

Hello friends and future clients:

Welcome to the inaugural issue of The CFUS Corporation's Technology Newsletter – Technology and more.

CFUS is a privately held minority-owned company incorporated in 1996 to service the database programming needs of its clients. Since then, CFUS has steadily expanded its operations to offer more complete IT solutions to its clients.

The World Wide Web and Internet are changing the way business is done today with unprecedented possibilities. But that's nothing compared to what the future has in store. Technology is evolving at light speed, and the business models and relationships that operate in this digital economy are changing just as fast.

Information Technology is a part of every organization, large or small, and your organization's data is vital to your survival and growth. By working with our clients, CFUS adds value in a variety of Information Technology areas. Our professionals are highly qualified and seasoned.

CFUS works at a technology as well as a business level. As an Information Technology Services company, CFUS has had access to a wide variety of organizations from diverse industries. It is this exposure, along with our CFUS/client teaming-alliance approach that enables us to provide top quality services on a project or an on-going consulting basis. Some industries that CFUS has worked include:

◆ Aerospace/Defense	◆ Automotive	◆ Biotech	◆ Entertainment	◆ Education
◆ Insurance	◆ Manufacturing	◆ Non-profit	◆ Real Estate	◆ Retail Sales

CFUS works with its clients to realize the opportunities that are imbedded in this emerging economy. CFUS brings 'outside-the-box' thinking to our clients' business challenges by thinking **big**, starting **small**, and growing **fast**.

Oracle: Its not just for the big boys.

It's interesting, when talking to small and medium size businesses (SMB) in general; I find that they don't usually think of Oracle's application products as a solution for their organization. After doing much research, what I have found is that Oracle has helped more than 19,000 SMB customers in a variety of industries and across many geographies. So, why is there a disconnect?

When I think about this logically, it would make sense that companies large and small should have similar business challenges such as globalization, regulations, customer-driven markets, internet technologies, etc. The only difference I see is that they might not be able to afford long and costly drawn-out application integration projects like a Fortune 1000 company can.

So, why should the SMB market buy into Oracle's Accelerate Program?

- 1) **Offers the best of the best applications** with highly configurable functionality, resulting in tailored industry solutions
- 2) **Provides prepackaged and pre-bundled industry segment-level solutions** by geography more than 80 it's all about choices

3) **Has Business Accelerators**, that accelerate the time from discovery to go-live taking a customer through all the typical questions about their business and implementing the system to those specifications and delivering the speed and predictability that customers want.

4) **Has a strong ecosystem of partners** who include their intellectual property in the Accelerate Solution, resulting in even more of an industry fit.

5) Allows partner intellectual property to be reviewed by Oracle so that **the customer never strays from the upgrade path** Bottom line, Oracle's Accelerate Program drastically **reduces implementation times for small and medium businesses**. Check it out!



Corporate Identity: Its **your** story



A corporate identity is, put simply, a symbol. It can be as simple as a color scheme (e.g. Orange and Blue widely used in most of AOL's advertising) or a word written a certain way. (e.g. "Sony" written in those narrow, classy letters) or a picture. (e.g. The Ship for Old Spice

Aftershave.) These physical images are often associated with the "image" of the company behind them. They are often designed with a certain motive. User Friendly for AOL, Sleek and High Tech for Sony, and Manly and Sturdy for Old Spice.

This is the basic idea of a corporate identity. When you see those images, not much else comes to mind. There are well recognized and those color schemes, images, and words have

been effectively used to bring those particular companies to mind.

Why do corporate identities work? Why does 3 stripes and a word make us want to trust a company to sell us shoes? The answer is because it is effectively marketed. The image is unique enough to know that it is Adidas, but not overly blatant or complex. The question, though, is what makes for a good and effective corporate identity?

First, it has to be recognizable enough to saturate a market. Something hard to make out, fuzzy, too long, unmemorable, ordinary, or too similar to other identities in that market just won't do the trick. Here are a few things you should think of: is it legible? Can it be recognized from a little distance? Will it stand out on a page? Does it put forth the kind of image you want? Does it look good in black and white? (you might not always want to pay for color) Can you legally protect it? Is it simple? The more

complicated it gets, the larger it will have to be to be

recognizable. Your logo can find its way on to a box, or onto a letterhead, or maybe onto a billboard. Can it be seen and understood from all these perspectives?

Corporate brand

This is what the dictionary says under the entry "brand." Now the question is what does it mean to an everyday person. A brand means image: Not just what it looks like, logos, emblems, style, but also the image of quality, or reliability, or lack there of.

History of brands

Before the industrial revolution, most of the products used around the home were made in that home. The average person would just buy the raw materials needed and make it himself.

Work's over: Rest your mind...work your body

Are you ready to shake up your workout routine? Do you wish you could burn more calories without spending more time at the gym? Consider aerobic interval training. Once the domain of elite athletes, interval training has become a powerful tool for the average exerciser, too.

What is interval training?

It's not as complicated as you might think. Interval training is simply alternating bursts of intense activity with intervals of lighter activity.

Take walking. If you're in good shape, you might incorporate short bursts of jogging into your regular brisk walks. If you're less fit, you might alternate leisurely walking with periods of faster walking. For example, if you're walking outdoors, you could walk faster between certain mailboxes, trees or other landmarks.

What can interval training do for me?

Whether you're a novice exerciser or you've been exercising for years, interval training can help you jazz up your workout routine. Consider the benefits:

- 1. You'll burn more calories.** The more vigorously you exercise, the more calories you'll burn — even if you increase intensity for just a few minutes at a time.
- 2. You'll improve your aerobic capacity.** As your cardiovascular fitness improves, you'll be able to exercise longer or with more intensity. Imagine finishing your 60-minute walk in 45 minutes — or the additional calories you'll burn by keeping up the pace for the full 60 minutes.

3. You'll keep boredom at bay. Turning up your intensity in short intervals can add variety to your exercise routine.

4. You don't need special equipment. You can simply modify your current routine.

How will my muscles respond to interval training?

During intense exercise, muscles produce the waste product lactic acid. Too much lactic acid can make exercise painful and exhausting. But by alternating bursts of intense exercise with easier intervals, you'll help reduce the buildup of lactic acid in your muscles. The result is more comfortable exercise.

Are the principles of interval training the same for everyone?

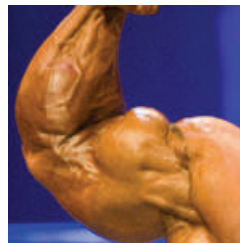
Yes. But you can take interval training to many levels. "If you simply want to vary your exercise routine, you can determine the length and speed of each high-intensity interval based on how you feel that day," says Tom Allison, Ph.D., an exercise physiologist at Mayo Clinic, Rochester, Minn. This casual approach to interval training is known as fartlek, a Swedish term meaning "speed play." After warming up, you might increase the intensity for 30 seconds and then resume your normal pace. The next burst of more intense activity may last two to three minutes. "The intervals can vary throughout your workout," Dr. Allison says. "How much you pick up the pace, how often and for how long is up to you."

If you're working toward a specific fitness goal, you may want to take a more scientific approach. A personal trainer or other expert can help you time the intensity and duration of your intervals based on your target heart rate, the ability of your heart and lungs to deliver oxygen to your muscles (peak oxygen intake) and other factors.

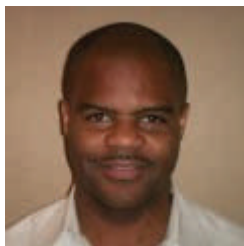
"This type of interval training also adds variety to your workout, but it requires more discipline and concentration," Dr. Allison says. "You'll plan shorter periods of intense activity and shorter recovery periods."

Does interval training have risks?

Interval training isn't appropriate for everyone. If you have a chronic health condition or haven't been exercising regularly, consult your doctor before trying any type of interval training. Also keep the risk of overuse injury in mind. If you rush into a strenuous workout before your body is ready, you may hurt your muscles, tendons or bones. Instead, start slowly. Try just one or two higher intensity intervals during each workout at first. If you think you're overdoing it, slow down. As your stamina improves, challenge yourself to vary the pace. You may be surprised by the results.



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