



NETconnect

DISC Styles "S" Steady People with Type S Personality Traits Have an Amiable Nature and Relate Well to Others

This article is the fourth in a series of five published in NETconnect.

The last issue of *NETconnect* included the third in a series of five articles describing the DISC model of human behavior. The DISC model of observable human behavior categorizes behaviors 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 to deal with rules and procedures set by others.

All people use some combination of these behaviors to create the results they

want. Some behaviors produce specific results more effectively than others do.

Please remember, though, DISC does not define right or wrong behaviors. It merely helps reveal how individuals instructively prefer to 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.

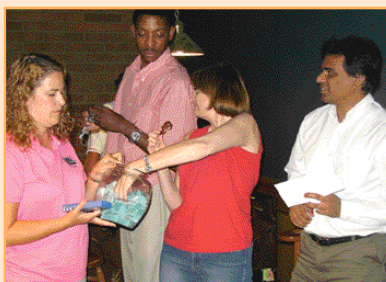
This issue of *NETconnect* focuses on people whose behavior falls into the Steady category. Individuals with type S personalities do not typically display a great deal of emotions, but have a strong sense of loyalty and a need to serve others. Steady people share other general characteristics as well. People usually perceive

people with type S personalities as relaxed, understanding, dependable, friendly, deliberate, stable and sincere. Some view Steady people as passive, predictable, mild or undemonstrative.

Most often, though, coworkers refer to type S people as "team players." Steady people tend to write long, informational letters and have "homey" offices. They operate at a relaxed pace, make decisions at a more deliberative pace, follow the rules and dislike change or conflict. Type S individuals will also usually listen before talking.

Steady people also have an unusually high level of patience and persistence, which enables them to work steadily at a

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Michelle, Dauffus, Claire and Venu draw names out of the fishbowl.

NetEffects 2004 Make-A-Wish® Fundraising Drive Surpasses Company Goal

The third-annual NetEffects fundraising drive raised \$3,595 for the Make-A-Wish Foundation®. The total surpassed the company's 2004 goal of \$3,500 and far outpaced last year's total of \$3,000.

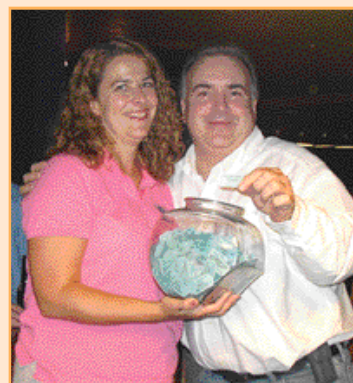
"The NetEffects fundraising drive for the Make-A-Wish Foundation has become the biggest fundraising project we do each year," said Michelle Zipfel, who coordinated the drive. "The mission of the Make-A-Wish Foundation is to grant the wishes of children with life-threatening medical conditions to enrich the

human experience with hope, strength and joy."

"For three weeks, we raised money by asking consultants, clients and others to purchase raffle tickets for a chance to win one of the 81 prizes donated by vendors, internal staff members, consultants and others," Zipfel said. "Each raffle ticket cost \$5. People could also buy five tickets for \$20."

"On the last day of the fundraising drive, we gathered at Chesterfield Billiards to draw the winning tickets,"

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Michelle and Kevin draw tickets at the Make-A-Wish event.

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X Prize – A Dream Realized

By Jack Bader, NetEffects President

Little did I realize when I made my first donation to the X Prize Foundation in 1998 that I would actually end up in the Mojave Desert watching Burt Rutan's SpaceshipOne win the \$10 million prize. More than a spectator I was the Project Manager for the webcast that allowed thousands of people worldwide to watch the event in real-time.

To put this in perspective, in the spring of 1998 NetEffects was barely three years old and Stephanie Schroeder, Janice Haupt, Sharon Lowenthal and myself had just moved out of my basement into our first office. Overall, our entire company was around 35 employees.

My lifelong interest in space led me to an X Prize fundraising event and a subsequent meeting with Peter Diamandis (X Prize founder) and Gregg Maryniak (X Prize Executive Director). After reviewing their plans I committed to join as one of 100 New Spirit of St. Louis members who were financially supporting this idea.

The dream being pushed by Peter and Gregg seemed so distant and so unattainable. However, the energy of these two, their believability and their single-minded focus convinced me to invest and to get involved...and I did 110%.

Besides talking up the X Prize to whoever would listen I began to volunteer my time. In 2002 I served as Assistant Flight Director in Erik Lindbergh's flight across the Atlantic commemorating the 75th anniversary of his grandfather's flight. I arranged for outfitting the St. Louis Science Center's Mission Control communication system and various other details...right down to providing out-of-town guests with Ted Drewes ice cream. This event inspired me to obtain my private pilot certificate and my subsequent instrument rating. Today I am an active pilot.

Having no previous webcast background, early this spring I volunteered to manage the X Prize worldwide webcast and also equip the Mojave location with land-line and WIFI Internet. Using some of the same Internet "cold calling" skills that I utilized recruiting for NetEffects I identified one of the industry pioneers in webcasting, Dan Rayburn, and recruited him to assist me. He and I selected a team of vendors to deliver the webcast with 100% reliability. Ultimately, we handled 20,000 simultaneous viewers and over a million unique viewers came to our website within a few days to watch video clips. These are huge numbers in the webcast world.

As I stood surrounded by over a thousand VIPs and staff watching this "homebuilt" spacecraft rocket to 100 kilometers twice I could not help reflecting on how this actually happened, what lessons I learned and how universal they are.

First, dreams and having the confidence to believe that your dream is attainable is a key part of any effort. I watched it happen here and it is totally amazing to see

the scope of this project and the number of people who are involved. The X Prize was created by a few dreamers who tirelessly promoted their idea and finally saw it come to pass.

Second, do the absolute best that you can. Even though the vast majority of the team volunteered, each person that I worked with was a total professional and thoroughly knowledgeable in their area. No matter the compensation, each person would "go the extra mile" in order to ensure that things happened accurately and promptly...this is invaluable.

Finally, lose your ego and help the team succeed. I watched dozens of people do whatever it took on a 24x7 basis. No matter what level in the organization, each would stop to help me and my team even if it wasn't their responsibility. This willingness to pitch-in to achieve the goal was instrumental in our success and in any endeavor.

I was proud to support the X Prize and it was exciting to participate. I also want to thank the NetEffects corporate staff and my wife, Anne, for picking up my slack and allowing me the time to get involved. 🌐



Yousef Marshi's Superb Skills and International Perspective Make Him a Valuable Asset to NetEffects

Yousef Marshi has impressed NetEffects consultants and customers with his skill, energy and work ethic since he joined the company almost six months ago.

"Since joining NetEffects, I have worked with a client who specializes in shoe retailing, importing and exporting," Yousef told *NETconnect*. "I have focused on helping the client move its system to the Universe environment. I have assisted configuring the import, invoicing, claims and payment systems. I also did some coding to complete the data transfer of the legacy database to the new, created new claims screens, suggested design enhancements and created some of the documents we used to present our designs to the customer."

In addition, Yousef helped prepare testing of many key functions of the new system, such as completing vital month-end processes, subroutines involved in payment processes and the ability to interface and transfer information into PeopleSoft. Yousef's effort, combined with that of other consultants involved in the project, enabled the client to have its new system up and running on October 1 as anticipated.

"You always encounter a few issues, but we succeeded in working through them," Yousef said.

But then after 17 years as a programmer and 12 years in the consulting arena, he ought to know. Born in Kuwait with Lebanese, Jewish and Christian heritage, Yousef lived and worked in England for many years before moving on to the United States. He met his wife, Tina, in Saudi Arabia while working as a representative with Pan Am airlines controlling passenger movements between the Riyadh and Dhahran airports for American (red eye) planes. They married in England after six months on Jan. 14, 1984.

After coming to America, Yousef worked as a consultant for seven years, during which time he worked primarily on program analysis and design. He joined NetEffects this past spring and quickly gained an appreciation for the people he now works with.

"Everyone at NetEffects is very helpful," Yousef said. "The company has a very good approach to business, and if I have a problem, the people here are always very helpful."

At the same time, Yousef has impressed his NetEffects colleagues and clients with his energy, both during and after hours. He and his wife have four children: daughter, Raafi, 16; son, Ethan, 13; son, William, 11; and daughter, Asha, 10.

An excellent student and accomplished dancer, Raafi performs at numerous dance recitals with her family in attendance. Asha is also following in her sister's footsteps. The Marshi family also attends all of Ethan and William's soccer games. They are supporters of the Highland Bulldogs football team and the marching band in which Raafi and Ethan play the flute and euphonium respectively.

Somehow, Yousef also finds time to play guitar – classical and electric – with a band at his church. Plus, he enjoys fishing and painting landscapes.

"I list my top priorities as God, family, country and job," Yousef said. "Without God, I have no family, without family I have no country and I need the job to keep it all together. Although I cannot hide my pride in my family and my achievements, the praise must all go to our Father God and his son Jesus for his blessings, mercies and love." 🌐



Yousef Marshi

"Everyone at NetEffects is very helpful," Yousef said. "The company has a very good approach to business, and if I have a problem, the people here are always very helpful."

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.

- **Software Testers with RUP**
- **LAN/WAN – Cisco/CCNA's**
- **Java/J2EE Developers**
- **WSAD**
- **Websphere**
- **Project Managers with PMP or CMM**
- **.Net Developers**
- **Business Analyst with RUP and Use Case**
- **SAP**
- **Oracle Skills – DBA, B/A or Developers**
- **Network Administrators**
- **Cold Fusion**

she added. “It took nearly an hour to complete the drawing.” After that attendees played pool and got a chance to socialize with consultants working at other client sites.

The effort then shifted to getting prizes into the hands of winners. Michelle and members of the NetEffects sales team had the responsibility of delivering prizes to the clients and consultants who had winning tickets.

Of course, the biggest prize of all went to the Make-A-Wish Foundation and the children it serves. Everyone at NetEffects took great pride when Joe Miller, special events supervisor of the Make-A-Wish Foundation of Metro St. Louis, came to NetEffects in late September to accept the check for the proceeds from the fundraising drive.

For more information on the Make-A-Wish Foundation of Metro St. Louis, please visit www.stlouis.wish.org.

NetEffects 3rd Annual Raffle for a Cause Winners

Thanks to everyone for their participation in surpassing our goal and raising \$3,595 for Make-A-Wish!

Disc Test (Behavioral Communication) and Review Session donated by Stark & Assoc. (\$400 value)
Chuck Waeltz

\$100 American Express Gift Card donated by The Newsletter Factory
Alpha Holloway

Nice BBQ Utensil Set in Case
Mike Miller

Beige Nascar Busch Microfiber Jacket by Izod Club
Sashi Padarthy

Best Buy Gift Cards (\$50 value) donated by Bob Holschen at Universal Business Supply
Shyam Purshottam and Chris Counts

Five free Wash and Vac from WaterWay (\$50 value)
Crystal Schuessel and Piper Cason

Dinner for two at Jack Bader’s House (consultant only)
Lynne Fee, Rui Li and Vikram Aedula

Pizza Party for the Work Group
Mike Ring, Bob Hoch, Steve Bryzeal and Carrie Tice

Salon Bella Hair Cut and Blow Dry (\$55 value) donated by Salon Bella
Shalyn Gregory

MZ Original Bracelet
Yousef Marshi

Full Body Massage (\$60 value) donated by Brandon Schuessel
Teresa Awalt & Michael Nichols

\$50 Pottery Barn Gift Card
Teresa Awalt

Five Yoga Classes (\$50 value) donated by HaVu Yoga in O’Fallon, Mo.
Steven Burry

Ladder Golf
Landung Wahana

Spa Basket (\$60 value)
Charlene Mike-Billstrom

Krispy Kreme or Bagel Breakfast
Jamie Vogel, Joseph Albitar, Sashi Padarthy and Doug Van Horn

Golf Basket (balls, tees, distance finder, mister fan, etc.)
Alesia Harvey

BBQ Basket (BBQ grill, sauce, utensils, etc.)
Ben Davis

Movie Rental Basket (including popcorn, candy and soda)
Tom Ferrara

Ice Cream Social
Lisa Hackman, Shumer Chandhuri, Saeed Akbani and Glenn Brendel

Blue Cardinals Budweiser Polo Shirt
Kevin Sees

Intro Golf Lessons donated by Golf Galaxy
Dan Carrigan and Vikram Aedula

NetEffects Cooler Bag
Mark Phelps

Certificate to Nolls Restaurant (\$15 value) donated by Noll’s
Jim Van Horn and Shalyn Gregory

Two AMC Movie Passes
Jamie Vogel, Bob Hoch, Venu Vennam and Robert Moles

NetEffects Beach Towel
Kishan Bagam

Rams Snack Helmet
Terry Tolen

Uno Pizzeria \$10 Voucher donated by Uno’s
Lisa Hackman

Mi Lupita Mexican Restaurant (\$10 Value) donated by Mi Lupita
Joe Buhr

Applebee’s \$10 Certificate donated by Applebee’s
1377 Highway K, O’Fallon, Mo.
Paul Feld, Sashi Padarthy, Dave Mahadev and Bobbie Latzel

Wilson Deep Red/Beige Golf Hat donated by Golf Galaxy
Charlene Mike-Billstrom, Jyothi Venkatrao, Laura Forhan, Todd Watkins, Lisa Hackman, Scott Baldwin, Tahir Faqir, Jack Harvey, Kevin Corno, Jim Bower, Carol Cummings, Sanjay Singha, Chad Sevold, Jerry Hamilton, John Gordon, Jamie Vogel, Joe Brady, Cheron Guyton, Jie Tian, Todd Westphalen, Dave Tripodi and Coco Delgado

Reserved Seating at Holiday Party
Aaron Ward

Badge Holder
Yousef Marshi, Jamie Vogel and Vik Aedula

NetEffects Pocket Knife
Chad Sevold

Entertainment Coupon Book
Matt Loveland

Air Force T-shirt
Sarah Peeples





China's Unique Culture Makes it Distinct Among Nations

China's effort to establish a socialist market economy has resulted in tremendous economic growth in recent years.

Agriculture remains the country's largest industry. China now ranks as the world's largest producer of rice and wheat and a leader in producing sweet potatoes, sorghum, millet, barley, peanuts, corn, soybeans and potatoes. Among cash crops, China leads the world in cotton and tobacco production and ranks as an important producer of oilseeds, silk, tea, ramie, jute, hemp, sugarcane and sugar beets.

China is one of the world's major mineral-producing countries. China mines

more coal than any country on earth and exports minerals such as tungsten, antimony, tin, magnesium, molybdenum, mercury, manganese, barite and salt. China also has large deposits of vanadium, magnetite, copper, fluorite, nickel, asbestos, phosphate rock, pyrite and sulfur.

In addition to its mineral exports, China produces a range of manufactured goods. Major industrial products include textiles, chemicals, fertilizers, machinery (especially for agriculture), processed foods, iron and steel, building materials, plastics, toys and electronics.

Geographically, China consists of several distinct regions:

- The 12,000-foot-high (3,660 m) Tibetan plateau bounded in the north by the Kunlun mountain system.
- The area traditionally called China proper, which contains 80 percent of

the country's population.

- The Tarim and Dzungarian basins of Xinjiang, separated by the Tian Shan.
- The vast Inner Mongolian tableland.
- The eastern highlands and central plain of Manchuria.

The climate in most of China remains dry in the winter and wet in summer, although regional differences do occur.

Chinese cuisine reflects the influences of its various geographical regions. In fact, culinary experts divide Chinese food into eight distinctive regional categories. Shandong cuisine is known for its emphasis on aroma, freshness, crispness and tenderness. Sichuan cuisine, better known as Szechuan cuisine in the west, is characterized by spicy and pungent flavors. Guangdong cuisine usually features dishes

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NetEffects Works to Shape the Future of Our Industry at NACCB Lobby Day

NetEffects Chief Financial Officer (CFO) Claire Nottingham joined leaders of the National Association of Computer Consulting Businesses (NACCB) in an effort to shape the future of our industry during Lobby Day on May 5.

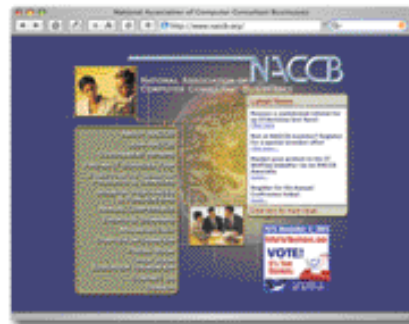
"On Lobby Day every year, representatives from association member companies across the country travel to the U.S. Capitol building in Washington, D.C., to discuss legislative issues that affect the industry," Nottingham said. "There are one-on-one appointments set up throughout the day with senators and members of the House of Representatives or their staff people, mainly in the district that the company representative is from. These NACCB members present their position on various issues affecting the industry and ask lawmakers to vote in a way that favors our industry."

Nottingham herself spoke with six members of Congress this year, which marked the third time that NetEffects has participated in Lobby Day. NetEffects became a NACCB member five years ago.

"By participating in Lobby Day, we help shape the future of our industry and

protect our interests as legislation goes through Washington," Nottingham said. "This enables us to stay on top of what is happening and not be surprised by laws out of the blue."

"Nothing is short term in Washington," she added. "By traveling to Washington,



<http://www.naccb.org/>

we make a bigger impression on Congress. They listen to what we have to say and take it into consideration when voting. It leaves a big impression when constituents travel to the Capitol to meet with congressmen, rather than leaving it up to people already in Washington."

NetEffects' membership in the NACCB

benefits the company in other ways, as well. For example, it provides excellent opportunities to network with others in the industry across the country and meet people facing the same issues.

NetEffects has also made significant contributions to the association's success since joining NACCB.

"This year, NetEffects played an instrumental role in creating a CFO forum for the association," Nottingham said. "Previously, the association had a CEO Forum where chief executive officers had regular roundtable discussions and executive meetings. But until this year, CFOs had no opportunities to have similar gatherings."

"The CFO Forum has quickly become a big success, with more than 40 companies participating nationwide," she added. "CFO Forum members now have quarterly calls and periodic conferences focused on CFO issues."

For more information on the NACCB, please visit www.naccb.org.

GSA Approves NetEffects Schedule of Services and Opens Door to Huge Opportunities with the Federal Government

NetEffects recently reached a major milestone in its efforts to expand and diversify its business when the U.S. General Services Administration (GSA) approved the company's proposed schedule of services.

"By approving our proposed schedule of services, the GSA has cleared the way for NetEffects to do business with the federal government," said Claire Nottingham, NetEffects' chief financial officer. "This is a major feat and provides a new revenue stream potential for NetEffects that diversifies the corporate risk between commercial and government accounts."

The GSA schedule consists of service offerings, pricing, terms and conditions, and case studies of accomplishments for

different completed projects. The spectrum of services included in the schedule encompasses 77 categories, ranging from network engineering to telecommunications and database management and project management.

The process of compiling all of the information and completing the negotiations necessary to obtain the GSA's approval took approximately two and a half years and required a great deal of work on the part of NetEffects staff members. In addition to Nottingham, Stephanie Schroeder, Teresa Awalt and Jack Bader played lead roles in the effort for NetEffects. Their success has prompted other companies to begin calling NetEffects for advice on how to undertake the process.

NetEffects has now begun the process of structuring a management team and pulling together the in-house resources needed to capitalize on this tremendous opportunity.

"We now look forward to getting that end of the business going, and to facing the challenges and earning the rewards that it presents," Nottingham said. 🌐



DISC Styles "S" Steady

People with Type S Personality Traits Have an Amiable Nature and Relate Well to Others continued from page 1

task until it is achieved. As a result, they have the capability of dealing with laborious tasks that many other people would lack the patience to complete.

When communicating with a Steady person, remember that they are more people-oriented than task-oriented. So start with a personal comment to break the ice before rushing on to business matters. You should also remain patient, listen carefully and be responsive rather than trying to force a quick response to your objectives. If you do need a decision from someone



with a type S personality, give them time to think and provide them information rather than try forcing a quick decision.

In addition, personal assurances and guarantees also mean a great deal to Steady people, but never promise some-

thing you can't deliver. Individuals with type S personalities also tend to take things very personally. So expect hurt feelings if a situation personally impacts a Steady person, and don't mistake a willingness to go along for satisfaction.

As previously mentioned, when working in a team situation, people with type S personalities possess positive traits that can contribute to the success of their group or organization. They radiate dependability and have a calming and stabilizing influence on those around them. Steady people typically prefer working behind the scenes to ensure the success of the group.

Unfortunately, because people with type S personalities dislike conflict, they can sometimes allow themselves to become overburdened by agreeing to the impossible rather than risking confrontation. Their fear of criticism can also prompt some Steady people to be too hard on themselves so that they can head off critical input from others.

If you have determined that you fit into this category, you're in good company. Famous examples of people with type S personalities include Barbara Bush, Mother Teresa, Walter Payton, Tom Brokaw, Hugh Downs, Martina

Navratilova, Gandhi and John Denver.

Of course, we can always find opportunities for improvement within ourselves. People with type S personalities can often benefit by working to become more assertive and more comfortable with change. A type S person can also benefit from tapping into their reservoir of patience when dealing with more dominant personalities that are more task-oriented than people-oriented.

Understanding that abruptness or lack of interaction at a personal level should not be taken personally will help Steady people avoid hurt feelings in many situations.

Finally, people with type S personalities should remember that the DISC model of observable human behavior merely categorizes different behaviors into the categories of Dominance, Influence, Steadiness and Compliance. The model does not identify "right" or "wrong" behaviors. But, categorizing them in this way helps people understand how different individuals respond to conditions, changes or challenges within their environment.

In the next issue of *NETconnect*, we will examine the characteristics of individuals whose personalities fall into the Compliance category. 🌐

China's Unique Culture Makes it Distinct Among Nations
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with fowl and other meats, and basic cooking techniques such as roasting, deep-frying, stir-frying, sautéing, braising, steaming and stewing. Fujian cuisine is renowned for its choice seafood, beautiful color, and sweet, sour, salty and savory flavors. Jiangsu cuisine, popular in the lower reaches of the Yangtze River, stresses freshness, uses fish and crustaceans as the main ingredients, and includes cooking techniques such as stewing, braising, roasting and simmering. Zhejiang cuisine has a reputation for freshness, tenderness, softness, smoothness and mellow fragrances of its specialties. Hunan cuisine is characterized by thick and pungent flavors that include chili, pepper and shallot. Anhui cuisine focuses more on temperature in cooking and emphasizes braising and stewing.

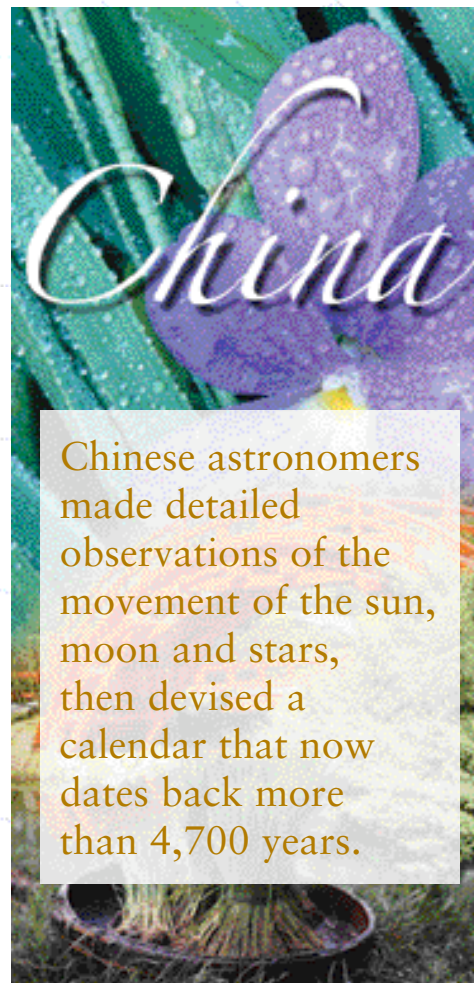
Similar variety exists within Chinese culture. Ancient Chinese artisans produced some of the world's oldest-known artifacts while working in pottery, bronze, bone and jade. Later craftsmen pioneered metalworking, painting and weaving techniques to produce the masterpieces of their ages.

Under Communism, artwork primarily existed to serve purposes of propaganda, but more recent artistic endeavors reveal a broader range of influences than ever before.

China's architectural wonders have attracted even wider attention. From the Great Wall to the structures of the Forbidden City, China's architectural marvels continue to amaze visitors from all over the world.

The country pioneered many sciences beside architecture, however. For example, the practice of medicine began in China centuries before it did in the west. Chinese astronomers made detailed observations of the movement of the sun, moon and stars, then devised a calendar that now dates back more than 4,700 years. In addition, Chinese chemists invented gunpowder and many other well-known compounds.

To learn more about China, its history and its culture, please visit <http://chineseculture.about.com> or www.factmonster.com/ce6/world/A0811892.html. 



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