



# NETconnect

## Employees and Guests Have a “World” of Fun at NetEffects Annual Picnic

More than 150 NetEffects employees and guests enjoyed food and festivities with an international flavor at the company’s annual picnic on June 27, 2004.

The fun began at 11 a.m. at Babler State Park. All the kids were drumming with Babaloo, children’s performer, who



All the kids drumming with Babaloo.

mixes songs, stories, movement, call and response, mass drumming, bean bag hopping and other types of controlled musical mayhem to keep kids on the edge (or out) of their seats. Also known as Rob Compton, Babaloo is a St. Louis-based entertainer with thousands of gigs under his belt, wowing children and parents alike with tunes and stories that tackle real-life kid situations. The lunch menu reflected the international theme of the day, with choices that included spaghetti, pork tamales, chicken tamales, tostados, vegetable samosa, spinach and potato samosa, Tandore chicken, spring rolls,

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## DISC Styles “I” Influencer Expressive People With Type I Personality Traits Project Optimism and Need Interaction

This article is the third in a series of five, which will continue in the next two issues of *NETconnect*. This series of articles describe the DISC model of human behavior. This model categorizes typical forms of behavior into four groups:

- **Dominance:** How we deal with challenges and problems.
- **Influence:** How we influence people toward our own thinking.
- **Steadiness:** How we respond to the pace of the environment.
- **Compliance:** How we deal with rules and procedures set by others.

All people use some combination of these behaviors to get what they want. Of course, some behaviors produce specific results more effectively than others.

Please remember, however, that DISC does not define right or wrong behaviors. The model simply helps to reveal how individuals instinctively behave when confronted with conflict or challenged by the environment, how they prefer to show their emotions, react to change, or accommodate other people or situations.

This issue of *NETconnect* will focus on the “Influence” behavior group. Individuals with Type I personalities typically have an optimistic outlook on life. Descriptions of people in this category usually include words like “enthusiastic,” “outgoing,” “popular,” “gregarious,” “personable,” “sociable” and “trusting.” Type I people crave interaction with others and tend to have long conversations characterized by numerous

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## NetEffects Clothing Drive Supports NCJW Efforts to Meet the Needs of St. Louis Women, Children and Families

The entire NetEffects headquarters team and many of the company’s consultants recently demonstrated their desire to make life better for members of the St. Louis community by staging a clothing drive to benefit the local section of the National Council of Jewish Women (NCJW).

“Just about everyone in the office pitched in and donated some of their gently-used clothing to the cause,” said

Mike Smith, who played a key role in collecting and sorting the clothing. “The council will, in turn, sell the clothing in its Council Shop to raise money to support its various programs.”

Michelle Zipfel coordinated and publicized the clothing drive. She even made arrangements with the consultants who wished to participate to have them drop off clothing at the office or schedule a convenient pick up.

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# Recovery Tactics

By Jack Bader, NetEffects President

I read a lot about what is going on in the consulting industry, and I spend a lot of time keeping track of what our clients are doing because they are the barometer for forecasting our future business activity. There has been no question that our industry specifically, and the economy in general have taken a beating; however, the first half of 2004 has shown a dramatic improvement in activity for us.

Early in January, we began to see signs that business was picking up with an increase in the number of job requisitions. As the months went by, the numbers kept increasing as, one by one, our clients began to hire more and more IT consultants. While the activity level reminded some of us of the boom years of 1999-2000, there are a number of significant differences:

- Assignments are shorter
- Clients are being more selective about quality (i.e., hiring a higher level consultant for the same price)
- Rates are not increasing with the volume
- Most clients are still taking a long time to make their hiring decisions

How will these factors affect consultants and clients?

From the consultant perspective, a lot of value should still be placed on a long-term, steady assignment, even if it is slightly below some of the advertised rates. Unless you are quite certain about the duration of that new assignment, think carefully

before you change jobs. Position stability is more important in the long run than a slight pay increase, especially if you end up out of work for any period of time.

Continue to focus yourself on doing the best job possible and do whatever it takes to earn a good reference for yourself. No matter where you live, the work community is a "small town" and people talk amongst

Position stability is more important in the long run than a slight pay increase, especially if you end up out of work for any period of time.

companies...should you perform poorly at one client it may impact your ability to get another position. A solid reference, verbal or written, can be an incredible marketing tool when you ultimately change jobs.

Strive to get yourself onto the most advanced projects that you can, those that stretch your mind and enhance your skills. While your initial project may not always meet these goals, as you demonstrate your potential quite

often you can end up on a new and exciting project. Recognize that marketing yourself is also partly your own responsibility, in concert with our sales personnel.

To our clients, you are probably beginning to see that the really good consultants are getting placed a whole lot faster. Where, a year ago, a consultant might be still available six weeks after resume submittal, this timeframe is now compressing to a couple of weeks or in many cases a couple of days. I would suggest that if you see someone that you really like (whether that person is from NetEffects or not) that you make as quick a decision as possible. This will ensure that you get the best resource at the best rate.

As this market continues to grow, please recognize that the consulting workforce will be presented with an increasing number of opportunities with a spectrum of rates, positions and job durations. I would also urge you to monitor the market and adjust your processes to keep pace.

From the NetEffects perspective, we are constantly watching trends and adjusting our policies and procedures in order to satisfy both our employees and clients. While our recent growth through these tough economic times points to our success in these areas, we will continue to "stick to our knitting" and improve. 🌐

## Make-A-Wish Third Annual NetEffects Raffle

NetEffects has made a commitment to support and give back to the community through donations and service. The Make-A-Wish Foundation® of Metro St. Louis 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.

The Make-A-Wish Raffle Drawing will be held on September 1 at Chesterfield Billiards at Clarkson and 40 from 5 to 7 p.m. Please contact Michelle Zipfel at

mz@neteffects if you would like to purchase raffle tickets. The tickets will be one for \$5 and five for \$20. Following is a list of some of the items that we will be raffling off. Our goal is to raise \$3,500. Which is \$500 more than last year.

- DISC (Behavioral communication) and review session (\$400 value) donated by Stark and Associates
- 30 minute massage
- Pizza Parties for your work group
- Golf Basket
- Krispy Kreme doughnuts breakfast for your work group

- MZ Original bracelet with Swarovski crystals
- Ice Cream Social for your work group
- NetEffects cooler bag
- Dinner for two at Jack's House
- Gift certificates to various restaurants
- Ladder Golf sets
- BBQ Basket
- Rams snack helmet
- Movie Rental Basket

And lots more. 🌐



# PJ Petracek Impresses Callers, Clients and Colleagues With Her Friendly Voice and Warm Personality

For several weeks now, people calling the NetEffects office have noticed a friendly new voice on the other end of the line. The voice belongs to PJ Petracek, who joined the company in late April as an administrative assistant.

“I enjoy interacting with the recruiters, salespeople, candidates and everyone else who calls the office,” PJ said. “I’m still learning the ropes, but I enjoy working with everyone here.”

In addition to answering incoming calls, PJ helps the company process resumes. When a resume arrives from a recruiter, she logs it into the company database. When she receives a request, she then formats the resume and forwards it back to the recruiter to be submitted to the client. She also recently began assisting with new-hire packets.

Prior to joining the NetEffects team, PJ gained a great deal of experience in recruiting while working at Northwestern Mutual Financial Network (NMFN). Her work there primarily involved

recruiting financial representatives. In fact, she first heard about NetEffects from a colleague at NMFN.

PJ also has a great deal of experience in sales support and marketing. She gained this experience while working for a couple of manufacturers rep companies for a number of years before joining NMFN.

Outside of work, PJ spends most of her time with her partner Debbie, working on the construction of their new home. She also enjoys reading and spending time with friends and family members. In particular, PJ delights in spoiling her six nieces and nephews and “then sending them home to their parents.” She gets plenty of opportunities, too, because her entire family lives in and around St. Louis.

So what do her initials stand for? Believe it or not, her parents named her Pepi-Jo Genelle.

“I’m the youngest child in a large family,” she said. “I think my parents must have run out of names by the time I was born, and just made something up.” 🌐



NetEffects welcomes PJ Petracek, new administrative assistant.

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Mike then collected, sorted and folded or hung up the clothing and made arrangements with the NCJW for them to pick up the clothing. The NCJW Council Shop is at 8612 Olive Boulevard in St. Louis. The shop operates from 10 a.m. - 6 p.m., Monday through Friday, and 9 a.m. - 5 p.m. on Saturdays. The shop sells high-quality new and gently-used clothing and accessories for the entire family, home items, electronics and some furniture, with proceeds going to benefit women, children and families in St. Louis.

The NCJW Council Shop also hosts numerous sales and special events throughout the year. Each autumn, for example, the shop hosts the well-known **Couturier**

Sale, featuring designer merchandise at bargain prices.

NCJW began meeting the needs of St. Louis residents in 1895. The organization pioneered the public school milk program, the Scholarship Foundation, Victim’s Service Council, Court Appointed Special Advocates (CASA) of St. Louis County and Legal Advocates for Abused Women. These and other NCJW community service projects have evolved into vital social programs and agencies of their own.

For more information on the council, please visit [www.ncjwstl.org](http://www.ncjwstl.org). 🌐

## 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 an e-mail to [referrals@neteffects.com](mailto:referrals@neteffects.com).

- **J2EE developer**
- **Java with Perl**
- **.net C# developers**
- **CCIE**
- **LAN/WAN specialist with SMS and Active Directory**
- **Unix System Administrator**
- **PC Support**
- **Testers with Rational Test Suite**
- **SMS**
- **Business Analysts with RUP**
- **NT Administrators**



# Excellence in Performance

NetEffects commends employees that have received recognition from the client or internally from NetEffects. Our consultants receive an Excellence in Performance Certificate, movie tickets, acknowledgement next to their name on the NetEffects family wall and recognition in the newsletter, *NETconnect*. If you know of anyone that has received recognition from the client, please let us know so that we can recognize them. Please contact your account manager or Michelle Zipfel at [mz@neteffects.com](mailto:mz@neteffects.com).



Sameer Andi
Piper Cason
Sarah Peeples

# New Employee

## NetEffects Welcomes Senior Technical Recruiter Scott Baldwin



Scott Baldwin

Scott has used his tremendous skill and experience as a senior technical recruiter to get off to an extremely fast start since he joined NetEffects in February.

Scott came to NetEffects with more than 12 years recruiting experience in both technical and medical industries. He has an impressive track record of full-time hires and contingent workforce fills. In addition, his strong ability to successfully deploy staff augmentation workflow methodologies made him a valuable asset to the NetEffects team. His dynamic background provides the flexibility to assist customers with IT needs that range from software development and hardware domains to executive-level project management and support-tiered engineering.

“My background, skills and experience enabled me to ramp up pretty quickly since joining the NetEffects team,” Scott said. “This company has a tremendous client base and, so far, I can’t say enough about them or my new colleagues. I have really enjoyed working with everyone.”

Scott believes that maintaining effective lines of communication with internal sales and business development account managers, recruiting colleagues, consultants, strategic partner vendors and direct hiring managers remains a key factor in matching talented individuals with appropriate positions. His knack for identifying top talent, self-discipline, motivation, ability to thrive on challenge, opportunity and results, and proven skill to close the deal have also contributed to his early success.

Scott admits that, when first approached about coming to work at NetEffects late last year, he didn’t give the offer much consideration. A variety of factors, including the significant growth that NetEffects has enjoyed in recent years, drew him to the company, however.

“NetEffects offered the ideal environment to allow me to grow professionally,” Scott said. “The company has a wonderful group of talented people here, and it’s exciting to be a part of the NetEffects team.”

In addition to recruiting top new talent for NetEffects clients, Scott gets a great deal of enjoyment from rooting for his beloved St. Louis Rams. A former competitive swimmer, he also likes to spend as much of his free time as possible in, on or near the water. While he places power boating, sailing and water sports at the top of his favorite pastime list, Scott also enjoys most other outdoor activities and home improvement.

# 2004 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) 07/02/04	(Tuesday) 07/06/04	
07/09/04	07/13/04	
07/16/04	07/20/04	07/30/04
07/23/04	07/27/04	
07/30/04	08/03/04	08/13/04
08/06/04	08/10/04	
08/13/04	08/17/04	08/31/04
08/20/04	08/24/04	
08/27/04	08/31/04	09/15/04
09/03/04	09/07/04	
09/10/04	09/14/04	09/30/04
09/17/04	09/21/04	
09/24/04	09/28/04	
10/01/04	10/05/04	10/15/04

\* 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 e-mail to [timesheets@neteffects.com](mailto:timesheets@neteffects.com). Include all vacation information in the e-mail. Thank you.

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L to R: Manjunath, Vik, Sharath and Shekar enjoy themselves at the picnic.

beef and broccoli, Hunan chicken and good old American favorites like fried chicken, hot dogs and potato chips.

The decorations at the event also had a multicultural flair. Flags of many nations greeted people as they arrived at the parking lot and lined the way to the picnic pavilion. In addition, picnic organizers divided the shelter into four

areas and gave each a particular theme, complete with appropriate decorations and party favors. For example, the Mexico area featured plastic fiesta cups, mini piñatas, maracas key chains and sombreros. The China area had a dragon, decorative fan and noise makers. The America area

featured bandana-style table cloths, cowboy hats and plastic star necklaces. The dessert area, showcased delicacies from many different countries around the world.

After lunch, children and adults participated in a variety of activities. The youngsters worked off their extra energy

by decorating bags for prizes, smashing open a piñata, drumming along with Babaloo, competing in an egg race and running a three-legged race. As these events unfolded, many of the adults occupied their time playing bingo or rummy.

"This year's food, location and decorations were incredible – even better than last year," said Bill Boltralik. "As a contractor who has been to a quite a few company picnics, NetEffects picnics are the most organized I have ever been too. Can't wait for the next event!"

Special thanks to Rachel Stuart and Michelle Zipfel for organizing and coordinating the entire picnic, and to the entire NetEffects team for setting up and decorating the pavilion. 🌍



# Pakistan Continues a Long Tradition of Influencing World History



As a key U.S. ally in the war on terror, Pakistan finds itself playing a major role in world affairs — as usual.

Improbable as it may seem, the people who inhabit the ruggedly beautiful Pakistani landscape began influencing world history long before they became integral to the world of information technology. In fact, archaeologists have discovered the remains of some of the world's oldest human settlements within Pakistan's borders. An ancient civilization that rivaled those of Egypt and Mesopotamia once thrived there as well. Finally, two of the world's major religions, Hinduism and Buddhism, trace their beginnings to Pakistan's rocky soil.

Pakistan's first-known residents inhabited the Potwar Plateau (northwest Punjab) during the Stone Age. The sophisticated Indus Valley (or Harappan) civilization developed in Pakistan and flourished from the 23rd to 18th centuries B.C. Semi-nomadic peoples later arrived and, by 800 B.C., had populated what is now northern Pakistan and India. These people practiced the Vedic religion, which evolved into Hinduism and included a rigid division of labor that became the basis for the caste system.

In 327 B.C., Alexander the Great pursued the last remnants of the defeated Persian Empire over the Hindu Kush. He didn't remain in the area very long, but some families still claim that they descended from members of Alexander's army.

Over the next few centuries, Pakistan developed into a key segment of the Silk Route, an important avenue of trade that linked the Roman Empire with India and China. The Kushans, who played a key role in the silk trade, established the capital of their Gandhara kingdom at Peshawar. At one point, their empire extended from what is now eastern Iran to the Chinese frontier, and southward to the Ganges River. The Kushans, who were Buddhists, built thousands of stupas and monasteries and transformed Gandhara into a center of religious study and pilgrimage. In effect, they transformed Pakistan into the Buddhist "holy land."

By the 4th century B.C., however, the Kushan Empire collapsed and a series of

other leaders took power. These rulers included the Persian Sassanians, the Gupta Dynasty, Hephthalites from Central Asia, the Turkic and Hindu Shahi Dynasties and the Monguls. Not surprisingly, each new ruler introduced a wide range of reforms and left their imprints on the region's art and architecture.

Eventually, a Sikh named Ranjit Singh rose to power in 1799 and fashioned a religious fraternity of "holy brothers" into the subcontinent's most feared army. Ranjit agreed to stay out of British territory in India if the British would leave him alone. This agreement remained in force until Ranjit died in 1839. Unfortunately, his successor violated the treaty and the British invaded and assumed power. The British Empire went on to annex Kashmir, Ladakh, Baltistan and Gilgit.

The British stayed in power until 1849, when a second war drove them out. Shortly after the turn of the 20th century, the Muslim League formed and its members began demanding an independent Muslim state. Almost a quarter century later, a group of England-based Muslim exiles coined the name Pakistan, meaning "Land of the Pure." Violence between Hindus and Muslims eventually escalated to the point where the British realized that a separate Muslim state was inevitable. Shortly thereafter, Lord Louis Mountbatten announced that independence would come by June 1948.

These forces transformed the nation into what has become known today as the Islamic Republic of Pakistan. Today's Pakistan encompasses more than 803,000 square kilometers. More than 150 million people now live within its borders. The main ethnic groups include Punjabi, Sindhi, Siraiki, Pashtu, Urdu, Baloch, Hindko and Brahui. Pakistani citizens speak four main languages: Urdu; Panjabi; Sindhi; and English. An overwhelming majority of 97 percent of the population practices the Muslim religion, with the remainder divided primarily between Christians, Hindus and Parsees (descendants of Persian Zoroastrians).

In addition to the United States, Pakistan's major trading partners include the United Kingdom, Germany, Japan,

Saudi Arabia and the United Arab Emirates. Carpets, textiles, sugar, vegetable oils, chemicals, steel, cement, fertilizers and sporting goods represent the majority of Pakistan's exports.

The country's man-made wonders reflect the rich diversity of Pakistan's history. Visitors marvel at the nation's ancient Islamic palaces, tombs and pleasure grounds, as well as its Hindu temples, Buddhist monuments and Anglo-Mogul mansions. Pakistani artisans also create some of the world's finest ceramics, silk goods, jewelry and engraved metalwork and woodwork, while Graeco-Buddhist friezes dominate the country's sculpture.

Interestingly, some of the most dazzling works of Pakistani art form part of the nation's transportation infrastructure. Fleets of mirror-buffed and chrome-sequined trucks and vintage Bedford buses amaze visitors with their variety and colorful appearance.

Pakistan's traditional dances have similar vigor and creativity. Classical, folk and devotional music remain the most popular musical forms in the country. Most Pakistanis also prefer poetic or scholastic literature, while the sport of cricket represents the country's greatest sports obsession. In fact, citizens bestow hero status upon their national players.

Pakistani cuisine has many similarities with that of northern India, with a little Middle-Eastern influence as well. Most menus feature baked and deep-fried breads such as roti, chapattis, puri, halwa and nan. Other popular foods include meat curries, cabbage, peas, rice, spicy spinach, lentil mush (dhal) and Hunza pie. Street snacks called samosas and tikkas (spiced and barbecued beef, mutton or chicken) also remain popular with Pakistan's people, as do sweets such as barfi, which is made of dried milk solids and comes in various flavors.

If you would like to learn more about Pakistan and its culture, please visit [www.pakizonline.com/pakculture.htm](http://www.pakizonline.com/pakculture.htm) or [www.iexplore.nationalgeographic.com/dmap/Pakistan/History](http://www.iexplore.nationalgeographic.com/dmap/Pakistan/History). 🌐



**Habitat for Humanity**

The Habitat for Humanity tentative work date is September 18, 2004. Anyone interested in working (employee or client) should contact Michelle Zipfel at [mz@neteffects.com](mailto:mz@neteffects.com). NetEffects provides lunch and drinks. 🌐

## Our Mission

Habitat for Humanity partners with low-income working families, sponsors, and communities to build affordable quality homes and to provide support services that promote successful home purchase and ownership.



DISC Styles "I" Influencer Expressive  
People With Type I Personality Traits Project Optimism and Need Interaction continued from page 1

variations in tone. Similarly, they tend to write wordy letters.

When communicating with a Type I person, you can take a variety of actions to ensure a positive experience for all concerned. First, allow for a certain amount of social talk in any conversation. You should also focus on the big picture and put details in writing, because people with Type I personalities are often inattentive to detail. Typically, a friendly, enthusiastic and persuasive tone of voice will usually put a Type I person at ease. Smiling and making expressive gestures will also help you communicate effectively with these individuals.

At the same time, try as hard as possible to minimize any skepticism or negativity from creeping into a conversation. These emotions make Type I people uncomfortable, as does any hint of social rejection. Deep down, Type I people share a greater need to be liked and receive recognition than their counterparts in other behavior categories.

When working in a group situation, Type I people can contribute to the success of an effort in a variety of ways. Their enthusiasm enables them to motivate colleagues toward a mutual goal. They have natural skills in creative problem solving, negotiat-

ing whatever conflicts arise, and making people feel welcomed or included. Most Type I people also possess a positive sense of humor that can prove invaluable in stressful situations.

Having read this description, you may have decided that you fit into the Type I category of behavior. If so, you may also find yourself wondering if you have any avenues of self improvement. After all, we can always find ways to improve ourselves, right?

People with Type I personalities can often benefit from working to focus more on the details involved with a project. When organizing a presentation, a Type I person can achieve better results by striving to organize ideas in as logical an order as possible and avoid excessive wordiness. Type I people in positions of authority should also make a special effort to delegate appropriately and provide proper instructions, and avoid overestimating their ability to influence the behavior of others.

In addition, Type I people can frequently benefit by evaluating and improving the ways they make plans and use time. Finally, people with Type I personalities also have to work harder to avoid acting on impulse than most other people. 🌐



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