economy** Millions of men and women rise in the early morning to don plaid and shout "Fore!" On April 9, millions more will park themselves in front of their TVs as the 73rd Masters Tournament begins in Augusta, Georgia. Here, a look at the business behind this centuries-old sport. —Kate Rockwood



APRIL IS National Pecan Month, Financial Literacy Month, Stress Awareness Month, Alcohol Awareness Month, Jazz Appreciation Month, National Car Care Month, and National Facial Protection Month.



## Preserve

### OPENING OF THE NEW ACROPOLIS MUSEUM

Athens, Greece

20  
SAT

It has taken four architecture competitions and 33 years for the Greeks to settle on a design for the New Acropolis Museum and build the thing. The winning vision—that of New York architect Bernard Tschumi—boasts balcony views of the Parthenon and a glass floor that reveals **archeological remains underfoot**. This museum has a grander purpose: winning back the Elgin Marbles, a set of sculptures removed from the Acropolis and spirited to Britain in the 19th century. Britain has maintained that its world-class museums are the best home for the artifacts. This is Greece's concrete argument that it won't stop until it's got all its marbles. —ABHA BHATTARAI

## Appreciate

### FATHER'S DAY

21  
SUN

When Father's Day was first proposed in the early 1900s, people laughed. Sure, Mother's Day was fine, but Father's Day? Ha! In a letter to the editor, one *New York Times* reader asked, "What's next, Household Pet Day?" Never mind the ridicule: Father's Day is now celebrated around the world, to the delight of retailers everywhere. In 2008, Americans spent \$11 billion on Pop, \$700 million of it on greeting cards. But you don't have to shell out to **show Dad you love him**. An awkward three-minute phone call will suffice. —ZW

## Recast

### INTERNATIONAL PLASTICS SHOWCASE

Chicago

22  
MON

The \$400 billion plastics industry would like you to know that its products are becoming greener, lighter, more efficient, and **less evil**. Firms including Telles, a joint venture between Archer Daniels Midland and Metabolix, are making plastics from materials such as sugar and castor oil, while others are finding novel ways to reuse plastic. One example: Wyndham Hotels' staff will soon begin wearing suits made of recycled plastic. That's a uniform fit for the future. —AB

## Cover

### WIMBLEDON 2009

London

22  
MON

Rain, rain, go away, come again... never! There's a new retractable roof over **Centre Court**. It doesn't promise a total end to the weather delays that plague this hallowed tennis championship—it takes 10 minutes to close the roof and up to 30 minutes postshower before play can resume—but at least spectators



June 20

## Numerology: Wedding Season

Here comes the bride! And another! And another! And another! June is peak season for getting hitched—and for the lucrative nuptial industry, from gowns to flowers to catering. Here's a look at the facts and figures of weddings. —Kate Rockwood



- JUNE IS National Iced Tea Month, Perennial Gardening Month, National Bathroom Reading Month, Gay Pride Month, Dairy Month, National Steakhouse Month, and National Rose Month.



**NUMEROLOGY: Hot Dog!** Want a wiener? Americans will eat about 2.3 billion—a disgusting eight per person—during National Hot Dog Month. National Hot Dog Day is July 18th, but the 4th is the biggest dog day. Here's a look inside the business of America's favorite sausage. —Kate Rockwood



“If you don’t get  
the magazine  
from the  
Rotman School  
of Management,  
aptly called  
*Rotman*,  
you’re making  
a mistake.”

Bruce Nussbaum

Assistant Managing Editor, *BusinessWeek*  
(online blog, September 27, 2006)

Subscribe to Rotman Magazine today:

[www.rotman.utoronto.ca/subscribe](http://www.rotman.utoronto.ca/subscribe)

One Year (3 issues): \$95.00

Two Years (6 issues): \$135.00



**Rotman**  
a new way to think



## Post

### BLOGWORLD & NEW MEDIA EXPO

Las Vegas

15  
THU

Whatever you do, don't confuse the BlogWorld & New Media Expo with that other techie meeting in Austin. "South by Southwest is spring break for geeks," sniffs event chief Rick Calvert. "We're

more focused on educating online content creators from all communities," including sports, business, and politics. In the past, the expo has lured **boffo bloggers** such as Guy Kawasaki and Glenn Reynolds. This year, Calvert expects even more "social-media rock stars," and he hopes that they will all embrace

BlogWorld's latest tradition. "We're going to do tech karaoke," he says, "and it's going to be grand." —DM

## Daydream

### WHERE THE WILD THINGS ARE

Directed by Spike Jonze

16  
FRI

Forget the beloved storyline (a kid wakes up in monsterland); the all-star director (Spike

Jonze); a famous author as screenwriter (Dave Eggers cowrote with Jonze); stunning visuals (Imax); and the kiddie-lit legend who penned the story in the first place (Maurice Sendak). The film's luckiest charm might be **Catherine O'Hara**. Best known for her roles in Christopher Guest's mockumentaries (*Waiting for Guffman*, *A Mighty Wind*) and for playing Macaulay Culkin's mom in *Home Alone*, the 55-year-old comic actress—who voices a monster in *Wild Things*—has something of a Midas touch with kiddie pics. Since 2004, she has starred in *Over the Hedge*, *Chicken Little*, *Monster House*, and *Lemony Snicket's A Series of Unfortunate Events*. Every one of those films grossed at least \$140 million worldwide. —DM

## Numerology: The Business of Candy

Don't snicker at the confectionery business: Sales in the \$32 billion-plus industry are expected to be up almost 4% this year. Until candy's Christmas arrives on October 31, sate yourselves with these informational bonbons, which, thankfully, can be enjoyed guilt-free. —David Lidsky and Kate Rockwood



## Branch Out

### WORLD FORESTRY CONGRESS

Buenos Aires

18  
SUN

Every year, the loggers and farmers of the world chop and burn an area of forest the size of New York State. That's bad news for the creatures who live in those woods, but it's also grim for the rest of us: **Deforestation** accounts for 20% of the carbon emissions that cause global warming. Which is why the tree-saving policies recommended by foresters and scientists at this summit are so crucial. The



trendy talk may be about nascent energy-efficient technologies and promising innovations that could someday sequester our CO<sub>2</sub>, but as Gerald Steindlegger, head of the World Wildlife Fund's Global Forest Program, points out, "We can immediately reduce emissions by taking action on deforestation now." —TB



OCTOBER IS World Vegetarian Month, Computer Learning Month, National Book Month, International Strategic Planning Month, National Arts and Humanities Month, and National Pasta Month.