

*Money Maker's Monthly presents...*

# NETWORK MARKETING

## BUSINESS Journal

**The International Trade Publication for Network & Multi-level Marketing**

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**COMPANY OF THE MONTH**

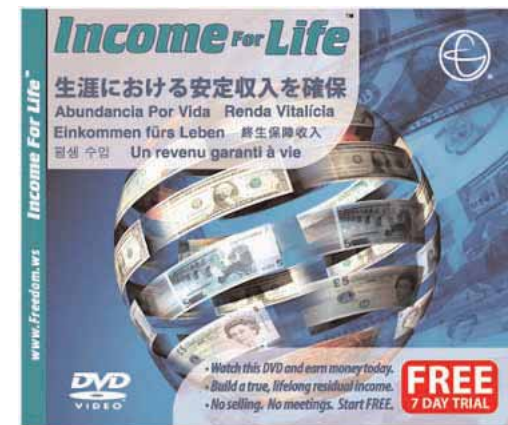


**Global Domains International has potential to be biggest company industry has ever seen**



**G**lobal Domains International, Inc. (GDI), has the potential to become the largest direct sales/network marketing company in the world in terms of number of distributors and customers!

GDI sells Web domain names ending in .ws, and provides Web site creation and monthly hosting with e-mail service, all for less than most others charge for any one of these services. As you read this story and when you see the company's



informational DVD, you'll understand why we at *Network Marketing Business Journal (NMBJ)* make this phenomenal statement.

There are approximately one billion people with global access to the Internet with hundreds of millions logging on each day, and this number is growing. There are 200 million existing Web sites currently, but experts predict that there will be 500 million domain names and Web sites active globally within the next decade. If you could earn just \$1 per month on 100,000 customers, that would be a lot of money. If you could make \$1 per month on one million customers, that would be an insane amount of money. Direct sales/network marketing industry experts believe it is possible to have one million people in a downline with this wide-appeal type of product. And certainly 100,000 in a GDI downline would not be out of the question. This becomes exceedingly realistic, when you consider that the network marketing industry is approaching 100 million people worldwide alone. Most everyone in network marketing needs at least one Web

site. Although many companies provide a replicated Web site, GDI allows distributors to create a permanent home Web page of their own. Many direct sales companies are actually using GDI as an affiliate program since it offers such a great value. In fact, the value of GDI's high-tech Web services are better than any other company's within our industry as well as outside of it and that will attract customers and opportunity prospects to GDI in numbers unheard of before.

**Stable company quietly climbing to the top**

Founded in 1999, by entrepreneurs Michael Reed and Alan Ezeir, GDI is stable and debt free. It's been successful for six years and is established in more than 180 countries worldwide. Recently named number 37 on *Inc* magazine's list of the top 500 fastest growing companies (the "Inc500 List") and number five in the state of California, GDI's Web traffic has outpaced AT&T, Visa and GE. Reed and Ezeir have also been featured on the cover of *Entrepreneur* magazine. Some recognizable .ws clients include: BMW; Kmart; UPS;

Yahoo; JC Penney; John Deere; Sherwin-Williams; Eastman Kodak; Holiday Inn; and eBay. But the real reason to affiliate with this company is that the timing is right. GDI, as successful as it's been, has reached less than one percent of global penetration. The time is right, the



**Michael Reed & Alan Ezeir**  
Founders of My.WS & Global Domains International, Inc.

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**EX3 seminar stands out in cost, quality**

**T**he EX3 seminar about starting, building and managing a direct sales/network marketing/MLM company offers value at only \$79 for two days and quality by giving one-on-one access to 12 industry experts and icons in private sessions and during roundtable lunches. The next EX3 seminar, titled "How to Start, Build & Manage a Direct Sales/Network Marketing/MLM Company," is scheduled for October 6th and 7th in Orange County, Calif.

Other industry seminars cost several times more, in the hundreds of dollars, have no meals included and offer no chance to speak to the one or two session leaders about individual questions or concerns. Likewise, some industry associations have a cliquish feel and only cater to certain types or sizes of company start-ups. For these reasons, the EX3 seminar organizers developed this type of hands-on educational event. The sponsors felt that if new, young or even struggling existing companies had a hand-up from those in the industry who've been

there and succeeded that the whole industry would be lifted up and enriched. And stronger companies will help the entire industry.

Who has found more success in our industry than Doris Wood? As a distributor, both party plan and traditional, the founder of an industry association, a consultant and an author, Wood would probably charge a lot for an hour of her time but attendees of the EX3 seminar can talk to her one on one, as well as the other industry experts listed here for \$79. Dr. Keith B. Laggos is the president and publisher of *Network Marketing Business Journal*, author of the industry's only college textbook and the "how to" book for the industry, *How to Recruit & Sell in an Over-commercialized Society*, as well as an industry consultant. He'll talk about integrated marketing and compensation plans at the seminar. Nicki Keohohou is a co-founder of the Direct Selling Women's Alliance (DSWA). Imagine the industry insights and perspective she'll bring to the sessions. Want to get

see **EX3** on page 15

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## GDI (from page 1)

company says, to get in now and ride the wave as GDI strives to be a worldwide phenomenon.

### Domain names – get the one you want for life

A domain name is simply an address on the Internet. Rather than having to remember a difficult series of IP (Internet Protocol) numbers, by which computers know which individual Web site is located where, (for example, 208.212.155.9), you can just type in a textual address, such as [www.YourDomain.ws](http://www.YourDomain.ws).

GDI offers excellent domain name availability, instant registrations, 24-hour global DNS activation and secure domain management and editing. You and your customers can finally get the names you want, and keep them for life!

Domain names are selling faster than ever, and that means more and more people are searching for a domain name that makes sense for them. When they search traditional domain registrars, such as dot com, and fail to find the great names they're looking for, they become frustrated.

By offering .ws, you are giving those people an extension that makes sense – "Web Site." And when they begin to search for the domain names they want, they will be able to find *several* domains that fit into their Web site plans. That means more profit for you. Thousands of .ws domains are registered every day, so secure yours today before someone else takes it forever!

Every home-based business needs a Web site and with GDI, you, as a home-based business entrepreneur, can choose the domain name you want and keep it for life. Since the .ws names have a larger availability pool, you'll have a better chance of getting the particular name you want. And because you get to keep the name forever, once you've secured it, you don't need to switch around and constantly be changing sites and site names. You don't even have to remember to "renew" your domain; it's automatic.

With so many people out there trying to make a quick buck by registering domains that people forget to renew, the automatic renewal alone is a tremendous reason to choose GDI as your domain registrar, and once you have, we're sure you'll want to promote their service as well.

**Forwarding service** – If you are unable to move your existing Web site content, or if you just don't want to, your domain will be hosted on GDI's WebSite.ws domain name-servers. You can use your new ".ws" domain, but your visitors will still see your existing content. You will receive Web site forwarding to a single URL, plus e-mail forwarding to a designated e-mail address.

For example, if you currently have a Web page at [www.super-duper-long-abc-123.com/your-user-id](http://www.super-duper-long-abc-123.com/your-user-id), and you register "yourname.ws," you can set forwarding such that anyone going to [www.yourname.ws](http://www.yourname.ws) will get forwarded instantly to your long URL, and your page will display just fine. GDI's URL forwarding option is perfect if you already have a Web site created elsewhere, but are unable to move the existing content. Oftentimes, your current URL is hard to remember, unprofessional, or just plain ugly. You can use URL forwarding to route your new .ws domain to your existing Web site. When someone visits your .ws domain, he or she will be automatically transported to your existing Web site instantly.

### Web site creation made easy

The WebSiteBuilder! 2.0 is the framework for your new GDI Web site. Professionally designed by graphic artists, these templates give you the foundation for building your Web site. There is no programming or complicated coding. Simply follow the easy-to-use instructions to create a dynamic and professional Web site.

You can create your site quickly, then make changes if you'd like, or you can spend as much time as you want to creating the perfect site for you, adding various types of content, even including flash. You can preview your Web site before you publish it for the world to see. You also have 24/7 access to your Web site's control panel and can make changes at any time and as often as you like.

### Hosting – an option for "techie's"

For more advanced customers, you can take advantage of GDI's hosting service. This allows you to build a site from scratch, bypassing some of the user-friendly restrictions built into the previously mentioned SiteBuilder option. This allows you to build a custom Web site just as you want it, then upload the files to GDI's servers. The GDI Premium

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## IMN adds Warm Call™ reports to Party Pulse™ service

IMN, a leading e-communications company, has added Warm Call™ reports to its IMN Party Pulse™ e-newsletter service. Using the reports, sales consultants for direct selling and network marketing organizations gain instant information on what customers to call and how to reach them, so they can continue to grow their networks and increase sales.

The new Warm Call reports – sent to consultants 24 hours, three days and seven days after each e-newsletter mailing – give them a quick reference into their customers' interests and preferences. With each report, consultants learn which customers opened their e-newsletters, who read about "hostess specials" and other benefits of holding parties, what product information most interested them, and how to contact readers by phone or e-mail.

"The reports make it easier for consultants to grow their businesses by focusing on the most promising opportunities in their networks," said David A. Fish, chief executive officer of IMN. "Consultants can identify which customers to follow up with on sponsorship opportunities, and which to call about hosting a party, based on the articles they have clicked. The Warm Call reports also enable consultants to work more efficiently, so they can expand their networks while freeing up time for other priorities, from hostess coaching and team training to spending more time with family and friends."

Perhaps the major advantage of the Warm Call reports is helping consultants who are uncomfortable making follow-up phone calls by providing a natural context for the call. "I used to be nervous calling customers because I didn't want to seem pushy," said PartyLite® consultant Karyn Huntsman. "But the information I get from the report on readers' interests makes me more comfortable making calls. It's easier for me to ask a customer, 'Have you seen the hostess specials in my latest e-newsletter?' knowing that she has, indeed, viewed related articles. These reports have really helped me build my confidence

and I'm booking more parties as a result."

"I've found that consultants who use their Warm Call reports out-book those who use door prize slips and guest lists," said Rebecca Fairburn, a PartyLite leader. "During my unit-booking blitzes, those who use their Warm Call reports quickly work through their lists, typically making 12 to 13 calls in 10 minutes, while their counterparts who don't use the reports make only a couple of calls in the same timeframe. They spend most of their time shuffling through their slips deciding who to call."

"Another advantage is when a consultant sees that someone looks at the hostess specials month after month, she knows it might be the right time to call her about booking a party – even if that same guest checked off on her door prize slip that she wasn't interested," added Fairburn. "Without the Warm Call reports, that's a call she'd never make."

IMN launched the IMN Party Pulse e-communications service last January and announced that PartyLite, the largest direct selling company for candles and related accessories in North America, is an early customer. Using the service, direct selling organizations keep their brands "top of mind" and enable sales consultants to preserve and deepen their customer relationships and uncover new opportunities. Direct selling and network marketing organizations develop and send the e-newsletters to customers on behalf of their sales consultants. The e-newsletters are personalized on behalf of the sales consultants and can include their photos along with the rest of their contact information.

See IMN's ad below.

Note: This press release was provided by the company featured in it.

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## What's the best way to warm up your cold calls?

Imagine the returns your consultants could generate by focusing solely on warm calls instead of wasting time chasing cold ones.

**IMN Party Pulse™** is an e-communications tool uniquely designed to help direct selling organizations get the most out of their entire network. Timely, detailed reports offer incredibly accurate metrics that can be used to help build business by adding more parties, consultants, and sales!

### IMN Party Pulse...

- **makes cold calls warm.** With Warm Call™ reports, consultants always know who to call and what to sell. Makes growing their network a snap!
- **is tailored, yet consistent.** Personalized e-newsletters are sent on behalf of consultants. But all content is controlled by your organization, ensuring consistent offers, brand messaging and CAN-SPAM compliance.
- **pays for itself.** Just one more party, one more consultant, one more sale per month covers the cost.

Get more out of your communications across your network—and boost sales—with IMN Party Pulse. For warmer calls, make this call: Michelle Mathews at **866-964-6397, ext. 237.**

**imn**

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[imnPartyPulse.com](http://imnPartyPulse.com)

**GDI** (from page 7)

hosting gives you the ultimate in flexibility.

**E-mail addresses that match your domain name**

Part of the GDI \$10 per month Web service are 10 custom e-mail addresses included per domain. GDI's WebMail allows you to use your own domain name as your e-mail address and you can access your e-mail through your account from any Internet connection in the world.

Instead of using a long and hard-to-remember e-mail address, like mwalker554878@yahoo.com, you can use Yourname@YourDomain.ws. For example you could have Sally@Smith.ws and each person in your family or business can use your domain name as well, such as Bill@Smith.ws etc., up to 10 e-mail addresses.

**E-mail forwarding service** – WebMail forwarding allows you to use your domain name as your e-mail address and forward all of your e-mails to an existing account you already have. If your e-mail address is fred@super-duper-long-abc123.com, you can set forwarding so that (anything\_you\_type)@yourname.ws will automatically forward to your fred@super-duper-long-abc123.com account. This way you can use your easy-to-remember .ws e-mail account to publicize your business or family site and still receive all of your e-mails in your established e-mail account.

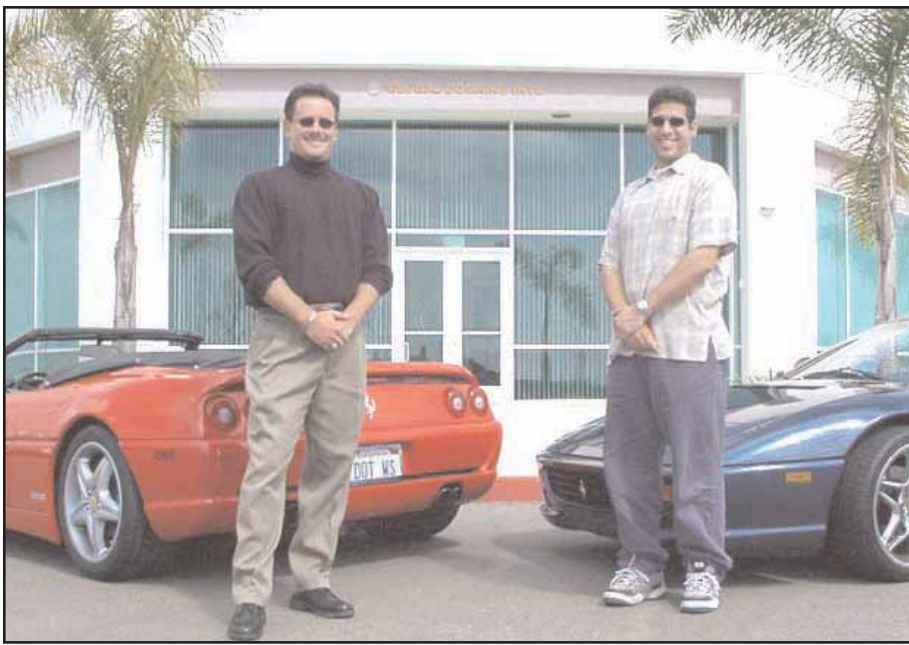
GDI supports the main protocols POP and IMAP. Access your e-mail for any domain using your POP or IMAP compatible e-mail program.

**Seven-day free trial introduces product**

GDI offers a seven-day free trial of its Web services, during which your services are activated immediately. They include: a Web domain name that you choose (if not already taken by someone else); up to 10 e-mail accounts; a Web site building system to create the Web site for your new GDI domain name; and Web hosting (optional and included). All those services are offered for only \$10 per month, if you choose to keep the service after the seven-day trial. You can stop the service any time during the seven days and you'll never be billed, and you can stop the service at any time after your trial period, without any further obligation. There are no

long-term contracts. The service is strictly month-to-month.

To get started all you and your customers need to do is go to GDI's start-up Web site – [www.freedom.ws](http://www.freedom.ws) – key in an access code given by a GDI distributor and choose your domain name and corresponding e-mail addresses. Once you've chosen your domain name, it can never be taken away



GDI founders Michael Reed and Alan Ezeir

from you. It's yours for as long as you want to keep it. Build your Web site with GDI's easy-to-use, flexible Web-building system. The company offers pre-formatted template Web sites. If you or your GDI clients are tech-savvy enough to build your or their own Web site from scratch, GDI can still host it – at no additional cost. Regarding e-mail, GDI wants all "techies" to know that it supports the main protocols POP and IMAP. No Webmaster is needed for this system – even kids can do it. In fact GDI encourages its customers' children to use the e-mail and Web-building system during the seven-day trial just to see how easy it is to use.

**Compensation plan has easy, unlimited duplication**

GDI describes its compensation plan as a multi-layer plan paying out 50 percent in commissions. The company pays \$1 per month for each sale, over five levels, or "generations," of business (10 percent per level x five levels). That means you

could earn thousands each month. GDI tells its distributors to bring in five people who bring in five people and so on. Using that guideline, at 10 percent payout with five generations totaling 3,905 people, you'd earn a residual of \$3,905 per month. And there's no limit to the number of people you can refer. You can start building income immediately, jumping from hundreds of dollars per month to thousands.

Duplication is easy and just one person joining your downline can bring in lots of business.

The power of GDI's compensation plan really is derived from the high value and ease of the sales of its services. It is not difficult for everyone to sponsor 10 sales each for five levels. This results in a six-digit monthly income and well over a million-dollar annual income!

At the Master Affiliate level, the plan pays out 10 percent on *unlimited* levels (down to the next qualifying Master Affiliate on any given leg).

Although GDI may be considered as an affiliate program, it may be easier to generate a mainstream MLM income than in most mainstream MLM, network marketing or direct sales companies.

GDI offers weekly cash bonus pools, and some distributors have earned hundreds of dollars in their first week, before they even spend one cent to build their business. With GDI's online income calculator, you can even see what your potential earnings are.

**DVD "movie" explains opportunity, sells GDI for you**

In addition to the selling power of the seven-day trial, GDI has produced a high-quality DVD presentation for its distributors to share with prospects. It explains clearly, thoroughly and completely, the GDI product and business opportunity. For the price of a cup of coffee, GDI distributors can purchase bulk quantities of the DVD and start building their home-based businesses. As an added service, GDI will even mail out the discs for its distributors to anywhere in the world. How's that for support? Available in several languages, the DVD also contains many testimonies of successful GDI distributors and concludes by sending the viewer to [www.freedom.ws](http://www.freedom.ws), along with an access code printed on the DVD cover or given by the distributor who passed out the DVD, so he or she can sign up immediately.

see **GDI** on page 11

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## Y.U.M. Marketing (from page 4)

nies can buy into this and know exactly what their costs are going to be and then attend to the things that they attend to best, in their core competencies, and then outsource the entire thing on a turn-key basis to us. And, really, every deal we do is different, so from a customization standpoint, that's exactly what we do every time we sign a deal with someone.

**Keeper:** Outstanding. In putting together a mobile marketing event campaign with MRA, what are the questions a company needs to ask itself before it comes to you?

**Kurtz:** Well, there are quite a few we'd like to ask them to ask themselves. We'll help them if they don't go through it, but some of the real basics would be to discuss how the mobile marketing tour is going to feed into their brand vision and position a unified message and maximize the media value. There's multiple ways a mobile marketing program can work for a company, and they should consider that, too. They can use it for training, internal, communications. They can be used for business-to-business presentations, as well as business-to-consumer presentations.

We oftentimes will have a company that wants to train their dealers and then turn around and use the exact same vehicle to promote to consumers. So, that's getting a lot of bang for the buck when you're able to use something for that many purposes. It can even be used as a trade show booth. Pull a whole trailer right inside a convention hall, and use it as a turn-key trade show booth.

We certainly want the brands to analyze their target audience and then determine where the best places to find them are. You're not going to find a youthful audience at an antique show. That just doesn't make sense.

**Keeper:** How does a company contact MRA for more information on putting together an event marketing campaign?

**Kurtz:** The first thing we'd encourage them to do is take a look at our Web site, [www.gomra.com](http://www.gomra.com). They can also call our toll-free number, 800-676-3520, and explain the reason for their call.

**Keeper:** I've seen your product first-hand. It is top-shelf all the way, and you guys do a great job. Is there anything you would like to add?

**Kurtz:** I think some of the things these organizations should keep in the back of their minds are the immense size of the event marketing industry. There are some estimates out there right now that I think are somewhat representative of the real world. They estimate the marketing communication expenditures targeting prospects in the United States to be \$618 billion. That's \$2,000 per citizen. And they say that 82

percent are using event marketing as opposed to strictly traditional media. They're averaging expenditures in the neighborhood of 22 percent of their overall marketing budgets.

The bottom line is if you're not doing event marketing, you're missing the boat. It's really the wave of the future. It's the way marketers are going to have to reach their audiences, and I think audiences are starting to expect it.

OK, for you event planners and organizers, here are three simple best practices you need to do to optimize your live event that engages and ensures that your word-of-mouth is in full effect and will carry long past the event.

**1. Create the experience for the target audience:** the experience needs to engage the consumer right away in order to make him or her participate. The thinking should be: is it relevant and is it compelling?

**2. Generate buzz:** In order to create buzz that will drive them to your event and give them something to talk about after the experience. Make your event unique. Don't do what's already been done.

**3. Add word-of-mouth driving mechanisms:**

- Rich, vibrant content – if attendees learn something valuable they will share it with others.

- Collateral material – give attendees branded, walk-away material.

- Keepsakes – things like onsite pictures that they can pick-up onsite or online will give them something to share with friends, family and prospects along with bringing them to your online community.

- Interactive stations – Showing them how to log onto your online community, such as e-mail and blogs. Entertainment and content can make your message even "stickier."

- Incentives – generating the next step, and then the next, through games and contests.

- Interview onsite – talking to, listening to and hearing will give you information from real people about what they are thinking and doing, which will help you to better position your product or service in their lives.

*Nick "Keeper" Catran-Whitney is speaker, author, consultant and CEO of NWM Entertainment Group, LLC, the only entertainment-based marketing company that promotes network marketing to the youth and urban markets. Currently NWM Entertainment Group, LLC in conjunction with Universal Music Group's A&M, Geffen and Interscope Records is working on the network marketing/direct selling industry's "Increase Yo' Piece®" Mobile Museum and Concert Tour" – a 40-city entertainment tour, which celebrates the over 100-year history of the network marketing/direct selling industry due to launch in 2006. NWM Entertainment Group is based in Woodland Hills, Calif. You can contact Keeper at: [keeper@mpowerment.com](mailto:keeper@mpowerment.com).*

## GDI (from page 10)

### Founders formed friendship first, then GDI

GDI founders, Michael Reed and Alan Ezeir, were friends first, having met as students at UCLA. They started several successful technical companies before founding Global Domains International.

In the late 1990s, while dot com's were focused on content, banner ads, and bandwidth, Reed and Ezeir recognized another opportunity that was largely ignored – the marketing of top-level domains, besides dot coms, for use as business domain names.

They ultimately focused on the domain extension .ws, which belongs to the tiny island nation of Samoa, deep in the South Pacific. "We thought that the abbreviation .ws could be successfully marketed worldwide as the 'WebSite' top-level domain," said Reed. "There were a small handful of other viable options, but through resolve and perseverance, we found that some countries were already using their domain locally, and not interested in becoming an 'open' or 'global' registry. With a population of less than 200,000 people, Samoa had yet to utilize their domain on a massive scale. And, none of the other countries' domains compared to the potential branding power of .ws to signify 'WebSite.'"

Reed, as CEO, oversees, directs, and integrates the creative and marketing departments, as well as the technical division of GDI. His management responsibilities include a broad range of data management and security for GDI and all its services, including online order processing for all domain names worldwide, local and Web database management for Domain Name Services (DNS), and all additional features in domain name management for GDI. Reed's focus for managing the registry from its inception has been focused on redundancy in all systems and personnel, high system performance, and transparent expandability (scalability). No expense has been spared to meet these three core objectives.

Reed currently manages a large staff of technical professionals that maintain the registry around the clock. Additionally, he works with GDI's creative and marketing departments, continually introducing new programs that promote .ws to the international Internet community.

Ezeir has established a track record of success in e-commerce, telecommunications, and in several other fast-paced entrepreneurial/start-up environments. He is responsible for multiple strategic projects at GDI; setting guidelines for meeting revenue goals, providing crucial leadership in generating new revenues, projecting sales forecasts, and monitor-

see **GDI** on page 25

## Remember when Power Lunch meant more than just nuking leftovers?

Who else wants to know how even the biggest complainers can be sold in just **23 seconds flat?**

How often do you hear...

- ▶ Gosh, I'm tired. I can't wait to get out of here.
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- ▶ My doctor tells me to just get over it. Getting old sucks.
- ▶ If I just pack on some muscle, maybe I would get luckier.
- ▶ Did you hear that one of guys upstairs had a heart attack.
- ▶ I've got to find a better job...

Learn why firing up your body's internal communication systems will give you the edge you need to find more new recruits and more new buyers in an elapsed time of one hour than you could ever hope to get by dragging friends and family to meeting after meeting for eight months?

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## Momentum Plus (from page 24)

true secret of building wealth is getting in front of a mega trend. That is what Momentum Plus is about and that's the opportunity Momentum Plus gives you!

### Looking for an all-new, industry approach?

The most exciting part about Momentum Plus right now is its ability to capitalize on a worldwide communications revolution. You will not want to be getting started in the VoIP business three years from now. You do not want to wait until everyone has a computer and everyone already has an Internet connection. Creating wealth is about being part of the movement that changes the way people do things.

Look at Bill Gates, the founder of Microsoft Corp. Did he wait until everyone had computers to get into the computer industry? No, in fact, he became the wealthiest man in the world over seven years ago when computers and the Internet were relatively small by comparison to today's numbers.

But today's VoIP phenomenon won't be like standing ahead of the *next* mega trend, which may evolve in a few years or several years from now. Momentum Plus and its founders CEO Lance Lomako and Chief Operations Officer John V. Cicotte feel that to keep a company vital for their distributors, it needs to always be looking for, and marketing, that next red hot mega trend. Their dynamic, outside-of-the-box, cutting-edge approach to developing their new network marketing company is so different, we at NMBJ, in all the years we've been publishing, have never heard anything like it before. And yet, it makes so much sense. What kind of company does any industry distributor want to be associated with? One on the leading edge of consumers' needs and desires, right? Don't you agree? If you do, see Momentum Plus' centerspread ad on pages 22 and 23 and contact the company for more information.

*Note: The information in all Network Marketing Business Journal featured stories is provided by the featured company and is not independently verified. The above, featured company is a paying advertiser to Network Marketing Business Journal. Network Marketing Business Journal is not an investigative, financial or investment publication. People considering any income opportunity should always do their own due diligence.*

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## GDI (from page 11)

ing the company's cash expenditures. Ezeir manages the accounting, finance, contractual, and operations of GDI. Additionally, he maintains a cordial, working relationship with the heads of government for the Nation of Samoa.

With a vision to navigate the course of the company as it enters the new millennium, Ezeir is vigilant in his continued search to develop successful new business horizons.

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Read more about Global Domains International, Inc. on this issue's cover!