

UMBRELLA NEWS

Umbrella Museum Contributions

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The **Windbrella** has been invented by Glenn Kupferman, out of necessity for a golfer who was always annoyed by a recurring problem, in which the golfers' umbrellas would flip inside out in wind and rain. This umbrella has two layers of nylon canopy: the lower layer has a mesh center, for venting; updrafts of air flow through the mesh and between the canopies instead of being caught, as they are in most umbrellas. The flow causes less air pressure on the umbrella—and fewer inversions. Available to golfers and also via the Website: www.windbrella.net, Hammacher Schlemmer catalog, country clubs, and promotions for upscale automobiles.

He has also created a different umbrella, called the **Solardeck**, which has features of the **Windbrella** and helps protect users from the sun's ultraviolet rays.

UMBRELLAS AND TAXIS

Anyone who's spent any time in New York City knows that when it begins to rain, two things happen immediately: It becomes easier to buy an umbrella and it becomes harder to hail a cab. As soon as the first few drops fall, people appear on the street selling cheap umbrellas, while a lucky few pedestrians occupy all the available cabs.

Why does an increase in demand produce opposite effects on supply – more available umbrellas and fewer available taxis? The answer is the nature of the resources themselves. Umbrellas are small and inexpensive to store, so it's easy to take them out when it's raining and put them back when the rain stops. Additional umbrellas can be deployed in response to demand.

Taxis, on the other hand, are large and expensive to store. In addition, taxis have all sorts of up-front costs: registration for a yellow cab or car service, license for the driver, local regulations, the cost of an automobile. These up-front costs can be high or low, but whatever they are, they set some maximum number of cabs available in the city on any given day. And if it starts raining, too bad: Additional taxis cannot be

deployed in response to peak demand. Every city has a total number of cabs which represents a compromise between the number of potential riders in sun vs. rain, or 4 a.m. vs. 4 p.m., or April vs. August.

GATES DELUGED WITH UMBRELLAS

Security personnel went on a pre-emptive strike Sunday, walking the plaza around Paul Brown Stadium to stop people with prohibited items before they reached the gate. It worked – sometimes.

Still, large boxes set up outside gates were filled to overflowing by umbrellas— with no guarantee they'd be there when the owners returned after the game. These are the new NFL-wide rules, prompted by heightened security concerns after the terrorist attacks on Sept. 11: No umbrellas, no coolers except small, soft-pack versions, and no bags or backpacks too large to fit under seats.

Private security was bolstered Sunday by the Hamilton County Sheriff's Department and the Cincinnati police and fire departments. "Most people have been pretty good," Eric Brown, managing director for stadium security, said as workers monitored a bank of nine roving security camera screens in security headquarters. "Until our country becomes a little more secure," he said, "we're just going to have to do it this way."

THE RED UMBRELLA

The famed logo of the Travelers Insurance Company has gone on to better days with its new parent company Citigroup, while the Travelers Property Casualty Corporation in Hartford, Connecticut has a challenger for its employees: Come up with a logo that can fill the shoes of the famous red umbrella, which it lost when it split from Citigroup last year. A winner will be announced in September. Cost concerns played a role in the company's decision not to hire a consultant but to hope that an employee could come up with better ideas than a consultant. Designs that include umbrellas of any color will be disqualified.

LOST UMBRELLAS

According to the Lost & Found department in Grand Central Station, around 1,100 umbrellas find their way there each year.

ROSE PARADE IN PASADENA

The succession to the presidency of the Rose Parade is slow. Executive committee members meet at a long table in assigned seats; members move one seat up the table each year until they reach the head in their presidential year.

According to tradition, the executive vice president—the officer just below president—is

referred to as "the Weatherman." Each year, the departing executive VP hands a weather radio and an umbrella wrapped in fading Christmas paper to his immediate successor. The umbrella has never been unwrapped, symbolizing the executive VP's duty to prevent any rain on the parade.

OUTDOOR UMBRELLA/FAN

As people wilt under 90-degree plus temperatures this summer, the world's first outdoor patio **umbrella fan** is being unveiled. Fitting under any traditional patio **umbrella**, the "Summer Blast" operates on batteries and will run for more than 30 hours. Installation takes less than five minutes and can be completed with no tools by inserting the batteries and then snapping the two-piece patented assembly together under a patio **umbrella**. The three-speed fan also provides relaxing nature sounds of ocean waves, singing birds or chirping crickets.

TRAVELERS EMPLOYEES DESIGN NEW LOGO

Travelers Property Casualty Corp. has a challenge for its employees: Come up with a logo that fill the shoes of the company's famous **red umbrella**, which it lost when it split from Citigroup last year.

The Hartford insurer will accept logo designs from workers and members of their immediate families. The designer of the logo that gets chosen will win a trip for four to Disney World. When Travelers regained its independence from parent company Citigroup in December, it agreed to relinquish the logo by March 2004. Citigroup retained Travelers Life & Annuity, which will continue to use the red umbrella. Designs that include umbrellas of any color will be disqualified.

