

## What's in a Name?

Alpheius Global Enterprises was a name deliberately and calculatingly chosen by the three founders of the company. The founders' names were Jemimah Harris, Francis Butterworth and Stephan LeCoutier.

Alpheius was a Greek river god who fell in love with a nymph named Arethusa. Arethusa escaped his amorous advances and fled to the island of Ortygian where Artemis transformed her into a spring to escape him. Undeterred, Alpheius flowed under the sea and eventually joined her on the island, mingling his waters with hers.

The founders believe that Alpheius is a god of their own hearts. Rivers bring life and prosperity to places that they flow through, and the founders believe that their company should also be able to do this.

The founders wanted the world to know that they intended to create a company that knew no geographic boundaries and that could operate in a truly global sense irrespective of nationality, race, religion or creed.

And Enterprises is used to bring home the point that the company will pursue any commercial interest, ranging from manufacturing, through to the provision of a variety of services.