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FRIDAY, OCTOBER 26, 2012

The Seattle Times

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Boeing invites suppliers to outsource to Mexico

URGES THEM TO ATTEND EVENT ON SUBJECT
Company organizing it touts cheaper labor

BY DOMINIC GATES
 Seattle Times aerospace reporter

Boeing is actively encouraging its suppliers to outsource work to Mexico.

Patrick McKenna, director of Supply Chain Strategy and Supplier Management at Boeing Commercial Airplanes, has urged suppliers

to attend a Nov. 15 workshop in Chicago to learn how to do business in Mexico. "Several of our suppliers have successfully set up factories in Mexico because of the numerous advantages that Mexico offers to aerospace suppliers," McKenna wrote in a letter dated Oct.

17. "Boeing will be sending several people to this event, and we wanted to inform our supply base of this opportunity." The event's organizers will waive the \$200 registration fees for Boeing suppliers, he said. Boeing's invitation comes

near the end of a presidential-election campaign in which the outsourcing of U.S. jobs is a hot issue. President Obama has accused Republican contender Mitt Romney of investing in "pioneers of outsourcing" when he headed Bain Capital.

Romney has promised to reduce outsourcing by lowering corporate taxes and cutting business regulation to "make sure it's attractive to come to America again." Tom Wroblewski, president of District 751 of the International Association of Machinists (IAM), reacted to the letter in political terms. "We'd think that Boeing CEO Jim McNerney, as chairman of President Obama's council on exports, would be particularly sensitive to the importance of exporting American products, not jobs," said Wroblewski, via email. "We plan on talking to Boeing about this. We believe > BOEING, A10

ELECTION 2012 | The Truth Needle

The Seattle Times political team investigates the claims of candidates and campaigns

What should a voter believe? Not much in nasty AG ads

BY BOB YOUNG / Seattle Times staff reporter

Ads that are largely accurate in their specific components can be mostly false in overall impression or truth. That's the case with two TV ads from national groups — one Republican, one Democratic — trying to influence voters in our state attorney-general race.

The claims: One ad, by the Republican State Leadership Committee, attacks Democratic candidate Bob Ferguson. According to the ad, Ferguson said working for a cop killer was "a great feeling." The ad then quotes a local deputy sheriff, who says Ferguson helped the most "vile" kind of criminal. The deputy calls that decision "unfathomable" and claims it "says volumes" about Ferguson's public-safety priorities. The ad ends with a scene showing a boy on a playground swing. Then he disappears as if abducted.

The other, by the Washington Committee for Justice and Fairness, attacks Republican candidate Reagan Dunn, a former federal prosecutor. The ad says "prosecutors should keep us safe from criminals." But Dunn, it says, "cut a deal with a drug smuggler; he cut a deal and reduced the charges for a child pornographer; Dunn even cut a deal with a convicted domestic abuser who only 10 days after his release beat someone to death in a drunken rage."

What we found: Both ads are so misleading that they are mostly false.
 See > TRUTH NEEDLE, A9



AD AGAINST REAGAN DUNN: WASHINGTON COMMITTEE FOR JUSTICE AND FAIRNESS
 AD AGAINST BOB FERGUSON: REPUBLICAN STATE LEADERSHIP COMMITTEE

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MICROSOFT'S NEXT BIG JOB: GETTING PUBLIC TO EMBRACE WINDOWS 8

NEW YORK LAUNCH EVENT

Operating system's radically different approach brings marketing challenge

BY JANET I. TU
 Seattle Times technology reporter

NEW YORK — The moment Microsoft has been building toward for years has finally arrived: the launch of Windows 8, the radical overhaul of the company's flagship operating system and its great shining hope for the rapidly expanding mobile market. Now comes the really hard part: getting people and businesses to buy it. Windows 8 became available for sale via download, on software discs and on new Windows 8 devices starting at 12:01 a.m. Friday. Microsoft's challenge is not only to convince longtime Windows users they should use an operating system with an interface very different from what they're used to. It's also to convince those in the market for a mobile device that they should give Windows 8 a go. Microsoft has not said how much it's spending on advertising and
 See > WINDOWS 8, A10

More inside

NEW COLUMN by Sarah Stuteville, a Seattle writer, explores global connections in our backyard > NWFriday B1
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