

# NEW VISIONS



## A Kritzberg Family Report for the Pre-Millennium

Supposedly, this year was going to be about change, for the Kritzbergs of Alameda. Well, we got that — in spades.

After a long career with engineering giant Bechtel (17 years, migod), Bill heeded the call of adventure and threw his hat in the outside world's employment ring. The theory was that if you couldn't change jobs in <this> job market, when WOULD you be able to?

After a long and thoughtful search, Bill went for the biggest change-of-pace he could find. That's right, an Internet startup. He took a job with wild-and-wacky AllAdvantage.com, shooting for fame and fortune while working 60-70 hour weeks etc., etc. Of course, there was no resistance in all his suits and ties for shorts and sandals. No shoes to buy for years!



**Maintaining last year's disguises, the perfect angels sleep on**

More on AllAdvantage.com later in the PAIDADVERTISEMENT column.)

Sarah has made some changes, too. In June, she started selling Avon (she says it gets her out of the house, and

besides, the home nursery idea [plants] didn't work out). Then, just as Bill was starting his new job in September (taking the only car with



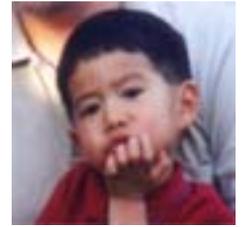
**The first day of Kindergarten**

Visit us at our Web site  
[www.kritzberg.com](http://www.kritzberg.com)  
"always under construction"

**Season's Greetings**



**The first day of Preschool**



him every day) she discovered what it means to be a soccer mom.

The reason? First day of school for Master Richard and first day of kindergarten for Princess Gwendi. It has required substantial behavior modification among all family members to successfully get out the door in the morning.

And, with only one car in the family (no public transit to the new job), Sarah was promoted to chariot-puller and bicycle safety officer for the morning rides to and from school, which has answered the “When will I have time to

get on the bike for exercise?” question.

How do they get to school? Well, Gwendi rides her own bike (now sans training wheels, another milestone passed -- soon she'll want my car keys). Sarah rides here, and pulls a carriage containing the Young Rajah (who lays on a bit with his whip, muttering “Faster, woman, faster!”). It's a 2-mile round trip to Gwendi's school (morning and noon). Then the 1.5 blocks to Richard's school to which he triumphantly peddles his tricycle.

Also this year, Sarah's folks Dick and Anne's marriage turned 50 years old, and that's a phenomenal transition if I ever heard one. We can only hope for so long a run.



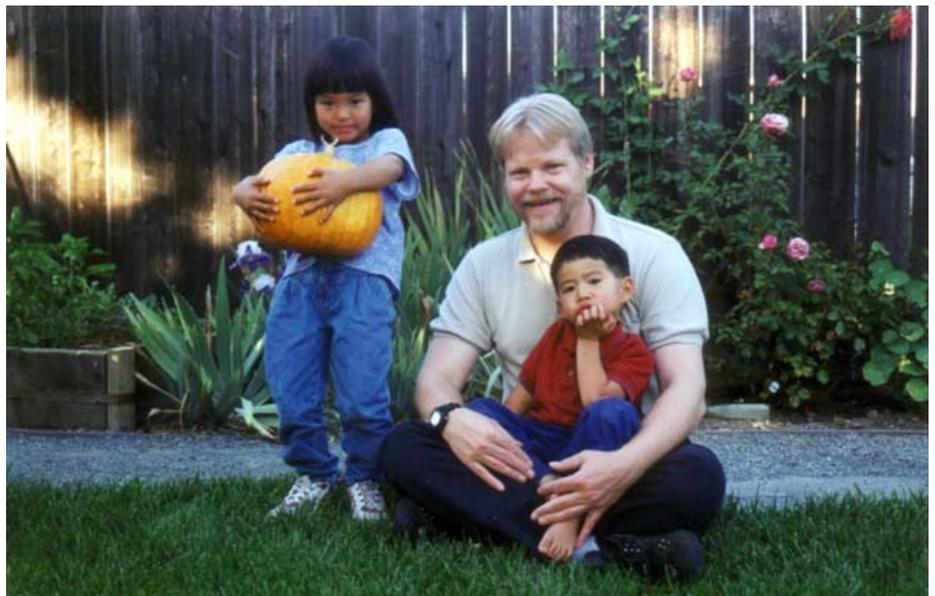
**PAID AD**



So what is this new job Bill got anyway? It's with an Internet startup company (one of those infamous “dot.coms” you hear so much about). It's called AllAdvantage.com and the premise is that **your** attention paid to advertisements is worth money to the people who sponsor them, so you should be paid, in cash, to give it. An extension of this idea is that your privacy should not be the price you pay to transact business on the Internet. We have every intention of turning the advertising industry on its ear. In any case, it's a lot of fun, a wild & wooly (as in ‘shoes-optional workplace’) atmosphere quite a bit different from stuffy old Bechtel. My job is almost entirely writing, which is more mentally challenging than the work I had been doing in my last few engineering assignments.

If you're interested in the business premise itself, surf to the AllAdvantage home page using this address:

<http://www.alladvantage.com/go.asp?refid=ehh197>



**Coming-out party of the world's most perfect backyard pumpkin ever grown from seed, and dubbed “Richard's Pumpkin”**