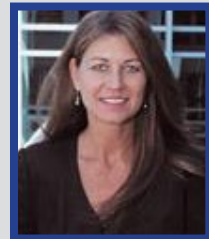


The Catalyst!

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Mission Statement

Catalyst! cat*a*lyst (kat'l-ist) n.- 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 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. Services that CAT performs for its clients 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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Editor's note - All of us at CAT offer our sympathy and support to everyone that was affected by the catastrophe that occurred in America on September 11, 2001. We encourage those who want to help with the relief effort to check out the options at American Red Cross www.redcross.org



1. Women - The Second Business Species

by Lynnea Bylund

The high-powered businesswomen at the most recent **Forbes Executive Women's Summit** came from a wide range of industries, but they nonetheless found things they could agree on - like the fact that they are not getting enough sleep. They also agreed that such a conference couldn't have been held a decade ago. In fact, this is only the second year **Forbes** has offered the event.

Organizers said that while the previous conference was well received, attendees said they wanted less focus on

women's issues and more straight business talk.

Catalyst, which does research on professional women, released its 1999 Census of Women Corporate Officers and Top Earners at the **Forbes** women's conference. The group found that while more women are becoming corporate officers in **Fortune 500** companies, their numbers are still small. The report also found that men still hold more than 93 percent of line-officer jobs, the positions with profit-and-loss responsibility.

Another conference, focusing more on entrepreneurial women's interests, **Springboard 2000** appears to be living up to its name. The unprecedented women-only forum proved a riotous success judging by the many participants who are now swimming in seed money. At least 20 of the 26 women-led firms that pitched business plans to venture at the last **Springboard 2000** Conference at Redwood Shores, California, have secured approximately \$165 million in funding so far. **Springboard 2000**, an initiative launched by the **National Women's Business Council**, is designed to promote investment in women-led businesses across the country. Each company at Thursday's conference is seeking \$1 million to \$15 million in seed, first, and second round investments from high-profile investors such as **Hummer Winblad, Kleiner, Perkins, Caufield & Byers**, and **Morgan Stanley Ventures**.

According to statistics released by the **National Foundation of Women Business Owners**, women-owned firms are the fastest growing sector of the U.S. economy, with seven-year revenue growth of 132 percent.

The number of women-owned businesses in the United States has more than doubled during the past decade, according to the **National Foundation of Women Business Owners**. Yet, less than 10 percent of venture funding goes to women-owned companies, according to **VentureOne** estimates. "It is difficult for women entrepreneurs to obtain first-tier capital, yet women entrepreneurs continue to step forth to establish new businesses, and there is a tremendous opportunity for venture capital to focus on these entrepreneurs," **states Deborah C. Smith, president and founder of Alpha Fibre LTD**.

With such a small portion of women-run firms getting funding, organizers say the time is right for another women-only venture fair. But the event has already stirred controversy, with some women executives deciding not to participate. Others say that the mostly male-led venture funds attending are focused on business plans, rather than gender differences. While some are concerned about a single-gender event replacing other forums, organizers say that the Springboard series is not intended to be an institutionalized event.

Some of the original presenters who received funding have re-positioned themselves since the Silicon Valley event. Some, like online education firm **eMentoring.com**, have merged with larger companies, while others have made strategic partnerships to stay competitive.

For the 26 women-run firms that have gained press attention, partnerships, and funding as a result of the kick-off event, **Springboard 2000** has helped them get to the next step.

Although a single event like **Springboard 2001** may not be able to change such perceptions, it may help women overcome their greatest disadvantage in the equity marketplace: poor networking skills. **Springboard 2001** events are also planned for Silicon Valley, New York, and Chicago.

Wonderwoman isn't dead, but she IS dead-tired.

2. Bankruptcies - A New Record in the Making?

by Ian Mount, © Business 2.0 August 2001 Issue

Could 2001 eclipse the record year for corporate bankruptcies, set just last year? Well, it's looking likely. In the first half of the year, 127 public companies filed for Chapter 11 protection, far more than half of last year's

total of 176, according to Boston-based New Generation Research. In terms of bankrupt assets, the total for this year's first half -- \$110 billion -- has already blown past 2000's whole-year record of \$94.8 billion. A deluge of dotcoms? Actually, the biggest single chunk -- \$21.4 billion worth -- comes from a single company, Pacific Gas & Electric.

3. Spotlight on EcoAid



New CAT client EcoAid is a 501(c)(3) tax-exempt nonprofit foundation. It seeks to raise public awareness of environmental and humanitarian concerns through the production of an ongoing series of music concerts, festivals and events.

EcoAid events have a tone of celebration and purpose. These events represent an entertaining forum that brings the public and nonprofit organizations together. It provides an opportunity for the nonprofit organizations (NGOs) to educate the public, sign new members and network with other NGOs. EcoAid events also represent a platform to present scientifically based options to the public.

Each event has one cause (i.e. deforestation, hunger) featured as the primary theme around which EcoAid creates the event's dynamic, educational, multimedia shows. Performers from many different musical genres are featured reaching a wide range of consumer demographics. Musicians of both super-star status and local flavor are presented. As part of its policy, EcoAid will not present performers who have lyrics that are violent or demeaning to any culture or race.

Live concert sales were over \$1.7 billion in the United States in 2000. Through its concert production, EcoAid is able to direct some of these cash resources toward healing our natural and social ecology.

The public can make a difference and help our world simply by purchasing tickets and having fun at EcoAid events. EcoAid provides an entertaining forum and a positive solution-oriented platform for nonprofit organizations and the scientific community to inform the public about solid choices for implementing solutions.

4. The Quarterly Quotation

CAT Editors' selection of amusing and/or insightful quotes from the business and financial realms of the past quarter –

Who is to blame for the technology stock crash? Venture leader Howard Anderson is willing to take the blame. **“Me. It’s my fault. Me and my fellow venture capitalists,”** he said. Not only does he admit the frenzy of spending around Y2K helped set up the crash in technology stocks, but that he and his VC colleagues knew Y2K was never a real problem. He still sees some great prospects amid the ruins in the dot-com sector. There is a catch, though. **“We could take some of these companies private and they could become profitable in year one,”** he said. (Wired.com)

“The B2B Revolution, it was going to be a \$6 trillion miracle, changing industries from auto parts to aerospace. Now it’s just another piece of software.” - Mark Boslet, business writer (The Industry Standard)

“We have a sense that the future will be on the Internet, but we’re not going to go running down the hall with our hair on fire.” - Ron Coppel, VP of business development at Eby-Brown, explaining why his company doesn't need to rush into an online trading-exchange venture. (The Industry Standard)

“In the ancient Greece of Socrates and Plato, an idiot was someone who was so obsessed with his or her own narrow private life, that he or she let the affairs of the city-state go to ruin, thereby ruining his or her life as well. Perhaps therefore we should each humbly ask ourselves: Am I an idiot? Will I allow the now rapidly accelerating global financial crash to crush me and my loved ones?” – Lyndon LaRouche, economist

(Executive Intelligence Review)

“A man is a success if he gets up in the morning and... does what he wants to do.” - Bob Dylan, musician (Digital Music Weekly)

5. Client & Affiliate News

Not-for-profit concert promoter **EcoAid** has retained world-class entertainment promoter **Peter Bennett** to chair its advisory board and promote its upcoming concerts. Previously Peter Bennett has promoted the grandfather of all benevolent concert events, **The Concert For Bangladesh**. Other members of the EcoAid advisory board include **James Taylor** and **Ravi Shankar**.



Tony Bennet and Pete Bennett

PAGEANT OF THE MASTERS FESTIVAL OF ARTS 2001

California's finest Summer art event is staged in a six-acre canyon park near the ocean in Laguna Beach and CAT peopled mingled with the stars there on the special VIP opening night – among the celebrities encountered at the 2001 VIP preview of 'Pageant of the Masters' were **Art Linkletter**, CAT client and renowned musician **Paul Gillman**, **Joanne Worley** of TV's 'Laugh-In' fame, **Dom DeLouise**, and CAT's own **Pete Bennett**, the sometime promoter of big-league talent like **The Beatles** and **Aerosmith**. But the true stars of this summertime tradition, which began in 1932, are 150 of the Southland's most accomplished artists - a rigorously juried show, requiring exhibitors to demonstrate and maintain high aesthetic standards, their work is truly fine art! From the tropical visions of **Paul Gauguin** to illustrations of world explorers by **N.C. Wyeth**, this year's Pageant ventured into new territory without leaving tradition behind culminating with the traditional tableau of **The Last Supper by Leonardo Da Vinci**. **The Pageant of the Masters**, what is it? Ninety minutes of "living pictures" - incredibly faithful art re-creations of classical



and contemporary works with real people posing to look exactly like their counterparts in the original pieces. An outdoor amphitheater, professional orchestra, original score, live narration, intricate sets, sophisticated lighting, expert staff, and hundreds of dedicated volunteers have won recognition for the Pageant as the best presentation of its kind.

Broadband of Pennsylvania LLC and **Atlantic City Wireless Cable**, both headed by seasoned tele communications entrepreneur **Thomas Balun**, have signed strategic rep agreements with CAT, in pursuit of financing and important new strategic alliances.



Lynnea with Vanna at Cable and Wireless Expo

A multi-national world leader-supplier of injection molded automotive components is currently conducting joint development trails with **Alpha Fibre's 'FIBEX'** to replace glass-filled plastic for automotive interior parts. **Alpha Fibre** is also close to finalizing a strategic alliance with a major polymer manufacturer and is negotiating terms with a Canadian syndicate for placement of 21 ½ million dollars of combined debt and equity for the company. “**Alpha Fibre's** vision of sustainability is to have a positive-net impact on the environment and to provide plastics manufacturers with superior, cost effective, recyclable composites while generating wealth for employees, shareholders, and our strategic partners,” states **Deborah C. Smith**, president and founder.

Silicon Valley dealmaker and CAT advisor, **Laszlo Rakoczi** has joined South Florida-based **First Charter Investment's** advisory council. Rakoczi has recently launched the North American subsidiary of **NeuSoft**, China's largest technology and software integration/development company – **NeusoftUSA** is actively seeking JV partners and representatives in virtually all areas of technology and business.

Stirling Energy CEO **David Slawson** was the subject of a feature article in the April 2001 edition of *The Industry Standard*. **David Slawson** is in discussions with Silicon Valley firms about investing in **Stirling's** solar dish technology in exchange for long-term electricity contracts.

David Slawson and Lynnea Bylund



Eye of The Whale LLC has announced completion of over 100 reels of High-Definition and Digital Video of its 'Interspecies Jam' featuring **Paul Gilman** playing music to an interactive audience of whales and dolphins. Recently Eye of The Whale was accepted for artist representation by **The William Morris** and has made significant inroads with **PBS**, **Discovery**, and **Greenwood Entertainment**.

CAT's Lynnea Bylund has been appointed Managing Editor of [Springboard News](#), Springboard Capital's new quarterly client update. Ms Bylund has also been named to the Board of Advisors of **First Charter Investment Corp.**

ProcessClaims.com completed a successful implementation with **Professional Claims Services, Inc. (PCS)** to apply ProcessClaim's unique web-based data translation and claims services technologies. PCS is a licensed insurance services and claims provider, servicing adjusters in the western states including California, Nevada, Arizona, Texas, Utah, Colorado, Oregon and Washington. ProcessClaims recently completed its 100,000th web-enabled live auto insurance claims transaction, establishing the company as THE genuine first mover in the web-based claims transaction business and the application service provider of choice to a growing number of national and regional insurance providers and adjusters.

Ron Dunham, President, and Jon Hansen, CEO of **Springboard Capital Corporation** met with Mike Dubes, President of **ING WSSI Securities**, the largest combined financial services company in the United States, to discuss a possible relationship for the sale of security type products. Bruce Cutting, the Regional Manager for **ING**, also attended the meeting and because of his relationship with both parties is in the process of assisting the completion of the relationship. Then at a second meeting, Mr. Dunham, Mr. Hansen, and Bill Lowe, Vice President of **ING's Variable Annuities Department** discussed the possibility of some special products that would enhance **Springboard** in their money management systems. Mr. Cutting is the bridge for on-going negotiations with all departments of **ING**. He thinks that this relationship will be mutually beneficial and will be concluded in the near future.



6. Springboarding Springboard

**From concept to financial ‘mini-powerhouse’ in barely 14 months, ,
Springboard is a study in vision + planning + re-vision + planning
+ re-re-vision...**

When **Catalyst House’s** Lynnea Bylund arranged a meeting between **Clay Womack, Ron Dunham and Jon Hansen** in late ‘99, Lynnea had hoped to instigate a strategic partnership between Dunham’s and Hansen’s **Affiliated Financial Professionals (AFP)** and Womack’s 3 year old **Direct Stock Market (DSM)**. Womack, a former **COMSAT** executive had built the investment industry’s foremost capital formation web platform and was in the midst of reformulating and restructuring the DSM vision to embrace a shifting regulatory tide.

But soon after a subsequent meeting had occurred between, Dunham, Hansen and partner Randy Stratford and executives at Womack’s DSM, a new vision began to crystallize – the AFP partners agreed that the next vista for ‘online-capital formation’ was ahead and that they could capitalize on a combination of new technology, market savvy, and multi-industry wide contacts to form a new boutique financial services group that would use internet-savvy to stake a claim in the “exploding dot.com” sector (later to become the ‘implosion dot.com’ sector – ed. note).

Springboard is Born

Springboard Capital (SBC) was born with the intention of “democratizing capital:” as its business plan proclaimed. Notwithstanding, the sudden violent technology stock collapse began almost without warning just 3 months later and, resultantly, the vision for SBC would be challenged and revised 3 more times in the ensuing months.

During its debut months SBC began building a serious client portfolio of next-generation industry shakers - **Alpha Fibre**, Deborah C. Smith’s sustainable, profitable, natural fiber composite company; **Amaranth**, Keith McNally’s vision to capitalize on the convergence of wireless services and the need for next-generation wireless field tools; and **Eye of The Whale Productions**, Emmy-Award winning musician Paul Gilman’s incredible inter-species performance videos, sounds and images available for licensing and development

In contrast to other so-called “online capital” companies SBC began taking immediate steps toward the costly and time-consuming process of becoming a full-fledged and licensed investment banking and NASD authorized Broker.

More than a Sum of Part

By fall of last year, the Springboard Capital Group ‘conglomerate’ was emerging - other successful enterprises managed by Mssrs. Hansen, Dunham and Stratford included a mutual fund and trading operation, a real estate development and mortgage company, a securities broker/dealer, and a national financial planning agency with a high caliber corporate and individual client roster - all were made parts of the Springboard synergism.

Fall 2000 also saw an addition to SBC’s client portfolio - **ProcessClaims.com**, a promising new ASP (application service provider) whose recent investors include **Charles Schwab** (and son) **Michael Schwab**, and who’s web-based claims processing applications are revolutionizing an industry.

In December 2000, a savvy management decision was made to consolidate all financial interests of the original founders into Springboard Capital Corporation. With the assistance of **Foley and Lardner**, a Los Angeles based law firm, documents were drafted which completed the merger of these following companies. **Universal Investments and Properties, Inc.**, (a real estate investment company); **Premier Consulting Asset Management, Inc.**, (a private asset and management company); and **Affiliated Financial Professionals**, (a financial planning company). “We have completed our foundation, the corporate structure, and now EVERYTHING is in place for

us to THROTTLE-UP,” states Jon Hansen, Chairman and co-founder of SBC.

Prior to year’s end, SBC had determined to bring all facets of its business domains under a single company-owned roof, and using the real estate expertise of its investment properties subsidiary. “A unique opportunity arose to assist the community of Santa Ana, CA in the redevelopment of the city. Santa Ana is a city that went from being known as a place of crime and not where you would want to locate or conduct your business to a city that has one of the lowest crime rates in the U.S. for a major city,” states Ron Dunham, SBC president and co-founder

The newly consolidated Springboard Capital Group and offices are shared with its Properties, Securities, Seminars, and Fund Management divisions (a description of services provided by each division is found elsewhere in this issue - ed.) Springboard Properties leases other offices in the property out to credit worthy businesses like Allstate Insurance, a Medical Practice, CPA and tax planning services, and a local psychologist.

“Throttling Up” for ‘01-‘0

SBC expects accelerated growth over the next five years. “We have set corporate goals to have assets under our management of 1 billion dollars, we expect that our earnings before taxes by the end of 2004 will be approximately \$10,000,000 annually, and our geographic scope over the next five years will include additional offices in San Diego, Orange County, Los Angeles, Phoenix, and Las Vegas,” notes Company CFO Randy Stratford.

Springboard Capital Corporation, more than the sum of its parts.

-- The Editors

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