

Bulletin

www.menomonierotary.org

Rotary Club of Menomonie

Founded December 17, 1923

District 6250 —Club 2704



This Week—Dec. 30, 2009

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Social Media

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Next Week—Jan. 6, 2010

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THIS WEEK.....Social Media

The term "Social Media" is a common phrase used by many organizations today. This week, Laura Short, a local expert on social media, will present her knowledge on this popular subject. Laura is the Executive Director of Main Street Menomonie and is responsible for creating the My Menomonie and Main Street Menomonie Facebook pages. To gear up for Laura's wonderful presentation, here are a few internet facts.

Google got its name from the mathematical figure googol, which denotes the number 'one followed by a hundred zeros'. It was "born" in 1994.

Yahoo! derived its name from the word Yahoo coined by Jonathan Swift in Gulliver's Travels. A Yahoo is a person who is repulsive in appearance and action and is barely human!

Researchers consider that the first search engine was Archie, created in 1990 by Alan Emtage, a student at McGill University in Montreal, Canada.

Boeing was the first airline to discover the Y2K problem, way back in 1993.

The Internet was initially called the 'Galactic network' in memos written by MIT's J C R Licklider in 1962.

The first Internet worm was created by Robert T. Morris, Jr, and attacked more than 6000 Internet hosts.

According to The Economist magazine, the first truly electronic bank on the Internet, called First Virtual Holdings, was opened by Lee Stein in 1994.

Domain names can sell at high prices! The most expensive domain name was 'business.com', which was bought by eCompanies for \$7.5 million in 1999.

On an average, each person receives 26.4 e-mails a day.

Ray Tomlinson, a scientist from Cambridge, introduced electronic mail in 1972. He used the @ to distinguish between the sender's name and network name in the e-mail address.

Transmission Control Protocol/Internet Protocol (TCP/IP) was designed in 1973.

It took 13 years for television to reach 50 million users- it took the Internet less than 4 years.

As of now, there are over 260 million people with Internet access worldwide.

In 1946, the Merriam Webster Dictionary defined computer as 'a person who tabulates numbers; accountant; actuary; bookkeeper.'

AOL says spam is the number one complaint of its customers, and that it has to block over one billion unsolicited e-mails every day.

There are over 1 billion Internet users worldwide; that's 20% of the world's population.

In 2008, the United States spent \$214.4 billion online. Internet purchasing is increasing at a rate of 7 percent per year. (comScore reports)

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THE FOUR-WAY TEST

Of the things we think, say or do:

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

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Social networking is the fastest growing part of the Internet. There are 70 million active users on Facebook (the 8th most popular site in the world), and more than 14 million photos are uploaded daily.

In January, 2009, the average user spent 10% of all his/her online minutes on social networking sites like Facebook and MySpace.

The English version of Wikipedia has more than 2.3 million articles. Over one third of US adults consult Wikipedia.

One in five of the world's Internet users visits YouTube each day.

Nielsen NetRatings indicates that the average Internet user, in one month, will visit 59 domains, view 1,050 pages (allocating 45 seconds for each page) and will spend about 25 hours doing all this net activity! Each surfing session lasts 51 minutes.

Happy Interneting!

Article submitted by Editor, Shelley Stewart

Rotarians: Exciting News Follows!

We have had such great positive feed back on our evening meetings: The Swedish Friendship Exchange and the Murder Mystery Dinner. Now, the Board has decided to have at least one Wednesday evening meeting a quarter! These more casual fun social gatherings make it possible for us to include our family and to encourage potential members to join Rotary.

Since we are all responsible for arranging programs, I have a special request: Help me find an evening program for March. There is so much talent in our club that I know one of you will come up with an idea! And as usual our programs are presented free of charge. This evening can be longer – up to an hour. Spouses/guests or interested people will be invited.

Please contact me with your idea(s). Let's have another great evening program and enjoy more Rotary camaraderie.

Thanks,
Sandy Ott, Program Coordinator
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Words from RI President, John Kenny

January is the month the Romans associated with their two-headed god Janus: one head looking backward to the year that has just passed, and the other looking forward to the year ahead.

In Rotary, January is the halfway point of our year of service, and it is also a time for us all to look at both the past and the future. It is the time of year to take stock, to review the goals that we have set for ourselves, and to evaluate how well we have fulfilled those expectations. It is a time to look honestly at our progress and our challenges and to consider the steps we will need to take to complete our planned service successfully.

You have promoted the ideal of service within a context of fellowship, friendship, and high ethical standards.

Rotarians are able to make changes that will shape the course not only of the months but of the years and decades that lie ahead. This is our privilege. It is also our duty as Rotarians – as caring members of society who are in the fortunate position of being able to help those living in conditions we can barely imagine.

We are all volunteers serving in a volunteer organization. None of us was compelled to become a Rotarian; each of us chose, and was chosen, to become a member. Every year, every day, each of us chooses to continue the task we have begun, and to continue to put Service Above Self. It is not always the easy path, but I know it is the right one.

I wish to take this opportunity to thank you for the Rotary service you have given, the service you are giving, and the service I know you will continue to give in the future.

The Future of Rotary Is in Your Hands.