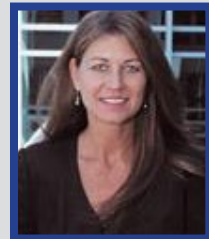


# The Catalyst!

CAT eNEWS Volume 2 Number 4  
4/17/2001



[info@catalysthouse.com](mailto:info@catalysthouse.com) [www.catalysthouse.com](http://www.catalysthouse.com)

## Mission Statement –

**Catalyst!** - 1: that which instigates an acceleration of forces, 2: something that causes important events to happen  
**3: an agent who provokes or speeds significant change or action!** The Mission of Catalyst House is to be an extraordinary agent of change and/or acceleration for its growing portfolio of clients, fomenting new ventures, wealth and philanthropic influence while actualizing planetary equilibrium!

## Who-What?

**Catalyst House (CAT)**, a Springboard Capital affiliate, is an international strategic teaming agency. CAT arranges Strategic Teaming Services for its clients which include introductions to business opportunities, buyer and distributor relations, introduction of prospective strategic partners, affiliates, broker/dealers and market makers, and the arrangement of debt, equity, and hybrid business finance. CAT is dedicated to building, expanding, and maintaining global markets for small and medium-sized enterprises with an emphasis on emerging technologies and sustainable enterprise. CAT provides its clients with solution, product and service alliances that ensure a leadership position in the targeted industry(s).

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- 3) Client and Affiliate News
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## 1) Spotlight on Adrian Cronauer



In April 9, 2001 Special Double Issue of People Weekly, Adrian Cronauer, Catalyst House Advisor and General Counsel was featured in the lead story, reprinted here –

### **Good Morning, Vietnam, 1987 Adrian Cronauer**

Portrayed by: Robin Williams

Nominated for: Best Actor, Robin William's over-the-top turn as deejay Adrian Cronauer won him his first of four Oscar Nominations.

“Good Morning, Vietnam has opened a lot of doors for me,” says Adrian Cronauer, who is nevertheless quick to point out that “only a percent” of the film chronicling his 1965-1966 stint as an Armed forces Radio deejay in Saigon “was based on real life. The money he received along with fellow vet Ben Moses when they sold their

story to Robin Williams's manager in 1982 helped Cronauer put himself through the University of Pennsylvania Law School (Class of 89). Now 62 and a telecommunications lawyer in Washington, D.C., he travels the nation speaking on veterans' issues. "He's even more fun in person than he was over the radio," says Sammy L. Davis, a longtime friend and Vietnam vet. Cronauer, who was a vice chairman of Veterans for Bush-Cheney, wasn't invited to the 1988 Oscars, but three years later he and his wife, Jeane, attended Williams's 40th birthday. "I danced with Joan Baez, he recalls. "And Bette Midler asked for my autograph!"

"People expect me to be like Robin Williams was in the movie, says Cronauer. "They'll say, "We don't want some nutcase like that as our lawyer.' I have to explain, "That's not me!"

### People Magazine, 4/09/2001

## 2) CAT Announcements –

### Annual Meeting

CAT held its Annual Shareholder and Board of Directors meetings on December 21, 2001 and announced that it had succeeded in meeting the revenue models identified in the Company's business plan through a combination of stock for services plus consulting, sponsorship, and trade mission representation fees.

### Trade Mission Acknowledgement

According to Jeffrey Gren of the US Dept. of Commerce, the ABWI/CAT-led Trade Mission to Australia in late '99 was "...the strongest trade mission according to attendance and business solidified in the history of this genre ('SMEs') of Trade Missions, amounting to \$62 million in short term sales and \$1.7 billion in long term sales between the US small and medium sized enterprises (SMEs) on this trade mission and the Australian.

### Consulting Emphasis in 2001

Included in the announcement was the decision to place a priority on strategic consulting for fees, owing in large part to last year's market value downturn and the reduced immediate value of the stock-for-consideration revenues of CAT. All clients are invited to inquire about CAT consulting services and availability.

## 3) CAT Client and Affiliate News



In September 2000, **FreshCreations** of Hamilton, Bermuda organized **The Bermuda Jazz Festival** and Catalyst House Founder Lynnea Bylund was a VIP guest for the event. The Bermuda Jazz

Festival featured a line-up of living legends representing a range of dynamic interpretations and styles inherent to this diverse musical genre. Jazz greats Diana Krall, Spyro Gyra, Roberta Flack, Boney James and Norman Brown headlined the fifth annual event, held on Se

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*Elmore Warren and Nicole Warren,  
Fresh Creations, LTD.*

conference hosted by Alcatel on Topic: "Impact of E-Business on Networks" where a panel from the Gartner Group addressed the attendees. (see 'Client Spotlight' this issue for more on FreshCreations and this year's 'Africa Inadaba' music fest.



*Elmore Warren and the Premier, Honorable Jennifer Smith, Justice of the Peace, Member of Parliament - Bermuda Jazz Festival*



*Nicole Warren and Lynnea Bylund, Bermuda Jazz Festival*

**First Charter Financial** has created a funding mechanism offering \$2.5 to \$5 million private equity raises. First Charter Financial ("FCF") is a marketing oriented firm that works with BDs and securities attorneys to accomplish the registration and sales of 'RegA' offerings. FCF supports the registration process involving 10-15 states, then instigates a marketing push utilizing email and radio to 20 million small cap investors. In addition to the BD fees of approximately 10%, FCF receives a total of \$120k in cash and/or stock consideration. First CAT client to pursue this funding avenue is **InternetPlus.com's** new parent, **ScripAdvantage**.



**Dennis Weaver's Green Car** - Former "McCloud" star and avid environmentalist Dennis Weaver, 76, plans to drive a retrofitted 1995 Buick, powered by hydrogen, from Washington, D.C., to Los Angeles, in order to heighten awareness of non-pollutant modes of transportation, reports Variety columnist Army Archerd. Hydrogen, as opposed to gasoline, does not leave harmful exhaust fumes and is a sensible power source, according to Weaver, whose itinerary includes major cities between D.C. and L.A. He reportedly plans to make the trip by mid-June.

#### 4) New Client Roll Call

**Wall Street Direct** is a financial "infomediary" dedicated exclusively to the unique needs of accredited investors and institutions who are interested in private companies and pre-IPO investing opportunities. The primary goal of WSD is to democratize the private capital markets by increasing the information flow on private placement offerings. The Company's website provides a database of quality private offerings sponsored by nationally and internationally known investment banks that can be viewed in privacy by investors. Wall Street Direct aggregates the currently fragmented private capital markets into a single point of access for investors to use in their investment process.

**Metaincubation (Meta)** belongs to an international technology and publicity consortium that has completed some of the largest IT and promotional projects in history. Meta provides solutions to help businesses increase sales and bring more of that income to the bottom line, increasing the intrinsic value. Meta's world-class team of software development specialists, marketing and publicity experts will provide these solutions in a unified and cohesive manner. Meta has formed an exclusive partnership with **Jupiter Island Investments (JII)**. JII is a partnership that has focused on financing new business development since 1986.

#### 5) Trade Missions Today

CAT been approached by the US Dept. of Commerce (DOC) to take on the development of US certified (and supported) trade missions in any area of industry, anywhere in the world that the US leads missions to.

A Department of Commerce (DOC) program that is tailor made to CAT's mission is the certified trade mission

program. CAT was involved in a DOC certified trade mission to Australia in 1999 organized by American Business Women International, which was a great successes. Under this program, a non-profit organization, a state government or an appropriate for-profit entity can

identify a specific foreign market and apply to the DOC Commercial Service office in that country for a “DOC Certified Trade Mission.” If approved the applicant and sent a budget for the trade mission from the DOC Commercial Offices and dates are confirmed. The applicant organization is responsible for recruiting firms and transferring funds to the Commercial Office for trade mission fees.

Certified Trade Missions are typically comprised of 20 or fewer client companies and are designed to match small and medium sized, new-to-market/new-to-export U.S. companies with prospective agents, distributors, and joint ventures or licensing partners overseas. Certified Trade Mission usually target major markets in two to three countries with strong sales potential for U.S. goods and services. Commercial specialists at the U.S. embassies and consulates in the targeted countries evaluate U.S. participant companies’ product or service, potential, pre-screen that country’s business contacts, arrange one-to-one meetings, and handle all event logistics including interpreter services.

CAT strategic partner, Delta Venture Partners (DVP) recently announced plans to lead a series of Pacific Rim Trade Missions, in 2001-2. The missions will visit Manila, Philippines. Modeled after the US Department of Commerce international trade mission programs, DVP has developed a proven methodology that provides clients all the benefits of participation, without the expense, of traditional trade missions. This year DVP will lead quarterly trade missions to the Philippines, Hong Kong, Singapore, Japan, Malaysia, and Australia. Each mission will include ten US information technology or bioscience companies, which have outsourced trade mission representation to DVP.

## 6) CAT People

**CAT** Advisor, **Fredric Lehrman**, is an author, musician, entrepreneur, philosopher, educator, son of well-known foreign correspondent, president of the Overseas Press Club, and a member of the Council of Foreign Relations. Fred has been researching systems of biological energy since 1965, and has traveled worldwide as a consultant and seminar leader on topics related to education, health business, psychology, and relationship dynamics. Fred founded Nomad University, an explorative learning environment designed around outstanding teachers and adventurous students. Fred is the ‘namesmith’ who suggested the name ‘Catalyst! House.’

New **CAT** associate, **Marge Tendler**, has over twenty years diversified experience in technical, sales, and management positions in the software and professional services branches of the computer industry. Marge specializes in new software products and start-ups, helping organizations increase sales of software products and related services; establishing strategic alliances and international distributorships; and developing business plans for start-up companies.

## CAT International Associates –

**Brazil** -- Rogerio Loures. Prominent business man and lobbyist, Denise Paiva Fonseca, Senior Strategic Advisor to First Lady Ruth Cordosa, Comunidade Solidaria, Miquel Fontes, Director John Snow Do Brasil; Jorge Werthein, Representante da UNESCO no Brasil, Coordenador do Programa UNESCO/MERCOSUL;

*Brasilia, Brazil, Governor’s Mansion, Clive Smith, CEO/Founder of NewDeal, Inc. demonstrating the NewDeal School Suite to (Left - Right) Governor Cristavum Buraque, Governor’s assistant, Denise Pavia (Senior Strategic Advisor to First Lady of Brazil), legal assistant, Rogerio O’Rocha Loures, and Emilia Barros Quieroga, President of NIC, a Brazilian NGO who is the Latin American Representative to Gorbachev, Rockefeller and Maurice Strong’s Earth Council. Meeting arranged by Catalyst House Founder, Lynnea Bylund.*



**Caribbean/Africa** -- Elmore Warren, Fresh Creations;

**South Pacific** -- Robin Annesley, President Chamber of Commerce, **Samoa**; Vera Annesley, Chairwoman, Founder Amerika Samoa Bank FDIC Approved; **Anare**, John Moyer, Brian O'Maney, Fiji Trade & Investment Board FTIB;

*Amerika Samoa, Lynnea Bylund, Honorable  
Governor Amerika Samoa, Robin Annesley,  
President Chamber of Commerce, Samoa News*



**India** – Sandeep Saxena, Global Trends, Bombay, Allahabad;

**Philippines** -- Hal Spice, Delta Venture Partners;

**Korea** -- Jeff Sinclair, EduActive partner, founder;

**Australia** -- Duncan Archibald, Commercial Foreign Services;

**Europe** -- Laszlo Rakoczi, World Internet Center, Silicon Valley;

**Canada** -- Donna Messer, Business Women Canada.

## 7) Client Spotlight -

### FreshCreations/WebChoice Bermuda, LTD.



Fresh Creations Ltd. was founded in 1993 to produce television programming, corporate videos, commercials, and live video recordings for the Bermuda market. Within two years the fledgling company met its initial objectives including establishing a niche audience for *The Original Video Show*. This locally focused program profiles Bermuda artists, writers, musicians, and performers in addition to notable persons in the community pursuing endeavors of public interest. In 1997 Fresh Creations struck a deal with Guinness International to underwrite the production and marketing of a half-hour reggae music series to be seen in Bermuda and the Caribbean. The Guinness-branded series, *GTV*, featuring music videos and concert highlights of top reggae artists struck a chord with international audiences as well. Shortly after its premier season Fresh Creations signed two distribution agreements with UK's Channel 4 and South Africa's e-TV to air the programs in their respective territories.

Notwithstanding the company's success at television production, it continues to command a high profile in non-broadcast productions and commercial work for Bermuda-based and overseas advertising agencies. Working in conjunction with the client, Fresh Creations is involved from concept development to final delivery of the completed project. Each of these production revenue streams (Broadcast and Non-Broadcast) account for about fifty percent of company revenues. Like many production companies, Fresh Creations owns and operates its own equipment, controlling both the quality of output and the costs associated with production. In the Bermuda market, where extensive facilities common to larger centers like Los Angeles, New York, or Toronto are more limited, Fresh Creations has a commitment to maintain and upgrade its facilities to keep ahead of local competitors and stay up-to-date with ever changing technology.

This approach to creativity and quality proves itself in the caliber of productions Fresh Creations generates. Christmas specials for the local electricity board BELCO, recruitment commercial campaigns for the Bermuda Police Service, incentive travel promotionals for Bermuda Department of Tourism, print and television awareness campaigns for a local AIDS charity (Allan Vincent Smith Foundation), an informational program for Bermuda College, and corporate videos for International Business are examples of the kinds of work and clientele Fresh Creations attracts. Fresh Creations also covered live concerts locally in Bermuda and at Sunfest in Jamaica, with their largest concert recording filming Boys II Men, KC and JOJO, Ziggy Marley and The Melody Makers. The company now has one of the best reggae libraries in the world that can be leveraged for broadcast on the web.

**About WebChoice™ – WebChoice™** has developed a technology that enables all electronic equipment with audio output capabilities to link automatically to, and interact with, any on-line PC in real time. The audio output is called a Zaptone™, which will initiate a predetermined response on the PC. (For example, if the audio Zaptone™ was inserted in every television commercial for Dell Computers, the browser on the PC will automatically direct the viewers to a special page on the Dell website where viewers can participate in sweepstakes and win Dell Desktop Computers.)

This year FreshCreations is producing a 'World Music Festival' entitled '**Sounds of Africa Indaba**' – A Three-Day Music and Arts Event Featuring Top Performing Artists from Southern Africa.

Bermuda's tourism focus relies heavily on attracting visitors from three principal target areas: U.S. eastern seaboard, Eastern Canada, and the United Kingdom. Of these visitors, few come from the middle-class black market. The proposed Sounds of Africa Indaba aims to broaden the catchment area to target the black holidaymaker in the traditional three markets, as well as lure new visitors in continental Europe and Southern Africa (South Africa, Botswana, Zimbabwe, and Namibia) with a new entertainment opportunity piggybacking on the established success of Cup Match in early August.

The Sounds of Africa Indaba will bring African musicians, singers, traditional dancers, and artisans to Bermuda for three entertainment filled days and nights to give Bermudans and overseas visitors an exposure to traditional and modern African culture. The establishment of this event provides an exciting enhancement for American visitors who enjoy the charms of Bermuda, but find the traditions of Cup Match unfathomable, however the quaint rivalry between Somerset and St. George gives our Southern African visitors (avid cricket fans) an occasion to indulge in our local traditions.

The Digital Divide - A sidebar initiative of the Inadaba event is an awareness campaign for the digital divide. A phenomenon recognized by several governments and NGO's as a key obstacle facing the future economic prosperity of most third-world states, we are aiming to publicize this situation among Bermudans. We have identified a not-for-profit company, CITA, operating with the Department of Education of the Western Cape that acquires second hand computers, rehabilitates them, trains personnel to overhaul and rebuild computers, monitors and peripherals, then learn to program software before placing the computers in township or rural schools. Students are then able to learn first-world skills and train towards first-world careers. The digital divide is a global problem that is being tackled by small grassroots efforts. Through this awareness campaign, we want to invite local and exempt organizations to donate second-hand equipment for use in the CITA program.

## **-- The Editors**

### ***The Catalyst! eNews 2001***

*Publisher Catalyst House, Inc., Managing Editor Catalyst House, Inc., Editor Lynnea Bylund.*

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