



NETconnect



2003 NetEffects Holiday Luau Offers Fun, Fun, Fun for Everyone

Put on your favorite Hawaiian shirt or sarong - Luau time has arrived.

This year's consultant holiday party will be on Saturday, Dec. 13, at the Ramada Inn at Six Flags (soon to become Holiday Inn at Six Flags). The evening will begin with appetizers by the pool at six p.m. The photographer will return this year to take pictures of you and your date, so come prepared to smile at least once. The buffet-style dinner will offer plenty of items for our vegetarians and non-vegetarians and will be quite tasty. As always, a DJ will provide music for all of the crazy dancers and, in keeping with tradition, the NetEffects internal folks will entertain you.

We hope you can join us for all the fun, fun, fun. 🌐

NetEffects Helps Make-A-Wish Foundation® Transform a Dream Into Reality



For the second year, NetEffects has dedicated one of its many fund raising projects to the Make-A-Wish Foundation®.

NetEffects has made a commitment to support and give back to the community through donations and service. The Make-A-Wish Foundation® has enriched the lives of children with life-threatening medical conditions through its wish-granting work. Once again, NetEffects employees, friends and families have helped to make someone's dream a reality.

NetEffects held its second annual raffle to raise money for a 17-year old boy named

Ryan, who resides in Glendale and suffers from Burkitt's Lymphoma. This form of cancer is a type of non-Hodgkin's lymphoma that most often occurs in people between ages 12 and 30. The disease usually causes a rapidly growing tumor in the abdomen.

Ryan enjoys soccer, baseball and music. With help from NetEffects, his wish will come true this month when he sees his car transformed into a customized street rod. He wished to have his car transformed with a new

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Patti Harty

Effective Communication - Becoming a Trusted Advisor

Recent Presentation Strengthens Relationship Between NetEffects and Client

Patti Harty, a senior associate with Stark & Associates, recently gave a presentation entitled "Effective

Communication - Becoming a Trusted Advisor" at one of NetEffects' client sites.

NetEffects uses Stark & Associates for Sales and Management Training. The company also helps NetEffects screen new hires by giving them a "style analysis" test. This test identifies the type of person and effective ways that employees can communicate with each other in the office.

Here are a few excerpts taken from her presentation:

It's a fact. The way company personnel communicate with each other can make all the difference between success and failure, efficiency and ineptitude, profit and loss. In business and in the workplace, on the domestic front and in our social lives, we all stand to benefit from more effective communication skills.

Always present yourself in the best light. Build a sense of

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New Plans!

by Jack Bader, President

2003 has continued the strong period of growth that we have been experiencing for the past eight years. Due to our excellent staff (consultants and internal office), we are growing in current and new accounts.

We have also been busy in many new areas and I thought you would like to hear about our progress.

Government Contracting

This month we submitted our contract application to the General Services Administration and we are currently in the negotiation process. When completed (before year-end), we will have a GSA Schedule with the federal government that will allow any agency to purchase services from us.

Our GSA Schedule combined with a facility security clearance will open a whole new range of clients. This market will not be as cyclical as the commercial world as most of the contracts are multi-year from the start. This will provide an additional level of stability for the firm and the employees who choose to work in this division.

Our sales strategy here will focus on two areas. First, we will market directly to various government agencies to sell our IT services. Many agencies like Scott AFB are located in this area.

Second, we will team with other larger government contracting firms who require local presence in the areas we serve.

This new business division will allow us to address the tremendous growth that the government IT sector is experiencing. It will allow us to develop new skills in estimating, project management, project execution and teaming.

Project/Offshore

Concurrent with our GSA Schedule we continue to explore the feasibility of our entry into two related commercial business areas: deliverable based project work and offshore development.

Over the past nine months we have undertaken a deliberate review of the project business in order to gauge interest by our clients and identify potential opportunities.

Some highlights of what we learned:

- Our clients are under tremendous pressure to reduce the overall cost of IT services delivered to their users.
- Deliverable based work is a technique often used to outsource blocks of work.
- Offshore development is being tested and/or evaluated by many of our clients.

From a marketing perspective we are discussing whether this division would be horizontal and focus on a wide range of application development areas. Another approach is to focus on a much smaller business area and build significant domain expertise.

Either approach will require the addition of Project Managers, Analysts, Solution Salespeople and equipment. It is a significant departure from our current business model. Before we commit to this division we will do everything possible to ensure that our opportunities for success are maximized.

Public Relations

NetEffects has engaged the services of a public relations firm in order to develop a more cohesive marketing strategy. They are busily interviewing employees and clients to find out what makes us "tick."

One of the things they have already noticed is the incredible level of philanthropic activity we generate and how little we mention it. While I like to keep a "low profile" they have convinced me to let people know what we do.

A strong marketing plan that conveys our message to potential clients is an important part of our sales plan. All of our success to date has been with minimal sales materials and little advertising. We will be evaluating these areas and looking for new ideas.

Watch for more information in these areas.

Building on our tradition of growth, profitability and integrity NetEffects is poised to grow in some new areas. Again, my thanks to you for your hard work and contribution of great ideas. 🌐

Effective Communication - Becoming a Trusted Advisor continued from page 1

confidence and trust among people who are working with you. When communicating with someone, 55 percent of people focus on the physiology, 38 percent on the tonality, and only seven percent listen to the words. Most people are visual communicators. When possible, if you are talking to a visual person, write out your ideas on a black board or piece of paper. The way you say something will have a greater impact than what you have to say.

The key to success in communications is to listen to the other person's question. The intent of their question is far more important than the answer. People like to buy, they don't like being sold. Answer their question with a question to find out what they are really asking. If someone asks you, "what year did you graduate from college?", don't give the answer. It's better to say, "Why do you want to know?" You will learn more about that person and their feelings.

Be a Trusted Advisor. The best way to do this is to establish rapport. Patti used the example of getting an 'up-front contract' before a meeting. Do this by setting mutual expectations, learning

about their problems, challenges and feelings. Then find the win/win solution.

Here are some ideas to help in a meeting situation, whether it is a group setting or just two people:

Set the time frame, the objective of the meeting, your role in meeting those objectives, their role in meeting those objectives and the desired outcome. The up-front contract is critical to the success of a meeting.

Mistakes that people often make is that they talk way too much, they answer way too many questions, they present the facts way too soon before knowing all of the facts, the real problems and needs. Never assume. If you are asked a question, it is best to answer with a question to get more facts.

Stop and question yourself about the effectiveness of your communications, including meetings, emails, and phone conversations. If you would like to receive training on effective communications, please contact Patti Harty at pharty@starkassociates.com. 🌐

Consultant Spotlight

Sanjay Bhagat: Working, Living, Enjoying St. Louis

Sanjay Bhagat has traveled far and wide and finally landed in St. Louis. Living and working in St. Louis has proven to be a great experience for Sanjay and his family and they plan to stay here for a long while.

Sanjay currently works as a Senior SAN Storage Administrator for a local St. Louis company. Part of his job includes administration, architecture and design of the company's storage area network. Other functions of his job include data center disaster recovery, data replication and managing network attached storage.

Sanjay started working for NetEffects in January of 2002, and when asked what he liked best about the company he commented, "The staff at NetEffects is very friendly and co-operative." Prior to Sanjay's current position he worked as a Unix Administrator for ten years.

Not only does Sanjay have vast technical skills but he also earned a Bachelor's degree in

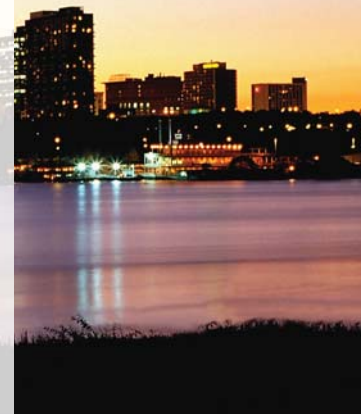
"Out of all the places I have lived and traveled, St. Louis is by far my favorite."

Electronic Engineering from a university in India. In fact, Sanjay was born and raised in India. After he earned his degree, he worked for a while in India and then left and went to work for a company in Singapore. He worked there for two years and then moved to the United States where he has been ever since. Sanjay says, "Out of all the places I have lived and traveled, St. Louis is by far my favorite."

St. Louis may be his favorite spot because he lives here with his beautiful family. Sanjay and his wife have two children, a five year old and a three month old. Sanjay is very proud of his family and loves spending his time outside of work with them. Some of Sanjay's other favorite activities include eating Italian and Indian food and watching News Night on CNN. Sanjay's favorite vacation spot is Orlando, Florida and he likes to give to charities that help educate poor students in India. 🌍



Sanjay Bhagat



Habitat for Humanity Needs St. Louis Volunteers

For the third consecutive year, NetEffects will team up with Habitat for Humanity St. Louis to help Habitat build a house.

NetEffects invites employees, families and friends to volunteer their time and assist in the effort on Nov. 15. Carpools will transport volunteers from the NetEffects office. All volunteers must arrive at the site in Hillsdale by 8 a.m. and should plan to be busy until around 3 p.m. NetEffects will provide lunch and beverages. Skilled and unskilled are welcome, but no volunteers under 15 are allowed on site.

As one of more than 1,800 worldwide affiliates of Habitat for Humanity International, Habitat for Humanity St. Louis brings together families and communities in need together

with volunteers and resources to build decent, affordable housing. Habitat for Humanity sells houses without making a profit to homeowners who contribute "sweat equity." The organization then recycles house payments to build additional houses.

If you would like to assist in this worthwhile effort, please contact Michelle Zipfel at (636) 237-1000 or mz@neteffects.com or for more information on Habitat for Humanity in St. Louis check out www.habitatstl.org 🌍



Habitat for Humanity

Referral Fees Paid for **Hot Skill sets!**

Referral fees are paid to anyone, employee or not, who refers someone to NetEffects and the referral remains employed for 90 days.

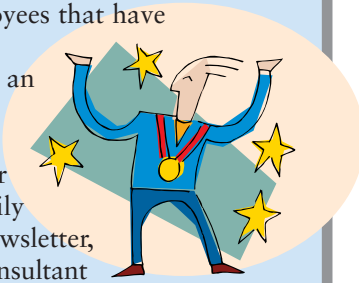
Our clients often have very specific needs that cover several skill areas.

If you have the following skill sets, or know of someone with these skill sets who would be interested in working as a consultant for NetEffects, please send us an e-mail to: referrals@neteffects.com.

- **.Net Framework Developers (VB.Net, C#, ASP.Net)**
- **SAP - Configuration analysts and ABAP Developers**
- **Business Analyst with RUP or JAD sessions & testing**
- **Quality Assurance w/Automated testing**
- **Project Manager w/Certifications**
- **Java J2EE with Struts and Websphere**
- **Network Administrators**
- **Unix Administrators (AIX)**
- **Java architects and team leads (ability to travel highly preferred!)**

Excellence in Performance

NetEffects recognizes employees that have received recognition from the client. Our consultants receive an Excellence in Performance Certificate, movie tickets, acknowledgement next to their picture on the NetEffects Family Wall and recognition in the newsletter, *NETConnect*. If you have a consultant that works for you that you would like to give recognition please contact your account executive or Michelle at mz@neteffects.com.



Way to go! Keep up the excellent work!
— Michelle Zipfel

Dustin Anders
Doug Pentz
David Taylor
Paul Vinson
Jim Van Norman

2003 Time Sheet Schedule



All timesheets must have an authorized signature unless other provisions have been made. Timesheets are due by noon Tuesday.

Week Ending	Timesheet Due Date	Pay Date
(Friday)	(Tuesday)	
09/26/03	09/30/03	
10/03/03	10/07/03	10/31/03
10/10/03	10/14/03	
10/17/03	10/21/03	11/14/03
10/24/03	10/28/03	
10/31/03	11/04/03	
11/07/03	11/11/03	11/28/03
11/14/03	11/18/03	
11/21/03	11/25/03	12/15/03
11/28/03	12/02/03	
12/05/03	12/09/03	12/31/03
12/12/03	12/16/03	
12/19/03	12/23/03	
12/26/03	12/30/04	01/15/04

* If the pay date falls on Saturday or Sunday, then the pay date will be on the Friday before.

Please notify NetEffects when taking vacation by sending an email to timesheets@neteffects.com. Include all vacation information in the e-mail. Thank you.

New Employees

NetEffects Heads West

Jared Higgins Establishes NetEffects Presence in the City by the Bay

If you need any more proof that NetEffects is growing and expanding, we proudly introduce you to our new Account Manager/Recruiter Jared Higgins.

Jared recently became the first NetEffects internal employee to work in the San Francisco Bay area. Jared assists hiring managers in finding candidates for their open positions, and serves as the liaison between the hiring manager and the candidate.



Jared Higgins

Jared's extensive IT background and Account Management experience make him a superb addition to the NetEffects team. Jared began his IT career as a Network Operations Manager for four years. He then moved to the staffing side of the business and served as an Account Manager for another four years. Before beginning his career, Jared earned a bachelor's degree in business management and an associate degree in criminal justice.

As the IT field continues to change, keeping up remains key to a successful recruiting and sales position. Jared says, "Positions are more specific these days. Managers are looking for individuals that can fulfill all the required skill sets listed, not just a few of them." Jared enjoys having the dual title of Account Manager and Recruiter and looks forward to the growth potential for NetEffects out on the West Coast. Jared says, "NetEffects has an excellent reputation in the staffing industry. The management cares for it's employees, and allows us to run our book of business as if it was our own company."

Jared was born in Hayward, California, and has lived in the state ever since. He currently resides in the San Francisco Bay area with his wonderful wife Michelle and their seven-month-old daughter Lauren. Outside of work, Jared enjoys spending time with his family and loves to travel, golf, jet ski and snowboard. Jared has also spent some time in front of the cameras and can be seen in several television commercials and non-speaking TV role appearances.

"Acting is a fun hobby but I am most proud of becoming a father to my daughter Lauren," Jared says. 🌐

NETconnect is a quarterly publication of NetEffects, Inc.

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Making Technology Work, Profitably



Amy Crane

Amy Crane Knows What it Takes to Recruit Successfully

After spending more than eight years learning the ins and outs of the recruiting field, Amy Crane knows what it takes to succeed as a recruiter. NetEffects welcomed Amy aboard the recruiting team on July 28.

Amy brings with her a huge network of people and contacts that are the basis of her recruiting resources. As every recruiter knows, finding great people to fill technical positions means tapping into more than just one resource. Amy mentioned that some of her best recruiting resources include employee referrals, the Internet and an existing NetEffects database.

“NetEffects is always looking for good referrals so if anyone knows of good technical people let us know,” Amy said.

Amy spends her typical workday at the office meeting with candidates in person or over the phone. She also likes to meet with the people that she has recruited before they interview at the client site. Amy has made it her personal goal to hire as many good people for NetEffects as

she can. She also knows that she has to work very hard to achieve the goals she has set for herself.

Even so, she finds time to balance her workload with some down time. She is an avid fan of the HBO series *Sex and the City* and loves Mexican food. She also enjoys spending time with friends, gardening, camping, going to Cardinal games, and vacationing in the Rockies during snow-skiing season.

Her choice of vacations would come as no surprise because Amy grew up in Littleton, Colorado. After high school in Littleton, Amy attended Drake University in Des Moines, Iowa, where she earned her bachelor’s degree in business administration, marketing.

Amy says that she is now very happy to live in the St. Louis area and work for NetEffects. She enjoys working with the people at NetEffects and loves giving Brad Lankford a particularly hard time. When asked what she was most proud of, Amy said her family and friendships.

She has already made some great friends here at NetEffects and has a bright future with our organization. 🌐

Personal Safety:

Crime Prevention and Awareness

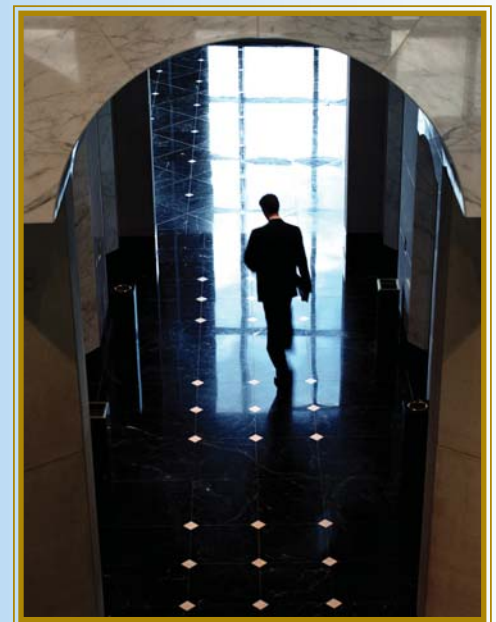
The autumn season, often referred to as fall, usually triggers memories of cooling weather (for our region), changing colors of foliage, and the end of Daylight Saving Time for the year. This year October 26 marked the date when we reverted to standard time at 2 a.m., causing the number of daylight hours to become shorter and the nights longer.

Since the number of daylight hours will soon begin decreasing, and the fact that most violent crimes occur during nighttime hours, we thought this might be a good opportunity to review ways that you can make yourself less likely to fall victim to violent crimes such as robbery (mugging) or assault. The chances of you or a member of your family becoming a victim of a violent crime remain low. Violent crimes committed by strangers in public places also remain rare and account for a very small part of recorded crime. However,

it is important to remember that you are not invincible and it is always best to be prepared.

Some general points:

- You will be safest in bright, well-lit, busy areas.
- Try to look and act confident - look like you know where you are going and walk tall.
- You might like to spread your valuables around your body. For example, keep your phone in your bag, your house keys in your trouser pocket, and your money in your jacket.
- If someone tries to take something from you, it may just be better to let them take it rather than to get into a confrontation and risk injury.
- You can use reasonable force in self-defense. You are allowed to protect yourself with something you are carrying, such as, keys.
- If you decide to defend yourself, be aware that your attacker might be



stronger than you or may take what you are using in self-defense and use it against you. It is often better just to shout loudly and run away.

- Shout ‘fire’ rather than ‘help’ - it can get more results.

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custom paint job, ground effects, tinted windows, a complete stereo system upgrade and other custom components.

To help make his wish a reality, NetEffects' sold raffle tickets to raise the money. The following individuals won the prizes indicated:

Two Movie Passes

Jerry Hoffman
Joe Lewis
Steve Green
Kathy MacNicholas
Jim Lee
Vikram Aedula

A 30 Minute Massage

Dennis Cordeon

Round of Golf at Forest Hills

Brian Baird
Mike Weis
Kelly Rhodes

Leather Carry-on Bag

Rich Calvin

Pizza Party (for immediate group at client site)

Lynn Fee
Rich Calvin

Residential Lawn Fertilization (max \$50, Mo. only)

Jim Tremaine

One Free Month of KukSoolWon (Karate style) Lessons

Dean Farmer
Dave Otto

Krispy Kreme Breakfast (for immediate group at client site)

Dave Candelario
Jim Lee

MZ Original Bracelet (handmade beads & Swarovski crystal)

Amy Crane

Ice Cream Social (for immediate group at client site)

Tammy Hawkins
KC Carl

Four Cardinal Tickets (Saturday, Sept., 20 at 1:10 p.m. vs. Astros)

Joe Schuler

\$75 Gift Certificate to Face & Body Day Spa

Rick Counts

A Pair of Anheuser-Busch Captain's Chairs

Regina Engelkin

\$50 Gift Certificate to Smoke House

Tim Christ

Dale Earnhardt Jr. Racing Wall Clock

Nagaraj Bhatsoori

Dinner for two at Jack's House

Chris Krull
Kathy MacNicholas
Sue Schwertal

Set of Golf Balls and Tees

Dan Horn
Joe Ribble

NetEffects Washers Game

Sue Schwertal

Organizer

Norman Gilbert

Cardinals Hat

Lynn Fee
Jim Tremaine

NetEffects Beach Towel

Joe Ziha

St. Louis Metro Area Coupon Book

Dave Campbell

One of the world's best-known charities, the Make-A-Wish Foundation, has a foundation of more than 25,000 volunteers who serve as wish granters, fund raisers, special events assistants and in many other capacities. The successful NetEffects raffle helped to raise around \$3,000 for Ryan's wish - \$1,000 more than we raised last year.

NetEffects extends our heartfelt thanks to everyone who participated and helped to make Ryan's wish come true. 🌐

- Try not to be conspicuous about the valuables you are carrying. Talking on your mobile phone, carrying a laptop, or showing your friend your new ring all show thieves that you are worth robbing.
- When out walking or jogging, you should not listen to a personal stereo through headphones, so you can stay more alert to your surroundings.
- Walk facing the traffic so a car can't pull up behind you.
- If you are a regular cyclist or runner vary your route and time. Men and women experience crime differently and you must remember this so that you can protect yourself as well as possible. You should think about how you would act in different situations before you are in them. Think about whether you would stay and defend yourself (using reasonable force), risking further injury, or whether you would give an attacker what they want, to avoid injury. There is nothing wrong with doing either, but you should think about the options - you will have no time to do so if you are attacked.
- Making yourself safer doesn't mean changing your entire lifestyle, personality, or wardrobe - and it doesn't mean never going out at all. Preparing yourself for any situation and using common sense remain the best defenses against violent crimes. 🌐

6th Annual NetEffects Client Appreciation Golf Tournament Attracts an Awesome Turnout



An enthusiastic group of happy people had a lot of fun at the 6th Annual NetEffects Client Appreciation Golf Tournament on Monday, September 8, 2003.

It was a gorgeous day to be on the Forest Hills Country Club course in Chesterfield, Mo. The fun began at 11 a.m., when the registration table, driving range, and practice green opened. NetEffects staff members greeted all the participants. NetEffects also treated everyone to lunch on the patio, followed by a shotgun start of the scramble at 1 p.m.

On Hole 9, players had an opportunity to join our fundraiser for the Make-A-Wish Foundation (see Make-A-Wish article for details) by purchasing raffle tickets. The raffle at this hole ended up raising \$1,100, and we extend our thanks to everyone who bought tickets.

Throughout the tournament, roaming photographers took "Crazy Pictures." We asked players to participate in exchange for a chance to win a "prize" for the funniest picture.

After the tournament, participants enjoyed cocktails and appetizers in the ballroom and the prize presentations took place. These included:

- 1st Place - The Flight One winner received a large crystal trophy.
- 2nd Place - The Flight Two winner received a smaller crystal trophy.
- 3rd Place - This team received a Worst Score washer's game (to give them a new game to start playing).
- Longest drive winner in both men's and women's categories each received a round of golf at Forest Hills Country Club with one of the club professionals.
- Closest to the pin winners took home a gift certificate to Golf Galaxy.
- Best-dressed winner received a NetEffects shirt (to maintain that good-looking image and style).

NetEffects thanks all of our managers who participated and we hope to see you next year. 🌐



We are always welcome to your suggestions, so if you would like to contribute a technical article to an upcoming issue of *NETconnect* please contact Michelle Zipfel at mz@neteffects.com.



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