



Who Is Don Philabaum?

Don Philabaum is the founder, President and CEO of Internet Strategies Group, a North-east, Ohio consulting firm that helps, business, government, non profits and educational organizations acquire, retain and engage customers.

Recognized as one of the early “pioneers” of online community, Don understood the real value of online communities for organizations when in 1996 he registered the URL www.onlinecommunity.com. Never wavering from that belief, he’s gone on to help over 1,000 organizations use social media, online community and Web 2.0 tools to increase revenue at less cost.

Entrepreneurial Businessman...

- 1973 while at Kent State University, Don founded **Aardvark Studios, Inc.** with one camera and a dream. Under Don’s marketing and sales leadership Aardvark Studios become one of the largest commencement photography firms in the world serving 550 college and high schools. Recognizing business has to be predictable, repeatable and measurable, Don developed business systems to manage 150 staff members during peak seasons, who processed, identified and photographed 200,000 students each year as they received their diploma. With the photography business maturing and the Internet dawning, Don negotiated a merger with a friendly competitor and used the proceeds to follow his next dream!

1973

- In August of 1995 while living in Telluride, Colorado Don founded **Internet Association Corporation (IAC)** to fulfill his dream of providing private, password protected online communities for business, government, non-profits and educational institutions. During

1995



INTERNET ASSOCIATION CORPORATION

the next decade Don assembled a team of 30 programmers, graphic designers, quality control, database and system managers to develop, host and maintain client online communities. Expanding internationally, IAC soon worked with nearly 300 hundred organizations worldwide (with 4 million members) including the London School of Economics, ExxonMobile Corporation, The Former FBI Alumni Association and Columbia University.

- By 2007, Don recognized the growing interest Facebook/MySpace had created in the businessworld was opening an opportunity for him to help companies understand how to use

2007



INTERNET STRATEGIES GROUP

social media. To concentrate in this area, Don merged IAC with a venture backed competitor and founded his third company **Internet Strategies Group**. ISG helps organizations use social media, Web 2.0 and online community to develop their own marketing channel in order to increase customer acquisition, retention and engagement which leads to higher profits.

Consulting, Speaking and Writings!

Don is a featured speaker on social media, Web 2.0 and online communities.

He's presented to groups & organizations across the United States, United Kingdom and Asia on how they can use the Internet to acquire, retain, and engage customers/members using new media. His message is simple, companies and organizations need to be where their customers are—ONLINE! Consumers rapidly changing habits will affect how organizations will reach them in the future. Don's book, *"Internet Dough, Make More Dough Marketing Online"*, shows any sized organization (even a pizza shop) how they can create their own "marketing channel" for a fraction of the cost of using mass marketing and traditional media. **For most, it's a whole new way of thinking!**

Customers who follow Don's suggestions have experienced rapid growth, significant increases in revenue, decreases in operating costs and increases in profits. Contact gae@internetstrategiesgroup.com for speaking dates.

Whitepapers & Reports:

1. Using LUCK to Build Your Online Community
2. Six "P's" in Building Online Community
3. Create a NET-Centered Organization
4. Create an Internet Strategy for Your Small Business!
5. 97 Strategies to Engage Your Customers
6. Policing in the 21st Century using the Internet
7. Facing UP to the Facebook/MySpace Generation
8. Who's reading Magazines Anyway?
9. The SHORT History of Online Communities
10. Distributor Internet Marketing Engagement (DIME)

Blogs & eNewsletters:

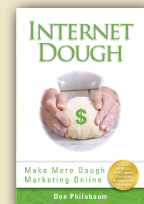
- Onlinecommunity.com
- Wiredcommunities.com
- Higherednetstrategies.com

Community Participation:

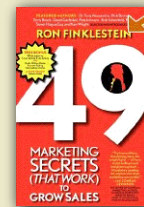
Don has been active in business education partnerships with community schools and was recognized with the Harold K. Stubbs Humanitarian Award. He is actively looking for strategic partners to help organize an online tutoring programs that enable college students to tutor at risk high school and junior high students. Interested? He needs your help!

Books by Don Philabaum

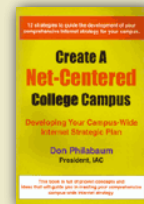
1. Internet Dough, How to Make More Dough Marketing Online



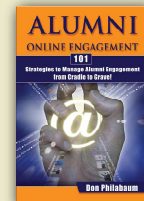
2. 49 Marketing Secrets, That Really Work (two chapters)



3. Create a NET-Centered College Campus



4. Alumni Online Engagement, 101 Strategies to Engage Alumni from Cradle to Grave



5. Create a NET-Centered - Alumni Office (due 2008)

