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# Smart Friends for the New Economy

My coworkers and I made this fake TV show credit sequence as a team-building exercise prior to [Buy cheap Cialis Online](#) a company retreat in spring 2000. We were all brand new hires at the NYC office of an SF-based technology and computer magazine that had been PC Computing but, at the time of our hire, was transitioning to become Smart Business for the New Economy, which, uh, needless to say, was all drunk on new economy boomtown gin. Featured players are Don Steinberg, Kayte vanscoy, Desiree demyer, John Galvin, and Geoffrey Precourt, but the star of the show is the song--brilliant lyrics by Don and music by Earthpig (aka, Adam Bork), an Austin-based artist. The bit where I text Don in the elevator is a goof on this popular commercial at the time where this gal texts her number to a dude in a passing subway train. It was all new at the time and seemed really exciting. Mea culpa. First class new economy propaganda!

You can also find this article published on [Smart Friends for the New Economy](#), and on the tag pages [Economy](#), [Friends](#), [Smart](#).