

# Success In Business

## You: A Champion E-Business Entrepreneur?

(NAPSA)—Five top entrepreneurs were named 2008 North American E-Business Champions. All were recognized for their achievements and innovation among entrepreneurs for using the Internet as a tool for business.

Sponsored by Alibaba.com, the world's largest online business-to-business marketplace for global trade, the contest hopes to inspire international businesses to think about the added possibilities the online world offers. See how your company matches up against these champion entrepreneurs:

**Jane Ivanov:** While she was pregnant with her first son, Ivanov, founder and CEO of Eve Alexander LLC, realized how difficult it was to find attractive lingerie available to pregnant women. So she set out to change that with EveAlexander.com, offering maternity and nursing lingerie and apparel. Before launching her new business, Ivanov utilized Alibaba.com to find the right manufacturer to produce her product line at a reasonable cost.

**Elena Neitlich:** As a solution to her child's sleeping problem, Neitlich, co-founder and CEO of MomsOnEdge.com, created new products to elicit peace, quiet and good behavior in children. Neitlich's company, located in Osprey, Fla., fills an untapped niche in the children's market—parenting tools that reduce stress and improve family time. Using games, toys and techniques to which children immediately respond, Neitlich attracted the attention of parents everywhere.

**Gene Rumley:** Rumley decided to tap into Alibaba.com after he received high quotes from service providers for his fuel and oil treatment products company called Bell Performance, Inc., located in Lake Mary, Fla. Originally a company with all domestic



**Champions All—From left to right are Phil Weil, Jane Ivanov, Brandon Dupsky, Elena Neitlich and Glen Williams.**

buyers, Rumley and associate Glen Williams decided to look beyond American boundaries to access a worldwide base through the resources at Alibaba.com.

**Brandon Dupsky:** As owner and CEO of OnFair.com, Dupsky used the power of technology and e-business to launch his Lincoln, Neb., company in the global market. OnFair.com, an online retailer specializing in consumer electronics and surplus inventory, has a projected 2008 revenue of \$1 million. Creating relationships with international suppliers and buyers through Alibaba.com, Dupsky was able to have a more competitive and profitable supply channel for his online business.

**Phil Weil:** Before Weil decided to go into the fan business in San Diego, Calif., he used Alibaba.com to find the right manufacturers for his products. Decobreeze.com, a manufacturer and distributor of decorative, home decor products, started as a collection of fans. After some time, Weil decided if he wanted to grow his business, he needed to adapt to his customers' specific needs. So he started developing new items for the retailers and distributors and again sourced the products for quick and effective factory contacts in a variety of product types.