

theSTAND[®]

○ ALL ATWITTER

Have you been Twittering lately? Or on one of the big three: MySpace, Facebook, LinkedIn? You might want to be. Or not. Seems there are mixed reviews. The values of these companies are in the billions, but they haven't yet turned huge profits. Still, there are plenty of companies salivating to get a hold of the young (and not so young) and affluent spending their time online instead of in front of the tube and at the movies. The question is how? Thus far, it's been mainly banner ads and pass it on messaging. I.e., I tell my friend, who tells their friend and so on. And, partners with music, tickets, ringtone offerings. MySpace uses software called HyperTargeting, which mines your profile to tailor your advertising. Seen the "muffin top" one? Hmmm. Still, there's potential. As Seth Goldstein of SocialMedia states, "This is the largest aggregated, engaged audience. Period." Yup.

○ GOT GOODS?

While working as a volunteer in an Albanian orphanage, Monique Alvarez saw countless children go without food. The result? Nourish the Children, which aims to provide nutritious meals to children who would otherwise go without. "Business for the sake of helping others allows me to live with clear purpose and passion" Monique says.



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oo no margaritas!

Think margaritas make you batty? In Mexico, tequila is distilled from the agave and saguaro cactus, pollinated by bats. The problem? The bat population is dwindling, and no one knows quite why. No bats, no tequila. No tequila, no margaritas. Thinking twice about saving the bat now? To save the margarita, or at least your table, visit odonnellco.com/summer for some free coasters.

o seeing in a whole new light

Love an in-home theater? You might want to bring this one out of the basement. The first organic light-emitting diode (OLED) TV is similar to wallpaper - just three millimeters thick. And Sony has prototypes that are one tenth thickness of that. For making this "vision" a reality, Sony won "Top Innovation of the Year" from Popular Science - an innovation we're happy to see.

oo take the higher road

Want a "rocket belt" or "jetpack"? We do. Wendell Moore and team at Bell Labs in upstate New York prototyped one in '53. It traveled 112 feet, 8 fewer than the Wright brothers. But, it had problems: weight, fuel, flight length and well, price. Now, however, rocket belts are for sale. A mere \$250,000 will get you a customized Tecnologia Aerosespacial Mexicana (TAM) belt AND flight and maintenance training. Or Colorado-based Jetpack Intl. will provide belt and flight classes for a more economic \$155,000. More interesting to us, however, is Bill Suitor, with 1200 test flights under his "belt," and a speaker at the International Rocketbelt Convention, who thinks they can mass-produce them for \$15,000.

Anyone know Branson?

o here's the beef

It seems Mexico is burning up over a recent Burger King Ad for their Texican Whopper. The ad, which is running in Europe, shows a tall American cowboy pal up with a small wrestler wearing a cape which appears similar to the Mexican Flag. As an attempt to show the blend of the two culture's flavors, the ad states "The taste of Texas with a little spicy Mexican."

A letter was sent off to the Home of the Whopper by Mexico's ambassador to Spain, Jorge Zemeno, requesting that the ad be taken off the air. "We have to tell these people that in Mexico we have a great deal of respect for our flag," Zemeno stated.

Looks like this whopper came with a side of insult. We suggest next time, try the fries. They're only offensive when they're served cold.



Stetson by Amy Rubino

o STANDING OUT

Top three youtubes this issue

(view at odonnellco.com/videos):

CENTRAAL STATION ANTWERPEN
youtube.com/watch?v=0UE3CNu_rY

FDA APPROVES DRUG
youtube.com/watch?v=jd4tugPM83c

CLASSICAL CHICKEN
youtube.com/watch?v=Ob6TTU1knUM

Got a favorite youtube? Share it with the crowd. Send in a link to stand@odonnellco.com.

o STAND-UP FOLKS

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