



Malibu Rotary Club Surfwriter

November 18, 2010

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

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- **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**

Jean-Marie Bonthous “How Social Networking is Changing the World”



Jean-Marie Bonthous, Ph.D., is founder and Principal of Tribestrategist, a boutique consultancy helping clients organizations turn social media intelligence into business results, and a founding member and CMO of CREOpint, the leading online forum for commercial real estate professionals worldwide. His company, BrightMagnet (see brightmagnet.com), is based in Malibu, CA.

“Social Networking” seems to be increasingly affecting all our lives whether we want it to or not. Social networking, social media, digital media, and new media are all terms that are part of Web 2.0. That term was first used in 1999, but it wasn’t until 2004, when Facebook was launched, originally just for college students, that the concept was really popularized. In the original web (Web 1.0) people and organizations put up websites that other users of the internet could go to, once they were told what the address of the website was, and learn information about the person or organization from the web site they visited. Although there is usually a “Contact Us” section, the communication of Web 1.0 is pretty much one way—an Internet billboard. This, of course, still goes on, and coexists with Web 2.0.

In Web 2.0, with the advent of social networking websites like My Space, Facebook, Twitter, and others, the communication is interactive, and inter-related. Facebook with 500 million active users posting 1 billion messages per week has had a powerful influence on people’s lives. If Facebook were a country *it would be the third largest country in the world!* Although 50% of the users are under age 30 the fastest growing segment of Facebook users are women aged 55-60.

Besides the social networking of sites like Facebook, Xing, LinkedIn and Orkut, there are sites where users can share pictures and videos like YouTube, Flickr and Slideshare, sites where users share their on ideas in any one of 500 million blog sites (or microblog sites like Twitter), create the content of an online encyclopedia (Wikipedia), share online games (Kongregate and Doof), create virtual worlds (Habbo), livecast (Qik) and lifestream (Socializr).

YouTube, where anyone can upload videos with audio, has 2 billion views per day. 1 video of Lady Gaga had 185,000 views. 70% of the videos posted on YouTube are viewed outside the US.

The networking available on social web sites can build relationships of affinities and trust through online conversations. Users can meet thousands of people, who in business could be potential customers, or friends with common interests. Jean-Marie showed a web view of his Linked In site. It shows names and pictures of 733 friends, and shows that 457 connections link him to over 5 million professionals. It showed 8,429 new people in his network since Nov 5. It also showed that 275 people were following him on Twitter. He explained that these were “Weak Links,” that could be made stronger based on the information provided.

Retail sellers on the web like Amazon.com, Netflix, and others selling music downloads, can be more successful than traditional stores for a variety reasons, including the fact they can reach a limitless customer base in rural areas who might be interested in buying obscure books and other products that most people have never heard of and which wouldn't be able at their local book or music store.

Jean-Marie showed how the New Media has affected politics and business. In the 2006 Virginia Senate race a video cameraman (“vlogger) hired by Democratic challenger Jim Webb followed incumbent Republican George Allen around hoping he would say something wrong and he finally did. The challenger's cameraman caught on video (and uploaded on YouTube that day) a word Allen used, “Macaca”, when he addressed the cameraman man while he was filming. According to ABC's “Nightline” one Tunisian history expert said it was a derogatory term used hundreds of years ago. Regardless, a word that had no meaning on this continent was defined as racist and pinned on Allen, and he lost the election in which he was the favored candidate.

A video shown of rodents in a Greenwich village restaurant which was one of a restaurant chain caused the stock price in that company to immediately drop. Another video Jean-Marie showed from YouTube was a created by a songwriter guitarist, who had a problem with a business that had not satisfied him when he contact their customer service department. He wrote a song and created a humorous video that described how he had been wronged by the company. Again the effect was a public relations disaster to the company depicted in the music video.

There is a series of uses for the New Media which Jean-Marie called **Disintermediate**. These websites are used for Private online sales, Group buying, Medical/pharma advice, Peer to peer lending vs. banks, Recruitment, Open source software, and for Product, movie and TV reviews.

An example shown from this group is Lot 18. “Lot18 is not a direct retailer. We match up discerning buyers with reputable producers looking to market small batches of product at uniquely low prices. Each product is offered for a limited time. New products are offered every several days.” He also showed the home page of developerworks, IBM’s resource for developers and IT professionals, which has input from 100,000 IT peers. There are also news sites that encourage people to contribute local news videos from their home videos and pictures of local news, such as bad weather, fires, or other perceived newsworthy events.

Jean-Marie also talked about “The Power of Free.” Offering something for free, what has traditionally been called a “loss leader”, is a very effective business hook. To illustrate this he used the example that when Lindt truffles were offered at 15 cents vs. Hershey Kisses at 1 cent, 75% choose Lindt; but when Lindt truffles were offered at 15 cents vs. free Hershey kisses 75% choose Hershey. The difference in price is only 14 cents in the first case and the 15 cents in the second case, not significantly different. The Power of Free effects the preference significantly though. It is hard for professionals to compete with all the free advice available on the web, whether it is legal advice, medical advice, or anything else.

There are also websites that are used for various non-profit groups to promote various causes.

The technology of the last decade will increase exponentially in the future. By the year 2013 there will be 1.1 billion cell phones being used in the world. And by 2015, all the cell phones will be smart phones. Although people can find out about things on the other side of the world using the web, it is the changes in the way mobile smart phones can be used to communicate information to us locally and give information about what is in our immediate environment that may be most useful. Even now we can use our smart phones (Blackberry, iPhones, Droids) with apps like Google maps, Yelp, mobile yellowpages and others that can tell us where we can find local businesses by category, description or name, with pictures and reviews. Soon we will be able to point our smart phone camera at a product or place and get immediate information about it. But what is even more amazing is that we will be able to point the smart phone camera at a person, and immediately get their online social, professional and other information.

Other News and Guests from Last Malibu Club Meeting

Malibu Club President **Chris Bauman** opening the November 17th meeting, delivered the invocation before leaving to deliver another invocation at another Pepperdine campus event. He turned the gavel over to **David Baird** to close the meeting. The Malibu Rotary Club is looking for someone locally in need of a wheelchair. The Rotary district wants every club to donate a wheelchair to a needy recipient in March.

**In Memoriam
Billy Corrodi**

Our hearts were saddened on hearing the news that **Billy Corrodi**, the 35 year old eldest son of **Jack and Kay Corrodi** was killed when the motorcycle he was riding on Fernhill in Malibu collided with a car. Our condolences go out to the Corrodi family.

SOS-Malibu Rotary Club Sponsored Thanksgiving Dinner Nov 18th



Fred Cornet (L), David Baird (R) and other members of Malibu Rotary Club prepared the Thanksgiving Dinner for Homeless the week before Thanksgiving at Webster School in conjunction with the SOS group, which serves a dinner there every week.

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.

Calendar

January 11th (Tuesday, evening) The Malibu Rotary Middle and High School Singing Competition will be held the evening of Tuesday, as a yet to be determined location.

Future Speakers at Malibu Rotary Club Meetings:

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- **Dec 8 2010**
- **Otis Bradley**
"Building "Green""

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

