



### PROTECTING YOUR WEB REPUTATION IS AN IMPORTANT SELF PROJECT

by George Mentz, JD, MBA, CWM®, MPM®, QFP

If you're looking for a new job, or have a job and don't want to lose it, you need to make sure your SEO REP is in good shape. This applies basically to, well, everybody. We're all vulnerable to having our Search Engine Optimized (SEO) Reputation mangled and maligned by jealous co-workers and competitors, angry exes, crazy customers and a whole slew of online whack-jobs who get kicks out of planting nastiness in the first few pages of people's search results.

[Read George Mentz - nyssa article](#)

### AAPM® RECOMMENDED READ

#### Design Driven Innovation: Changing the Rules of Competition by Radically Innovating What Things Mean

BY ROBERTO VERGANTI  
ISBN: 9781422124826



Design-driven innovations do not come from the market; they create new markets. They don't push new technologies; they push new meanings. It's about having a vision, and taking that vision to your customers. Changers like Nintendo's Wii or Apple's iPod overturned our understanding of what a video game means and how we listen to music. For truly breakthrough products and services, we must look beyond customers and users to "interpreters" - the experts who deeply understand and shape the markets they work in.

### Editor's Notes :

by Michele Guttenberger, MPM®  
**GLOBAL COMMUNICATION PROJECTS STARTED WITH 1857 PERSISTENCE**

Citigroup touts its history in financing momentous global landmark projects. The most impressive project was the 1866 transatlantic cable. It was not only a great engineering feat but also one in perseverance. Laying a transoceanic cable between the US and the UK was fraught with failure.

The NASA Academy also gives tribute to this project on its webpage. It attempts to demonstrate that success of this 1866 project was based not only by innovative engineering but also grit and determination. Its accomplishments were through the lessons learned from previous failures. The charter for this project was modeled after the first undersea telegraph cable laid between England and France that was connected in 1850. The construction for this transatlantic enterprise began in 1857 and finished in 1858. August 16, 1858, the contact debut between England and the United States was marked by Queen Victoria sending US President James Buchanan the first transatlantic message. But, the success of this project was short lived. Within a few weeks, the cable had rapidly deteriorated from the high voltages used for transmission. By that September it had ceased working. But these global project leaders would not give up on this vision and the importance for transatlantic communications.

Technological developments issued on a second attempt in 1865 along with the Great Eastern, the largest ship of its time capable of submerging thousands of miles of cable across the sea. Tragically, the cable snapped slightly over 1,000 miles out. The crew was unsuccessful with recovery. The mission was aborted but not the project. The Great Eastern set sail again in July 14, 1866. On July 27, 1866, it was "mission accomplished" when the cable was successfully pulled ashore. The first message transmitted was, "A treaty of peace has been signed between Austria and Prussia." They also returned to the broken undersea cable to retrieve, splice and transport it to the shore of Nova Scotia. On September 1866, they now had two transoceanic cables in operation. Today we have our satellites that have enabled our age of instantaneous global communications. In 1866 it was these cables across the Atlantic Ocean.

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### This Month's Tip:

*Using Style Templates in Word*  
Style templates store a specific set of font-faces, colors, font sizes, and other style information to be used in a document.

[Check it out on YouTube from Navitend](#)

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Kennedy

*Career Articles - AAPM® and  
the International Project  
Management Commission:*

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**11 QUESTIONS TO ASK EMPLOYERS  
BEFORE ACCEPTING THE JOB**

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MAY*

*Congratulations!*

Master Alumnus Spotlight on  
**Dr. Shakira A. Kennedy,**  
**MSW, PhD, MPM®, CIPM® -**  
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Adjunct  
professor for  
Touro College

Graduate School specializing in Public  
Policy, Cultural Diversity and  
Research. Shakira has over 10 years  
of operation and facility management  
experience. She has worked on  
several business ventures and start-  
ups for a large not-for-profit  
organization. She is also an editor for  
doctoral candidate dissertations and  
published works.

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