

THE NetWorking e-Zine 02.09



The UFO was not sighted nor detected because it was cloaked. Somewhat similar to the [Klingon Bird of Prey](#). Perhaps it WAS the Bird of Prey. Class unknown.
Photo and Sci-Fi supershortstory [part 4] by Ange Teo

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THE NetWorking e-Zine

Dear fellow Networkers

Welcome to **THE NetWorking e-Zine [TNe]**. I am very excited to showcase more Interesting Individuals in this month's issue.

This is no ordinary e-Zine -- each Monthly showcases a contact's industry and/or expertise. Resulting in greater exposure and **FREE** publicity. Offering us all a glimpse into their industry, creating awareness as a result. Past issues can be viewed [here](#).

The **TNe** is distributed to all of my first-degree contacts, both offline and online. Most of whom are on either one or all of the following platforms: LinkedIn, Xing, Plaxo, and InterNations. I would be most grateful if you could forward the **TNe** to your respective networks. One never knows how many more doors will be opened.

Bringing a whole new meaning to your networking endeavours, don't you think?

To your networking success!
Ange T.

WebLog: The *Ultimate* [Guide](#) on how not to lose one's marbles

URL1: [e2m expat etiquette mentoring](#)

URL2: [Crann Creative -- The Multi-Disciplinary Outsourcing Provider](#)

Read about my Interview @ [Tomaca's](#)



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THIS MONTH'S SPOTLIGHT:



Tom Merilahti, the founder of [SICU](#) [Synergy Integrated - Connects the Unconnected] and the SICU Synergy Solutions Group Network [SICU SSGN].

What Tom has to say about himself:

He is a creative Marketing Integrator and Communication Coordinator, with more than 25 years of professional experience. Tom has been described as an inborn lateral thinker, self-willed way maker and rebellious forerunner.

The mobile head office of "processor merilahti" is located between his shoulders in Helsinki, Finland.

Tom welcomes all experts -- representing divergent professional disciplines and cultures -- to connect and interact on [Xing](#) and [LinkedIn](#).

Especially joining and enjoying the [SICU SSGN](#) including 40 special groups.

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- You founded SICU in 1999. It is a brilliant concept which connects professionals with expert knowledge from all over the world. It not only breaks down barriers but borders too.

This has never been more pertinent and relevant than today's global economy. So, what motivated you to start SICU?

The background of the SICU [pronounced as "sizu"] brand name, slogan and symbol was Synergialaitos.Com ["Synergy Society"] and its philosophy, the [Synergysophy](#).

It was founded in 1999 as the marketing name of two companies. Namely, T & M Project Management and Tomcom Marketing Communication Oy [Ltd] founded in 1991 and 1996 respectively.

It was all about connecting two organizations into one. Cultivating and communicating strong associations about an entirely new virtual organization. That operates globally in the intersection of marketing communication, project management and online business. So as **to differentiate SICU from traditional agencies and [box] organization structures.**

Synergialaitos.Com was re-named SICU in 2005, after a quick process of differentiation, brand-building and internationalization.

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SICU as a company specialized in marketing communication, project management, global business networking and online business. In order to be developed and branded in two supportive service organizations.

Whereas in the SICU Synergy Solutions Group [SICU SSG] a globally active virtual organization and strategic alliance. In addition to the SICU brand name, slogan and symbol; our objective is to cultivate the meaning of the Finnish word and conception SISU. It stands for "Sauna & Sibelius" that is central to the Finnish identity.

SISU also stands for an ability to get things done even against impossible odds. And for GUTS - something every one of us needs to be able to compete on diverse markets.

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- Could you perhaps share with us the readers a sneak peek into SICU? How it is being run?

It is here SICU makes a major difference!

SICU is not only about a traditional company; nor SICU SSG a typical virtual organization.

It is a Global Think-Tank, Service Cluster and a Self-Organizing-System [S.O.S]. It can form its own organizations for single clients whenever and wherever needed.

In essence, this is an application of the virtual organization -- a fluid grouping of people and organizations. Run and coordinated through the mobile head-office [see picture] of "processor merilahti" in and from Helsinki. In order to optimally address the task at hand.

Experts representing diverse professional disciplines, different organizations, from different parts of the world under the same "SICU Sunshade" may be the catalyst needed. For overcoming the co-ordination barrier over all thinkable borders.



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- What are the long term benefits of being part of SICU?



A prime agency differential is SICU's ability to hire, train and, support strategic and tactical creative talent. And to use its own marketing channels to support the client's needs. Solving problems of individual customers in wherever and whatever they are actively operating.

This offers the global partners and members of SICU SSG the opportunity to be a part of a global structure. To connect, interact, share ideas and experiences; receive support from one another.

And to create, develop and execute campaigns, projects and events so as to benefit all parties involved.

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- How can readers help you? Is there any sort of help that you are currently or urgently seeking?

I am "fishing" for new global partners. Whilst looking forward to see the tentacles of SICU SSG reaching every corner of the globe.

These partners are ones who have expert professional knowledge, and also "hunting" for factual connections. So that new projects can be created and developed, to be executed both nationally and globally.

If readers are interested in becoming global partners, please have a look at [SICU's partners' site](#).



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- What are your next grand plans? For instance, writing and publishing your first e-book. Or building a school for the less fortunate kids in a Third-World country. Or starting an ethnic or theme restaurant.

My main objective and goal are to continue building the SICU Brand. In order to productize it in divergent SICU branded projects, events, products and services. That supports corporate communications and brand marketing of corporations, both locally and internationally.

I am looking forward to connect with corporations and brands. Which are looking for new communication channels, expert knowledge in online marketing and, B2B and B2C opportunities. Also, for clients interested in buying services from SICU to support their online presence, marketing, sales and business in general.

It is the online businesses of corporations and brands that SICU now focuses. Without the objective-oriented ground work and facts mentioned above, it would be pointless to mention the opportunities SICU has to offer.

The final statement of SICU of today is that Collaboration is the New Economy!

THE NetWorking e-Zine

02.09

ONE LAST WORD...

I trust that you have found the **THE NetWorking e-Zine** useful and informative.

If you would like to be featured on the **TNe**, please [email](#) me with the subject line "**I can do with some Publicity, please**". Or if you do know of anyone who can benefit from the publicity, I would be most glad to interview them.

Alternatively, you could place your advertisements here. A Global target audience of 800 and growing, mostly decision-makers and entrepreneurs. So, please [email](#) me for more information.

Lastly, if you no longer wish to receive the **TNe**, please [email](#) me with the subject "**Thanks, but no thanks**". No quibbling nor questions asked. Most importantly, feedback -- be it praises or otherwise -- is most welcomed. Thanks!

Until the next instalment, wishing you all the very best!
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