



What is now commonly called a 'blog' was originally termed a 'weblog' in 1997 by **Jorn Barger**. I'd like to take a moment to look at this wonderful 21st Century form of self-expression employed by so many individuals, organizations and companies.

Today, "blogging" is done for a number of reasons, so it's important to know why you'd want to start one. Understanding the purpose of your blog helps you with the first important step. When you do decide to start blogging, be sure you "pick a theme." People who might read your blog on a regular basis need to know why they should come back often to absorb your brilliant esoteric ramblings. Keep in mind that you really can blog about anything, from oragami to muscle cars to break-dancing—yeah, I've still got the moves.

Beyond a theme, many folks just start writing, so their first blog posts are typically aimless random thoughts. This is fine... as long as you're being original. The last thing you want to do is simply regurgitate other's news or blog posts. Boring. In fact, when I interviewed "Miss Rogue" for this article (I caught up to her in Lisbon where she is scheduled to speak at Shift08), she commented on her early blog posts: "I was just throwing ideas around. My theories weren't very polished." For those of you who may not recognize the name Miss Rogue, it's her on-line handle at Twitter.com et al. She is a highly accomplished blogger, published author and public speaker. I encourage you to read her blog at www.horsepigcow.com. (Mention you found out about her blog here, and I'll get a free signed copy of her book. Fun, if it were true.)



MIND-BLOGGLING SUCCESS

Miss Rogue was born **Tara Hunt** in Saskatoon, Saskatchewan. She was raised in Sundre, Alberta, and now lives in San Francisco. When asked how she makes money, she explained that revenue from blogging happens "indirectly," reflecting my own approach and that of many others. As Miss Rogue, Tara has one of the hottest blogs on the Internet where she openly shares her ideas and, because of that, she has a successful speaking career and shiny new book deal—*The Whuffie Factor*.

When I asked her what advice she would give a new blogger, Miss Rogue replied, "Think for yourself. You can build upon old ideas but, ultimately, offering something new and fresh keeps your readers coming back." Simple, yet sound advice.

A little closer to home than Lisbon, I had a nice chat with **Ken Chapman**. Many will recognize Ken from his extensive work in politics and policy through Cambridge Strategies, a company he co-founded with **Satya Brata Das**. Ken holds the political powers-that-be accountable at ken-chapman.blogspot.com. In reference to how **Premier Ed Stelmach** is handling the oil and gas royalty review, a recent blog post asks, "What do socialist regimes and Alberta have in common?" Typical of Ken's hard-hitting, opinionated style.

The bottom line is that if you have an opinion, you should be blogging. You never know... it might lead to a book deal, ad revenues, a new career, engagement in conversations with a global audience or, at the very least, your very own opportunity to "stick it to the man." ✓

On the HORIZON NOVEMBER

November 4
Science Café—Grey Matters: Prions and Their Affect on the Brain
Presented by Alberta Ingenuity and Telus World of Science
6:30 to 8:30 pm
Good Earth Café 8623 – 112 Street

November 5
Iron Science Teacher Competition Regional Playoff
Telus World of Science
www.ironscience.ca

November 15 opens
Imagining Science Art Exhibit, Book Launch and Panel Discussions
GE3LS Alberta team
Alberta Gallery of Art
www.festivalofideas.ca/imagining-science.cfm

November 25
BioAlberta AGM and Awards Gala
In Calgary at the Hotel Arts
AGM at 4 pm
Cocktails at 6 pm
Online Registration
www.bioalberta.com

DECEMBER

Nutraceuticals Networking Event
Presented by BioAlberta and ECAT
4:30 to 8:30 pm
Royal Glenora Club
www.bioalberta.com

December 20 — Opening Art of the Brick with Lego Sculptor Nathan Sawaya
Presented by ARC, APEGGA and UMA
Telus World of Science
www.telusworldofscience.com

Walter Schwabe is the Chief Evolution Officer of fusedlogic inc., a social media strategy firm and Alberta company since 2000. You can learn more at www.fusedlogic.com

Alberta Mexico Office



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David Nygaard, Managing Director
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E-mail: albertamexicooffice@gov.ab.ca
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MEXICO AT A GLANCE

Population: 109.9 million • Nominal GDP: \$1.3 trillion
GDP/Capita: \$12,900 U.S. • Total Alberta Exports: \$715 million

