

COVERING THE  
DALLAS-FORT WORTH  
METROPLEX

# Dallas Business Journal

## Beating the odds

Spine Team Texas  
Founder David  
Rothbart has  
overcome adversity to  
come out on top.

FACETIME, P37



## TOP NEWS

in Metroplex business

### Southern bound?

Dallas' prestigious medical school, the University of Texas Southwestern Medical Center at Dallas, is looking at the feasibility of a medical school campus in Austin that would focus on research and admit a small number of the "best and brightest" medical students. P6

### Nursing a solution

The University of Texas at Tyler has launched the state's first fully online nursing Ph.D. program in an effort to produce more professors to staff the nation's nursing colleges, which are suffering from faculty shortages. P7

### Arlington vs. Atlanta

Atlanta is said to have the inside track over Arlington in efforts to lure the College Football Hall of Fame away from South Bend, Ind. P8

### Winds of change

Manufacturing conglomerate Trinity Industries Inc., known largely for its railcar division, is growing a business segment that builds the massive steel structural towers that support wind turbines. Trinity says demand is up for wind turbines as the nation looks for clean energy alternatives. P9

### Trading ideas

The Dallas-Fort Worth area wants to increase the amount of trade it does with South Korea, its second-largest trading partner. P10

### Moving on

After 41 years in one place, architectural firm Staffelbach Design Associates is moving because it's outgrown its space. P11

### Union surge

Even though a bill that would have made it easier for unions to organize stalled in Congress, the fight over union organization isn't over yet. P17

### Living example

Billionaire Chuck Feeney's frugal lifestyle and willingness to give away his wealth to the neediest is a lesson for all of us to make the world a better place in the here and now, not after we are gone. P17

Check [dallasbusinessjournal.com](http://dallasbusinessjournal.com) — Get updates on breaking business news all day long

DECEMBER 21-27, 2007 | \$3.00

## The billion-dollar 'solution'

Southwest, American face huge fees if Congress passes greenhouse gas legislation

BY MARGARET ALLEN | STAFF WRITER

American Airlines Inc., Southwest Airlines Co. and the rest of the airlines industry might be forced collectively to pay billions in added fuel costs if Congress approves legislation designed to regulate emissions of the greenhouse gas carbon dioxide.

Transportation fuel — a source of carbon dioxide when it's burned in jets — has been targeted by the landmark Lieberman-Warner Climate Security Act of 2007, which is now making its way through Congress.

BILL P13



## Homebuilders brace for a tough 2008

North Texas could see a 30% decline from market's 2006 peak

BY BILL HETHCOCK | STAFF WRITER

Dallas-Fort Worth homebuilders expect more tough times in 2008, when finicky buyers and high cancellation rates could lead to a 30% decline from the record 50,000 housing starts in North Texas last year.

Building permits for houses in the Dallas metropolitan area already have dropped 38% from a year ago, totaling 18,922 year-to-date through October. Building permits in the Fort Worth-Arlington metro area, meanwhile, have dropped 40%, to



**STILL BUILDING:** A construction worker stirs concrete outside a home being built off Plano Parkway in Plano. A slowdown in home sales has caused Dallas-Fort Worth builders to dial back new-home starts, but not as fast as housing analysts would like.

10,319 during the same period, said Dr. Mark Dotzour, chief economist for the Real Estate Center at Texas A&M University.

"That's a good start," said Dotzour, who since August has been calling for the reduction of housing inventories across Texas to stabilize the market. He said he would like to see permits fall another 25%.

High foreclosure rates and a slowdown in home sales indicate there is little need for new housing, he said. But the continued construction is a matter of survival for some builders, who can cut production only so much before they can't produce enough revenue to stay in business.

Donny Mack, president of the

CONSTRUCTION, P14



#BXNMIXY \*\*\*\*\*CAR-RT LOT\*\*C-027  
#035310519# 10/10/08 P-4 P238  
HARTHA COOK DA 1 DL  
POINT GROUP  
5949 SHERRY LN STE 1800  
DALLAS TX 75225-8084

## Hosting Huckabee

The GOP Presidential  
contender gets a warm  
reception in Dallas.

P4

