

AWE 20th Anniversary: "Leading the Way"

AWE will officially celebrate our 20th Anniversary on January 26, 2004. This will be an exciting event to celebrate all the ways in which AWE has been "Leading the Way" over the last 20 years. There is much to celebrate for we have grown to a membership of 90+ members and will for the first time launch a sister chapter! All of this on top of the many ways AWE has provided tools and resource to support professional women.

Our anniversary celebration will include a half-day workshop, a women's exhibit for AWE members to promote their organizations, and a dinner that will feature a keynote speaker and highlights of the last 20 years. Watch for additional details to appear soon! We anticipate lots of publicity as we highlight the accomplishments of AWE and our membership.

There are several key opportunities for sponsorships for this dynamic event. They include:

Golden AWE Sponsor 2004 \$3000 (limit 1)

- Company name and logo on AWE website
- Six tickets for conference and dinner
- Corporate logo, name, and 25-word profile in the event program
- Corporate display table at event
- Introduction at the event
- Preferred seating with table signage
- 1/4 page ad in the newsletter

Alliance Benefactor 2004 \$1500

- Company name and logo on AWE website
- Four tickets for conference and dinner
- Corporate logo, name, and 10-word profile in the event program
- Corporate display table at event
- Acknowledgement at dinner
- Preferred seating with table signage
- 1/4 page ad in the newsletter

Women Achievers 2004 \$500

- Company name listed on AWE website
- Three tickets for conference and dinner
- Corporate listing within the event program
- Corporate display table at event
- Acknowledgement at dinner
- Preferred seating with table signage
- Acknowledgement in the newsletter

Entrepreneur Champion 2004 \$250 (for AWE Members Only)

- Company name listed in the event program
- One ticket for conference and dinner
- Corporate display table at event
- Acknowledgement at dinner
- Signage on your table
- Acknowledgement in the newsletter

Leading the Way 2004

- You may host a table and provide dinners for your guests. This is a great way to gain visibility and credibility with your clients!
- Corporate display table at event
- Signage on your table
- Acknowledgement in the newsletter

WSI Internet's Franchise Expansion Soars... as Women take it to the net

Atlanta, Georgia

WSI Internet continues its rapid franchise expansion while online advertisers prepare for the next wave of explosive internet growth... as Women take to the net. Women comprised 51 percent of the nearly USD13.7 billion spent online during the holiday season, according to Goldman Sachs, Harris Interactive and Nielsen-Netratings.

In the UK, 22 percent of female Internet users have bought online, compared with 19 percent of men -according to a new study from the Bank of Scotland. Amidst the explosive Internet growth among women, WSI continues to break franchise records.

Now in its 7th year of business, WSI has established a record - 700 franchises in 87 countries worldwide. Currently rated as the "#1 Internet Services Business", and the "4th Fastest Growing Franchise in the world", WSI has established one of the most successful Franchise Systems in the world!

No specific Computer or Internet experience is required

to operate a WSI franchise, and many of WSI's 700 franchises throughout the world, work from a home office. WSI offers its Franchises one of the most complete and comprehensive Training & Certification Programs available among franchise companies today. As well, a dynamic on-going Support Program is custom tailored to meet the unique and individual needs of each new franchisee.

WSI franchisees (Internet Consultants) both men and women consist of all ages and backgrounds. Like a modern day architect, the job of each WSI franchisee is to assess their clients' business needs using WSI's patent pending Lifecycle™ System. The client's Internet Solution is then custom tailored to both reduce their businesses overhead and increase their revenues. Each client's Internet Solution is then uniquely built at one of WSI's many certified Global Production Centers. Each WSI Production Center is strategically located in low cost, high tech regions such as India

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Technology Angle (cont'd)

domain registrations, www.networksolutions.com, and perform a "whois" lookup. A whois lookup will reference your domain name and return your domain record, telling you all of the information pertinent to that name, including the expiration date.

Your domain name can also be lost if it is moved or sold without your authorization. This happens when the wrong information is listed on your DNS record. This record lists an administrative contact, which should be you, and a technical contact, which should be your ISP (Internet Service Provider). The administrative contact has control of your domain name and authorizes the movement to other ISPs. Sometimes ISPs will register your domain name for you as part of a bigger web hosting or Internet connectivity service. Since you own your domain name, however, they are totally independent of ISPs. Your domain name can follow you when you leave one ISP for another. Unscrupulous ISPs will list themselves as administrative contacts thus giving them full control over your domain name. They could sell your name at their discretion and you have no way to stop it. Check your whois record again and notice the administrative contact. If it is not you, contact Network Solutions to have it changed. Again, domain names are not owned by the ISP, they are owned by you.

Be sure the administrative contact e-mail address and phone number listed on your domain record is current and up to date. Frequently these e-mails and phone numbers

become obsolete with personnel and other changes. This information is what the registrar uses to contact you about possible issues with the domain name. If they are not current, you may not be contacted. If this information is not current, contact Network Solutions or Micro Visions, Inc. to get it corrected.

Another reason the name can be lost is through simple confusion and aggressive marketing by the domain registrar. Domain registrars like Network Solutions have been known to send official-looking documents claiming your domain name is about to expire even though the actual date may be months away. These marketing ploys to collect your money early are rightly discarded. When the official (i.e. real) notice eventually arrives, warning you that the expiration is near, it may be ignored like those previously discarded. It falls through the cracks and does not get renewed. Knowing when your domain name will expire by looking at your whois record will eliminate any confusion.

Increasingly, the Internet is becoming an integral part of your business. Internet domain names link you with your clients. Take control of your domain name and limit your risk of losing it. ■




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WSI (cont'd)

and Australia - delivering each client a results oriented, technologically advanced Internet Solution at an economical cost.

WSI's international organization of Franchise Owners are at the forefront of the digital revolution, changing the way the world does business. WSI's success stems from a model that stresses the importance of long-term commitment to clients. To learn more, visit: <http://www.wsicorporate.com/AWE>. ■

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