



Malibu Rotary Club Surfwriter

June 1, 2011

Official Newsletter of the Rotary Club of Malibu
Malibu Rotary Club President Christopher Bauman

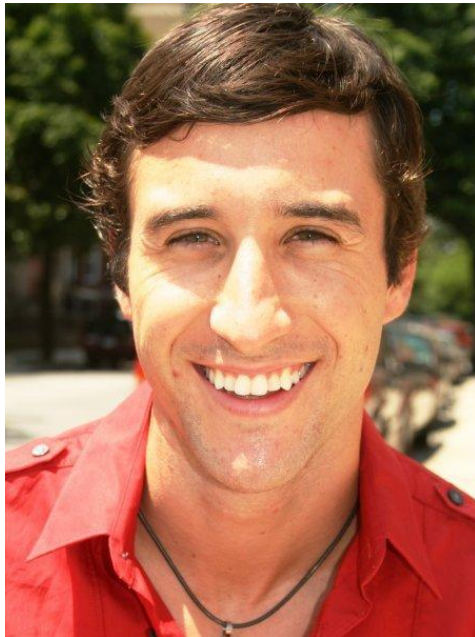
Edited by Dr. John W. Elman
Pictures by Dr John W. Elman

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- Check Calendar on Malibu Rotary website MalibuRotary.org
- Malibu Rotary Club Website: www.MalibuRotary.org
- Rotary International Website: www.Rotary.org
- Rotary District 5280 Website: www.rotary5280la.org
- Rotary District 5280 “Rotarians Doing Business With Rotarians” Website: <http://yp5280.org/>
- [RI President \(2010-2011\)](#) Ray Klinginsmith
- Rotary District 5280 Governor (2010-20 11): Doug Baker

McKade Marshall Puts Rotary Club of Malibu on **facebook!**



As an undergrad student at Hardin-Simmons University **McKade Marshall** was, among other things, a computer science major. This, and the fact that he has an incredible 2,854 “facebook friends”, caused Rotary Club President **Chris Bauman** to give McKade the special assignment of creating a facebook page for the Rotary Club of Malibu on the Internet.

Within hours of taking this assignment McKade had created not only one, but two facebook group websites for Malibu Rotary.

One of the new facebook accounts is a “non-profit organization” site, open to the public, which anyone can become fans of (i.e. “like”) and which anyone can post comments on. The other Rotary Club of Malibu facebook account is a “closed group” account. The public can see the contents of both accounts, but only those who have

become “Members ” of the “closed group” account can edit (i.e. post comments) on this site. So far there are eight (8) members of the Rotary Club of Malibu “closed group” facebook account. These include six current Malibu Rotarians (**McKade, Chris Bauman, Kevin Boling, Maggie Luckerath, John Elman and Geoff Ortiz**), and two people familiar to the club who are not Malibu Rotary Club members, but are Malibu Rotary Facebook members (**Leslie Vaccarello Bauman** and **Nicola Lenehan**). McKade, Chris Bauman and John Elman are administrators on the “closed group” account.

Screen shots of each Rotary Club of Malibu facebook account are shown below. Information about the Malibu Rotary Club and pictures of club activities are on each site. John Elman created three photo albums on each site. There is an album of “Members of the Malibu Rotary Club” which includes pictures of the 15 current active members of the Malibu Rotary Club. Another album, entitled “Malibu Rotary Club Speakers” has pictures of people who have spoken at Malibu Rotary Club meetings over the past several years (John uploaded 122 pictures in this album the first day with more to come). Another album “Malibu Rotary Club Projects” has pictures taken at various events sponsored by the Malibu Rotary Club, such as the High School

Music Competition, and participation in SOS Thanksgiving dinners. Anyone can add to the pictures already on these sites. Future Malibu Rotary Club events are shown on each site and people can click on these events to respond if they are attending or not attending these events. An event posted the first week is the Demotion Party for President Chris scheduled for May 13.

The “Non-Profit Organization” Rotary Club of Malibu facebook page is shown below. Anyone with a facebook account will get the same view of the page and can make a comment in the “What’s on your mind?” field near the top of the page.

The screenshot shows a Firefox browser window displaying the Facebook page for the Rotary Club of Malibu. The browser's address bar shows the URL: <http://www.facebook.com/pages/Rotary-Club-of-Malibu/188099427908203?sk=wall>. The Facebook page header includes the search bar, navigation links (Home, Profile, Account), and a search bar. The main content area features the club's profile picture, a cover photo, and a post from June 1st at 10:23am. The post text reads: "The next Malibu Rotary Club meeting will be held 7:30 a.m. Wednesday, June 8, in the Fireside Room of Pepperdine University in Malibu. Speaker will be Malibu Honorary Rotarian Hollie Packman, who will give update on the S.O.S. (Standing On Stone) community outreach program for local homeless. Each Malibu Rotarian is committed to bringing a package of tube socks to the June 8th meeting." Below the post are three photos of club members. The right sidebar contains links to "Admins (3)", "Use Facebook as John", "Notifications", "Promote with an Ad", "View Insights", "Quick Tips", and "Sample Ad: Rotary Club of Malibu". The bottom of the page shows the Windows taskbar with several open applications, including "My MSN - Win...", "McKade Marsh...", "Rotary Club of ...", "Computer", "PUBLIC (h)", "Malibu Rotary ...", and "(Dr. John W. El...". The system clock in the bottom right corner indicates the time is 11:21 AM.

The Rotary Club of Malibu facebook closed group site is shown below. Pictures and links to eight people who have become members of this facebook page is shown on the upper right of this Facebook page. This is the way the page looks to John Elman, who is one of the administrators of the site. The look of the site will be different depending on your status on the site (Facebook Group member or individual Facebook account holder). Group members can make comment (on the “write something...” field on the top of the page). Nonmembers can view site but will not have access to the comment box.



There are many differences between facebook pages and other websites on the internet. Most websites have simple domain names (*Uniform Resource Locators* or URLs) which can be typed into the address bar on your internet browser (the internet browser is the program on your computer or smart phone that allows you to access the internet. Commonly used browsers are Internet Explorer, Safari, Firefox or Chrome). Anyone with access to the internet can access the Malibu Rotary ClubRunner website typing www.maliburotary.org on the browser, or access Google by typing www.google.com. Facebook pages are not so easy to access unless you have a facebook account. All the facebook accounts are under the *facebook.com* domain and usually have long and complicated subdomains following the initial *facebook.com*. When facebook started it was possible to get a short subdomain url of facebook, like *facebook.com/mysubdomain*. With 500 million users facebook limits those simple urls. I read

that in March, 2009 Facebook limited short urls to facebook accounts that had 100 fans. Another place said that one had to have at least 25 fans to have a short URL.

So how do you go to, “like”, join, and/or participate in the interactive Rotary Club of Malibu facebook web pages? It’s easy if you already have a personal facebook account. When you are at a Internet-enabled computer logged into any page of your personal facebook account type “Rotary Club of Malibu” into the search bar (the white field in the middle of the blue horizontal facebook band at the top of the page. This should bring up two icons (both pictures of the Malibu Rotary Club banner), one for “Non-Profit Organization” and the other for “Group.” Clicking on either one will bring up its respective home page.

What if you do not currently have a personal facebook page? Nine of the 15 members of the Rotary Club of Malibu have not become members of the Rotary Club of Malibu facebook group site and fewer than that have become fans of the public non-profit site. Of the nine Rotarians who have not become members of the Malibu Rotary facebook group site, some have no individual facebook account, and some may have an individual facebook account but do not know how to use it or access it. For those who have no facebook account you can sign up for a free account by typing *facebook.com* in your browser’s address bar. This will instruct you how to create an account for free. All you need is an e-mail address to use as an ID, and to create a password. Beyond that there are loads of information you may choose to include or exclude from your online persona. Once you create an account you can add friends, organizations, and various likes and dislikes. For those who have created an account but don’t remember how to access it you have two choices: find your old log in information or create a new account. Some browsers, like most version of Firefox, automatically log you into your facebook account, or at least pre populate the log in fields, whenever go to the facebook.com website.

If you have questions about setting up your facebook account look at the facebook online help pages (admittedly rather confusing) or ask McKade. Meanwhile, the current Malibu Rotary ClubRunner site, accessed by typing www.MalibuRotaryClub.org in your browser (or adding it to and clicking it on your bookmarks) will continue to give you current news of the Malibu Rotary Club, including the next week’s speaker, and will interface with the Rotary District and Rotary International in reporting club attendance, roster changes, and having an ongoing calendar for both past and future events, as well as access to past club newsletters. To report changes in your address, phones, or e-mail address, log into the MalibuRotary.org site and click on your name in “View Club Directory.” There you can view your profile, edit your biography, etc. This Malibu ClubRunner backend has more secure access and asks for more personal information, but it is amazing how much personal information people reveal on their facebook sites.

Demotion Party for President Chris Monday June 13th, at Santa Monica Buca di Beppo



President Elect Kevin Boling announced that Chris Bauman's Demotion Party will be held Monday, June 13th, starting at 6:00 p.m. at Buca di Beppo, 1442 2nd Street, Santa Monica 90401. Part of the Malibu Rotary Club dues is paying for member and guest to attend and dine at this event, honoring Chris, who was the youngest president in the history of the Malibu Rotary Club, and also

has served longer than anyone in the history of Malibu Rotary.

Other News and Guests from Last Malibu Rotary Club Meeting



Bill Wishard returned from the 100th anniversary of the Indianapolis 500 Race sporting a new cap, a limited edition numbered cap from the this special race. The Indy 500 race this



year honored the first race by having Parnelli Jones (whose son Page made his first engagement at the Malibu Rotary Club) driving a lap around the track in the car that won the first race, a Marman Wasp. Bill snapped a picture of the car, and also brought samples of the First Day issue new forever stamp of the USPS featuring a picture of the same car. Bill has attended most of races since 1949. He said that this year's winning car is owned by Pepperdine graduate Sam Schmidt, a previous driver, who was injured while driving and is paraplegic.

Returning guest at the Malibu Rotary Club meeting of June 1 was **Nicola Lenehan**, a project leader in technology, who has joined the Rotary Club of Malibu facebook group site.

- **As many Malibu Rotarians as possible are urged to attend the Rotary District Assembly**

It is a “How to” seminar on various club director jobs.

Saturday, June 11 · 8:00am - 11:00am

Carson Community Center
Carson, California

Please see Malibu Rotary Club Website www.maliburotary.org for latest Calendar and future speakers and facebook pages for other news.

Calendar

(all Malibu Rotary Club meetings are held at Wednesdays 7:30 a.m. in Fireside Room of Pepperdine University unless otherwise noted)

Jun 1 2011

McKade Marshall

" FaceBook 101"

Jun 8 2011 "Update on SOS"

- **Hollie Packman** The next Malibu Rotary Club meeting will be held **June 8 7:30 a.m. Wednesday, in the Fireside Room of Pepperdine University in Malibu. Every Malibu Rotary Club Member is to bring tube socks to the meeting.** Socks are one of the many (and simpler) needs of the homeless. Honorary Malibu Rotarian Hollie Packman will explain the services and needs of local homeless that her SOS (Standing On Stone) organization provides when she speaks at next meeting.

- **June 11th Rotary District Assembly**

Saturday, June 11 · 8:00am - 11:00am

Carson Community Center
Carson, California

- **June 13th Demotion Party** Chris Bauman's Demotion Party will be held Monday, June 13th, starting at 6:00 p.m. at Buca di Beppo, 1442 2nd Street, Santa Monica 90401.

Jun 22 2011

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"The California Cancer Research Act"