



NETconnect

NetEffects “Can-Do Crew” Raises More Than \$31,000 to Help Tsunami Victims



NetEffects consultants responded to the December tsunami that struck Asia and Africa with an outpouring of generosity.

As the extent of the disaster became apparent, NetEffects challenged consultants to ask their managers and colleagues for help in raising money to assist survivors. The company promised to match every contribution two-to-one. In other words, NetEffects contributed \$2 to Direct Relief International for every \$1 that people donated.

Contributions immediately began rolling in and eventually a grand total of \$10,444.25 had been raised. NetEffects added \$20,888.50 in matching funds, which added up to a total contribution of \$31,332.75.

The company also rewarded everyone who donated more than \$100 with a

NetEffects “Can-Do Crew” t-shirt, and awarded a prize to the person who collected the most money in donations.

The winner of the most money collected was Vikram Aedula with a grand total of \$1,600 and he won a \$50 gift certificate to the restaurant of his choice, which was The Melting Pot.

NetEffects chose Direct Relief International from a list of charities providing assistance that the U.S. Agency for International Development identifies on its Web site. The agency encourages cash donations because they:

- Allow aid professionals to procure the exact items needed (often in the affected region);
- Reduce the burden on scarce resources (transportation routes, staff time, warehouse space, etc.);

- Can be transferred very quickly and without transportation costs;
 - Support the economy of the disaster-stricken region; and
 - Ensure culturally, dietary and environmentally appropriate assistance.
- “Your generosity to assist victims of this tragedy is inspiring, and we are honored by the trust you have placed in our organization to provide assistance. On behalf of the people in Asia who will benefit because of what you have done, please accept our deepest thanks,” said Anthoula Randopoulos, director, philanthropic investment, Direct Relief International.

For more information on Direct Relief International, please visit www.directrelief.org.

Seeking to Resolve Conflicts Effectively Can Help People Achieve Higher Levels of Success

Differences of opinion surface all the time in business settings and just about everywhere else that people interact on a regular basis. Yet many successful people consider occasional conflicts as essential ingredients in the success of a group or an organization.

After all, every effective team consists of people with different opinions. Often, these people have strong feelings about issues concerning the group and its activities. But while these factors make conflict inevitable, resolving these conflicts successfully can enable a group to achieve its fullest potential.

Identifying the causes of the conflict represents the first step toward arriving at a successful resolution. People often argue about a relatively minor issue in order to avoid



discussing a deeper problem. So those involved in a conflict should strive to agree on the underlying cause of a conflict in order to properly address it.

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Is IT Still a Career For Your Kids?

By Jack Bader, CEO

I have been in the IT field now for (shhhhh) over 30 years and regularly I am asked by my clients, consultants or friends whether I would advise their kids to go into the IT field. Invariably my answer has always been a definite "yes" and that the field is still growing.

Well, recently my son told us that instead of being a classical pianist he was switching to become a computer science major, following the tradition of his mother and father! This momentous announcement forced me to review carefully the advice that I have been giving out all these years and wonder if it was still valid.

Coincidentally, I was scheduled to attend a week-long conference of IT staffing firms where I attended many sessions discussing the future of staffing, trends in the IT industry and valuable data on hiring forecasts. I am happy to report that the strength of the IT industry is still there and that plenty of jobs for today's graduates will exist...in fact, there won't be enough candidates to fill tomorrow's jobs!

There were a number of interesting statistics presented, derived from the Bureau of Labor Statistics and other industry sources:

- St. Louis ranked 2nd nationally in the percent job increase for December 2004.
- IT jobs are projected to be the biggest growth segment thru 2012.
- The labor pool is a lot shallower than it appears.
- Qualified workers will get more scarce.
- The offshore business will peak and lose value.

I also attended many presentations focused on the increasing need for specialization. The IT labor force is being increasingly segmented into various specialty areas. Our clients are looking for talent that has very specific skills, and future workers will need to emerge from their educational environments with actual work skills in addition to the standard foundation training.

Tomorrow's clients will continue to have large numbers of IT jobs and it is still a good career. However, the nature of these jobs will change as the technology continues to mature.

In order to address the lack of workers, staffing firms and their clients will need to get creative in tapping some new sources of labor — retired workers and new graduates. From a simple worker availability perspective, how many of our clients have policies that forbid or tightly restrict the ability of their retired workforce to return as a contractor? Policies like these need to be reconsidered.

So, how will I advise my son on what to do...or all the other sons and daughters I will be asked about? Here goes:

- Enroll in the toughest academic institution that you can get into;
- Take the toughest courses that you can stand;
- Take as many high-end practical courses that are available;
- Try to do a work-study program every summer;
- As always, do the absolute best you can.

Tomorrow's clients will continue to have large numbers of IT jobs and it is still a good career. However, the nature of these jobs will change as the technology continues to mature. Tomorrow's jobs will be focused less on the "construction" aspects of IT and more on the business knowledge and process development. Students who tailor their careers with an eye to what's coming down the road will be in excellent positions to find well-paying and interesting careers. 🌐

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.

- **J2EE Infrastructure**
- **.net Developers (high level of experience)**
- **VMWare**
- **Radia**
- **Network Security**
- **TIBCO**
- **Business Analyst (willing to travel)**
- **Java Developers**
- **Project Manager's**

Shyam Purshottam Helps NetEffects Build a Reputation for Excellence

Senior Application Consultant Shyam Purshottam takes great pride in the work he has done to help NetEffects earn a reputation as an industry leader since he became a part of the team in 1997.

“(NetEffects President) Jack Bader found my resume on the Internet and recruited me to work with a major bank in St. Louis,” Shyam told *NETconnect*. “I started as a programming analyst and, after enhancing my skills through the years, I have become an application consultant. My current responsibilities involve developing Internet and intranet applications.”

Originally from the state of Hyderabad in southern India, Shyam began his career as a programmer analyst in his home country after earning a degree at Osmania University. After working there for three years, he moved to the United States to fulfill his dream of building a successful career in this country. He said his parents and brothers supported his decision, and credits them for helping to make him “who I am right now.”

“When I first arrived, I worked as a consultant with a consulting firm out of Portland, Oregon,” Shyam said. “After that, I went to New York for five months, and then moved on to Michigan, where Jack Bader found me.”

He spent his first seven years with NetEffects working with the same banking organization, which changed ownership several times during his tenure there. Finally, after reorganization in 2003, the bank moved its IT operations to another city.

“They asked me to move out of St. Louis, but I like it too much here,” Shyam said. “So I began

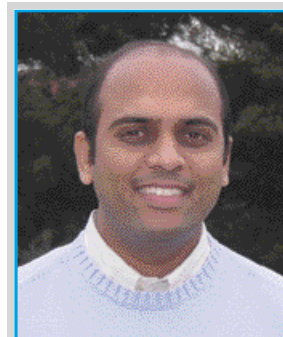
working with another bank based here in St. Louis. I enjoy working in the financial industry because it is a very dynamic market that presents numerous challenges. It keeps me very busy, but I love doing what I do.”

When he’s not overcoming the ongoing challenges of working in the financial industry, Shyam spends most of his time with his family. Shyam and wife, Sohini, have an 11-month-old son named Arnav who, Shyam says, “is now my favorite pastime.” He enjoys cheering on the St. Louis Rams and St. Louis Blues, reading and participating in community service activities sponsored by NetEffects. In recent years, he has also found time to become a certified developer and administrator in IBM Lotus Domino, SUN certified Web Component Developer for J2EE Platform, SUN certified Programmer for Java and IBM Solution Developer – XML related technologies. He thanks his wife for her encouragement and support on his accomplishments.

“In addition, I participate in several local computer user groups in order to sharpen my own skill set and mentoring friends to help them expand their skills,” he said. “I enjoy talking to and networking with people, which is part of the reason I enjoy working with NetEffects.”

As his own skills have expanded, Shyam has also seen many changes in the company itself.

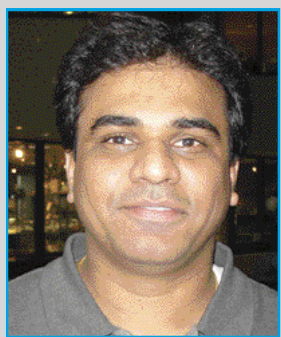
“When I began working with NetEffects, six people made up the entire organization,” he said. “Now we have more than 200 people in the organization and I am proud to have been a part of its success.”



Shyam Purshottam

In recent years, he has also found time to become a certified developer and administrator in IBM Lotus Domino, SUN certified Web Component Developer for J2EE Platform, SUN certified Programmer for Java and IBM Solution Developer – XML related technologies.

Venugopal Vennam Makes a Career Out of Beating Deadlines for NetEffects Clients



Venugopal Vennam

Senior Programmer Analyst Venugopal Vennam has contributed greatly to the success of NetEffects since he joined the company in May 1999.

“I trouble shoot on a wide range of projects, but I primarily work on projects related to telecommunications and financial transactions,” Venugopal told *NETconnect*. “I take a lot of pride in beating deadlines, even though it sometimes takes a lot of creativity to get all the work done in time.”

Originally from southern India, Venugopal began his career as a programmer analyst in his

home country. He then moved to the United States to seek better career opportunities and worked for several other organizations before a friend told him about NetEffects. He has considered himself fortunate ever since.

“I like all the people I work with at NetEffects,” Venugopal said. “Jack Bader, Michelle Zipfel, Stephanie Schroeder, Amy Fields and the rest of the staff make a great team. They really care about everyone who works here.”

“They also care about the community and get involved in a lot of worthwhile activities,” he

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Birthday Employee Name



M A Y

3	Melanie Edwards
4	Anthony DePung
5	Marvin Morrison
6	Yousef Marshi
6	Venkataramana Gosukonda
7	Kirubakaran Ellappan
8	Krishna Mantravadi
9	Venkatesan Subramanian
9	Anusha Dhulipalla
10	Aaron Turner
11	Raymond Johnson
13	Sasi Sivaraj
15	Julie Bryant
15	Elizabeth Papineau
16	Joseph Engbert
16	Sheila Ricioli
20	Suhasini Cilamkoti
22	Dharanidharan Madanagopal
26	George Pinta
29	James Tremaine
31	Shaukat Khan
31	Sreeram Pasham

J U N E

1	Manjunath Patil
5	Aruna Nukala
5	Landung Wahana
5	Jyothirani Venkatrao
5	Matthew Lennartz
7	Karen Westlund
9	Dru Sherman
10	Tharun Doddareddy
11	Yella Reddy Vanga
12	Dhananjay Kokate
15	Sanjay Bhagat
18	Arun Ravula
19	Curtis Terrell
19	Arun Regunathan
19	Vaibhavi Sinha
26	Prasad Bopardikar
29	Patrick House
29	Venkata Upamaka

J U L Y

3	Pramod Krishna
4	Dauffus Jackson
4	Ramakrishnan Srinivasan
5	David Fowler
5	Trupti Pandya
6	Srinivasarao Palakollu
7	Palaniappan Manickam
9	Rick Fink
10	Sanjay Sinha
11	Prashanth Yeniebera
13	Jun "James" Chen
13	Warren Thomas
15	Murali Krishna Dontula
15	Ramu Rondla
15	Krishna Toom
19	Deepak Puranik
19	Raj Dandolu
21	Bhavana Vallabhaneni
24	Mary Anne Jorgen
24	Dave Hallam
24	Monty Breckenridge
26	Shyam Purshottam
28	Yat Chiu Hung
30	Madhavi Nadendla

Birthdays - Birthdays - Birthdays

Join The NetEffects Can Do Crew Team in the Komen St. Louis Race for the Cure®

NetEffects urgently needs your help to strike a blow against breast cancer at the Komen St. Louis Race for the Cure® on Saturday, June 18.

Representatives from our company will join an estimated 50,000 people from the St. Louis area at this year's event. Last year, the Komen St. Louis Race for the Cure® raised more than \$1.6 million to combat this dreaded disease, and event organizers hope to do even better this time around.

You don't even have to set foot on the race course to support the effort. As a Runner in Spirit, you can provide much-needed support without even breaking a sweat.

To participate in this year's race as part of the NetEffects team, simply register online at www.komenstlouis.org before May 16. When you do, please remember to choose "NetEffects Can Do Crew" in the drop down box on the registration page. NetEffects will reimburse you for the \$20 sign up fee.

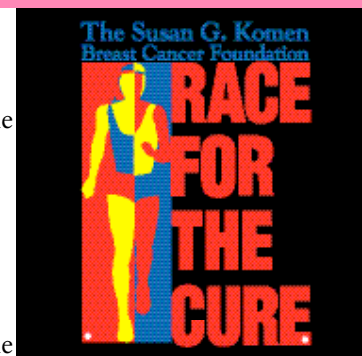
As a member of our team, you will receive your Race T-shirt, bib number, and back signs the week before the race. In fact, someone from NetEffects will personally deliver these items.

Your participation will also help NetEffects make a strong showing in the Team Competition. The individual who raises the most money will also receive a \$50 gift certificate at the business of his or her choice.

As a member of the NetEffects team, you can take pride in the knowledge that you have assisted in the effort to make breast cancer a thing of the past. Right now, one woman is diagnosed with the disease every 2.6 minutes, which makes it very likely that this disease will affect all of us at some time or another.

In addition, you will have the satisfaction of knowing that 75 percent of the net proceeds from the event will help us carry on the fight against breast cancer right here in the metropolitan St. Louis area. The remaining 25 percent will go to the Komen Foundation's Award and Research Grant Program.

To learn more about the 2005 Komen St. Louis Race for the Cure®, please contact team captain Michelle Zipfel at (636) 237-1000, e-mail her at mz@neteffects.com, or visit www.komenstlouis.org. Michelle can also assist you if you prefer not to register online. 🌐



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.



Excellence in Performance
Shyam Purshottam
Tony DePung
Carolyn Pigg
Carol McColgan
Joe Engbert

Congratulations!



Venugopal Vennam Makes a Career Out of Beating Deadlines for NetEffects Clients continued from page 3

added. “We all take pride in company projects, such as our holiday food and clothing drives, building homes with Habitat for Humanity and, most recently, our tsunami relief effort.”

When he’s not meeting deadlines for NetEffects customers, Venugopal spends most of his time with his family. Venugopal and wife, Anitha Janareham, have a 2-year-old daughter named Sanjama who “keeps us both busy a lot.” In addition to devoting a lot of time to family outings, he enjoys reading and playing tennis.

“I have also gotten a great deal of satisfaction from contributing to the success of NetEffects during the last six years,” he said. “I look forward to remaining associated with the company for many years to come.”

Milestones

Matrimony

Vijay Manivel and his fiancée, Sumathi, were married on March 20, 2005, in Vijay’s hometown, Madurai in Tamil Nadu State, located in the southern part of India.

Congratulations!



New Employee

Lee Lester Puts His Business Development Skills to Work Helping NetEffects Grow

NetEffects received a tremendous infusion of enthusiasm and marketing savvy when Lee Lester joined the team as a New Business Development Representative in February 2005.

“I learned about NetEffects via the Internet and knew right away that I would like to work with such a successful organization in an industry with such enormous potential,” Lee said. “I first contacted the company about the possibility last October and kept going until we finalized everything in February.”

Lee immediately went to work building a network of decision makers and seeking new opportunities for NetEffects. “I get a great deal of enjoyment out of meeting new people and finding new business,” he said. “You have to overcome a lot of challenges sometimes, but that only makes success more gratifying.”

Prior to joining NetEffects, Lee sold printing paper and supplies as a commission sales representative with International Paper and its Xpedx division for 14 years. However, the industry’s weakness in recent years prompted him to seek opportunities elsewhere. During his search, he found NetEffects.

“The information technology consulting industry has far more growth potential than paper, which is a more mature



Lee Lester

and largely stagnant industry,” Lee said. “Plus, NetEffects has a smaller, more dynamic organization than the company I previously worked for. I think it’s more exciting here.”

When he’s not searching for new ways that NetEffects can help a potential client solve its programming challenges, Lee spends most of his time with his wife, Ginny, and the couple’s two children: 9-year-old son, Alec, and 6-year-old daughter, Caroline. Occasionally, he also finds time for a little hunting and fishing, which seems quite appropriate for someone in his line of work.

Lee earned his bachelor’s degree in advertising at Southeast Missouri State University, where he had a minor in marketing. He then worked briefly selling computer products for ABM before moving on to International Paper.

“I’m delighted that my career path finally led me to NetEffects,” Lee said. “I look forward to contributing to the success of the great NetEffects team.”

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When conflicts arise, people should also try to focus on reaching a mutually beneficial resolution instead of winning. If someone comes out feeling like a “loser” in the conflict, their resentment will build up and eventually cause even bigger problems.

Above all, people should do their best to depersonalize all forms of conflict. The problem-solving process should focus entirely on issues – not on personalities. Each individual involved in the conflict should have the opportunity to objectively explain his or her opinion and minimum requirements for resolving the conflict. Everyone involved in a conflict should take each person’s views into consideration when formulating a solution.

Along the way, those involved in the conflict should keep reminding each other any ground rules that exist. For example, the process will usually benefit if people refrain from criticizing other people’s ideas until everyone has a chance to state their positions or opinions on an issue. People can also facilitate a resolution by encouraging everyone involved to listen to each other’s points of view during discussions and emphasizing points of agreement.

A properly structured discussion should incorporate many of these elements. The discussion should begin by identifying and clearly stating the cause of the conflict. Then, each individual involved in the discussion should have an opportunity to briefly state his or her opinions. Neutral parties in the discussion should then identify areas of agreement or disagreement. Discussion participants can then explore areas of disagreement to uncover specific issues that require resolution. Opponents should then calmly suggest ways they can

modify their positions to achieve an accommodation. Finally, if group members can not arrive at a consensus, the group should ask those on opposite sides of the conflict to accept a decision by the remaining members of the group.

Those involved in resolving conflicts can also make the process go smoother by continuously asking themselves several questions throughout the process:

- What do we ultimately want to accomplish?
- What role does each person involved in a conflict play in accomplishing the group’s goal?
- What type of information does the group need to make a decision?
- Where will that information come from and when does the group need it?
- How will the group finalize decisions?
- How can we make each individual more receptive to the opinions of others?
- What can each person contribute to achieving a solution?
- What obstacles may block a resolution of the conflict?
- How can group members discuss differences without assigning blame?
- How can the group encourage people who exhibit unproductive behavior to make positive contributions to a solution?

In most cases, seeking the answers to these questions will help those involved in a conflict arrive at a thoughtful and effective solution. 🌐



Above all, people should do their best to depersonalize all forms of conflict. The problem-solving process should focus entirely on issues – not on personalities.

- ✓ 1. Identify the cause of the conflict.
- ✓ 2. Focus on reaching a mutually beneficial resolution.
- ✓ 3. Depersonalize all forms of conflict.
- ✓ 4. Create ground rules.

India and the USA Share a Great Enthusiasm for Competitive Sports

Much like the United States, India has a long history of enthusiasm for competitive sports.

Religion helped fuel India's early competitive history. For example, the mantra in the Atharva-Veda states that, "Duty is in my right hand and the fruits of victory in my left." Similarly, dehvada (the body-way) represents "one of the ways to full realization." For that reason, the rules of society once required men of stature to compete in a variety of sports, including archery, chariot racing, horsemanship, hunting, swimming, weightlifting and wrestling.

Other traditional games in India include:

Boat races of several types. Most have similarities to the rowing competitions that are familiar to modern sports fans, although most also have a cultural connection to the locales where each type of competition originated.

Insuknawr (rod-pushing) – a reverse tug of war with two people pushing opposite ends of a stout pole.

Contestants begin in the center of a circle, and a competitor has to push his opponent out of the circle to earn a victory. Competitors compete in various weight classes to ensure that contests are not decided by bulk alone.

Kabaddi – a rough-and-tumble team sport that combines elements of rugby and wrestling. Two seven-player teams try to outscore each other by touching or capturing players on the opposing team. Each team also has five reserve players. The two teams alternate between offense and defense. The court is as large as that for a dodge ball game. The game has two

20-minute halves, with five-minute breaks during side changes.

Scholars have traced the history of the game back at least 4,000 years.

Kho-Kho – a highly advanced form of the game of "tag" played by youngsters around the world. The game emphasizes strength, speed and agility, as players seek to elude opposing players from chasing them down and touching them. The Kho-Kho Federation of India has its branches in all the states and conducts mini, junior, and open national championships for male and female competitors in many parts of the country.

Mallakhamb – a form of gymnastics in which athletes perform feats of balance and dexterity with the aid of a tall pole. Scholars trace the origin of Mallakhamb to the 12th century, when references to the sport first appeared in Indian literature.



Kabaddi

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NetEffects Expands Business Development Efforts



K.C. Carl

NetEffects recently broadened its business development strategy in an effort to capitalize on previously untapped growth opportunities.

"In an effort to reach out to new customers we have not served in the past and continue providing the highest level of service to existing clients, NetEffects recently began expanding our business development infrastructure," said K.C. Carl, Manager, New Business Development. "Our new strategy will help our company identify

and go after new business in areas that have remained largely unexplored until now."

The hiring of Lee Lester as a business development representative (see story on page 5) is one of the first steps in implementing the new strategy.

"In the past, NetEffects exclusively hired business development representatives with experience in the information technology consulting industry, and then assigned them to specific territories,"

K.C. said. "Lee represents the first of a new generation of business development representatives who will come to our company with sales experience in other industries. We will teach them the NetEffects way of identifying customers' needs and developing effective solutions that help our clients achieve their business goals. We believe the combination of fresh perspectives and the training provided by NetEffects will help us identify and tap into markets that we haven't reached before."

The new business development representatives will supplement the existing representatives who serve specific territories and spend much of their time assisting current NetEffects customers. K.C. hopes to have another new business development representative in place before the end of summer.

"As soon as we find an appropriate candidate, we will bring them on board," she said. "We're very selective about the type of person we bring in. For example, we started talking with Lee last October, but didn't bring him in until February."

K.C. also encourages NetEffects consultants to submit referrals if they know of an organization that would benefit from working with NetEffects. Consultants can reach her at the NetEffects office by calling (636) 237-1000. 🌐

India and the USA Share a Great Enthusiasm for Competitive Sports continued from page 7

In addition to these and other traditional Indian sports, people throughout the country also enjoy many sports that arrived there when India was part of the British Empire. The most popular of these sports include:

Cricket made its debut in India in the late 1700s. By the early 1800s, cricket



Cricket

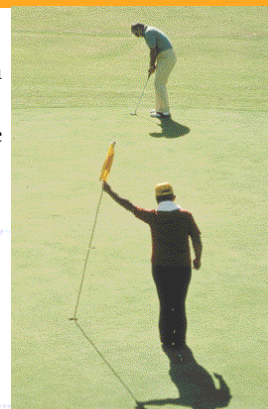
matches had begun to take place regularly in Bombay, Calcutta and Madras. Just about every political state within India now fields at least one team. These teams compete with others within the same geographical zones. At the end of

the season, the top three teams from each zone compete against each other for the national championship and the Ranji Trophy that goes to the winner.

Field Hockey arrived in India with British regiments in the late 1800s. The British soldiers who played the game introduced field hockey to members of the British India Regiments, and it became an instant hit. Calcutta residents formed the first hockey club in 1885 and other cities soon followed. India went on to become an international field hockey powerhouse. In fact, India won six consecutive gold medals in the sport at the Olympic Games between 1928 and 1956.

Golf has become popular in all areas of the country since the establishment of the Royal Calcutta Golf Club in 1829, when it became the first golf course to open outside of England. Today, India also boasts the world's

highest golf course at Gulmarg, which has an altitude of 2,700 meters. Devotees of the sport can also play on courses located in desert, mountainous and beachside settings. Many Indian golfers have also made their marks in international competition in recent years.



The enthusiasm that India's citizens have for these and other sports clearly demonstrates that they have a competitive spirit as intense as any U.S. sports fan. This similarity also helps to explain why the people of India and the United States can work together so effectively in many different situations.

For more information on sports in India, please visit www.sports.india-press.org.

The enthusiasm that India's citizens have for these and other sports clearly demonstrates that they have a competitive spirit as intense as any U.S. sports fan.



NetEffects, Inc.
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