

Cabooses Motel – A Story of Faith “The documentary is shot on location amid rolling fields worked by Amish farmers, using horses reminiscent of the 1850’s. The film tells the story of a very special property in Strasburg, PA, that has amassed 41 railroad cars, mostly cabooses. It was unintentionally started by a man who got talked into bidding on 19 retiring cabooses to turn them into a hotel, by a friend who worked for the Pennsylvania Railroad.

The man, Don Denlinger, made an outrageously low bid for the cabooses, then forgot about it.

Several months later, the railroad called him saying he had to move his cabooses or he’d get fined every day they stayed on railroad property. He searched for a place to park his new cabooses but this was Amish country, where people don’t own cars, and his search was in vain.

Eventually, Denlinger wound up hauling the cabooses to his front lawn and starting the caboose motel right there. After a decade or so he moved on. The property changed hands several times, and wholly run down, was ultimately foreclosed on.

Its current owner, Larry Demarco, rescued the place about 4 years ago, and has been steadily making improvements. A popular destination for youth retreats, Demarco has a burning desire to use the property for God, possibly as a home for battered women. The hour-long movie, now being edited, is expected to be completed in the next 60 days. George, who calls it “the intersection between fate and faith,” expects it will be broadcast on RFD TV this fall.

## Coming Soon

In our next newsletter we’ll discuss car buying tips and how to sell your products to Walmart.



PO Box 2482  
Concord, NH 03302  
603.369.1471  
George@Jobel.biz  
www.Jobel.biz

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Concord, NH 03302



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# WEB WISE

FROM THE DESK OF GEORGE C. JOBEL

## Are you social networking?

Join the crowd. Social networking sites are proliferating worldwide, fueled by improved satellite navigation technology, better media storage and other tools. They range from The Diamond Lounge, a network of “hand-picked” elite business members inspired by a real private club, to Multiply, a social network for families and friends. And many of them cater to specific groups.

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## Recently Launched Websites

AllPhaseVT.com  
AtlanticCityVacationDiscounts.com  
DistinctionHairStudio.com  
FastPrototypeParts.com  
HoldMessageService.com  
JimPetersLaw.com  
MosquitoSwipers.com  
MyrtleBeachVacationDiscounts.com  
NewHampshireWebPageDesign.com  
NHChiropractic.Org  
NHEmploymentAgency.com  
NHTutor.com  
NYStainedGlass.com  
PoconoMountainVacationDiscounts.com  
TireTip.com  
WorkplaceAndCorporateTrainers.com

With more than 60 million users and 250,000 new registrants a day since last January (2007), Facebook is growing the fastest of three hot social networking sites and the sixth most visited site in the U.S.. With 14 million photos uploaded every day, the popular "lifestyle" site is the top photo-sharing application on the web. Facebook's fastest-growing user group is the over 25 crowd, but it has also captured 85 percent of the four-year U.S. university market. It's expected to have as many users as MySpace by late 2008 or early next year.

MySpace dominates as the largest social networking site in North America. Localized and translated into 20 international areas worldwide, the four-year-old media site appeals mainly to youth and their desire to express themselves. With 10 billion friend relationships and 8 million images uploaded a day, MySpace has more than 110 million active users worldwide a month and it attracts 300,000 new users a day. About 85 percent of MySpace users are at least 18. In the UK, having a MySpace profile is as common as owning a pooch.

Not to be outdone, Reunion is quietly catching up, amassing a significant chunk of Post-Facebook members, most of them over 25. The fourth fastest-growing company in the Los Angeles area, Reunion has more than 32 million registered members and 700,000 paying subscribers and is already profitable.

## **Do The Numbers Matter?**

You bet! The popularity of these social networking sites give them great weight with the search engines and small business networking sites abound as well. Wikipedia.org has a comprehensive list: a link to their page can be found at [www.jobel.biz/Springboard.html](http://www.jobel.biz/Springboard.html). Search engine ranking can almost always be improved by securing copious additional inbound links and these are free for the asking.

## **Get the Word Out!**

The **Internet News Bureau** is a press release writing, editing and online distribution service. In a bow to the global

economy and the Internet as an international medium, the company offers its press release writing services not just in English, but translated into other languages. It also offers the reverse (foreign languages into English) for overseas companies wanting to do business in the U.S.

The site also offers press release tips on what to avoid and how to write a good and effective press release for businesses wanting to write their own. Distribution of your prewritten press release will cost you \$275 but goes to thousands of journalists.

## **Click Into The Past!**

Tired of the 21<sup>st</sup> century? Nostalgic for times gone by? A slew of websites offer visits to the past. We reviewed the following sites:

**Nostalgia Central** ([www.NostalgiaCentral.com](http://www.NostalgiaCentral.com)) offers a smorgasbord of pop culture history. The site likens itself to a warehouse of childhood memories or a vast online scrapbook. The visuals are funky and fun. The site covers the second half of the 20<sup>th</sup> century, with time divided into chunks of decades or years, and individual subjects like pop culture or television. One cute feature is a link to Nostalgia-related news. Other links go to other websites with catchy names like [feelingretro.com](http://feelingretro.com) and [stuckinthe70s.com](http://stuckinthe70s.com)

**The FiftiesWeb**, ([www.fiftiesweb.com](http://www.fiftiesweb.com)) a similar site, has a more limited scope in terms of subject matter and time-slots. The site originally started as a site focusing on the 1950's, including Classic TV shows, fashion and movies, then added those categories for the 1960's, 1970's, and some eighties. It also has links to specific topics, like Elvis Presley and the Kennedy assassination. The visuals, while not as elaborate, are cute. A funny feature for boomers over 50 is a guarantee that the site is "boomer enhanced" and that NOTHING on it is in small print.

**Retro Junk** ([www.retrojunk.com](http://www.retrojunk.com)) also lets you travel back in time, but you have to click on a topic before you pick a year to go to. Home page opens with the provocative question "Are you dumb?" and the tone is smart-alecky throughout. Click on TV commercials and you can once again watch police officers peddling

## **W**elcome to our New Clients!

Grace Limousine, Manchester, NH  
Hawkins Agency, Colorado Springs, CO  
Middlebury Transit, Middlebury, VT  
Mincpac, Inc., Teaneck, NJ  
Red Caboose Motel, Strasburg, PA  
NH Child & Family Services Directory,  
Concord, NH

Honey Nut Cheerios or a hot air balloonist wolfing down a 3 Musketeers bar.

**Teacheroz** (aka Retro – Super Cool Stuff from the 60s, 70s, 80s, & 90s) doesn't come with fancy visuals. Instead, the home page is one long table of contents featuring a vast inventory of retro websites, from "Pop Culture Madness – Popular Culture Is The Eternal Frontier" to "Retro Radar – Vintage Living At Its Best." The advantage of this approach is that visitors know right away what their choices are. What you see is what you get. Find it online at [www.teacheroz.com/movies.htm](http://www.teacheroz.com/movies.htm) and <http://www.teacheroz.com/tv.htm>.

## **Hee Haw!**

A guy is passing a Mental Hospital surrounded by a wall and he hears chanting inside, "Thirteen! Thirteen! Thirteen!" Curious to see what's going on he finds a small hole in the wall, so he bends and peeks inside. Someone inside pokes him hard in the eye and everyone starts inside chanting, "Fourteen! Fourteen! Fourteen!"

## **George Makes a Movie**

Over the last six weeks, George has spent a lot of time on a documentary project in the rustic heart of Amish country. Working with director Jeffrey Thayer of ReGenesis Productions, George is executive producer of "The Red

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