Summer 2005

NETconnect

Employees, Guests and Clients Enjoy Food and Fun at NetEffects Annual Picnic

More than 160 NetEffects employees, guests and clients enjoyed food and festivities with an international flavor at the company's annual picnic on June 26.

"Even though we had hot weather this year, more people came to our company picnic than ever before," said Rachel Stuart, who helped organize the event. "Everything went very well and we all had a good time."

The fun began at 11 a.m. at Babler State Park. Like last year, the lunch menu reflected the international personality of our organization. Choices included Asian, Indian, Italian, French, German and Mexican specialties, as well as American favorites like fried chicken, hot dogs and potato chips. The dessert area also featured delicacies from many countries around the world, and appeared to delight picnic goers more than any other part of the event.

In addition to great food, picnickers had fun participating in a variety of activities arranged by event organizers. While adults played rummy, youngsters enjoyed a three-legged race, an egg spoon race and breaking open a piñata.

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Jeff the juggler entertains the crowd.

NetEffects Can-Do Crew Helps Komen St. Louis Race for the Cure® Raise More Than $1.6 Million

The Can-Do Crew from NetEffects made an important contribution to the success of the Komen St. Louis Race for the Cure® on Saturday, June 18, when 24 people representing our company helped raise almost $1,400 of the more than $1.6 million raised by the annual event.

Event organizers estimate that more than 61,000 people participated in the annual event, which raises money to fight breast cancer. That turnout made this year's Komen St. Louis Race for the Cure the largest in the city's history, and the second largest event of its kind in the nation. St. Louis Cardinals stars Jason Isringhausen and Matt Morris, and their wives Lorrie and Heather, served as honorary chairs for the 2005 Komen St. Louis Race for the Cure®.

In addition to runners and their sponsors, many people supported the race without ever setting foot on the course. They did so by supporting an effort called "Sleep In for the Cure." These supporters simply logged onto www.komenstlouis.org prior to the May 30 registration deadline and pledged their financial support to this worthy cause.

To encourage as many people as possible to join this year's NetEffects team, the company

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Jack's Corner

Ten Years and Still Changing

By Jack Bader, CEO

In May of 1995, I started this company. It was me, a 75MHz Pentium PC, a low-speed dialup connection, voicemail and a desk in the basement of my house! After coming out of a large consulting organization, I decided to "go small" and see what I could do by myself. I had the luxury of working in my robe sometimes and the technology I employed masked the casual atmosphere and size of my new organization.

After a lot of online research, "NetEffects" was chosen and registered as a domain name. I held the titles of president, administrative assistant, sales manager, recruiter, accountant, chief counsel and, my favorite, grand poobah. It was quite a busy time for me and has only gotten busier.

The formula that I employed was to identify projects where clients were having difficulty filling their openings… and then find excellent candidates for them. I used AltaVista and newsgroups to discover both new clients and consultants. The clients were in St. Louis and in other cities. In one case both the client and consultant were in another country! In all of these out-of-town positions, I initially never met the client or consultant face-to-face. I utilized an intense screening process to ensure quality.

The rest is a progression of growth and change. We graduated from the basement and left the warm cocoon of good food and casual environment and moved into our first office. It seemed so large and empty when we first moved in. It was a lot more formal, but the good food was a constant, and still is.

As I reflect on the past 10 years I cannot help but notice all of the things that have changed and all of the things that have remained the same.

The most obvious change that has happened is the sheer growth of our company, which now stands at almost 250 folks. Our office space is much larger and is filled with five times as many internal people as our original space. Rather than everyone reporting to me, we now have several levels of management with highly capable managers. Growth means finding good managers and delegating responsibilities. It's not "giving up" control, but empowering people and watching the entire organization grow.

The business process has changed substantially. In partnership with our clients, we have implemented new ways to streamline the process in which consultants are brought into client facilities. The consultant requisition process is now highly centralized, which results in quicker turnaround, higher productivity and pricing that recognizes the efficiencies that all participants have realized.

The business of consulting itself is much different. It has matured from something that many might consider an interim job to a full-fledged career opportunity. The pool of people who are now open to consulting has gotten much larger. They are confident that there are lots of job opportunities available and that lots will be available when their positions end.

Now there are also a number of things that have not changed over the years and I think they are worth mentioning.

Almost all of the staff who joined me in our first office are still with NetEffects. They have worked hard and together we have grown this company and watched it succeed.

Another remarkable constant has been our client base. Again, I can look at our client list and see many, many of the same names that were there 10 years ago. Clients are hard to obtain, we value them and we work hard to keep them happy. I extend my thanks to all of our clients who have helped us grow.

Throughout these 10 years we have never wavered from the principles that govern our everyday activities. We strive to be totally honest and upfront in all of our dealings with our consultants and our clients. This is something that we will never compromise. In this highly competitive environment, it is easy to cut corners and take the easy way out in order to make a quick buck. However, that path does not lead to longevity, a good reputation or ultimate success and we will not act that way.

Today and tomorrow will no doubt lead to more changes for us. With the staff and loyal clients and consultants I feel confident that NetEffects will be able to continue to grow, prosper and provide excellent service to everyone. Thanks again for a great 10-year ride and I look forward to working with you during the next 10 years.

Throughout these 10 years we have never wavered from the principles that govern our everyday activities. We strive to be totally honest and upfront in all of our dealings with our consultants and our clients. This is something that we will never compromise.

Connie Gist Completes a Personal Quest by Earning Her College Degree

Connie Gist

Connie Gist reached a major milestone in her life recently when she completed work on her bachelor's degree in business at Lindenwood College in St. Charles.

"I graduated summa cum laude," Connie said proudly. "It took me a long time to get to this moment, but now I can celebrate the accomplishment."

Her journey toward this moment of triumph took many interesting turns along the way. She first enrolled at a community college in 1986, but "life circumstances" soon forced her to put her education on hold and enter the working world.

Connie spent much of her career with a leading communications company, where she worked in the customer relations department and participated in the global expansion of the company's money transfer division. She eventually moved on to a major health care provider, where Connie served as training manager in the company's information services department. She then spent a year with a company that specializes in providing software for life insurance and annuity providers, where she trained staff members to utilize new software developed for the insurance industry.

In 2000, she learned about an even more attractive position with a major beverage company and succeeded in landing the job. Immediately afterwards, Connie contacted NetEffects and asked the company to represent her.

"I had heard horror stories from other consultants about their contracting firms, and I wanted someone I knew I could count on," she said. "I am a big advocate of the company and loyal member of the NetEffects team."

Shortly after settling into her new position, Connie also enrolled in classes again. Although she felt no regret for the years she had spent working and raising her family, she still wanted to earn a college degree because the achievement would be something that "made me feel good about me."

With her bachelor's degree now in hand, Connie has decided to start working toward her master's. Her life also took another unexpected turn recently when she became engaged. Connie said she met her husband within hours after saying a prayer in which she set forth some stringent requirements for a prospective husband, and asked the Lord to let her meet such an individual if He intended her to marry again. Connie's husband fits her requirements to the letter. She was married to Don Gist on June 18 at the Chapel of Love, in St. Peters. It was a very small ceremony with just her daughters, grandkids and Don's son.

Connie enjoys spending as much time as she can with her two daughters and three grandchildren. Both of her grandsons, 12-year-old Derek and eight-year-old Jace, belong to her oldest daughter, Jeanette. Connie's four-year-old granddaughter Haley belongs to her younger daughter, Lisa.

"I enjoyed celebrating my accomplishment with them," Connie said. "I postponed and put off getting my degree for a long time, but I finally proved that it's never too late to make one of your dreams come true."

"I graduated summa cum laude," Connie said proudly. "It took me a long time to get to this moment, but now I can celebrate the accomplishment."

Referral Fees Paid for Hot Skill Sets!

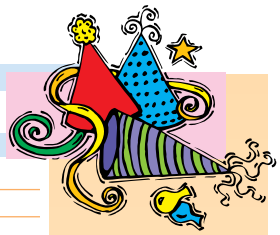
Referral fees are paid to anyone, employee or not, who refers someone to NetEffects and the referral remains employed for 90 days.

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.

- C# Developers
- PM with PMI and /or six sigma
- JAVA Developers
- Project Managers
- Business Analyst
- Data Warehouse
- Automated and Manual Testers
- VB.net Developers
- Oracle database, PL/SQL
- Communication skills with the business owners/end users

Birthday	Employee Name
	August
1	Sudha Ravipati
1	Gopal Sudula
2	Amy Fields
2	Venkata Kaza
2	Scott Roddy
4	Balaram Kotary
7	Deborah Hill
7	Lamar Williams
8	Prasanth Buchi
9	Shabina Syed
9	Michael Kraus
10	Sudheer Bandaru
10	Naga Venkata
11	Jason Connell
12	Teresa Awalt
12	Suresh Channamadhavuni
15	Nithin Jalagam
16	Sudhakar Bokka
16	Radostin Avdjiev
20	Ragini Arrabelli
21	Angela Caver
22	Sirish Kumar Desetty
22	Sharath Mudda
22	Timothy Gildehaus
23	Linda Lowman
24	Michael Franklin
25	Paul Vinson
25	Richard Hamai
26	Venkate Beeram
27	Ahmad Mohammad
28	Vamsee Nallam
30	Scott Baldwin
30	Glenn Hopkins
	September
3	Pooja Borra
3	Christopher Morrow
6	Vikram Aedula
8	Derek Etnyre
11	Rama Ravilla
12	Kishan Bagam
15	Jagadish Narasaiah
16	Anand Ganesan
17	Pavan Methukupally
17	Mark Turpin
20	Anil Kola
24	Krishna Dilipan
25	Michelle Zipfel
28	Raghu Meher
28	Bridget Reilly
30	James Bower
30	Gregory Berchelmann
	October
1	Jeff Pusczek
2	Bhaskar Dutta
6	Christopher Krull
7	Shalyn Gregory
7	Tim Christ
9	David Kellen
10	Rui (Ray) Li
10	Eric Harris
10	Suganya Rajamohan
11	Kristoff Cooney
13	Himabindu Challapalli
13	Keith Jakle
19	Dan Neske
21	Ritesh Johar
29	Terry Tolen
29	Sameer Andi
29	Naimesh Suratia



Birthdays - Birthdays - Birthdays

NetEffects and Other Industry Leaders Devote Lobby Day Activities to Controlling Healthcare Costs for IT Professionals

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 America travel to Washington, D.C., to meet with lawmakers and seek support for legislation that will benefit our industry," Nottingham said. "Representatives from more than 35 companies participated in this year's event, which focused primarily on supporting a bill that would make healthcare more affordable for member companies and information technology professionals."

Nottingham personally spoke with five members of Congress on Lobby Day this year. Specifically, she met with Senator Kit Bond (R-MO), Senator Mel Martinez (R-FL), Senator Jim Talent (R-MO), Representative Lacy Clay (D-MO) and Representative Sam Johnson (R-TX).

"After attending a morning briefing to outline issues of concern, we obtained literature outlining our positions on those issues and distributed the information to U.S. senators, congressional representatives and their staff members," Nottingham said. "The literature included facts and other data that lawmakers can use

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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
Venkatesh Beerman
Jagadish Narasaiah
Gerard Atienza
Balaram Kotary
Kishan Bagam
Manjunath Patil
Joe Engbert

Congratulations!

NetEffects and Other Industry Leaders Devote Lobby Day Activities to Controlling Healthcare Costs for IT Professionals

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when debating a bill that will allow association members to band together as a single unit when negotiating contracts with health care insurance providers.

"Banding together to form a single, larger unit would provide association members with additional leverage in negotiating the best prices with insurance providers," she added. "The bill has a great deal of support in the Midwest, but we have to continue working to get the support of representatives from states on both coasts, where existing insurance laws make the issue more contentious."

In addition to helping association members influence legislation that affects the industry, Lobby Day provides those involved with an excellent opportunity to share best practices and other useful information. Members also enjoy the opportunity to build camaraderie with their counterparts across America and get an inside look at the workings of our national government.

"I consider it a very good experience," Nottingham said. "In the process, you also learn that we have some very knowledgeable and astute young people who have the responsibility for making our government work. Many of these individuals are still in their 20s."

This year marked the fourth time that NetEffects has participated in Lobby Day. NetEffects joined NACCB member six years ago.

For more information on the National Association of Computer Consulting Businesses, please visit www.naccb.org.

New Employee

Bridget Reilly Takes Starring Role as NetEffects' New Office Administrator

Bridget Reilly

Bridget Reilly's office management expertise and skills in the performing arts made her an instant hit with NetEffects clients and consultants when she became the "voice of our company" a few weeks ago.

"My primary responsibilities include answering the phones and formatting consultants' resumes," said Bridget, who became the NetEffects office administrator in mid-April. "When we receive a resume, I have to put it into an easily recognizable format so that customers immediately identify it as a NetEffects resume. I usually polish the content a bit as well, to help make sure that our consultants project the best possible image."

She also provides general administrative support to recruiters, manages office supplies, and handles shipping and mailing chores. Bridget added that she enjoys working with NetEffects a great deal.

"NetEffects provides me with everything I need to do my job well," she said. "It's an exciting place to work and I look forward to getting up and going to work in the morning."

Bridget's experience in the office management arena made her an ideal choice to take on her new role at NetEffects. Prior to joining the company, she worked in various office management capacities for more than seven years. Along the way, she worked with health insurance companies, financial institutions and other recruiting firms. The latter group included recruiting companies that specialized in recruiting physicians, paralegals and administrative personnel, as well as information technology professionals.

Bridget also brings another set of creative skills to the table.

"I'm an actor," she said. "I earned my bachelor's degree in theater at Millsaps College in Jackson, Mississippi, and I still do several shows each year."

Bridget has already appeared in three St. Louis-area stage shows in 2005, and has appeared in seven since she moved to the city four years ago. Most recently, she portrayed a famous painter's romantic interest in "Picasso at the Latin Agile," a play written by Steve Martin and staged at the Little Theater in Clayton. She also serves as box office manager at HotCity in downtown St. Louis.

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NETconnect is a quarterly publication of NetEffects, Inc.

Publisher
Michelle Zipfel
mz@neteffects.com

Layout and Design
The Newsletter Factory

How to reach us:
NetEffects, Inc.
500 Chesterfield Center
Suite 350
Chesterfield, Missouri 63017
Phone: (636) 237-1000
Fax: (636) 237-1010
www.neteffects.com

Alan Hay

Alan Hay Sets Sights on Success in His Role as Sales Manager at NetEffects

Alan Hay has made it clear that he intends to do all he can to help NetEffects continue its impressive growth since he joined the company as a sales manager in early April.

"My first few weeks proved rather challenging, but I have gotten comfortable now and feel like I'm up to speed in contributing to my new team," Alan told *NETconnect*. "I look forward to helping NetEffects continue to build on the success it has enjoyed and continue the growth success it has achieved over the years."

He added that the people at NetEffects made it extremely easy for him to settle in with the company. Alan said the dedication, enthusiasm and supportiveness of his new colleagues made him feel right at home.

"NetEffects is made up of very professional people who enjoy the work they do," he said. "This attitude makes for a very fun and competitive working environment."

Alan expects to flourish in these surroundings as he manages a team of five sales executives. His responsibilities include helping each member of his team penetrate and expand their existing accounts. He also provides each of his team members the support and guidance they need to identify new opportunities, sell new accounts and expand the company's client base.

Alan believes that his experience in a variety of sales positions has prepared him well for his new responsibilities. Prior to joining NetEffects, he worked in a sales role with one of the company's leading competitors. In addition, he accumulated 11 years of experience in sales and management roles in the uniform industry before entering the IT consulting business. He also sold mailing and shipping equipment and services for a year and a half after he earned his bachelor's degree in business management at Sacramento State University.

Alan said his competitive nature played a major part in his decision to pursue a career in sales. "I am a very competitive person," he said. "I like to win, both in business and on the playing field."

His choices of recreational activities attest to the truth of this statement. During his off hours, Alan enjoys playing softball and "getting a round of golf in once in a while." He also spends a great deal of his spare time working with youngsters as head coach of a youth soccer team and an assistant coach of a youth baseball and basketball team. Yet his favorite pastime remains spending as much time as he can with his wife, Donna, their eight-year-old son, Douglas, and their five-year-old twin daughters, Ashley and Caitlin.

NetEffects Can-Do Crew Helps Komen St. Louis Race for the Cure® Raise More Than $1.6 Million

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matched the $20 sign-up fee. Company officials also personally delivered each team member's race T-shirt, bib number and back signs the week before the race.

The NetEffects Can-Do Crew team consisted of Teresa Awalt, Anne Bader, Denise Becker, Shae Becker, Angela Caver, Tony DePung, Amy Fields, Martin Fields, Shalyn Gregory, Donna Hay, Sabrina Iptolito, Mikhail Kushnir, Matt Lennartz, Lynda Lennartz, Sharon Lowenthal, Carol McCogan, Erica Murra, Claire Nottingham, Jeff Ortega, Steph Schroeder, Mark Stuart, Rachel Stuart, Michelle Zipfel, and Steve Zipfel.

Participants said that everyone who represented or supported the NetEffects team at the 2005 Komen St. Louis Race for the Cure got satisfaction from the knowledge that they 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.

Everyone involved in the event can also take pride in the fact that 75 percent of the net proceeds from the event will help to carry on the fight against breast cancer right here in the metropolitan St. Louis area. The remaining 25 percent help fund the Komen Foundation's Award and Research Grant Program.

To learn more about the 2005 Komen St. Louis Race for the Cure®, please visit www.komenstlouis.org.

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Your Donations Enable Direct Relief International to Save Thousands of Lives in Areas Hit by Tsunami

DirectRelief INTERNATIONAL
healthy people, better world. since 1948

Contributions from NetEffects and many other organizations have enabled Direct Relief International (DRI) to help save thousands of lives in areas ravaged by last year's tsunami in the Indian Ocean.

So far, DRI has provided more than $26 million in direct medical and grant aid to local partners in southern India, Indonesia, Sri Lanka and eastern Somalia. Medical supplies, pharmaceuticals and nutritional products supplied by DRI have enabled local relief and health care providers to help more than 2.8 million people. The organization has also made cash grants of more than $3.7 to meet immediate health care needs, rebuild the damaged health care infrastructure and improve sanitation systems that help prevent disease.

The first wave of supplies from DRI arrived within three days of the disaster, and the organization has kept supplies flowing to its partners in the area ever since. For example, the Amrita Institute in Kerala, India, has received more than $4 million worth of medicines, medical supplies, nutritional products and Diagnostic equipment, enabling it to provide health care services to tens of thousands of people. The wholesale value of materials provided to Indonesia adds up to more than $8 million – enough supplies to help local health care providers treat about 1.3 million people. The materials supplied to Sri Lanka had a wholesale value of $4.2 million and enabled local organizations to serve more than 845,000 victims.

Cash grants from DRI have addressed other pressing needs. The $1.6 million in grants approved for Indonesia have helped DRI's local partners obtain medical supplies on the local market, purchase and operate mobile medical vans, initiate culturally appropriate psychosocial services, provide counseling to survivors, purchase 10 four-wheel-drive medical vehicles and lease two ocean-going vessels to reach remote coastal areas. Grants of more than $790,000 have enabled partners in India to build new clinics, purchase mobile medical vehicles and fund hospital operations. Sri Lanka received $1.3 million in DRI grants, which partners used to rebuild a district hospital, acquire ambulances and mobile medical units, and provide funding to secondary groups that assist in providing healthcare and counseling services.

NetEffects thanks each member of our company family who made donations to help support these and other lifesaving efforts coordinated by DRI. To learn more about the organization and the progress it continues to make in providing relief to tsunami victims, please visit www.directrelief.org.

www.amritapuri.org ©2004

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Bridget Reilly Takes Starring Role as NetEffects' New Office Administrator continued from page 5

"Acting has always taken up all of my spare time," Bridget said. "I'm always out auditioning or rehearsing. If I don't have rehearsals four or five nights a week, I just don't feel right."

She added that she feels a similar kind of enjoyment since she began working at NetEffects. "I'm really excited to be here and look forward to contributing to the success of NetEffects in more ways as I continue to gain more experience with the company."

"NetEffects provides me with everything I need to do my job well," she said. "It's an exciting place to work and I look forward to getting up and going to work in the morning."

MAKE-A-WISH

Make-A-Wish Fourth Annual NetEffects Raffle to be Held September 7

Please join NetEffects at 5 p.m. on the evening of Wednesday, September 7 at the Chesterfield Billiards for the Fourth Annual NetEffects Raffle to help raise money for the Make-A-Wish Foundation of Metro St. Louis. The Make-A-Wish Foundation of Metro St. Louis enriches the lives of children with life-threatening medical conditions through its wish-granting work.

Happy Hour refreshments will be provided. Tickets are available for $5 each or five can be purchased for $20. Please contact Michelle Zipfel at mz@neteffects.com if you need more information or would like to purchase tickets.

Following is a list of just some of the prizes:

- **DISC Test (Behavioral Communication) & Review Session**
  Donated by Stark & Associates ($250 value)
- **(3) Dinner for 2 at Jack Bader's (President of NetEffects) House** (consultant only)
- **(4) Pizza Party** for your group at work
- **MZ Original Bracelet**
- **(2) Ladder Golf**
- **Movie Rental Basket** (including popcorn, candy & soda)
- **(4) Ice Cream Social** for your group at work
- **(4) 2 AMC Movie Passes**
- **Anheuser-Busch BBQ tool set**
- **Spa basket value $100**
- **Reserved Seating at Holiday Party** (consultant only)
- **(6) Dave and Buster's Power Card**
- **(2) NetEffects Cooler Bag**
- **(10) NetEffects light up pen**
- **(4) Applebee's $10 Certificate**
  Donated by Applebee's 1377 Highway K O'Fallon, MO
- **(3) Dos Primos $10 Gift Certificate**
  Donated by Dos Primos in O'Fallon, MO
- **$100 Gift Certificate to Gift Certificate.com**
  Donated by The Newsletter Factory
- **BBQ Basket** (includes utensils and BBQ Sauce)
- **Movie Night Basket** (includes, Rental, Candy, Popcorn, Soda)
- **Golf Basket** (includes Golf Balls, distance finder, tees)

NETconnect

Employees, Guests and Clients Enjoy Food and Fun at NetEffects Annual Picnic

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Best of all, every child who participated in a race won a prize, which he or she got to select from the "treasure chest" of toys assembled by event organizers.

"Everything keeps getting bigger and better," Stuart said. "We hope to see the event continue to grow again next year."

It's grill time. Jack lights the barbecue.

It's piñata clean up time!

Everyone lines up for the three-legged race.

NetEffects, Inc.
500 Chesterfield Center
Suite 350
Chesterfield, MO 63017

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