



*Award Winning*

## ***Malibu Rotary Club Surfwriter***

**June 9, 2010**

Official Newsletter of the Rotary Club of Malibu

**Malibu Rotary Club President Elect and Acting President Christopher Bauman**

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**Edited by Dr. John W. Elman**

**Pictures by Dr John W. Elman and StepOnSecond.org**

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- Check Calendar on Malibu Rotary website [MalibuRotary.org](http://MalibuRotary.org)
- Malibu Rotary Club Website: [www.MalibuRotary.org](http://www.MalibuRotary.org)

Rotary International Website: [www.Rotary.org](http://www.Rotary.org)

Rotary District 5280 Website: [www.rotary5280la.org](http://www.rotary5280la.org)

Rotary District 5280 “Rotarians Doing Business With Rotarians” Website: <http://yp5280.org/>

[RI President \(2009-2010\) John Kenny](#)

Rotary District 5280 Governor (2009-2010): Susanne Sundberg

### **Malibu Rotary Club meeting of June 9 Kent Campbell on "Protecting Your Online Reputation."**

**Kent Campbell** is past President of the Rotary Club of Ventura South. He is a Paul Harris Fellow and has been a Rotary volunteer in Nigeria. He has a business, Internet Reputation Management (see [www.InternetReputationManagement.com](http://www.InternetReputationManagement.com)), that deals not only with building



positive internet profiles, but techniques that can be used to avoid having negative internet profiles. The big game on the internet is Search Engine Optimization (SEO) and Kent is an expert on how that game is played and how best to win it. Those of us who advertise on the web are familiar with the SEO acronym, because getting to the top of the search list when selling a product or service is something that everyone tries to do. On another one of Kent's websites, [KentCampbell.com](http://KentCampbell.com), there is term and acronym we hadn't heard before. It states that *His company engages in search engine reputation management (SERM).*

The Power Point presentation that Kent gave at the Malibu Rotary Club meeting on June 9 can be seen (except for one slide) on the web at [www.InternetReputationManagement.com/rotary](http://www.InternetReputationManagement.com/rotary).

When Kent does is manage search engine results so positive information dominates the first pages of Google, Yahoo, and Bing searches of the people and businesses her represents. He tries to represent people who have Rotary 4 Way Test type ethics. Unfortunately many contributors

to information on the internet do not have that kind of ethics. Anyone can contribute to the online encyclopedia Wikipedia. It certainly has more information and is more current than the printed *Encyclopedia Britannica*. But the credentials of the contributors to the old encyclopedia books could be verified, while credentials of contributors to online encyclopedias, blogs, advertising and news may be anonymous hackers using a public computer in a public library.

About 70% of people do 'online due diligence' before making a major online purchase. People believe what they see in Google - even if it's not true. The 'Halo' effect, destroying almost anyone's online reputation, is extremely easy.

Kent showed how he could create false statements about one of Malibu Rotary Club's members—Kevin Boling and Kevin's Universal Waste Systems company. Kent showed how that false statement would look if it was picked up by the Google search engine. Although we all had a laugh had the ludicrous statements that Kent had said about the company, the reality that a company's competitors could seed the internet with lies is a sobering reality.

The slide that Kent created for Kent is not shown in the [www.InternetReputationManagement.com/rotary](http://www.InternetReputationManagement.com/rotary) PowerPoint Presentation. A stock example that Kent uses is one of "Bobs Fubar Los Angeles Margarita Bar." He shows a false statement that shows up on the [www.ripoffreport.com](http://www.ripoffreport.com) website: "My friend used to work at Bobs Fubar and said the "Secret ingredient' is ethylene glycol, and ingredient commonly found in various brands of anti-freeze!!!" The slide of that example is shown below:

The image is a screenshot of a Google search results page. The search query is "bobs fubar los angeles". The search bar shows "About 46,300 results (0.42 seconds)" and a "Search" button. On the left, there are navigation options: "Everything", "More", and "Show search tools". The search results list several items:

- Bobs Fubar Los Angeles Margarita Bar**  
Bobs Fubar Margarita Bar in Los Angeles specializes in yummy exotic margarita blends featuring Bobs Fubar "Secret Ingredient" giving our margaritas their unique flavor.  
[www.bobsfubar.com](http://www.bobsfubar.com) Cached - Similar
- Bobs Fubar Uses ANTI-FREEZE in its Margarita Recipe!**  
My friend used to work at Bobs Fubar and said the 'secret ingredient' is ethylene glycol, an ingredient commonly found in various brands of anti-freeze!!!!  
[www.ripoffreport.com/bobs-fubar-los-angeles.aspx](http://www.ripoffreport.com/bobs-fubar-los-angeles.aspx) Cached - Similar
- Fubar Nightclub 5100 Old Clairton Rd Pittsburgh, PA - BarFinder.com** ☆  
bar club review for Fubar Nightclub located at 5100 Old Clairton Rd in Pittsburgh, ... Bob Bets Lounge 5455 Curry Rd Pittsburgh, PA, 15236 (412) 653-7011 ...  
[www.barfinder.com/listings/Fubar-Nightclub-18016-details.aspx](http://www.barfinder.com/listings/Fubar-Nightclub-18016-details.aspx) - Cached
- Inside: FUBAR in Pontiac | Metromix Detroit** ☆  
Apr 2, 2008 ... No gimmicks, just fun inside Pontiac's FUBAR. ... the more established bars and clubs in the area like Tiki Bob's, Tonic and Clutch Cargo's. ...  
[detroit.metromix.com/Bars & Clubs/Story](http://detroit.metromix.com/Bars%20&%20Clubs/Story) - Cached - Similar
- fubar Blog by jusme: for jamie please read and pass along :(** ☆  
Bob Esposito- Staten Island, NY 37. Noelle Sarni- Cape May Court House, NJ 38. .... Daniel O. Los Angeles, CA 231. Kylie R. Los Angeles, CA 232.  
[www.fubar.com/blog/81192](http://www.fubar.com/blog/81192) - Cached

A red arrow points from the right side of the image to the second search result, with the text "Placed by competitor (example)".

Other examples of misinformation that Kent showed are:

The children's doctor whose disgruntled ex-girlfriend posted 'DR. XXXX IS A PERVERT' and it showed up on page one when his practice was Googled. The biotech company with a

newspaper article posted online that misrepresented their product - costing them millions. The small-business owner who was turned down for a \$5 Million dollar investment because of a bad online review.

The restaurant owner whose competitors posted online reviews stating his meat was harvested from the local animal shelter.

Prevention is the best medicine. If you don't have a problem – great! But you cannot control what other people do. What if some unscrupulous person does plant damaging lies about you on the Internet? Kent has a plan to counter such unfortunate behavior. He says the earlier you start these maneuvers, the better. Here's how:

### **OWN THE FIRST PAGE**

Control What People See.

Know Your Keywords

What do people type in? Put yourself in someone else's position. If you wanted to find you – what terms would you 'Google'?

**Write down your keywords** (key phrases). Pick four or five key phrases most often used.

For example: "Bobs Fubar", "Bobs Fubar Los Angeles", "Bob Fubar LA"...

**Be Alerted When Someone Writes Something About You.** Now that you have your key phrases, set up a free alert with Google. When your key phrase is found online by Google you will get an email alert automatically.

Point your browser to [www.google.com/alerts](http://www.google.com/alerts)

Buy domain names that are your key phrases

For example, if your keyphrase is 'bobs foobar', you'll want to try to buy domain names like:

- [www.bobsfubar.com](http://www.bobsfubar.com)
- [www.bobsfubar.net](http://www.bobsfubar.net)
- [www.bobs-fu-bar.com](http://www.bobs-fu-bar.com)
- [www.bobs-fu-bar.net](http://www.bobs-fu-bar.net)
- [www.bobsfubar.org](http://www.bobsfubar.org)
- [www.bobs-fu-bar.org](http://www.bobs-fu-bar.org)
- ... etc.

Later, you will have websites built at these domains. Write a Press Release and distribute it. Make sure your key phrase is in the Title of the Press Release. For example: *Building a Better Margarita – Bobs Fubar*. Then use the key phrase about five times throughout the body of the press release itself. Distribute the press release using these services:

- [free-press-release.com](http://free-press-release.com)
- [prlog.org](http://prlog.org)
- [prnewswire.com](http://prnewswire.com)

### **Build Online Profiles**

If you are a person you can build a profile on the following social network sites:

- **LinkedIn**
- **Fast Company**
- **Facebook**
- **Lookuppage**
- **Connectture**
- **Naymz**
- **Google Profiles**
- **Squidoo**
- **Biznik**

**If you are a business you can build a profile on the following sites:**

- **Google Local Search**
- **Yahoo Local Search**
- **DocStoc**
- **Squidoo**
- **Blogger**
- **Facebook Fan Page**
- **Wordpress**
- **Merchant Circle**
- **Econnect Entrepreneur**

**Have a web designer build a website for each of the domains you bought.**

Host the domains with the cheapest possible LINUX hosting at GoDaddy.com. Ask your web designer to install a WordPress site for each domain (at GoDaddy.com). Write 500 words about yourself, company, product or service and have your web designer post it on the first page of your site. Make sure the copy (words) are different for every site and that your key phrase(s) is/are mentioned in the text often. You want each site to have different words but also to use the same keyphrases you are trying to protect.

Write and distribute an article or two. You're the expert about you or what you sell. Write an article of about 500 words – infuse the article with your key phrases a couple of times. If possible, put your key phrase in the Title of the article. Distribute your article worldwide using [distributeyourarticles.com](http://distributeyourarticles.com)

### **Your Objective is World (Wide Web) Domination**

Now that you've created a bunch of content like websites, blogs, articles, press releases, and social media profile sites, you need to get it all to rise in search results so you can 'own' the first page for your search term(s).

### **Now Get It On Page One**

Most people only look at the first page of search results. To get the content you now control to the first page of search results, build links to it. Web links to your content from other websites will make your sites rise to the top. Get your friends to put a link at the bottom of

their home pages. Make sure the link points to one of your newly created websites, profiles, press releases, blogs, etc. Every link to your content is a vote. The site with the most votes generally wins. Make sure the key phrase (ex: Bobs Fubar) is the name of the link. For example: A link called Bobs Fubar goes to bobsfubar.wordpress.com when clicked upon. The more links to each content incidence the stronger the pages will be, and the higher they will rise in search results.

The bottom line in Kent's presentation in answer to the question of what you can do when someone prints lies about you that appear on the Internet: You cannot stop Google search engines from finding and printing negative things, including the lies. All you can do is build up enough positive good information about yourself so that the bad stuff appears near the bottom of the search results rather than near the top.

### **Get Well, Jack**

Various of our members had given updates about speaking to **Jack Corrodi** on the phone during the past month, expecting that we might see him at the next meeting. It seems he has had various complications related to diabetes, causing edema, anemia and kidney problems. Spoke to him at UCLA Santa Monica Hospital Friday and Saturday. Epogen injections have apparently improved his blood chemistry and he is supposed to return home Sunday morning, June 13. He is hoping to go to the next Malibu Rotary meeting June 16.

### **Other News and Guests from June 9 Malibu Rotary Club Meeting**

There was a returning visitor, **Jaime Coons**, a local singer-songwriter, who may become a member of the Malibu Rotary Club. Malibu Rotarian **Kevin Boling** who had been missing the last couple weeks said he is interested in entering the Annual Kiwanis Chili-Cookoff. The Malibu Rotary Club generally sells water at the event, but this would be in addition to that.

**President Chris** had more specific information on the Malibu Rotary Club participation in the Rotary District project in Dominican Republic "Buy Bikes of Dominican Kids". The district wants to raise \$25,000 for this project, but Chris' suggestion that the Malibu Rotary Club donate \$500.00, which apparently can buy 33 bikes. This is a project that he had spoken of earlier that President-Elect Melody St John of Hollywood Rotary Club was doing.

At previous meetings Chris had us think about other future events that the Malibu Rotary Club will or could be participating in during the year:

- Chili Cook Off



- School on Wheels with Agnes Stevens
- Camp David Gonzalez
- Soldier Care Packages
- Expansion of SOS programs with Holly Packman (in addition to Thanksgiving Dinner for Homeless)
- Joining with Captain Rex to take kids on the high seas
- Joint Club musical even with Hollywood Club and Benedikt
- Coordinate events with Pepperdine Rotaract



**Project TRIUMPH**  
*(Today's Revolution Is Understanding; Make Peace Happen)* is a grassroots effort to bring Arab and Jewish teenagers together in the spirit of collaboration to build a shared vision for a peaceful future. The program was conceived

*by Ilan Magdali of the Newbury Park Rotary Club. It brought 10 teenage Arab and 10 teenage Jewish students from Israel to a leadership camp in Simi Valley where they all learned to work together, develop leaders skills before returning to Israel to use what they learned back home. Most of us feel helpless in trying to find a solution to the constant war in the Middle East, but at least this program is trying to do something. Initially sponsorship of this program had been mostly from the Newbury Park Rotary Club and Rotary Clubs in District 5240 and private and corporate donors. Malibu Rotary Club was the first Rotary Club in Rotary District 5280 to support the project.*

*Pictured above are the students who were hosted in 2008 as they visited Malibu on their way to the leadership camp. Today the program no longer is bringing the students to the US. There is a*

*partnership with the Rotary Club of Haifa and one in Italy to get Jewish and Arab students out of Israel to a place where they can learn to work together and apply this when they return to Israel. A new Pilot TRIUMPH project is being developed. It concentrates its efforts on the students in the City of Acre in Israel as a year long program with Jewish and Arab students working together making a video documentary that strives for lifelong results. The new Pilot TRIUMPH project is a non-profit organization with Leon Berg, as its CEO.*

If you would like to help with Project TRIUMPH you can contact Shoshana Brower at [shobrower@gmail.com](mailto:shobrower@gmail.com) or Leon Berg at [Leon.Berg@gmail.com](mailto:Leon.Berg@gmail.com).



### **Malibu Rotary Club Supports BioSand Filters in Ecuador**

Malibu Rotary Club voted to send \$500 to the Rotary Club of Pontiac Michigan to help build and install BioSand Filters in Santo Domingo De Los Colorados, Ecuador. As was noted by Carol Cousineau, who, along with husband Ron brought the project to our attention, after installing the first BioSand filters in Ecuador (and pictured left), “That money would be matched by the next District Grant, which we have been assured we will get. So, for instance \$500.00 would become \$750.00.

The filters and two 5 gallon safe water containers per unit, cost around \$60.00 each, so a donation of \$500.00 would provide 12 families of five or more with 20 gallons of water each day - enough for drinking, cooking, brushing teeth,

bathing and washing clothes! The filters are expected to last at least 50 years without the need to add any expense except chlorine - available and inexpensive. That means each family will have more money to provide more nutritious food for their families, since they don't have to pay for propane to boil their water. It will mean more time to spend with their children, rather than boiling or foraging for firewood. With great improvement in the health of all the family members, fewer cases of diarrhea and stomach flu from bad water and parasites, the parents will better be able to hold down a job and provide for their families, children will be able to attend school more days and have a better future.

We are excited about this project because we anticipate that this is just the beginning. All over Ecuador, there are families struggling to survive, with a high infant mortality rate, because of bad



water. This successful project will be a shining example and model. Rotary is the perfect vehicle for getting the word out about BioSand and accomplishing the goal of providing safe drinking water for the world. **BioSand** is one of the four methods of purifying water recommended for Third World Countries by the World Health Organization. (We have researched the others. Since they provide only a small amount of water for drinking, are small and ceramic, so more susceptible to breakage or deterioration, or adding so much chlorine that the people won't drink it, the concrete BioSand is by far the best choice for all but mountainous areas, where a more expensive plastic version of BioSand is an alternative.)”

For a while it looked like the matching grant process was not going to happen. When Malibu Rotarian Bill Wishard visited Ecuador in March, 2010, he was able to meet with Ecuador Past District 4400 Governor, Juan Prinz, to get project back on track.

## **Upcoming Programs**

**June 16. Brian Crance, "Independent Filmmaking"**

**June 23. Remy O'Neill, "Cornucopia Foundation".**

**June 30. Club Assembly Dinner Meeting-- Dinner meeting at as yet undisclosed location (check for update). WE ARE NOT HAVING A MORNING MEETING AT PEPPERDINE TODAY!**

**July 7. Lester Wood, "Will Rogers"**

**Please see Malibu Rotary Club Website [www.maliburotary.org](http://www.maliburotary.org) for latest Calendar and future speakers.**

