

December 2000-January 2001

Business Development  
Interim Management  
Public Relations  
International Marketing  
[www.etechintl.com](http://www.etechintl.com)

**Export Tax Credits Change Completely—H.R.4986**

Over the recent years there have been several battles between the United States and the European Union; Data Privacy, Bananas, Global Warming Issues, and Hormones in Beef. These are tangential issues to the normal course of our businesses.

But an issue that the EU prevailed in has caused the United States to change its tax code. Recently the Congress has passed a law, which the President has signed, that has done away with the Foreign Sales Corporation (FSC) as a mechanism for crediting export sales. The new law is named "FSC Repeal and Extraterritorial Income Exclusion Act of 2000". You can find it, plus some commentary pieces from both sides of the issue, on our web site at: <http://www.etechintl.com/news>

The new law has made tax credits for companies who export easier and possibly more beneficial to the bottom line. Because of the previously threatened sanctions, the law comes into effect mid-year. This makes proper knowledge and interpretation by your tax accountant mandatory. With the value of a strong dollar affecting sales quotas and profits, it might be a nice surprise.

Also, things are subject to change again soon. The EU has sought authority to impose over \$4 billion of sanctions on selected US imports - based on the new law - asserting that it only continue to disguise an illegal export subsidy, which the EU laws are trying to prevent. The WTO Appellate Body will visit the case during the summer of 2001 which gives a lot of time for negotiation.

To stay up do date on this situation (from the American perspective, at least), visit the US Mission to the EU web site at <http://www.useu.be/index.html>

**eTech's 'Efficiency Marketing' Creates More Effective Message Delivery**

The Year 2000 Experience:

- A single-year 20% decrease in the euro's ability to buy,
- A lingering recession in the Far East and LatAm economies,
- Skittish customers reluctant to be early adoptors of ever-changing technologies
- Competition prepared to do anything to keep or take your marketshare. Combined, these make mockery of your income

plans from export sales.

And now "they" exaggerate the slowdown in the U.S.

You won't decrease the quality of your component parts or the quality of the finished goods, despite the inclination to tighten up on every expense. Nor should you decrease the quality of your message or the ability to deliver it.

**Positive EU News**

Disappointing earnings in the computer and IT markets have frightened the stock markets lower for the past two quarters. Sales in Europe were blamed as a significant reason. Not that sales were bad. Profits just weren't as expected, due to the strong dollar affecting sales growth and currency translation.

Of course, the expert speculators then predicted a shrinking market in Europe.

Therefore, reports from Dataquest late last week of rebounding shipments of large computer systems to Europe in the recent third quarter were good to see.

While the business of Sun, HP and IBM may not directly affect you, it is good to hear that the rumored expansion of the European market is continuing.

**Take advantage of market weakness by getting your benefits known and wanted.**

You need and want your ideas planned into projects, started and completed, quickly and well. eTech's Interim Management, Convention and PR Services result in Strategic and Tactical Plans that effectively market your benefits, and proactively gain press and clients contacts.

**Your good ideas,  
worked into results.  
Call or write us today!**

## A Description of eTech Services

eTech International provides Out-Sourcing Services for companies in the Media Technologies and Entertainment Technologies Industries. Our specialty is in Marketing and PR, Internationally and throughout the United States.

Growth, and the ideas that create it, require more than effort and follow through. The required teams are often not available or lack the experience to strategically, then tactically, plan toward implementing potential.

eTech can fill the obvious or disguised holes within your corporate environment. The ability to identify the correct problem(s), then define, program and target a plan for their solution, imagination, entrepreneurial experience and drive, contacts and interest are the qualities that eTech's experience brings to your company.

Those are the generalities.

Specifically, our experience extends through the gamut of client assistance;

- Interim Management (including Market Development, Budgeting, Sales Compensation Planning),
- Long-term Marketing Planning and Support,
- Product roll-outs including road show demonstrations and local convention support,
- Surveys of clients and distribution networks,
- Set-up and monitoring of distribution,
- Pre-convention promotion, appointment generation,
- Pre-convention editor contact, promotion and appointments,
- Booth oriented convention services, including full service engineering, layout, hotel and air scheduling,
- Post convention article generation, writing and placement,
- Full PR, advertising, video, web and print collateral generation.

*Naturally, these are all programs or projects of a well developed Marketing Plan that brings qualified clients to the Sales Department. Contract with eTech to accomplish targets that would otherwise be left undone.*

### What accomplishments were expected by NAB 2001?

Which plans need modification to achieve those potentials?

How do these reflect on upcoming NAB plans, (which should be well on the way)? Review previous show notes and expectations from last year. Decide now how you will obtain appointments with editors, key clients and distributors.

For assistance, reach eTech at the addresses below.

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## eTech Client News

Providing distribution services to companies such as **Omneon** and **ADC/NVision** is an important part of our repertoire, but we are also providing interesting services for the following companies:



eTech is pleased to announce a new contract with **Doyle Technology Consultants** to deliver Public Relations services. Our specialist, **Herb Schiff** has generated, for the first project, a series of articles for *Broadcast Engineering Magazine*.



eTech's **Interim Management** contract with **ednet** continues.

Founding partner, **Tim Prouty**, is serving as Marketing Manager, setting up programs, helping to define policies, as well as training his replacement for this multi-service division of **Visual Data Corporation**.



eTech continues to provide PR and convention services, as well as consulting on international matters, for this expanding organization. On the heels of their large networked system sold into **Star TV**, **Dayang** has announced that they will be going public early next year.

## Business Development



Technology specialist, editor, writer, **David Leathers** is our newest team member, expanding our experience with product development and business consequences. Together with Herb Schiff handling PR, the eTech client receives unparalleled business development potential.