



Keynote speaker at Las Vegas

Don Peppers, best-selling author and business visionary, was the keynote speaker at Smallworld 2000. Don is an expert at transforming Customer Relationship Management theory into practical, actionable programs. He is the co-author of the revolutionary books *The One to One Future*, *The One to One Fieldbook*, *Enterprise One to One* and *The One to One Manager*, which focus on how to strategically implement interactive CRM in business situations.

Don is a founding partner of the Peppers and Rogers Group, a management consulting firm that helps companies leverage technology to increase customer loyalty. As thought leaders in the field of

one-to-one marketing, the Peppers and Rogers Group helps companies understand how customer relationships create opportunities. Presenting their Marketing one-to-one techniques, they offer strategic consulting and executive-education programs around the world.

Don developed his customer-focused strategies while working in a number of industries. His varied background includes employment as an economist in the oil business, director of accounting for a regional airline, and CEO of a large direct marketing firm. Don holds a Bachelor's Degree in Astronautical engineering and a Master's Degree in Public Affairs.

Smallworld 2001 Kick-off Celebration in Denver

To kick off fiscal year 2001, Smallworld's forward-looking management team built an event for the Denver-based employees that combined education with team-building and offered employees a break from the intensity this cutting-edge technology firm is known for.

The morning of July 21st began with a variety of presentations. Dave O'Brien, Senior Vice President and COO, provided a look into the future that included a focus on Smallworld's investments in its employees. Warren Ferguson, President and CEO, continued with an overview of business direction for the next year. He emphasized expansive future growth and reiterated that "Smallworld creates, markets, and delivers innovative network solutions to utilities, public sector, and communication companies globally." Peter Batty, Vice President of Technology, reviewed plans for current and in-development products. Employees then attended a selection of eight educational breakout sessions, which provided a more in-depth overview of Smallworld's software products.

Attendees were a colorful lot, wearing their gift shirts from the company. Smallworld employees were in gray, yellow, green, blue, black, white, and purple shirts. Guests from Navigant - Spatial IT Solutions, soon to be employees, wore royal blue. And, improving upon last year's appearance, the Smallworld sales force appeared in Hawaiian garb complete with leis, shades, and colorful shirts.

Drawings throughout the day resulted in over 30 employees receiving gift certificates, with a grand-prize winner receiving a free airline ticket to Europe.

Following the morning's educational opportunities, attendees feasted on BBQ burgers, beans, beer and cherry dessert. Fortunately, the tables had umbrellas, protecting everyone from the intense heat that July in sunny Colorado tends to bring.

The afternoon activities had a lighter focus. Intensive tug-of-wars were held, proving once again that brawn wins over enthusiasm. Many key personnel dutifully took their places as targets in the Dunk Tank. With a few accidental (?) dunkings, all were eventually released into the cold water that lurked below their precarious seat. The egg toss illustrated amazing teamwork, with the winning team having thrown and caught an egg at a distance of about 30 feet. The game resulted in a number of eggs frying on the blacktop and some quite mucky-looking hands. It was hot!! Bright sun!! Hoopwork (basketball) was a diversion for some. Those who'd had enough of the heat engaged in water-balloon volleyball. In this game, teams of three or four held a square of fabric and sent a balloon full of water to a similar team on the other side, who had to catch the balloon in their square of fabric. And if the team missed, they got soaked. Games seldom lasted more than one or two throws. A good time was had by all.

If this activity was any indication, fiscal year 2001 for Smallworld is going to be quite exciting.

