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 Speaker Sportsman Startup Guy
 SEO Guy Writer Thinker Webmaster

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THE WALL STREET JOURNAL.

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THE WALL STREET JOURNAL
 THE JOURNAL REPORT

Get Attention
 in New-Media World



How to Get Attention in a New-Media World

How to Get Attention in a New-Media World

Google

How to Get to the Top Of Search-Engine Results



Startup Journal

THE WALL STREET JOURNAL Center for Entrepreneurs

Making Big Promotions Available, Affordable

By GUY KATZ, Business
 Staff Reporter of The Wall Street Journal

From The Wall Street Journal Online

This week, a new low-cost Internet service launches that lets small businesses run inexpensive, for many, only a few dollars a month, ads on their Web sites as a way to attract visitors and call valuable marketing advertisements from them.

The service, nicknamed Caffeine, helps users design and run these promotions without having to pay for the prices or do the legal legwork needed to operate the system.

Big companies often use megaprograms and governments to woo customers, but research shows such programs make Web sites "cluttered" in visitors' eyes, more likely to make repeat visits and spend more time looking around. They're also a good tool for securing customers to profile personal information such as age, location and gender. However, small businesses don't have the finances or resources to offer such promotions.

Caffeine was developed by a Detroit-based company, eMedia LLC, which runs interactive programs for trademarks such as Chrysler, Coca-Cola and Procter & Gamble. With the launch of Caffeine, eMedia is seeking to capitalize on a growing online movement toward pay-per-action advertising.

Unlike the traditional pay-per-click model, small firms using Caffeine don't pay a dime until a visitor clicks on the promotion and registers by providing identifying details, including an e-mail address, that the business can then use in marketing and research efforts.

Boston Business Journal

Boston Business Journal

ADVERTISING & MARKETING TRENDS

June 20-July 6, 2006

Take care click fraud doesn't drain your ad budget

"You wouldn't tolerate a customer walking out of your store with stolen merchandise. Then why would you tolerate people who are stealing an estimated 20 percent of your online advertising dollars?"



If you think all your "pay-per-click" online advertising dollars are well spent, think again. The \$16 billion pay-per-click industry estimates that between 5 percent and 20 percent—\$800 million to \$1 billion—of that figure is spent on click fraud, or unwanted clicks that are stolen right out of your pocket.

Click fraud is telling you to factor in a part of your return on investment (ROI) to wasted traffic. While Yahoo and Google have implemented anti-click fraud technology and are doing their best to assure you that the problem is under control, the thieves are getting through and stealing your advertising dollars. You should have to factor in 20 percent of your ROI as wasted dollars.

Click fraud is clicks coming for reasons other than the good faith intention of an Internet user to visit a Web site to purchase goods or services or to obtain information. It also occurs when invalid clicks are used to artificially or maliciously generate clicks or page impressions that result in improper charges per click.

For the top advertising placement to sponsored search results in a long-continued program on Google and will pay only when people click on your ad. Your ad is also distributed to the Web sites of Google's partners. You're also bidding on placement of paid links, which appear when certain keyword searches are conducted on the network's sites or those of third parties that partner with them.

Keyword ads are also distributed according to the content of partner's sites and displayed on non-search pages. A rogue site is set up specifically for displaying Google ads and people are forced to click on the ad links on the rogue site. Alternatively, the person who created the rogue site also creates a "bot" to deliver multiple clicks. You

troubling and looking for trends in your firm. It should be an important part of your overall search marketing to check for click fraud and study your traffic trends. For example, whether a page is turned every 1.8 seconds, which would indicate click fraud, in order to boost your site's conversion rate of paying customers.

One option is to have a solid Web site analytics program in place. Besides identifying clients' top online referral sources, this program captures the visitor data from your server logs and interprets it so that you'll know your true traffic trends — such things as your total unique visitors, your Web site's "conversion factor," which page customers click on from pay-per-click



Various
certifications
for Growth AE,
Sales
Leadership,
Enterprise
Software Sales
& Quota
Achievement.



Eric Melin

Account Executive

Rising Sales Leadership Certification

March, 2022



A handwritten signature in black ink, appearing to read "Christina Brady", written over a horizontal line.

**Christina Brady, Chief Strategy
Officer**



Eric Melin

Account Executive

Account Manager (Quota Carrying) Certification

March, 2022



A handwritten signature in black ink, appearing to read "Christina Brady", written over a horizontal line.

**Christina Brady, Chief Strategy
Officer**

Only recent
certifications...

Dozens of older
certificates
available upon
request from
various roles.

Certificate of Completion

Awarded to

ERIC MELIN

for completion of

General Data Protection Regulation (GDPR) (EU)

on

24/02/2022

with a score of

100.00

Average Course Duration: **50:00**

Certificate of Completion

This certifies that

Melin, Eric

completed

Preventing Discrimination and Harassment for Employees (US)

on February 28, 2022

CarePoints® information for your health

Stop & Shop Pharmacy #499
100 Macy Street
Amesbury, MA 01913

For: ERIC MELIN
Rx: 6726237
Date: December 29, 2021
Message ID: 63409744-9741

PATIENT DOB _____

CERTIFICATE OF IMMUNIZATION

PRIMARY CARE PROVIDER NAME _____

FAX NUMBER _____

Dear Provider,
Your patient was provided vaccination services on the listed date of administration.
Should you have any questions about this vaccination, please feel free to contact us.

VACCINE: FLUZONE QUAD 2021-2022 SYRINGE DOSE: 0.5 ml

ROUTE (CIRCLE): IM or SC MANUFACTURER: Sanofi

ADMINISTRATION SITE (CIRCLE ONE or EACH): L or R, DELTOID on OUTER ASPECT OF UPPER ARM LOT: U T 73774

Additional Vaccine Administered (if applicable)

VACCINE: _____ DOSE: _____ ml

ROUTE (CIRCLE): IM or SC MANUFACTURER: _____

ADMINISTRATION SITE (CIRCLE ONE or EACH): L or R, DELTOID on OUTER ASPECT OF UPPER ARM LOT: _____

Sincerely, _____

VACCINE ADMINISTERING PHARMACIST/INTERN NAME _____

VACCINE ADMINISTERING PHARMACIST/INTERN SIGNATURE _____

SUPERVISING PHARMACIST SIGNATURE (IF INTERN ABOVE) _____

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If you do not wish to continue receiving this information, call 1-877-345-1601.

SARS-CoV-2 RNA, QL, RT PCR (COVID-19) - Details

SARS-COV-2 RNA, QL, RT PCR (COVID-19)
Status: Final result (Collected: 5/20/2021 12:15 PM)

Hello,

You have a **NEGATIVE** Covid-19 Test Result.

A negative test result does not completely rule out being infected with COVID-19. If you test negative for COVID-19, this means the virus was not detected at the time your specimen was collected. It is still possible that you were very early in your infection at the time of your specimen collection and that you could test positive later.

Also, you could be exposed later and still develop the illness. For all these reasons, it is important to follow CDC guidance at (<https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/prevention.html>), including but not limited to frequent hand washing, social distancing, wearing a face covering, covering coughs and sneezes, monitoring symptoms, and cleaning and disinfectant of frequently touched surfaces -- even after a negative test result.

Component	Value	Flag	Ref Range	Units	Status
SARS-CoV-2, NAA	Not Detected		Not Detected		Final

Comment:
This nucleic acid amplification test was developed and its performance characteristics determined by LabCorp Laboratories. Nucleic acid amplification tests include RT-PCR and TMA. This test has not been FDA cleared or approved. This test has been authorized by FDA under an Emergency Use Authorization (EUA). This test is only authorized for the duration of time the declaration that circumstances exist justifying the authorization of the emergency use of in vitro diagnostic tests for detection of SARS-CoV-2 virus and/or diagnosis of COVID-19 infection under section 564(b)(1) of the Act, 21 U.S.C. 360bbb-3(b)(1), unless the authorization is terminated or revoked sooner.

When diagnostic testing is negative, the possibility of a false negative result should be considered in the context of a patient's recent exposures and the presence of clinical signs and symptoms consistent with COVID-19. An individual without symptoms of COVID-19 and who is not shedding SARS-CoV-2 virus would expect to have a negative (not detected) result in this assay.

MyChart
mychart.cvshealth.com/mychart

Menu Test Results Request an E-Clinic Visit Visits Messages

LUMIRADX SARS-COV-2 AG TEST - Details

LUMIRADX SARS-COV-2 AG TEST
Status: Final result (Collected: 5/21/2021 12:41 PM)

Hello,

You have a **NEGATIVE** Covid-19 Test Result.

A negative test result does not completely rule out being infected with COVID-19. If you test negative for COVID-19, this means the virus was not detected at the time your specimen was collected and that you could test positive later. Also, you could be exposed later and still develop the illness. For all these reasons, it is important to follow CDC guidance at (<https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/prevention.html>), including but not limited to frequent hand washing, social distancing, wearing a face covering, covering coughs and sneezes, monitoring symptoms, and cleaning and disinfectant of frequently touched surfaces -- even after a negative test result.

Component	Value	Flag	Ref Range	Units
LUMIRADX SARS-COV-2 AG TEST	Negative		Negative, Invalid, Trace	

INTERNAL CONTROLS VALID
Yes--Test working appropriately

Expiration Date 06/30/21
Lot Number 6,000,223
Test Brand Name_Covid-19
Lumiradx SARS-CoV-2 AG Test

COVID-19 Vaccination Record Card

Please keep this record card, which includes medical information about the vaccines you have received.
Por favor, guarde esta tarjeta de registro, que incluye información médica sobre las vacunas que ha recibido.

Melin Eric ✓
Last Name First Name MI

07/10/1976 Patient number (medical record or IIS record number) _____

Vaccine	Product Name/Manufacturer Lot Number	Date	Healthcare Professional or Clinic Site
1 st Dose COVID-19	<u>Pfizer</u> <u>Immu-153087</u>	<u>04/08/21</u> mm dd yy	
2 nd Dose COVID-19			
Other	<u>Pfizer</u>	<u>4/30/2021</u>	State of NH- Seacoast
Other	<u>Lot# EW0173</u>		

“Triple Vaxed” for COVID 19 and always tested “Negative” for travel, etc.

Massachusetts
Driver's License
with Motorcycle
Endorsement.

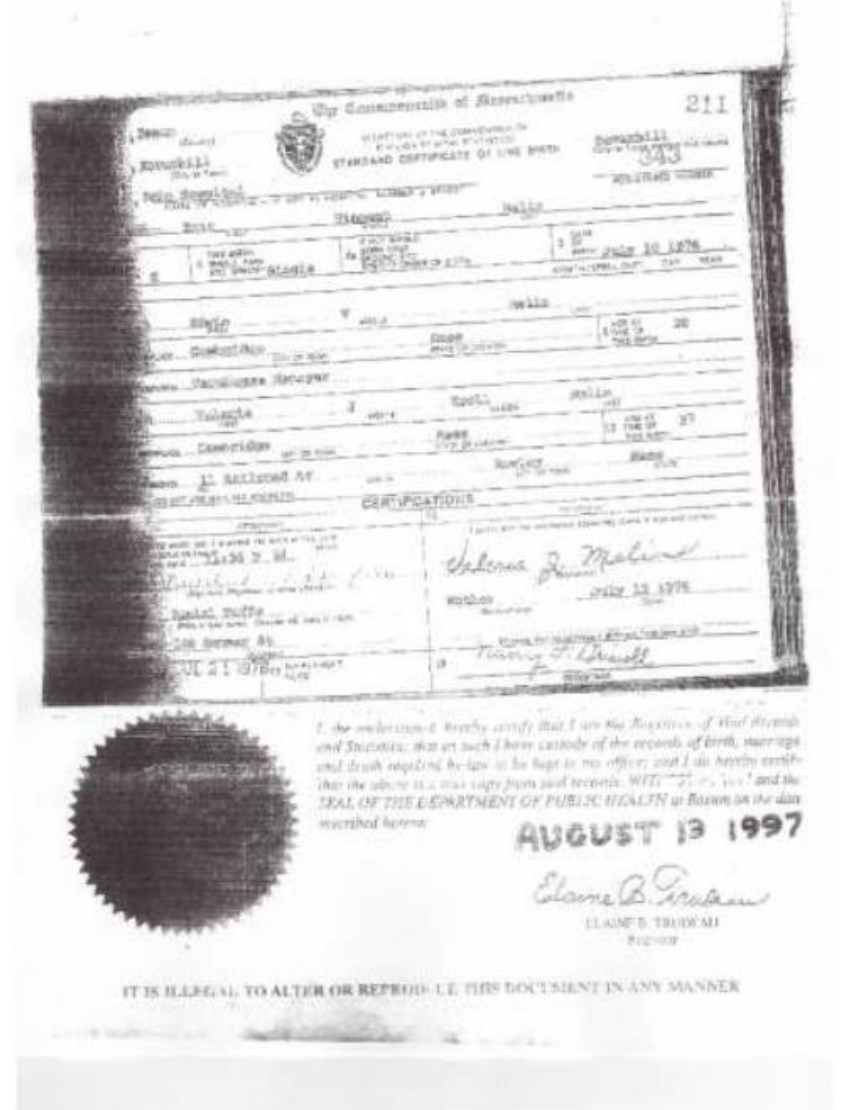


ID's for Eric Melin

DOB: 7/10/76



Born Massachusetts in July. Full American Citizenship. No Sponsorship needed Willing to self-pay for any security clearances.





Eric Melin speaking at Harvard Kennedy School, MIT, and FinTech Conferences:



US Coast Guard Certified since age 15 for Safe Boating. Hometown: Newburyport, Mass birthplace of US Coast Guard.

MSF Certified for Safe Motorcycle Riding: highspeeddirtclub.com/pitchdeck.pdf

30 years avid Boat & Motorcycle Ownership.



my card (/)

2

Review Your New Hampshire Boating Safety Certification Record

New Hampshire Marine Patrol

We found a matching Boating safety certification. Please review all the details below.

Name
Eric V Melin

Mailing Address
224 CHESTNUT STREET SUITE
CAMBRIDGE, MA 02139
United States of America

Physical Address
224 CHESTNUT STREET SUITE
CAMBRIDGE, MA 02139
United States of America

Date of Birth
July 10, 1976

Course Title
New Hampshire Boat (Classroom/Internet Course)

Issue Date
September 13, 2005

Previous Pre-Employment Screenings always clear / negative for any drug use, nicotine use, etc.

eScreen PO Box 25902 Overland Park, KS 66225-5902 (800) 881-0722 Lab Acct #: C1271102		Custody Control Form 7905246494		Lab ID: ALERE Lab Panel ID: 4045 Lab Acct #: C1271102 Panels: XC (4045)		Lab Address: 450 Southlake Blvd Richmond, VA 23200	
eScreen STEP 1: [Redacted] CareerBuilder Employment Screening		Company Account: 127110-2		Medical Review Officer eScreen MRO Michelle Alexander, M.D. 8140 Ward Parkway Kansas City MO 64114			
Step 2. TO BE COMPLETED BY COLLECTOR Specimen temperature for urine specimens must be read within 4 minutes of collection. Specimen temperature within range: Yes Verified Donor ID: ☒				Step 3. TO BE COMPLETED BY COLLECTOR AND DONOR Collector affixes bottle seal on specimen. Type: ☒ Urine ☐ Oral ☐ Blood ☐ Hair ☐ Breath ☐ Split Specimen			
STEP 4. Reason For Test ☒ Pre-employment ☐ Return To Duty ☐ Promotion ☐ Periodic Medical ☐ Random ☐ Diversion ☐ Post Accident ☐ Follow Up ☐ Transfer ☐ Reasonable suspicion/cause ☐ Other							
Step 5. TO BE VERIFIED BY DONOR 017-70-0713 7/10/1976 6175046545 Not Provided S78538071 Donor SSN Date of Birth Daytime Phone Number Evening Phone Number Drivers License I certify that I provided my specimen to the collector, that I have not adulterated it in any manner, that the specimen bottle used was sealed with a tamper-evident seal in my presence, and that the information provided on this form and on the label affixed to the specimen bottle is correct. I hereby authorize the collector and testing service or laboratory specifically including, but not limited to, eScreen, Inc. to release the results of the test to the Company/employer or their Designees. ERIC MELIN 7/19/2021 06:44 PM Donor's Name Date & Time Signature of Donor							
Step 6. TO BE VERIFIED BY COLLECTOR Name of Collection Site, Address, City, ST, Zip CareWell Urgent Care - Cambridge 1400 CAMBRIDGE ST CAMBRIDGE MA 02139 Collection Site ID 36231 I certify that the specimen identified on this form is the specimen presented to me by the donor providing the verification on Step 5 of this custody control form, that it bears the same specimen identification number as that set forth above, and that it has been collected, labeled and sealed as in accordance with applicable requirements. Keri Mitchell 7/19/2021 06:44 PM Collector's Name Date & Time Signature of Collector							
Remarks:							
Step 7. RECEIVED AT LAB X Signature of Accessioner Date (Mo/Dy/Yr) Remarks:				Shipped: PRINT Accessioner Name (First MI Last) Primary Specimen Seal Intact? ☐ Yes ☐ No Specimen(s) Released To: TEMPORARY STORAGE LAB NUMBER			
ORIGINAL MUST ACCOMPANY SPECIMEN TO LABORATORY							

CLINICAL REFERENCE LABORATORY - BLOOD CHEMISTRY PROFILE

DETERMINATION	RESULT	LOW/NORMAL/ELEVATED	USUAL CLINICAL RANGE
GLUCOSE	60 MG/DL	NORMAL	50-99 MG/DL
FRUCTOSAMINE	1.2 MMOL/L	NORMAL	1.2-2.1 MMOL/L
HEMOGLOBIN A1C	REFLEX TEST NOT PERFORMED		3.0-6.0 %
BUN	16 MG/DL	NORMAL	5-25 MG/DL
CREATININE	1. MG/DL	NORMAL	0.5-1.5 MG/DL
ALKALINE PHOSPHATASE	52 U/L	NORMAL	30-115 U/L
BILIRUBIN TOTAL	.6 MG/DL	NORMAL	0.1-1.2 MG/DL
SGOT (AST)	23 U/L	NORMAL	0-41 U/L
SGPT (ALT)	18 U/L	NORMAL	0-45 U/L
GGT (GGTP)	24 U/L	NORMAL	2-65 U/L
CDT	REFLEX TEST NOT PERFORMED		
TOTAL PROTEIN	6.9 G/DL	NORMAL	6.0-8.5 G/DL
ALBUMIN	4.7 G/DL	NORMAL	3.0-5.5 G/DL
GLOBULIN	2.2 G/DL	NORMAL	1.0-4.0 G/DL
TRIGLYCERIDES	105 MG/DL	NORMAL	10-150 MG/DL
CHOLESTEROL	187 MG/DL	NORMAL	140-200 MG/DL
LDL CHOLESTEROL	123 MG/DL		
HDL CHOLESTEROL	43 MG/DL	NORMAL	>= 40 MG/DL
CHOL/HDL CHOL RATIO	4.3		
ANTIBODY TO HIV:	NON-REACTIVE	NORMAL	NON-REACTIVE

URINE SPECIMEN RESULTS

WHITE BLOOD CELLS:	0/HPF	PROTEIN/CREATININE RATIO:	0.00
RED BLOOD CELLS:	0/HPF	MICROALBUMIN/CREATININE RATIO:	--
GRANULAR CAST:	0 LPF	GLUCOSE:	0.00 GM%
HYALINE CAST:	0 LPF	NICOTINE:	NEGATIVE

Never any Drugs,
Cannabis, or Nicotine,
moderate alcohol.

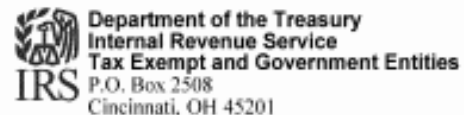
Many years “part time” one night per week growing my 501(c)(3) qualified non-profit organization:

philanthropist.org/brochure.jpg
philanthropist.org/overview.pdf
philanthropist.org/501c3.pdf

always,
while Employed “full-time”
in various W2, K1, or 1099 roles.

My Volunteer efforts do not conflict with my paid full-time work.

I use Vacation time for an Annual Mission Trip overseas.



PHILANTHROPIST.ORG
2232 DELL RANGE BLVD SUITE 285G
CHEYENNE, WY 82009-0000

Date: 01/22/2021
Employer ID number: 84-3823320
Person to contact: Name: Peter Orlett
ID number: 31436
Telephone: (877) 829-5500
Accounting period ending: December 31
Public charity status: 509(a)(2)
Form 990 / 990-EZ / 990-N required: Yes
Effective date of exemption: January 18, 2018
Contribution deductibility: Yes
Addendum applies: No
DLN: 26053619001840

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

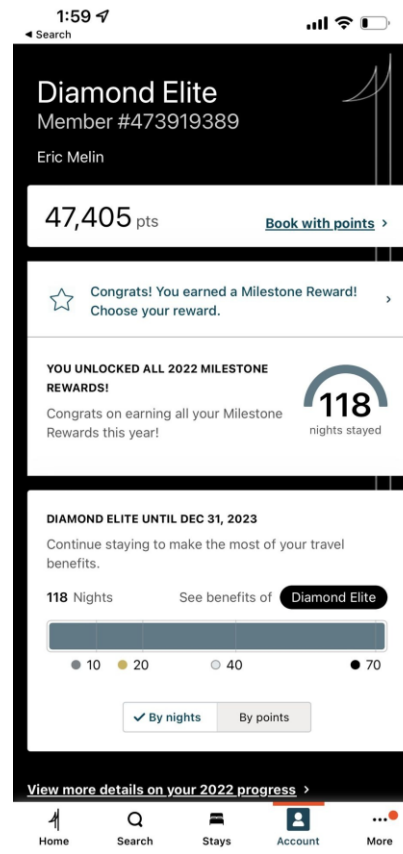
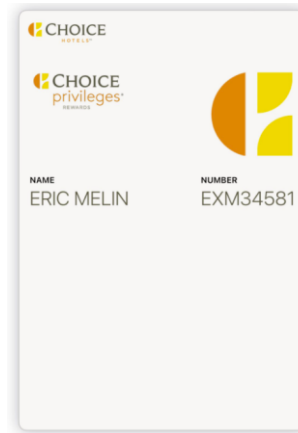
A handwritten signature in cursive script that reads "Stephen A. Martin".

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

Travel to 30 Countries and most of 50 United States with Loyalty Accounts with all major travel providers: Marriott, IHG, Choice, etc.

Previously an Approved Vendor to Marriott, managing 20+ Hotels.

“Diamond Elite” Status with IHG – with approx. 118 Hotel Room nights per year.



-----AIRLINES-----

Saga Club = 1007761081
DELTA = 2441247034
JetBlue = 2029324521
TAP Miles&Go = 463700230
SouthWest = 00000117323566
Avianca LifeMiles = 13500113395
Norwegian = 61633418

-----HOTELS-----

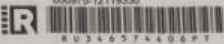
Bonvoy 619906295
Marriott = 143 851 592
Starwood = 50815242677
Hyatt = 5281011460
Hilton = 252404191
Melia = 3427424B
Sonesta = 103139044
WIZZ = 3580317170
IHG = 473919389
Choice = EXM34581
Wyndham = 151737078B

Paperwork in
process
towards dual
citizenship in
EU via Portugal.



Documento Único Automóvel

Apartado 13013
1019-501 Lisboa



800975-12118230 0041

8 0 3 4 0 5 7 4 0 6 P T

Exmo. Senhor / Exma. Senhora 67-32-RI 9
ERIC VINCENT MELIN
CLUBE PRAIA DA ROCHA APT 802 AVª COMUNIDADES
LUSIADAS 3 BL 1
8500 801 PORTIMÃO

CRPC PORTIMÃO/CONS REGIST
PREDIAL COMERCIAL
EDIFÍCIO CAM. MUN. LARGO 1º MAIO
8500-543 PORTIMÃO

Junto envia-se o Certificado de Matricula respeitante ao veículo com a matrícula 67-32-RI 9.

Solicitamos que verifique se os dados nele inscritos estão corretos.

Caso seja necessário proceder a qualquer retificação, dirija-se a uma conservatória do registo automóvel, Loja do Cidadão ou balcão de atendimento do Instituto da Mobilidade e dos Transportes, I.P. (IMT) para que se proceda à respetiva alteração e à emissão de um novo documento.

O Certificado de Matricula reúne informação sobre o veículo e os dados relativos aos respetivos titulares. Deve acompanhar o veículo sempre que este se encontre em circulação, em Portugal e no estrangeiro, e ser exibido perante as autoridades competentes, quando solicitado.

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A DUApp permite fazer a leitura da informação presente no UniCode® do Documento Único Automóvel, de Portugal, acedendo à informação completa do documento de forma intuitiva e amigável.

Nota: a DUApp não substitui o documento físico.

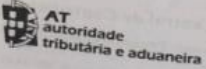


App Store



Google Play





Registo Central de Contribuinte

Documento Provisório de Identificação

Número de Documento: 1074000239744
Este documento substitui o cartão de identificação fiscal até à data de 2023-04-01

Número de Identificação Fiscal e Nome Completo
313928517 ERIC VINCENT MELIN

Domicílio Fiscal

Res. Estrangeiro: Sim
País Resid.: ESTADOS UNIDOS DA AMERICA
Região/Território:

Residência (Morada no Estrangeiro)

Morada: 20 PORTSMOUTH AVE 425
Cidade: STRATHAM
Código Postal: NH 038856528
Provincia:

Serv. Finanças: 3085 - LISBOA-3

Outros Contactos

Telefone: E-mail:

Local de Nascimento

Concelho:
Freguesia:
País: ESTADOS UNIDOS DA AMERICA

Nacionalidade	Data Nascimento	Doc. Identificação
Outra	1976-07-10	Tipo de Documento: Passaporte Número de Documento: _____

Sexo	Tipo de Cartão
Masculino	

Número de Identificação Bancária Internacional (IBAN)

País:	NIB:	SWIFT/BIC:	Moeda:
-------	------	------------	--------

Representante

Número Fiscal:
Nome Completo:
Morada:
Localidade:
Código Postal:

Gestor de Bens ou Direitos

Número Fiscal: Nome:

Página 1 de 2