



All-State Football

The top players and top teams around the state and in your area

IN SPORTS

WIN \$10,000 IN COLLEGE BOWL CONTEST SPORTS, PAGE 7

Personal finance tips for the New Year IN BUSINESS

Sunday Star-Ledger

7EX11

FINAL EDITION

TODAY'S FORECAST: Warm with sunshine mixing with some clouds.

at 7 A.M. 40°

at 2 P.M. 59°

at 7 P.M. 52°

DETAILS, PAGE 33

DECEMBER 17, 2006

\$1.50

WWW.NJ.COM

THE NEWSPAPER FOR NEW JERSEY

Orange Police Detective Kieran Shields had built a happy life with his wife and children. On Aug. 7, it was gone.

Finding strength without Kieran

STORY BY BARRY CARTER ■ PHOTOS BY NOAH ADDIS ■ STAR-LEDGER STAFF



Chatrian Shields packs up to move out of the East Orange townhouse she shared with her family — top, daughters Kieyara, 10, left, and D&Jah, 7, and her husband Kieran. Orange Police Detective Kieran Shields was shot and killed in the line of duty on Aug. 7.

Chatrian Shields is packing her husband's things, labeling them with his name as if he were still here. *Kieran*.

His friends from the Orange Police Department are everywhere, passing pieces of furniture out the window, hauling them out to the moving van, carrying boxes down the stairs to the street. The emptying rooms echo with chatter and footfalls.

For weeks, Chatrian and Kieran had planned this move together, from the East Orange townhouse to a new place they had picked out in Union. Their daughters had seen their new rooms, rooms Kieran would have helped decorate, painting animals on the wall. A giraffe, some trees. It would have been a family project.

Now Chatrian sits on the floor of the bedroom, sorting through what's left of the old life as the last boxes go off to a new one.

This is the house where she and Kieran began to build their lives with their two daughters, where they sang happy birthdays, opened presents under the Christmas tree, where she and Kieran took turns in the middle of the night, watching over Kamren, their premature third child, as he slept in his bassinet.

This is the house of their last afternoon together. That was Aug. 7, a Monday, three days before her 30th birthday. She had helped him tuck in the laps of his police vest. He kissed her and the kids goodbye as he always did, and then he went out the door.

[Continued on Page 20]

When speed tops security at airports

Pressure from airlines hurts safety at Newark Liberty, screeners say

BY RON MARSICO STAR-LEDGER STAFF

When Pete Celentano worked as an airport security screener in Newark, a suitcase containing books was a huge hassle. Books could be hollowed out to hide plastic explosives, but they also regularly produced false alarms on the bomb-detection machines.

So during busy times, Celentano says some screeners chose an easy solution when a book tripped the alarm. They ignored it.

Inspecting by hand took valuable minutes, and with supervisors and airline officials pressuring them to keep luggage and passengers moving, they often sidestepped the rules, Celentano said.

"The Continental (Airlines) people used to come around and say, 'What's the holdup?'" said Celentano, who quit in July after three years as a U.S. Transportation Security Administration screener in busy Terminal C. "They would go to our supervisors. When there's pressure on, you might just not scrutinize every bag."

More than five years after 9/11, and despite billions of dollars spent on improved security, the nation's aviation system remains vulnerable to terrorist attack, many security experts say. One major factor is the constant struggle to balance security and speed during peak travel periods [See AIRPORTS, Page 12]

HOW TO BUY A NEW TV

Start with our primer on Page 2.

Monitor to remain at troubled UMDNJ as scandals mount

BY JOSH MARGOLIN AND TED SHERMAN STAR-LEDGER STAFF

Last December when he charged the state's medical university with Medicaid fraud and installed a federal monitor to clean up the place, U.S. Attorney Christopher Christie figured the job would be pretty much done by now.

The scandals would stop, the monitor would be moving on, and the University of Medicine and Dentistry of New Jersey would be on the road to restoring its shattered reputation.

But a year of relentless revelations at the nation's largest health sciences university has changed his mind, and Christie now sees no end in sight for the monitor, former federal Judge Herbert J. Stern.

"I really now have no idea how bad this place is, and I cringe to think about what we're going to find next," Christie said.

The year began with a report that UMDNJ paid \$83,700 to chauffeur the head of the volunteer advisory board from her home in the Poconos to the Newark campus in a town [See UMDNJ, Page 18]

IN SPORTS

Knicks and Nuggets in wild brawl at Garden

Ten players, including NBA scoring leader Carmelo Anthony, were ejected for fighting near the end of last night's game between the Denver Nuggets and the Knicks.

All 10 players on the court at the time were tossed over the incident that spilled into the Madison Square Garden crowd.

Pssst. Hey, buddy, wanna buy the Brooklyn Bridge? It's a virtual steal

BY KEVIN COUGHLIN STAR-LEDGER STAFF

Cory Booker gets all the headlines, but Newark has another mayor. His name is Rik Jones, and he lives in West Orange.

Jones is mayor there, too. He attained these high offices in the time-honored way. He bought them.

For less than \$30, Jones, 39, purchased Newark and West Orange at Weblo.com, a new online game which people buy and sell

make-believe versions of real places. Buying a city makes you the mayor — entitling you to kickbacks, or, percentages, of ads, fees and sales within your virtual borders.

"Tell Mr. Booker that I'll sell Newark to him cheap," cracked the ersatz Hizzoneer, a corporate tech manager whose pretend portfolio also includes his old hometown of Steubenville, Ohio.

Weblo aims to cash in on the surging popularity of virtual worlds such as World of Warcraft and Second Life, elaborate 3-D fan-

tasy lands where members have created online societies stunting in their complexity. Second Life's nearly 2 million members can attend virtual concerts and lectures, engage in cyber-trysts and sell computer-generated property.

Sounds silly to the uninitiated. But, as Walt Disney discovered eons ago, make-believe is serious business. Revenues from U.S. online gaming will triple to more than \$3.5 billion by 2006, predicts market research firm Parks Associates.

And don't bother telling players to get real. Forty-three percent of Internet users who belong to online communities "feel as strongly" about these virtual worlds as they do about their real communities, according to a recent survey by the USC-Annenberg School Center for the Digital Future.

And why not? At least one virtual real estate tycoon already is reported to be a millionaire thanks to Second Life. Weblo founder Rocky Mirza, a Canadian [See WEBLO, Page 23]

SPOTLIGHT



Three's a charm for this movie star

Cate Blanchett's appearance in a trio of new releases this month — during awards season — is a testament to her script's-the-thing philosophy — and her skill and versatility.

SPORTS

Remembering No. 40

Teddy Shobridge was among the 37 members of the Marshall U. football team killed in a plane crash in 1970. A new movie about the tragedy strikes a nerve.

NEW JERSEY

Oh come all ye faithful

Many churches set up living Nativities, complete with sheep and goats and maybe even a camel. The ambitious displays cost more than a few shekels. Page 29

HOLIDAY FUND

Giving to others comes naturally

A Madison girl decided that there were people who needed the \$52.31 she had saved in her piggy bank more than she did, so she emptied it for them. Page 35

INDEX SECTION/PAGE

Abby	S2/P6	Movies	S4/P5
Antiques	S2/P5	Obituaries	S1/P43
Books	S10/P6	On Stage	S4/P8
Class. Ad Dir.	S1/P3	Pets	S2/P2
Crossword	S2/P4	Signal/Noise	S4/P6
Editorials	S10/P3	Sudoku	S2/P4
Games	S2/P4	Weddings	S2/P7
Horoscope	S2/P4	Weather	S1/P33



WEBLO

CONTINUED FROM PAGE ONE

Virtual properties, real money

from Ottawa, hopes to start a cyber-land rush to counter the cooling physical real estate market.

"Imagine playing Monopoly on steroids," said Mirza, 33.

Weblo is pretty low-tech for now. Unlike Second Life, where members cavort as cartoonish figures called avatars, there's nothing flashy. Property holdings appear as simple Web pages. The idea is to entice potential buyers by dressing up these pages with photos, video clips (coming soon) and community forums. It's a bit like marrying the free apartment listings of Craigslist with the popular social networking site MySpace.

PROFITS AND WORLD PEACE

Traffic can translate into income for members. Weblo places ads on member pages, and shares proceeds based on a tiered system. Nonpaying members get a 10 percent cut; a \$30 monthly VIP membership buys 50 percent of the spoils. Governors (who own states) and mayors also can take a piece of other transactions and membership fees.

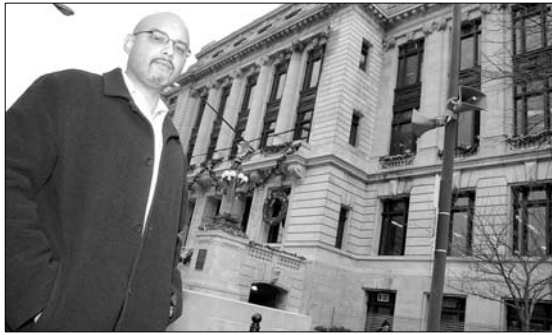
As a bonus, Webloivians can take a stab at brokering world peace.

Mirza plans to hold elections among Weblo's 6,000 global members, and then arrange summits between the virtual presidents of the U.S. and North Korea or Iran. "Imagine if a 19- or 20-year-old becomes president of the United States," he said. "They will come up with interesting solutions."

But the real action is in virtual speculation: Buy low, sell high. Weblo set initial prices for states and cities based mostly on actual population. Everything else, from the Brooklyn Bridge to your boss's house, can be registered for a dollar or two.

Launched earlier this month, Weblo sold "California" to a lawyer for \$53,000. New York state fetched \$19,355 — more than twice New Jersey's price of \$8,829 — while New York City went for \$410.

Mirza said the pseudo mayor of



Rik Jones, the "mayor" of Newark in the online game of Weblo.com, stands in front of the real city hall. For less than \$30, Jones, 39, purchased Newark and West Orange.

Washington, D.C., quickly sold his city for a 300 percent profit. Someone else paid \$1 for the Empire State Building and flipped it for \$250, he said.

Members of Weblo — the name is a play on World Wide Web and a Farsi word for "taking back" — also can trade familiar dot-com names and celebrity fan club sites. (Mirza wanted to sell actual celebrities, he said, but legal advisers warned against it.)

Death and taxes, alas, are inevitable in cyberspace, too. Weblo sells deeds to virtual property that members can bequeath to their heirs. Profits from virtual sales, meanwhile, are taxable income, said Mirza, whose prior ventures include software company Allainet and UniqueAuction.com.

Weblo, based in Montreal, lists former MySpace.com Chairman Richard Rosenblatt among backers who gave \$2.6 million in seed money.

Mirza said he pursued an Internet career to escape working as hard as his parents, Pakistani immigrants who owned corner grocery stores.

"The Internet was made for lazy people like me," he joked.

TECHNOLOGY AND TOGETHERNESS

Barry Parr, a media analyst for marketing consultant Jupiter Research, called Weblo "an interesting experiment."

Many Americans have turned to virtual worlds for a sense of community eroded by automobiles, suburban sprawl and TV since World War II, he suspects.

"Most people in this country do not know their neighbors, and that's a problem," Parr said. "There's a high degree of alienation."

Technology, meanwhile, is enabling entrepreneurs to create digital universes foreshadowed by sci-fi novels like William Gibson's "Neuromancer" and the "Matrix" movies, Parr said.

At the same time, people are exploring how to use the Web as it evolves from a publishing platform to a communication medium. Parr said immersive online communities may offer new ways to channel one of humankind's oldest impulses: play.

Weblo's challenge is drawing enough users to make virtual properties scarce — creating supply-and-demand pressures that mirror reality, Parr said. And the site must thwart any attempts at gaming the system. Second Life has been targeted by hackers, and plagued by technical problems.

Celebrities and real property owners also might take exception to Weblo's business model — and Weblo members could be held personally liable for trademark infringement, according to the fine print of the site's user agree-

ment, said John Kettle III, a Rutgers University law professor.

"It's just a matter of time in my opinion before claims are raised by building owners and owners of trademarks and celebrities against this use," said Kettle, explaining that intellectual property is about intangibles. "These are some very novel issues."

Back in virtual Newark, "Mayor" Jones insists his motivations are geeky curiosity and cybercivics, not money. Good thing. So far, his Weblo income is 20 cents.

"This intrigues me because I like the idea of being able to build something," said Jones, who glimpses "awesome potential" commuting through Newark to his investment banking job in Manhattan.

"If I can take the real-world Newark as it was when I bought it and somehow figure how to make it grow and improve it, that would be great," Jones said.

Of course, virtual altruism has its limits.

"I'll do what I can for the sake of the city," he said. "But if I have to, I'll cut my losses and sell."

Kevin Coughlin covers technology. He may be reached at kcoughlin@starledger.com or (973) 392-1763.

SOMETHING OLD FOR THE HOLIDAYS?

WORLD'S FINEST WATCHES & ESTATE JEWELRY

For over 50 years, savvy shoppers have come to us for our extensive collection of pre-owned watches, like Rolex, Cartier, Patek, and our distinctive estate jewelry. At a fraction of retail. Savvy sellers and traders welcome too.



PALISADE JEWELERS

The right price to buy, sell and trade
16 N. Van Brunt Street, Englewood, NJ • 201-871-0400
Minutes from GW Bridge

P.C. RICHARD & SON

"The Appliance Electronics • Computer Giant!"®

Nobody Beats... P.C. RICHARD & SON

HOLIDAY SALE INSERT

In Today's Paper.

NOBODY BEATS OUR... **97 YEARS OF HONESTY • INTEGRITY • RELIABILITY**
49 SUPERSTORES SERVING MANHATTAN • BRONX • QUEENS
BROOKLYN • LONG ISLAND • NEW JERSEY • WESTCHESTER

3 DAYS SALE
SUNDAY-TUESDAY, 8 A.M.-11 P.M.
MALL STORE HOURS MAY VARY

SPORTS AUTHORITY

LOOK FOR OUR AD IN TODAY'S PAPER!

GREAT SAVINGS THROUGHOUT THE STORE!

FITNESS EQUIPMENT
TABLE GAMES
SPORTS EQUIPMENT
WINTER SPORTS
APPAREL
ACTIVE APPAREL
GOLF EQUIPMENT
FOOTWEAR
& MUCH MORE!

3 DAYS ONLY! SPORTS AUTHORITY

10% off
YOUR PURCHASE OF \$100 OR MORE**

COUPON VALID SUNDAY, 12/17/06 - TUESDAY, 12/19/06 ONLY

1-888-LOOK-4TSA

CASHER INSTRUCTIONS:
Tavernity POS - please use Transaction Store Coupon key and scan bar code or key coupon code - GSA
POS use Trans Modify key to redeem.

7 5 8 5 0 6 6

*Offer excludes Nike and Asics premium footwear; Converse Wada & USG footwear; Under Armour products; The North Face & Mountain Hardware; Burton apparel; Thermo by Columbia apparel; Nike Dri-Fit and Pro Apparel; Rossignol, Salomon, Atomic, K2, Fischer and Volkl skis; Rossignol, Salomon, Nordica, Tecnica and Fischer ski boots; Rossignol, Salomon, Atomic, Marker, Flux and Tech Nine ski bindings; Burton, Ride, K2, Salomon and Forum snowboards, bindings & boots; Rossignol and Tech Nine snowboards; Vans snowboard boots; Oakley & Smith goggles; Senes accessories; Bonflex products; Fillet, Fokky, TaylorMade, Callaway, Cleveland & Nike golf products; Louisville Slugger Cooped and Catalog bats; M9 Adult Maple Wood bats; Pro Flare ball gloves; all Easton Stealth Composite, Stealth CNT and Synergy CNT bats; Shimano & Penn fishing equipment; Wilson Nicolo, Head ProPoint & Prince G3 tennis rackets; All firearms & ammunition; All healthy product; Products with 97c and 47c clearance price endings. No cash value. No cash back. No rain checks. Not valid on prior purchases, entire purchases, gift cards, increases or event tickets. Offer good on in-stock merchandise only. Must present coupon at time of purchase to redeem. Cannot be combined with any other offer, coupon or Employee or Friends & Family discount. Coupon may not be reproduced. One coupon per customer, per purchase.

Not all items, sizes or colors available at all stores. Please call your local store for availability. Not liable for errors or omissions in pricing and typographical or printing errors. We reserve the right to limit quantities. Interim markdowns may have been taken. **Orig. & "Original" prices are past offerings at which sales may or may not have been made.