

The Catalyst!

CAT eNEWS Volume 2 Number 2



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) 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).

Catalyst House “throttles up” as it facilitates the 12 client-beneficial deal in barely 150 days since inception - “Our phenomenal early success is entirely the success of our clients!” Lynnea Bylund

Catalyst This!

NewDeal president Clive Smith was a speaker and panel member at the recent Global Business Summit ‘Ambassador’s Lunch (at which 67 Ambassador’s were present)’ and which was organized and co-sponsored by CAT . At the event, NewDeal met prospects for Nigeria and India.

NewDeal has been selected for the ABWI Chairman’s Special Project2000 Award. Project2000 is a joint program, initially based in New Mexico, between ABWI and NewDeal, to enhance domestic welfare-to-work programs with a strong computer literacy component, based on NewDeal software. Additionally, ABWI has committed to work with NewDeal to provide high visibility on its upcoming international trade missions, targeting business, economic and political communities globally.



NewDeal, Inc. CEO, Clive Smith presents his company vision during the Ambassador Lunch hosting 92 countries. Luncheon was hosted by Catalyst House.

NewDeal, is gaining ground in California as a result of two meetings facilitated by CAT - Jon Fairbank’s of Fairbank, Maslin, Maullin & Associates, an Opinion Research & Public Policy Analysis Group, who is a senior advisor to Governor Gray Davis, and a meeting with Mayor Susan Goldings Senior staff to discuss NewDeal’s usage in San Diego public schools.

Christopher Tay, introduced by CAT, has joined the Extreme-e team as VP of Business Development -- Asia Pacific. He has instigated the investment of \$1M in that client’s operations with another \$9M to come.

Stirling Energy Systems has retained American Affiliated Financial Planning Services for a mid five-figure amount to analyze and recommend its financial strategy for the new year and beyond.

CAT reps met with Clay Womack, Founder of Direct Stock Market the first Internet stock and investment facilitator and best of class provider. Discussions centered around the CAT client portfolio and synergies with DSM's efforts.

Veronex met with CAT's Bylund and Stephen Sadlier of Financial Resource Consultants to discuss a \$10M capital placement for the company about to be placed on NASDAQ full list.

Stirling Energy received an equity investment of mid six-figures for a block of its Class A Founder's Stock.

CAT's Newest Clients -

IntheIPO.com, LLC. is developing a state-of-art Internet presence to showcase new pre-IPO companies and private stock offerings.

Alpha Fibre, Inc. is building a manufacturing plant that converts agricultural fiber waste into an environmentally benign quality building material that replaces the need for industrial deforestation.

Coqui Systems, Inc. offers a unique solution to the need to stay connected to those we love. Coqui software products enable dynamic display of personally meaningful imagery on the computer. Favorite pictures of family and friends appear as an active custom display whenever the computer is not in use. This screensaver format of displaying personal imagery is a powerful reminder of the most important aspects of our lives and our relationships.

Eye of the Whale Productions, LLC. represents the artistically rousing music phenomena of composer Paul Gilman and his extraordinary underwater concert with live Cetacean interaction.

Recent and Upcoming Events -

A Triple Birthday Bash - The CAT Birthday Extravaganza at the New Century Club near Beverly Hills, California was a smash birthday bash for newly christened Catalyst House and its two birthday-girl founders Viveka Davis and Lynnea Bylund. Clients in attendance among the 200 guests included NewDeal president Clive Smith, SpinRecords executive staff, Veronex Chairman David Hite, eLeaders president Richard Morris, Affiliated Financial Professionals president Ron Dunham and CFO Randy Stratford, Advisor Elisabet Sahtouris, and noted futurist and researcher Marilyn Ferguson. The evening featured gourmet foods, live music from Viveka Davis and the evening was highlighted by a 'song and dance' routine performed by Lynnea and Viveka to the delight of the guests.

Also in September - CAT hosted a client summit and 'synergy mixer' with our clients to meet with Laszlo Rakoczi and our advisor Elisabet Sahtouris at the Stanford University World Internet Center.

Global Business Summit - In October featured 1500 delegates from 91 countries and 46 states, sponsored by over 100 members of Congress and 70 Ambassadors. USAID, Department of Commerce, US Small Business Administration, American Foreign Services, US Department of Air Force and the White House. Clients in attendance included film actor Dennis Weaver and wife Gerry, Elisabeth Sahtouris, Fran Close, Ron Dunham, Jon Hansen, Lynnea Bylund, Clive Smith, Sheila Shisulu, Adrian Cronauer, Paul Gilman, David Slawson, David Solte, Richard Morris, Dario Trentini, Susan Mandel, Kirk Dulaney. CAT and ABWI in cooperation with BWN arranged an international press conference for Clive Smith, Sheila Shisulu and Dennis Weaver. Weaver was recognized for establishing a committee to give women a voice in film when he was the Hollywood Screen Actor's Guild President. The Diversity Luncheon of the Summit included CAT's special musical guests Nick Milo



Dennis Weaver at an International Press Conference attended by Ambassadors from 92 countries speaking about his greatest passion, the Institute of Ecolonomincs.

www.ecolonomics.org.

president, along with its associate Steve Moran of A2Z, Inc., a 'boiler-room' promoter of turnkey cyber-malls, entered into a Strategic Representation Agreement with CAT in July of last year in preparation for the Presidential Trade Mission led by ABWI and Catalyst to Australia that same month.

As of this writing, Extreme has failed to abide by the terms of the client agreement by not keeping CAT informed of its consummated and ongoing negotiations with Christopher Tay as well as the delivery of first draw down of approximately \$1 million of a \$10 million funding commitment, the facilitator of which was introduced to Extreme during the Trade Mission at the American Consulate General's home reception.

CAT principals Ronald Dunham, Jon Hansen and Lynnea Bylund cornered the elusive Extreme president, Bryan Hertz, at his San Diego office in December to officially broach the apparent indiscretion. Mr. Hertz was erratic and emotional as he shouted, stormed in and out of the meeting room, and ultimately declared that he had signed the client agreement that provides for a commission to CAT "under duress" and therefore had "no intention" of honoring the agreement.

"That's gratitude for you," quips Ms. Bylund. In the meantime, all CAT clients should watch the impending arbitration and/or litigation with apt curiosity because, if CAT fails to enforce its collection of fees and/or equities under the aforementioned agreement, then perhaps no client will need pay commissions to CAT. Imagine, great service, financing, deals, and its all free! **Stay tuned on this.**

The Editors

The Catalyst! eNews

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and Jacqueline Clemons who composed and performed "We Are For Everyone." Alda Alvarez, Administrator, US Small Business Administration was the keynote speaker.

Millennium King Cross-Cultural Festival of the Arts - in Collaboration with the Community Consortium, Inc. the USC California Science Center and Hebrew Union College. CAT has been invited by the USC Science Center to put together an exhibition with participants from NewDeal, Inc. and Eye of the Whale.

Flash - A 'Slap In The Face!'

CAT has designated its "1999 Weasel Client of the Year" award to Extreme-e Commerce Development Group. Extreme's president, along with its associate Steve Moran of A2Z, Inc., a 'boiler-room' promoter of turnkey cyber-malls, entered into a Strategic Representation Agreement with CAT in July of last year in preparation for the Presidential Trade Mission led by ABWI and Catalyst to Australia that same month.