

INTERCONNECTED NEW PARADIGMS OF THE INTERNET CONNECTED WORLD

By DAVID MATTHEWS

As we become a fully networked society, the employer-employee relation will ultimately vanish entirely. Most likely, each individual will earn a living from providing services as an independent contractor or personal service corporation, or a new genesis, such as a "general services domain".

In an interconnected, business environment, all services will be provided on an independent contract basis. Highly advanced network services would allow billions of individuals to calculate and adjust service bids thousands of times per day, in pursuit of the ideal "sweet spot". Some jobs may last a few hours and be bid just minutes before the term period, and some may be for a term of months or years negotiated out over an extended period of time.

Any and all personal service could be bid-scheduled via an online auction network. What's more, the process would be completely facilitated by personal network agents (software). You would simply set your service conditions on the network and check your confirmed schedule, then complete the terms of the service contract. It would be like buying and selling stock under specific conditions, but it is buying and selling services.

As a person builds their services domain, a critical element for success becomes the size and productivity of a personal network. A person will build an e-mail based network of thousands of contacts the way we now build address books with hundreds of contacts.

To help build a personal network, it is likely that web based associations and services will emerge that are based somewhat on the multi-level accrual networks that are in existence today. Such a network may work



Dain Jacks of Galore Paging

photo by M. Washington

like this: A person joins a networking group and pays \$49 per year to be a member. This member completes a personal and/or professional profile and agrees to receive e-mail from other members of the network. In return, this person may send e-mail to members of the network.

Using the web based interface, the member can select individuals based on a set of criteria (i.e. special interests, location, professional expertise, etc) and then press a button to send an e-mail to the hundreds or thousands of people that are in the selected group. The sender would pay a penny per person to send the e-mail.

To send an e-mail to a group of 1,000 selected members in the network would cost \$10. Residual income would be earned by the people who recruited the members, or received the e-mail, or both. Probably two to three layers would earn residuals, like in the multi-level soap business. So, you join, pay \$49 per year and one penny per e-mail and recruit others to do the same. You

earn money from recruiting, from receiving e-mail and from networking.

Trade and professional organizations would begin to emulate this model and add value for the special interest that is represented by the group. Similar adaptations would emerge for "collective bargaining networks" (reinvented Unions) and "collective voice networks" (special action groups). Thousands or even millions of networking groups will emerge.

Under this system, the average individual may have a personal network of over 10,000 active contacts, and belong to dozens of networking groups. The ability to manage and benefit from a large scale personal network may become a key to maintaining a professional livelihood.

As the playing field between employer and employee begins to level, significant adjustments will be necessary on both sides of the table. Everyone from the CEO down will be unemployed. The prospects of a workplace without any employees is a very real possibility, but that's not a bad thing.



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(left to right) Dave, John and Craig Campa

John Campa Awarded Minority Business Scholarship

John Campa, owner of JCAMPAGraphics in Portland, has been awarded a 1999 Amos Tuck Minority Business Executive Program Scholarship Award. The award is presented to only one recipient nationally, by the Minority Business Development Group of the National Association of Purchasing Management. It gives John a scholarship

to the prestigious Amos Tuck School at Dartmouth College. CAMPAGraphics was nominated for the award by the Oregon Lottery based on their outstanding customer service and attention to detail. This family-run printing operation has been in business for 22 years.

"The Oregon Lottery has provided my business with opportunities to grow.

We work very hard to provide the kind of service that clients should expect. I am very honored to receive this scholarship," said John Campa.

The Oregon Lottery congratulates John Campa and CAMPAGraphics.



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