

Leaked financial records reveal the identities of thousands of wealthy depositors who have stashed huge amounts of money in offshore tax havens. **Page 4D**

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'Big gap to close' in public awareness of health law

By Steve Jordan
WORLD-HERALD STAFF WRITER

Most consumers would flunk a test today on the federal Affordable Care Act, a new survey indicates, even though doing the wrong things could cost them bundles of money, add to their tax bills and affect the health care they and their families receive.

But there's still enough time to learn how the law can help or hurt people so that they'll get a passing grade as important provisions of the law take effect later this year.

"We have a big gap to close," said Laura Adams, senior insurance analyst for InsuranceQuotes.com, which commissioned Princeton Survey Research Associates International to survey 1,006

adults by landline and cellphone about a month ago. The sample had a margin of error of plus or minus 3.6 percentage points.

Among findings made public Thursday, of those surveyed:

» 90 percent didn't know that the new health care marketplaces, also known as insurance exchanges, will open Oct. 1, one of the most important features of the new law.

This is where individuals will compare and buy health insurance policies. Tens of millions of previously uninsured Americans are expected to gain access to health insurance.

» 49 percent knew that health plans will have to limit the amount that patients must pay for care each year, and 46 percent knew

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A new fight brews over a loophole in the health care law that could hinder efforts to keep premiums affordable overall.

Midtown mansion could become family home once again amid uptick in sales



The Cornerstone Mansion, foreground, is across the street from the Joslyn Castle. It was once known as the Offutt House. The mansion features a stained-glass door, center, believed to have been designed by Frank Lloyd Wright. A bathroom features original tile and fixtures, right.

Upscale on the upswing

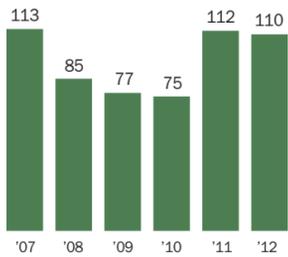


Real estate agent Jeff Rensch with Julie Mierau, who co-owns the Cornerstone Mansion, 140 N. 39th St. The mansion, which has been a bed and breakfast inn, is on the market for \$799,000. A return to its roots as a family home would mesh with neighborhood shifts that have more families moving into the mansions of yesteryear.

BY CINDY GONZALEZ | ONLY IN THE WORLD-HERALD

HIGH-END HOME SALES

Houses sold that were priced from \$600,000 to \$2 million, Douglas and Sarpy Counties



SOURCE: Mitchell and Associates, Omaha

DAVE CROY/THE WORLD-HERALD

The nine-bedroom midtown mansion, built in the historic Gold Coast neighborhood where Omaha's wealthy pioneers settled, holds 120 years of stories and intrigue.

There's the basement door to a now-collapsed tunnel that keeps the curious wondering its purpose and past visitors.

There's the third-floor bullet hole that harkens to a sadder time for the original residents, including three little ones.

There are the maids' quarters, the widow's walk, the lion's head fireplace and the Cuban mahogany grand staircase where once pranced a child who would become the namesake of Offutt Air Force Base.

Many other residents and events have shaped the old Offutt House and its neighborhood — and a new chapter is about to unfold.

Now called Cornerstone Mansion, the structure at 140 N. 39th St. has served for nearly three

decades as a bed and breakfast inn but today is for sale and being marketed as a single-family residence.

A return to its roots as a family home would mesh with other neighborhood shifts that have more families moving into the popular mansions of yesteryear, restoring luster and stability to an area that in recent decades had been saddled with a high portion of multi-unit conversions and an eyesore Travel Inn that was demolished six years ago.

"With Midtown Crossing developing and everything else you've got happening downtown and in Dundee, the area's on the upswing," said Jeff Rensch of NP Dodge Real Estate.

Working in the Cornerstone Mansion's favor is a recent uptick in demand for higher-end homes. (The 6,952-square-foot Cornerstone is on the market for \$799,000. It joins about 80 other houses

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MARKETWATCH

Dow Industrials

▲ 14,606.11 (+55.76)

S&P 500

▲ 1,559.98 (+6.29)

NASDAQ

▲ 3,224.98 (+6.38)

Bloomberg Midlands

▲ 616.72 (+1.94)

Crude oil (NYMEX)

▼ 93.26 (-1.19)

World-Herald 150, 2D

BUSINESS BRIEFS

Mini-Samsung stores to open in Best Buys

Samsung Electronics is giving Apple some of its own medicine. The company will set up mini-stores this summer inside Best Buys across the United States. Samsung on Thursday said it would open 1,400 of the stores by the end of June. Called a Samsung Experience Shop, each store will be an entire section at Best Buy devoted to showcasing Samsung smartphones, tablets, cameras, laptops, televisions and accessories. It will also include customer support for Samsung products, similar to the Genius Bar at Apple stores.

Jobless claims are highest in four months

The number of Americans seeking unemployment aid rose to a four-month high last week, although the increase partly reflects seasonal distortions around the spring holidays. Weekly applications increased 28,000 to a seasonally adjusted 385,000, the Labor Department said Thursday. It was the third straight weekly increase and the highest level since late November. The four-week average, a less volatile measure, rose to 354,250. A Labor Department spokesman said it can be difficult to seasonally adjust the figures during the Easter holiday because the timing of the holiday varies from year to year.

HP chairman to step down

Hewlett-Packard Co. said Thursday that Chairman Ray Lane is stepping down, two weeks after he was nearly ousted by shareholders at the company's annual meeting. He will remain on the board. Shareholders are upset by a series of mistakes that have damaged the company's share price, including the \$8.8 billion write-down on the \$10 billion acquisition of business software maker Autonomy in 2011. Two other board members targeted by the shareholder revolt, John Hammergren and G. Kennedy Thompson, decided to resign by the May board meeting.

Mortgage rates inch lower

Mortgage buyer Freddie Mac said Thursday that the average rate for the 30-year fixed mortgage edged down to 3.54 percent from 3.57 percent last week. The average rate on the 15-year fixed mortgage declined to 2.74 percent from 2.76 percent last week.

— From wire reports

OMAHA.COM/MONEYTALKS

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THE ASSOCIATED PRESS

Facebook CEO Mark Zuckerberg introduces Home on Thursday at the company's headquarters in Menlo Park, Calif. It will be available for download starting April 12.

Facebook puts focus on mobile devices with Home

MENLO PARK, Calif. (AP) — With its new Home on Android gadgets, Facebook aims to put its social network at the center of people's mobile experiences.

Facebook has introduced software called Home that makes the social network the hub of any smartphone running Google's Android operating system. The idea behind the software is to bring Facebook content right to the home screen rather than require users to check apps. Home comes amid rapid growth in the number of people who access Facebook from phones and tablet computers.

Available for download starting April 12, the service is part of Facebook's move to shift its users' focus from "apps and tasks" to people, said CEO Mark Zuckerberg during Home's unveiling at the company's Menlo Park, Calif., headquarters on Thursday.

The new product, which can reside on the home screen of Android phones, is a family of apps designed around people's Facebook connections. Rather

See Facebook: Page 2

Event to offer entrepreneurs quick advice

By Emily Nohr

WORLD-HERALD STAFF WRITER

Are you looking for your perfect "match" and a place to meet lots of people and quickly assess whether they fit in your life?

If you're assuming there's a new speed dating event in town, think again. This one is all about mentoring — speed mentoring.

The U.S. Small Business Administration's Nebraska District Office and AARP are hosting a free event designed for entrepreneurs to get quick advice from professionals about how to start and grow a small business.

The April 17 event — geared toward encore entrepreneurs, or people over the age of 50, but open to people of all ages — was created to help quickly connect curious entrepreneurs with the resources on how to succeed, said Michael Foutch, a business development specialist with the SBA's Nebraska District Office in Omaha.

"This SBA office has never done this type of thing before, and we think it'll be a lot of fun for everyone," he said. "It's rare that we get all these great resources under the same roof at the same time."

Mentors will include representatives from Proxibid, SCORE, the Nebraska Business Development Center, Dundee Bank, Nebraska Enterprise Fund, Metro Omaha Women's Business Center and Catholic Charities.

Mentors will sit in pairs at five stations that will cover topics like preparing a business plan, resources for small-business owners, financing options, startup information and social media and marketing. In 15 minutes, participants move to the next station.

The event, which is expected to draw up to 50 people, will run from 4:30 p.m. to 6:30 p.m. at the Nebraska District Office located at 10675 Bedford Ave., Suite 100, in Omaha.

For more information, contact Foutch at 402-221-7211 or michael.foutch@sba.gov by April 12 to register.