

## Meet CFUS



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## CFUS Update!

**Industry: Medical/eCommerce**

**Service: Web Programming**

**Technology : MySQL, PHP, Java**

Interfaced with users to define system requirements. Drafted detailed specifications. Developed and deployed web-based application

**Industry: eCommerce**

**Service: IT Infrastructure Validation**

Reviewed existing business policies and procedures. Developed and implemented new IT strategy for move from traditional brick and mortar to new eCommerce business enterprise.

## The Process of Staff Augmentation

### What is Staff Augmentation?

Staff augmentation is the process of hiring a dedicated team of additional staff to bring better efficiency and effectiveness in the work process. The system takes the wing as more and more companies are growing with their increasing needs. The element of staff augmentation can be visible across every department to achieve incompetence and unmatched standard of working. Normally, it is seen that human resources and sales wings of a corporation is likely to get the first advantage of staff augmentation. However, the necessity of this process cannot be denied in other areas of working too as it could leads to better management for the organization. This is reason why, IT staff augmentation remains one of the most demand-

ing and vigorous marketplaces in the world.

Why do we need the process of Staff Augmentation?

The process of staff augmentation is really useful in getting the best. There are many reasons for which we will require the process of staff augmentation. Firstly, the abundance of IT resources needs enough manpower to handle. Secondly, declining rates and narrowing margins for companies that require these services. And finally, it leads to specialization in the work.

How to search for skilled manpower?

Different companies follow different methodologies to find

the right one for their meeting their demands. One of the most common ways of staff augmentation is done through e-commerce storefronts, which provide necessary tools for shipping, tracking and customer service. Internal software designed to fulfill demands can also serve at an extent too.

Online search of competent staff can be a good option too. For finding the best online, you must be keen on the usability of many of the performing search engines. Check through the huge database to explore great talents hidden somewhere. Choose well to get the pool of talent. By implemented proper staff augmentation, you could feel the growth even faster than your sunniest forecasts ever projected.

## Bubbling Widget Growth

BURLINGAME, CALIF. -

Seemingly overnight, everyone is in love with widgets.

Consumers love the tiny software applications that let them

share music, photos and videos, and even throw virtual sheep at one another, on social networks. And social networks love widgets because they help boost traffic and ad revenue on their sites.

On Facebook alone, users have installed nearly 13,000 widgets approximately 765 million times, according to Adonomics, a Web site that tracks widgets on the social network.

Adonomics estimates the combined value of these widgets to be \$374 million. There are also rumors that major media companies, notably **News Corp.** (nyse: [NWS](#) - [news](#) - [people](#)), want to add developers to their stable of properties.

As a result, the number of individual hackers and companies that develop widgets has mushroomed to an estimated 100,000 worldwide, begging the question of whether the sector is in a bubble. Industry experts, however, say the concern is misplaced--for now--and that the fast ramp up is no different from what has happened in past generations of software development.

"It's too early to call it a bubble or a success," says Ross Levinsohn, the former News Corp. executive who oversaw the company's celebrated acquisition of MySpace. "You're really talking about the last six months as the real beginning of the growth of applications. It's just the beginning of what we're going to see over the next 12 to 18 months."

David Weiden, a partner at Khosla Ventures, which has invested in widget companies Slide and iLike, says a modest number of developers--about 20--received venture funding in 2007. He says investors are much more prudent now, and want to avoid the bubble conditions of a decade ago. "If there were widget companies that are public and have no revenue, I would say that's a financial bubble," Weiden says.

Slide founder Max Levchin likens the flurry of activity to the 1980s software-development boom. "It's very similar to shareware and freeware," says Levchin, who also co-founded online payment system PayPal. But widget development is a lot faster, he says. "It's like the 1980s played out in half a year."

The widget sector kicked into high gear last May when Facebook created an open platform for developers. **Google** (nasdaq: [GOOG](#) - [news](#) - [people](#)) followed suit in November, announcing its own platform, OpenSocial. Applications for OpenSocial, however, have not been released yet, and development is said to be slow.

Jia Shen, co-founder of widget company RockYou!, says widget development is similar to Web site development, and thus, widgets are being valued the same way. "The metrics are about reach and not about how much money they're making," Shen says.

But unlike the dot-coms of old, many widgets are making money, mostly through advertising. Shen declined to discuss RockYou!'s revenues, but said that widget shops with just a few developers are raking in \$80,000 a month in ad revenues.

Shen also says that some widgets have the potential to morph into full-fledged Web sites that can generate even more revenue. "There's been a lot of criticism of the applications as toys," he says. "One of our applications was Zombie, a goofy application that lets users 'bite' friends virtually. After awhile people got bored with it, so we built it into a full-fledged game with virtual goods."

Indeed, corporations are viewing widgets less as frivolous gadgets, and more as business tools to boost traffic and ad revenue on their sites. "Six months ago, the thought of someone altering his or her homepage to incorporate someone else's widget into their brand [was considered] dilutive," says Jay Adelson, chief executive of social network Digg. "There's been an acceptance by traditional media that widgets give them some reciprocal benefit. In 2008, you'll see traditional brands that have controlled every ele-

ment of their page open up."

To meet rising demand, developer shops are adding engineers and working round the clock to make new and better widgets. Flixster, which says its movie-review widgets have been installed on Facebook more than 13 million times and is also developing applications for Google's OpenSocial, has doubled its engineering staff to 12 since November.

But competition for engineering talent is fierce. "Most people have several options," says Flixster Chief Executive Joe Greenstein. "We pay reasonable salaries and give people generous stock options, but do we have to compete with the relatively high salaries from Google and **Yahoo!** (nasdaq: [YHOO](#) - [news](#) - [people](#))? Yes."

Digg's Adelson says he has resorted to looking outside Silicon Valley for engineers. "We are trying like mad to hire more engineers," he says. "It's really, really hard. I pretty much have to import people from other states."

Levinsohn, now a partner at venture firm Velocity Interactive Group, says 2008 will be a big year for media-company acquisitions of Web 2.0 companies. In 2007, just a few tiny widget shops were absorbed by bigger ones, such as Slide. "There are a lot of good ideas that could benefit from big media," Levinsohn says. "You have a lot of companies that hit a wall and can't get beyond a certain level. They need the infrastructure and distribution of a large company."

Still, widget developers know they can't all be winners. "Not all the developers will survive," or get acquired, says Slide's Levchin. "I can look back to the '80s playbook and know what's going to happen."

## 10 Factors to Help You Stay Motivated and Succeed

On a full body workout (performing all major body parts in one session on 3 non-

consecutive days per week) it is suggested you only perform one exercise per muscle

group. When you are starting a program (or even starting back after a long layoff),

more exercises and sets are not necessary and sometimes can sometimes be counter-productive. Since the training response is relative to what you are accustomed to, which is next to nothing, you will make sufficient progress with a minimal exercises. Keep in mind the greatest gains in strength and muscle mass will occur in the initial stages of your program, seemingly no matter what you do.

Choose [basic exercises](#), movements that work more muscles in fewer exercises. The [compound](#) exercises are also typically more functional than the [isolated](#) exercises, working the muscles and joints more similar to how they will move in nature.

As in the [workout templates](#), muscles in *italics* are optional. You may already be working some of these muscles indirectly on other movements. For example, a specific low back movement can be included if you have not already exercise it during your quad/glute, hamstrings, or upper back exercises. Likewise, the biceps and triceps are exercised on the back and chest movement respectively. Including a specific isolated exercise for the arms would essentially be adding a second exercise for the biceps and triceps.

For many beginners, the weight increases on these isolated exercises are much greater than what is typically suggested. For example, if you are using 25 lbs for a workout weight and you prepare to move up to the next weight, 30 lbs, this represents a 20% increase in weight! Keep in mind 5 to 10% graduations are typically recommended. In these cases, it sometimes makes sense to hold off on these auxiliary exercises until greater function strength is achieved during the compound basic exercises.

Certain feel free to choose a few optional movements you may want to target that month. Guys usually pick isolated arm movements where as women may even add an additional hip adduction and abduction movement. Just keep in mind there is no such thing as [spot reduction](#) as many info-commercials would have you believe.

Be careful though that you do not make a common mistake in trying to specialize on too many muscle groups. Firstly, during a long full body workout, intensity maybe inadvertently be compromised, essentially decreasing the efficacy of all other exercises. You will probably end up pacing yourself if your workout consists of too many exercises and sets. The exercises at the end of the workout will also suffer after a long workout as your energy level diminishes. Secondly, you may also end up spending less time on the cardio exercise or stretches at the end of a long workout. Thirdly, those beginning an extended weight training program may have a greater difficulty in adhering to their program as compared to those who begin a more abbreviated full body workout.

It seems experienced weightlifters who prescribe beginners high volume or intense workouts have forgotten what it was like when they first began lifting. Getting sore will only postpone your ability to recuperate and increase the likelihood of dropping out of your new program.

During your first workouts you only need to workout until you feel comfortable fatigued (also see [identify initial resistances](#)). Each workout attempt to perform one or two additional reps until you have reached the upper repetition range (typically 12 reps: see [suggested repetition ranges](#)) then increase your

resistance by 5 to 10%. You should be able to continue this progression of reps then resistance for one to two months.

After a few months of training you will be able to push your self much harder that when you first began. Your ability to recover between sets will be enhanced but not to the extent of your ability to workout more intensely. You may find your self requiring a bit more rest between your sets.

As you continue to perform these exercises, you will find it increasingly difficult to progress as you once did. This is an indication your program is becoming stale. [Changing your exercise program](#) every month or two will not only allow for continued progress, but will also make training more enjoyable. It can be quite boring performing the same exercises month after month. In the beginning it is important to choose exercises you feel comfortable with. Later on the most effective exercises are the ones you are least familiar. These relatively unfamiliar movements are the exercises you have the most potential to make the greatest improvements.

Some time later, depending upon your goals and available time, you may consider changing to a [2 day split](#) program. This would lend its self to working out 4 days per week, each body part exercised two times per week (see [ideal frequencies](#)). This type of program may allow you add volume to your program by introducing an additional exercise for the larger muscles.

**Contact CFUS (corporate)**

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