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United Way hires leader for fund drive

The United Way of Metropolitan Dallas has hired Stacey Paddock Malcolmson as the agency's new senior vice president and chief development officer at a critical time in its history. She will lead the agency's United 2020 campaign to raise \$300 million by 2015 to fund its radical change in focus. The agency will focus on



STACEY MALCOLMSON

breaking the destructive cycles of high school drop-outs, poverty and unhealthy behaviors over the next decade in Dallas, Collin, Rockwall and southern Denton counties, the area served by United Way of Metropolitan Dallas. Its programs will be grouped into three categories: education, income and health.

Malcolmson starts her new job Feb. 1. "We are thrilled to announce Stacey as the newest member of our leadership team," said United Way of Metropolitan Dallas president and CEO Jennifer Sampson.

"She's an extraordinarily intelligent, experienced leader who brings not only a peak skill set to this job but also a real passion for the meaningful work of United Way. Stacey is an exceptional communicator and an authentic relationship-builder who has already developed an impeccable reputation for excellence locally."

Malcolmson comes to United Way from Southern Methodist University, where she was executive director of alumni giving and relations for six years. Through her work on the Second Century Campaign at SMU, she led a transformation of the Alumni Giving and Relations Program, building a high-performing culture.

Her efforts resulted in explosive growth in alumni giving overall and dramatic increases in alumni giving participation. Malcolmson replaces Rana Smith, who was United Way's chief development officer for more than eight years.

Smith left United Way in June to lead development at Best Friends Animal Society, a national animal welfare organization based in Utah.

"Stacey is the perfect addition to United Way's team — a sophisticated, strategic thinker and a collaborative leader who can form lasting connections," said Debbie Taylor, United Way board chair and regional director for Citi Community Development. "We're very proud to have her lead United Way's development efforts during these exciting years ahead."

Before taking the post at SMU, Malcolmson worked at Dallas-based Frito-Lay Inc., Bayer Consumer Care Division in New Jersey and in investment banking for CS First Boston Corp. in New York and London. She earned a master's degree in business administration from Harvard Business School and a bachelor of arts degree from the University of Texas at Austin.

"I am honored and eager to lead United Way's development efforts to achieve long-term solutions for our community in the key impact areas of education, income and health," Malcolmson said. "I believe in the work of United Way and am grateful for the opportunity to join the organization in changing the lives of North Texans forever."

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Personal Technology

TECH REVIEW

A watchful eye

Wireless webcam uses Skype to let you monitor home

By JIM ROSSMAN
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Wireless Web cameras used to be quite hard to get working correctly, but lately they've become much easier to set up and use.

On the surface, the Lorex Live Connect home video monitoring system (\$299.99, lorextechnology.com) looks like other wireless cameras, but there's more to explore.

The camera has a fixed-focus lens and night vision so it can illuminate the dark up to 22 feet away. A sensor on the camera automatically switches the view from normal to night vision. Resolution of the image is just average. It didn't seem nearly as clear as the camera built into my laptop.

The camera has a rechargeable battery that can power it for up to five hours, or you can leave it plugged in for continuous use.

The camera connects to your home network through an included gateway that plugs in via Ethernet to your Internet router. The gateway and

camera make their own direct wireless connection, so there is no hassle with trying to get the camera to join an existing Wi-Fi network.

This made setup almost a no-brainer as the camera and gateway just found each other.

So how do you watch?

With Lorex, there are two ways to see the video.

If you are within 150 feet of the camera, Lorex includes a pocket-size video monitor. The little monitor has a 2.4-inch color LCD screen, and it can take still photos from the video stream. Pop in the included microSD card, and if you see something on the video you'd like a still photo of, you simply press a button.

The remote monitor really needs no setup. It auto-discovers the camera.

The second way to see the video is really the coolest — through Skype.

When you connect the gateway to your router, the brief setup involves opening a browser and assigning a Skype ID to the camera system.

If you're already a Skype user, don't use your existing Skype ID.

The camera needs its own Skype ID. You can create a new Skype account from the setup wizard.

After a few mouse clicks, you'll be able to make a Skype video call to the camera from any computer, tablet or smartphone.

The cool part is the camera automatically answers the Skype call and starts the video. This means the Live Connect can be more than just a baby monitor. You can keep an eye on your pets or even an elderly relative from anywhere, even in the dark.

The Live Connect was up and broadcasting in less than five minutes and worked exactly as advertised. I'd like to see a little more sharpness in the video, but it's acceptable.

If I were running Lorex, I'd leave out the remote video monitor and let people use their own smartphones and put that money into a higher-resolution video camera.

The Live Connect system can also expand to include up to four cameras.



Lorex Live Connect

Pros: Easy setup. Easy remote access from any device that can Skype.

Cons: Video could be clearer.

Bottom Line: New parents would get a lot of use from this. Also a unique solution for keeping tabs on an elderly relative.

TECH ADVISER

Adapter will plug in iPad overseas

I'm traveling to Europe in a month, and I'm bringing my iPad along. Will I have any problems keeping it charged up? I know their plugs are different. Will I need a different cord?

KWK, Richards on
You are making a wise choice in bringing an iPad along on your trip instead of a laptop.

The iPad had huge advantages over laptops in weight and battery life. In fact, if you have a GSM iPad (AT&T) you can even buy a pre-paid SIM card and use it on your trip.

Most train stations and newsstands have pre-paid SIMs. Be sure you get a micro SIM.

As for power, your iPad's power brick is capable of handling the 220-volt power they have in Europe. All you'll need is the proper adapter for the actual plug.

Apple sells a kit called the World Travel Adapter kit that includes a USB power adapter, iPhone/iPad sync cable and six adapter tips for the USB adapt-



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er. According to Apple, the adapters are good for use in North America, Japan, China, the U.K., continental Europe, Korea, Australia and Hong Kong.

Sounds like the \$39 kit is a pretty good deal, as separately the power adapter costs \$29 and the sync cable is \$19.

While you're shopping, you may want to pick up the iPad camera connection kit from Apple for \$29.

The kit includes two adapters. One adapter has an SD card reader and one has a USB port. Connect either adapter to your

iPad's dock connector and you're ready to import photos to the camera roll of your iPad.

This is not only a handy place to back up your vacation photos, it's also a good way to email them or post them to Facebook so you can share your trip with your friends.

And as long as I'm handing out travel advice, pick up an extra battery for your camera and an extra memory card.

I always start a travel day with two charged batteries for my camera. With memory cards so cheap these days, it might not occur to you to buy a spare.

My 32gb card can hold thousands of photos, but what if I'm traveling and the card suddenly becomes unreadable? It happens.

A spare card for \$10 or \$20 could save your bacon.

Enjoy your trip.
Jim Rossman is a technical manager for A.H. Belo Corporation.

ECONOMY

Recovery is picking up steam

Inflation, housing, hiring offer positive signs for the new year

WASHINGTON — The economy is off to a fast start in 2012.

The outlook for hiring has brightened as applications for unemployment benefits near a four-year low. Inflation remains low, business travel is up, and the home market is showing slight gains after three dismal years.

That's the picture sketched by a flurry of data Thursday. It followed other reports that show the economy began the year with vitality. Companies are hiring more, consumer confidence is up, more people are buying cars, and factories are making more goods. Even bank lending is on the rise.

Many economists caution that it's too early to conclude that the recovery is accelerating. "There's no doubt that the economy is getting better, we just shouldn't get carried away," said Mark Vitner, an economist at Wells Fargo.

Unemployment remains painfully high at 8.5 percent. And inflation-adjusted wages fell over the past year. Housing is still slowing the recovery. And a recession in Europe would weaken growth.

Still, Thursday's reports were encouraging:

- Fewer people sought unemployment benefits last week than at any time in nearly four years. The seasonally adjusted drop was the steepest in more than six years. It reduced the week's total to just 352,000. The four-week average dropped to 379,000. When applications fall consistently below 375,000, it usually signals that hiring is strong enough to lower the unemployment rate.

- Inflation appears to be peaking after surging last year. Consumer prices were unchanged in December. Lower inflation gives consumers more spending power.

Chris Toth for S. Rugaber/The Associated Press

COMPANIES IN THE NEWS

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