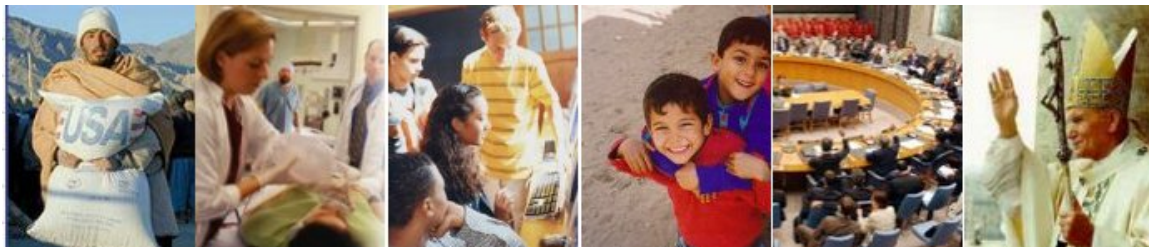




The mission of 1stDay.org is to more quickly advance peace and prosperity.



~ A Voice is Needed ~

We provide a common communication platform that connects business people, diplomats, media, religious leaders, educators, professionals, and elected officials for the purpose of open, dynamic exchange and to identify resources.

Our objective is to establish communication channels between leaders in different areas of society who might not otherwise be able to reach out to each other. We invite your cooperation, participation, and support as we build a network of people of goodwill and resources who want to share this "voice".

This introductory brief is presented by:

Arthur and Marion Rosenfield, Founders
BizWiz / CLICKIT
Rainbow Pages, Inc.
New York, New York
212-692-0704

~ Begin with the 1stDay ~

All important Geo-Political change starts with a vision and is then followed by people doing the 1st most important thing. What you do as your priority completely depends on your expertise and your advocacy.

Today, there are many good people that are not communicating with each other because they do not have a path to reach out and access one another....they don't have 'a place to go' to do it.

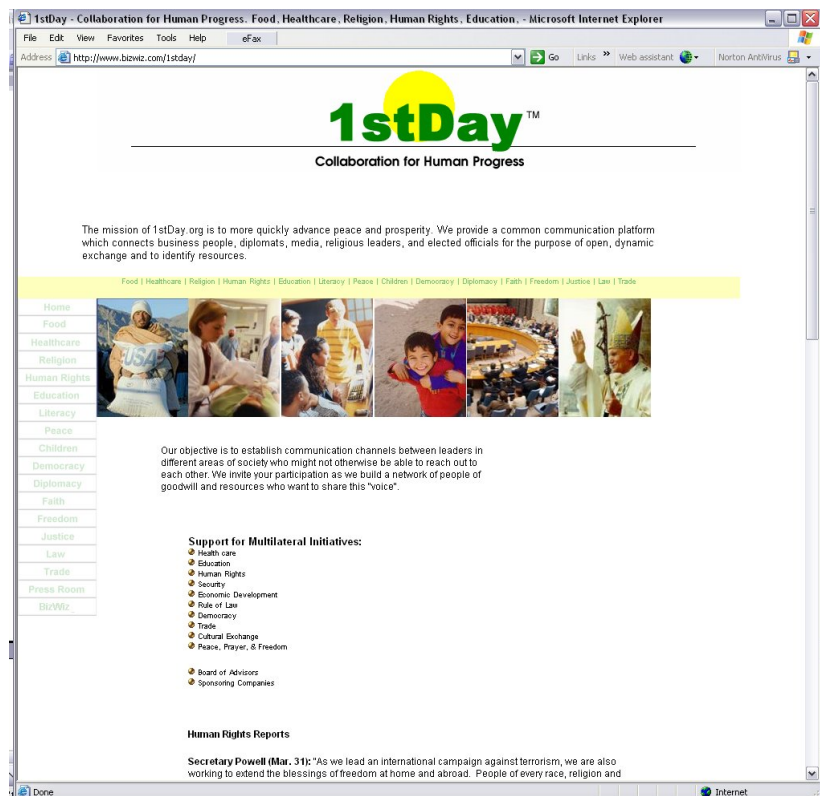
1stDay.org has the view that diverse interests can be attracted through special interest experts and advocates; and, then brought together through a common platform making communication possible.

Everything in our new world will begin with the "1st Day".

A New Opportunity for a New Type of Forum

The world we live in has become increasingly complex and threatening. It requires leaders across all areas to communicate better, and in new ways using the internet. We also need to create ways to improve cross communication between those constituencies that have not had a mechanism to reach out to each other. The creation of the UN after WWII was an attempt to create a forum for communication to avoid wars and to deal with the emerging needs of developing countries. The internet has created a new opportunity to build the same kind of forum that reaches out to people across diverse areas.

We will invite their participation as we build a network of people of goodwill and resources who want to share this 'voice'.



Attract Constituencies

~

Build The Path for Communication

We have acquired over sixty relevant domains to be part of 1stDay. Each specializes in just one area of societal interests. These domains will serve to offer participants services within interest clusters.... just like we have successfully done with the BizWiz Network. Each offers marketing and fundraising opportunities. Each has the ability to attract a constituency that will make the total service work because of the portfolio. It is essentially, the same concept as BizWiz, made possible by the internet, but applied differently.

1stDay.org / 1st Voice.org

Children1 st .org	Health1 st .net	Negotiation1 st .org
Charity1 st .org	Healthcare1 st .org	Outsource1 st .net
Climate1 st .com	Hope1 st .org	Peace1 st .net
Compete1 st .org	HumanRights1 st .org	Productivity1 st .net
Competition1 st .org	HumanitarianRelief1 st .org	Prosperity1 st .org
Democracy1 st .org	Innovation1 st .org	Religion1 st .org
Diplomacy1 st .org	Internet1 st .org	Sanitation1 st .org
Earth1 st .org	Investment1 st .org	Sacrifice1 st .org
Economy1 st .org	Jobs1 st .org	Science1 st .org
EconomicDevelopment1 st .org	Justice1 st .org	Security1 st .org
Education1 st .org	Law1 st .org	Technology1 st .org
EmergencyAid1 st .org	Liberty1 st .net	Tolerance1 st .org
Environment1 st .org	Life1 st .org	Trade1 st .org
Equality1 st .org	Literacy1 st .org	Truth1 st .org
Faith1 st .org	Medical1 st .org	Water1 st .net
Freedom1 st .org	MedicalCare1 st .org	Women1 st .org
Food1 st .org	Medicine1 st .org	
Global1 st .org	MicroBusinessNetwork.org	For mobilizing field volunteers:
Help1 st .net	MicroInvestment1 st .org	_____
	MicroLoans1 st .org	CycloneofEnergy.org
		CycloneofSeniors.org
		CycloneofYouth.org

An RFP system for Human Development Projects

~

Attract Proposals, Resources, and Dialog

Through our segmentation strategy and specific niche services, we can get the right messages to the right people; and, if we can build a path for communication between these people, we can make change.

The first role 1stDay must play is to be a cataloger and facilitator of ideas that help to solve problems and improve upon the status quo. It can then become an exchange for human resources, capital resources, and other needed resources that can effect change.

- Proposals
- Resources
- Dialog

In order to achieve this, the model we have developed becomes very effective. That is, the combination of segmentation and niches with an overlay of technology that supports interactivity, communication, matching, publishing, and data management.

- Searching
- Matching
- Tracking
- Content Management
- Data architecture

This creates both the community and the engine for Human and Economic Development Projects.

Business and Trade are an Anchor

Most importantly, we not only have the existing technology to implement 1stDay, we also have strength in an existing ANCHOR for this service.

BizWiz, operated on the internet by Rainbow Pages, Inc. since 1995, is The Internet's Largest Business Network. It is a leading service for business and professional people worldwide, and already operates using the proprietary technology that is needed.

Because of its high penetration of commercial and international trade markets, BizWiz is an "Anchor" for 1stDay.

Further, because of the trade opportunity and economic development components of 1stDay, this project will clearly be of interest to the governments in all developing countries. These governments all have Trade Missions that are located in a concentrated area of New York City and can be conveniently contacted for support of 1stDay under the halo effect of the benefits to be offered by BizWiz as well as the potential benefits brought to them through 1stDay.



Support for Communication between Constituencies

Despite the US Government's best efforts to establish Communication within Intelligence Agencies and between various Departments of Federal Government and Law Enforcement, there continues to be failure in the ability to upgrade systems in order to share critical information and modernize communication.

We are certain that this situation exists in all countries.

The reason for this is that each agency has built its data and communication sharing system on its own 'different' platform.

The unique advantage of the BizWiz technology is that it is based on a 'common platform' making possible the seamless sharing of data and communication support across all participating services and constituencies.

The importance of this is found in rudimentary access to information as well as the ability to reach out, on-demand, to others anywhere in the system for full online communication and sharing in a virtual in-person collaborative environment.



Through this strategy and proprietary communication technology, 1stDay has the realistic ability to accomplish its Mission...To more quickly advance peace and prosperity.



Co-operation and Support

At this time, 1stDay is being incubated as part of, and at the expense of, Rainbow Pages, Inc. This is a commercial enterprise privately held by the Rosenfield's along with a small group of shareholders.

The Rosenfield's seek private and institutional cooperation and support as well as financial support and pledges to administer the further development of 1stDay by establishing it as a 501(c)(3) non-profit organization, and funding it appropriately.

If you are interested, please contact:

Arthur and Marion Rosenfield
Rainbow Pages, Inc.
New York, New York
212-692-0704
ARosenfield@nyc.rr.com

Attached example correspondence:

April 14, 2005 Letter to:

Mr. Kofi Annan
Secretary-General
United Nations
One United Nations Plaza
New York, N.Y. 10017
USA

June 22, 2005 Letter to:

Mr. Georg Kell
Executive Head, Global Compact
Office of the Secretary-General
Room S-1884
United Nations
New York, New York 10017

May 10, 2005 Letter from:

Mr. Georg Kell
Executive Head, Global Compact
Office of the Secretary-General



Arthur S. Rosenfield
Executive Director

June 22, 2005

Mr. Georg Kell
Executive Head, Global Compact
Office of the Secretary-General
Room S-1884
United Nations
New York, New York 10017

Dear Georg:

Thank you and Matthias Stausberg for sharing time with me yesterday to discuss our 1stDay project. I appreciated learning more about your work with the Global Compact and its Corporate Citizenship Mission. I think that there is a new understanding and enlightenment that 'Social Responsibility' for corporations is global... not just local.

One of your speakers at the "The Global Compact Leaders Summit 24 June 2004" referred to something that Peter Drucker had told him on the subject of *the essence of leadership*. Drucker said:

"It is an alignment of strengths that makes our weaknesses irrelevant."

Because of our respective strengths and the importance of our common mission, I know that you and I will find a way for the UN and 1stDay.org to become profoundly aligned.

I was delighted to hear you concur that 1stDay is an important project worthy of the support of the UN as the largest worldwide organization addressing today's complex human development issues; and, a commitment from the UN would accelerate our development and make it possible for us to launch 1stDay and 1stVoice on an aggressive timetable. In the meantime, your personal support is greatly appreciated.

I very much appreciate your view that 1stDay represents an important opportunity for the UN in the context of the priorities for the Global Compact; and, that you would like your colleagues at the UN to learn about it for the purpose of possibly forming a relationship in which we would 'partner'.

A substantial part of the infrastructure necessary to complete the launch of 1stDay and 1stVoice already exists. We would be ready to activate this very quickly in English. This would include having services available to announce prior to the Summit in September 2005. You might want to seriously consider the positive public relations benefit that could result from this initiative. It would demonstrate, in very concrete terms, that the UN embraces the enormous interactive capability of the internet. It would validate, in an internet world, that the UN has an active role, constructively participating by encouraging communication and understanding between

- 9 -

constituencies through a process that identifies, gathers, and facilitates the deployment of human, capital, and other resources necessary to more quickly advance toward universal peace and prosperity.

After our meeting, I viewed the video disk "The Global Compact Leaders Summit 24 June 2004". I noted that the participants were gathered around tables, sharing ideas. The concept of 1stDay is fundamentally communication and sharing of ideas leading to actions. Through the strategies and technologies we have developed, we offer the UN the ability to host exactly this type of meeting as a 'continuous conference' online.

When speaking to the participants about the urgency of their common goals, Kofi Annan said:

"Too much is at stake. We do not have identical interests or identical priorities".

Once again, the underlying structure of 1stDay.org and the UN's thinking are in complete alignment. The 1stDay technology supports specialized domains that act as a magnet to attract people and organizations, each with their own narrowly focused interests and priorities. It then assembles their participation into a common platform which facilitates communication and collaboration. This is not available in any other way and is the recipe for success. Each interest and each priority are meaningful to the participant of a specific area and connects them to other participants in that area such as Children1st, HumanRights1st, Education1st, Jobs1st, Food1st, Healthcare1st, Productivity1st, Innovation1st, Freedom1st, etc.

I look forward to hearing from you and to your suggestions of ways to advance to the next step.

Yours truly,



Arthur Rosenfield

Copies:

Mr. Kofi Annan
Secretary-General
United Nations
One United Nations Plaza
New York, N.Y. 10017
USA

Matthias Stausberg
Communications & Public Affairs
Global Compact
Room S-1882
United Nations
New York, New York 10017

Email: kell@un.org
stausberg@un.org
annan@un.org



Arthur S. Rosenfield
Executive Director

April 14, 2005

Mr. Kofi Annan
Secretary-General
United Nations
One United Nations Plaza
New York, N.Y. 10017
USA

Dear Secretary-General Annan:

I had an opportunity to hear your interview with Charlie Rose on PBS in March 2003. Your views interested me:

Increasing Human Capacity in developing nations.

Opening Trade in international markets to create jobs.

Increasing aid and quality of administration of aid.

Based on your comments, I think I have something that you will find interesting and consistent with your objectives and the objectives of the UN. I thought it might be a good idea for me to introduce myself and my business to you.

First, let me compliment you on your service and work at the UN. It is obviously an impressive accomplishment and 'making a difference'.

These are difficult times and your skillful guidance is important to all of us.

Many business people have the resources, time and talent to do things that would improve the world situation, but do not always have ACCESS to the diplomatic, political, and other constituencies that are necessary to make change.

I am the Founder of a service called BizWiz. It was launched in 1995, and I am one of the early developers of commercial internet services.

Fundamentally, BizWiz brings companies together into a network that facilitates the flow of commerce, ideas, capital, communication and other essential ingredients necessary to conduct business. It is an AOL like service, but strictly for business.

We have 300,000 participating companies in the network. [I will include a profile.]

I have begun a new project area that might be of interest to you, and I am writing to see if we have some opportunity for cooperation. I live just a few blocks from the UN Headquarters and

could meet with whomever you suggest at any time. Many UN Delegates to the UN are friends and neighbors of mine.

The project is called 1stDay and will operate from 1stDay.org

Here is the basic idea:

1stDay.org is a portfolio of actions to promote peace and prosperity by connecting business people, diplomats, religious leaders, and elected officials for open dynamic exchange.

Support for Multilateral Initiatives:

- Health care
- Education
- Human Rights
- Security
- Economic Development
- Rule of Law
- Democracy
- Trade
- Cultural Exchange
- Peace, Prayer, & Freedom

There is a very simple website online designed to act as an introduction for this new initiative.

<http://1stDay.org>

To start, I am organizing a Board of Advisers. You may have some suggestion for people who could be on the Board of Advisers. It would be wonderful if you would consider this for yourself.

You may also be able to open some doors for 1stDay among people that you know in the diplomatic, political, consulting, and economist areas.

My BizWiz service permits me to have very good business contacts and resources across 186 industries worldwide. My prior career was as an executive in the media and investment banking field for 30 years. The recent terrorist attacks have focused the attention of business and professional people on the gaps which have developed around the world between the highly developed US and more slowly developing countries.

Where once, business people could be parochial about this, we must be more active in order to assure a better future. I think that business people want to reach out, and many more would if they had a venue.

You have access to other constituencies. We therefore have a unique combination of resources that just might make a difference.

Please let me know if you think this idea has merit; and, if you have any interest and would like to pursue one of these areas of my interest. I can be reached at 212-692-0704.

Yours truly,

A handwritten signature in blue ink, appearing to read "Arthur Rosenfield". The signature is fluid and cursive, with the first name "Arthur" written in a larger, more prominent script than the last name "Rosenfield".

Arthur Rosenfield
CEO

Copy:

Jeffery Sachs
Director
The Millenium Project
One United Nations Plaza
21st Floor Rm. 2160
New York, N.Y. 10017
USA

