



## Get What You Want

Everything is negotiable. Here are some tricks of the trade from former Clinton White House negotiator Martin Latz.

**Get the facts.** Level the playing field with facts and statistics. Knowing that your company's severance packages range from four to six months' pay will help you get what you deserve rather than what you think you need.

**Negotiate by proxy.** There's nothing wrong with admitting that certain situations rattle you. If you're too upset and preoccupied to call your insurance company about a policy, ask another family member or a friend with financial experience to step in and do it.

**Deal only with decision-makers.** Rather than wasting time haggling with a salesman who is not in a position to agree on a car's price without the manager's approval, ask to speak directly to someone with authority.

**Listen, don't talk.** While you should always ask questions and establish a rapport, you might wind up revealing more information than you want to. Smart negotiators present information only at the most strategic times.

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**Bottom Line**  
PERSONAL



### MOMS GROUP

## Bay Area Moms Lead Drive

BETSY ROSENBERG, 49, USED to spend her day like many other Marin County mothers—ferrying her child, her briefcase and the groceries from behind the wheel of an SUV. But then Rosenberg had what

she calls a “car-ma conversion.” The radio journalist and mother of one traded in her gas-guzzling SUV for an eco-friendly hybrid car and cofounded Don't Be Fueled, an advocacy group of about

60 mostly working mothers dedicated to putting a hybrid car in every driveway. The vast majority of cars today run on fossil fuels, while hybrids combine gas and electric.

The group has a public presence, holds educational meetings and is gathering 10,000 signatures in an effort to convince Detroit carmakers that driver moms want lower-emission vehicles that are roomy and safe enough to haul around everything a modern mother has to. “We’re not fuelish,” says Rosenberg, “and we don’t want to be fueled.” Ford and GM have recently rolled out hybrid SUVs or pickups—victories for soccer moms and Mother Earth. For more information, visit [www.dontbefueled.org](http://www.dontbefueled.org).

### INDUSTRY TREND

## Child Care Close to Home and Work

FRUSTRATED BECAUSE THEIR workers can't find flexible and dependable child care, an alliance of Arizona employers, including Intel, Honeywell and AT&T, have joined forces to fund a local network of home-based care for kids.

Aptly named Close to Home, the coalition is now a nationally recognized model that offers employees a free referral service to a pool of prescreened, trained in-home child-care providers. Close to Home is poised to expand into Kansas City, MO, and El Paso, TX, later this year.

Parents who have child-care problems are three times more likely to think about quitting their job than those who do not, according to a

study by Summa Associates, a Tempe, AZ, work/life consulting firm that runs the program. Krisinda Guthrie, a Scottsdale mother who got help from Close to Home in finding a nearby provider for her 4-year-old son, says it's cut down on her child-care angst and on-the-job stress. “It’s just the best thing for my family.”



### WORK AND FAMILY

## Share Job Perks With Your Kids

According to a new survey by the Families and Work Institute, nearly 70 percent of mothers say they like their work “a lot,” but only 42 percent of their kids say they see that positive attitude. “Parents often forget to talk about the good stuff,” says Arlene Hirsch, author of *Job Search and Career Checklists*. As a result, “kids aren’t getting the big picture.” But the more we discuss how fulfilling the job is and what our paychecks buy us, the more our kids will see the benefits of work.

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