



## MEETING TIME AND LOCATION

February 9, 2006, dinner (or just come to network) at 7:00 PM, presentation at 8:00 PM.

Denny's Restaurant  
3315 N. Scottsdale Rd.  
Scottsdale, AZ

## PRESIDENT'S MESSAGE

by Vaughn Treude

Once again, happy New Year! I've had an  
Much Ado about Google

You know that a company has been successful when, like Coke, Kleenex, and Band-Aid, its trade name has entered the language. Google may be the latest company to have its product go generic. Although reputed for secrecy as far as its internal operations are concerned, it certainly does not keep a low profile. You can't go very long these days without a controversy involving Google. This is no surprise; it has become the "category killer" among search engines, much like Microsoft in software and Walmart in retailing. The BBC's website ([bbc.co.uk](http://bbc.co.uk)) cites industry

figures showing that the company had almost 80% of the search engine market, as of November 2005.

Like Microsoft and Walmart before it, Google has started to come under fire. Unlike the other two, it doesn't seem to have acquired a "black hat" reputation. After all, its corporate motto is "Don't be evil."

Google is branching out at an astonishing rate. One of its recent projects is Google Earth, a service that allows people to browse satellite photo. Back in October, FoxNews.com reported that countries such as India were reportedly worried that terrorists could use these photos to pick targets to attack. The program uses publicly available photos, yet third-world bureaucrats have called on the UN to restrict their availability.

January brought another controversy, as Google resisted a US government request for a "random sampling" of a million searchable URL's and a million search records, in a probe of Internet pornography. (See the 1/19/06 article by Declan McCullagh and Elinor Mills on [news.zdnet.com](http://news.zdnet.com).) Privacy advocates applauded the company's stand, although the company's reason for fighting the request was to protect not the privacy of

customers, but the security of its trade secrets. (Google's search algorithms are closely guarded.)

That same month, Google came under fire for cutting a deal with the Chinese government. Its new Chinese site google.cn, will censor certain political, religious, sexual, and alcohol-related websites, making them unavailable to Chinese searchers. (Declan McCullagh, 1/23/06, news.com.com) This has drawn the ire of Senator John Kyl and Congressman Tom Lantos, who have proposed creating a new agency: the Office of Global Internet Freedom. (Justin Raimondo, antiwar.com, 1/30/06.) To be fair, Microsoft and Yahoo also block forbidden websites for Chinese searchers.

This week we heard about Google yet again: its share price dropped 7% on Wednesday, in response to news that its earnings had fallen short of expectations (news.bbc.co.uk, 2/01/06). This morning on Charles Goyette's radio show, I heard an analyst compare Google's current condition with that of Yahoo back in 2000 - grossly overvalued and destined for a fall. I wonder if this will affect Google's plans to open its new engineering and support facility in Arizona. (See article by Mike Sunnucks, phoenix.bizjournals.com, 10/10/05)

I know one thing for sure - I'll keep using Google as long as it proves itself useful, and it continues to show some degree of concern for my privacy. In fact, I used Google quite extensively in writing this article - plus a couple of searches on Yahoo, just to balance things out a bit.

Vaughn Treude

The Advisor, February 2006

## EDITOR'S MESSAGE

by Clark Jones

First, an apology: I didn't realize how big last month's issue of The Advisor turned out to be until after I sent it. I promise to be more careful in the future.

Vaughn has asked me to speak this month – I only found out a few minutes prior to writing this. The main subject will be Ham Radio, including some changes pending before the FCC. If I run out of material on that subject, I can easily rattle on for a while on another subject I've read about over the past couple of years: Australian history. (It's surprising how much it involves American history.)

I certainly hope that the Superbowl doesn't live up to it's reputation as a predictor of the Dow Jones Industrial Average: if the NFC team wins, the Dow will be up for the year, if the AFC team wins, the Dow will be down. It's the most accurate predictor, at around 85%. Since the AFC team won Superbowl XL, I'm hoping it will be wrong for this year.

Clark

P.S. You may remember my little “ping-pong-ball catapult” from a few years ago. I've got an “upgrade” in mind. I don't know if I'll have it done by Thursday, but I'll try.

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## A Pic from January's Meeting



From left: Gene Holmerud (speaker), Vaughn Truede (facing away), Bob Bianca, Ron Sprague, and Bill Morgan. *Photograph copyright © 2006 by Clark Jones.*

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