

AREA COMPANY SUCCESSFULLY COMPETES AGAINST OFFSHORE IT PROVIDERS!

“We’ll provide the highest quality IT services at highly competitive prices...we’ll save American jobs and help rebuild some of America’s most depressed communities!”

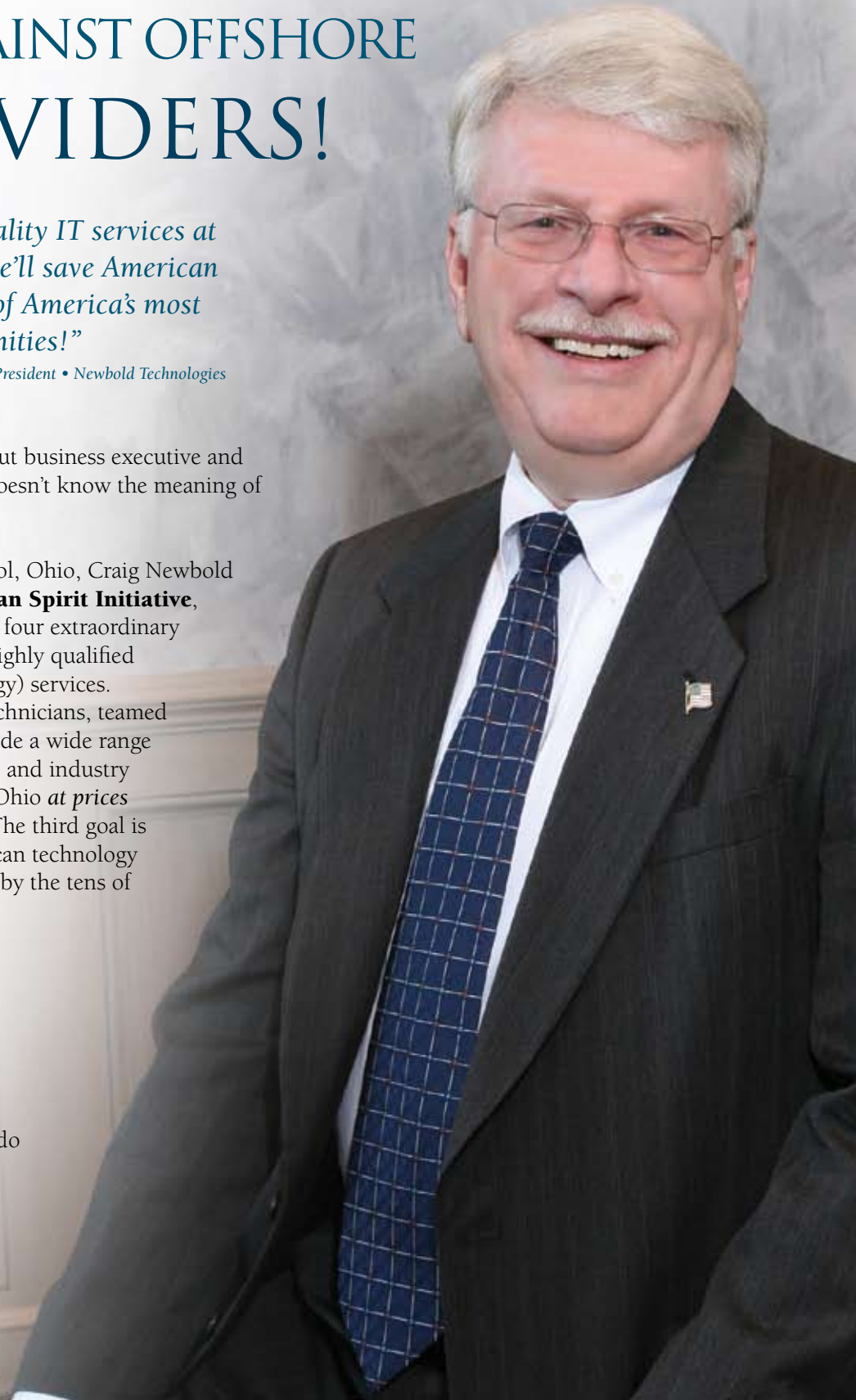
CRAIG NEWBOLD, President • Newbold Technologies

Somebody said it couldn’t be done, but business executive and social entrepreneur Craig Newbold doesn’t know the meaning of those words!

Along the Ohio River in East Liverpool, Ohio, Craig Newbold has created what he calls the **American Spirit Initiative**, an ambitious undertaking that boasts four extraordinary objectives. The first goal is to train highly qualified workers in IT (Information Technology) services. Secondly is to utilize those trained technicians, teamed with seasoned professionals, to provide a wide range of IT outsourcing services to business and industry in Pennsylvania, West Virginia, and Ohio *at prices competitive with offshore providers*. The third goal is to regain a significant share of American technology jobs that are currently being shipped by the tens of thousands to offshore IT providers.

And that’s making a lot of American companies happy!

And finally, Craig Newbold wants to do his part to help revive the devastated economy of East Liverpool, Ohio, his hometown, which once flourished in the steel and pottery manufacturing industries. As these two industries moved overseas, East Liverpool lost





Initially, the three technology companies within the initiative were Newbold Technologies, Inc., NewLife Technical Institute and Computer Management Group, Inc., which are experiencing quiet progress to date, creating the pillars upon which to build the “Hope and Opportunity” vision and business execution model.

thousands of jobs and there was no new business or industry to offer promise to the unemployed. And as IT jobs also relocated offshore, the future seemed bleak. Until now.

Craig Newbold believes he can help revitalize East Liverpool with new IT jobs and services that will let American businesses know they don't have to go overseas for IT technology — they can get quick, affordable services in a culture and language they can understand, within their own time zones. And Newbold believes he can replicate this four-pronged initiative in other rural communities that have suffered the loss of key industries.

It's all part of what Newbold says is his obligation as a faith-based social entrepreneur. He likes the description of that individual as someone who “is not content just to provide a fish or teach how to fish,” but will not rest “until the fishing industry has been revolutionized or a new industry is developed as an alternative.”

Newbold left East Liverpool some 35 years ago to make his place in the world, and he did just that very successfully. A career in a leadership position with a nationally known Information Technology consulting firm left him with a treasury of experience, a sense of satisfaction, and a desire to put both to use in a form of giving back some of the blessings.

Following his retirement, Craig Newbold turned his eyes to his hometown, and what he saw — an economy distressed by the loss of the steel and pottery industries that were its economic foundation — inspired his dream.

The East Liverpool he was preparing to come back to was certainly not the East Liverpool he remembered.

“It was devastating” Newbold comments. “I was moved by the loss of so many jobs in what were once well-established industries. Local companies known throughout the world for their quality products had closed and opened anew overseas.”

And so, driven by deep emotion and his staunch faith, Craig Newbold determined to devote himself to the revitalization of his hometown.

Believing that the future lay somewhere other than in the past, Newbold didn't focus on trying to revive the area's faltered industries. Instead, he looked to the IT service industry that he was so familiar with, believing it could fuel economic revitalization and sustain it for years to come.

Thus was born the **American Spirit Initiative**, an expanding, multi-faceted coalition of for-profit organizations, a non-profit educational institution, and civic, social, and faith-based organizations. The mission of each is to revitalize local economies in economically distressed rural areas through providing quality and price-competitive IT services that will favorably compete with offshore vendors.

Newbold purchased a building in downtown East Liverpool to house his enterprise. In what was a former auto dealership, all three of the companies work side by side and hand in hand toward their common goal.

The nonprofit **NewLife Technical Institute** offers intensive training in Information Technology to qualified students. The school's program is nationally certified by the U.S. Department of Education, as well as by the states of Ohio, West Virginia and Pennsylvania, and has been approved as a Microsoft IT Academy and as training for disabled veterans.



Newbold Technologies is a for-profit IT consulting firm, originally called “Soaring Eagle” but now known by this new name. “We hire some of those folks who graduate from NewLife after the equivalent of one year of college training. The customized, holistic outcome-based program is the finest IT education available, and they become real professionals in IT technology,” Newbold says. “It’s the best form of ‘internship’ there is – they leave with solid job experience already on their resumes.” Other graduates are helped to find placement throughout the IT field.

Computer Management Group, Inc., offers contract IT services to business and industry as a minority, woman-owned business.

Newbold confidently advises leaders of business and industry as well as IT directors and human resources personnel that they need only look in their own back yard for outsourced or contract IT services. “East Liverpool,” says Newbold, “is where East meets the Midwest and at the very heart of where a significant number of Fortune 1000 companies are located.”

In his address at the ribbon-cutting of the new facility, he expressed it in this way: **“Now any company in the United States won’t need to ship IT jobs overseas, because we can provide the same quality service at highly competitive pricing. There are ‘diamonds in the rough’ in distressed communities that have been overlooked and we are mining them.”**

By offering companies the advantages of employing U.S. workers from a stable work force, without the handicaps of foreign language and culture and with communication enabled over similar time zones, the company brings the benefits of “offshore technology” back to America’s shores.

“We are the American alternative” says Newbold. “We’re taking the best and the brightest in Information Technology, and offering them up to our fellow American companies. Daily, we’re showing them how they can secure offshore value, American innovation, world class dependability and neighborhood access.”

Today, Newbold Technologies is reaching out to companies, businesses and institutions throughout the United States to make available its domestic technology outsourcing solutions, which include Custom Application Development and Integration Solutions, Software Support and Maintenance, Hardware Solutions, Technology Training, Testing Services, Service Desk, and Shared Resourcing.

Craig Newbold is a man of faith, and he is careful to give credit for his inspiration: “I’m just the messenger,” he says. But he has very worldly dreams, too.

“I’d like to replicate our East Liverpool success throughout the entire nation,” he says. And nobody doubts that he could do just that!



For more information, call 330.385.5579 or visit our Web sites, www.NewBoldTec.com and www.newlife.edu

