

# Cristofer Alarcon

## Professional Bio

### Information Technology Applied to Online Commerce

#### aBuildNet.com

Billed as: "The Most Comprehensive Source of Building Industry Information Available on the Internet"

- 23 Oct 1996 - 19 Feb 2021
- <https://web.archive.org/web/19961023153736/http://abuildnet.com/>

#### AECinfo.com

Billed as: "THE WORLD'S MOST POPULAR AEC BUSINESS CENTER"

- 24 Oct 1996 - 27 Nov 2020
- <https://web.archive.org/web/19991013112550/http://aecinfo.com/>

#### ADOGNET.com

Billed as: "A Dog Owner's Network"

- 9 Jan 1997 - 26 Jan 2021
- <https://web.archive.org/web/19971024142405/http://www.adognet.com/>

#### PeachMedia.com

Billed as: "Web site design, development, maintenance, promotion, online sales/ordering systems, database integration, real time chat systems, on-line bulletin board systems, custom cgi programming, domain name registration, multimedia development, and consulting services."

- 15 Oct 1997 - 3 Oct 2000
- <https://web.archive.org/web/19971015060050/http://www.peachmedia.com/index.html>

#### WWBS.US

Billed as: "World Wide Business Services"

- December 19, 2006 and March 23, 2018
- <https://web.archive.org/web/20171112060251/http://wwbs.us/>

#### Placerville.info

Billed as: "The best place to find INFO on PLACERVILLE is PLACERVILLE.INFO"

- 7 Dec 2003 - 28 Aug 2019

- <https://web.archive.org/web/20040522112750/http://www.placerville.info/>

**InEDC.com**

Billed as: "Placerville Newswire"

- 17 Mar 2012 - 23 Feb 2021
- <https://web.archive.org/web/20121001013124/http://www.inedc.com/>

PRpond.COM  
 NEWSmolo.COM  
 MOLOsyndicate.com  
 - MORE -

**General:**

- Former Board of Directors, Treasurer, El Dorado County Boys & Girl Club of El Dorado County Western Slope.
- Former Board of Directors, Treasurer, Food Bank of El Dorado County.

## MILESTONES

DATE	MARKET	CRIS ALARCON
1971	1st Email & 1st Virus	1st Grade
1972	ARPANET established (TCP/IP) packet protocol	
1977	TRS-80 introduced as the 1st "Home" computer.	
1978	2st SPAM Email	
1981	My Family's business upgraded to a Commodore.	Obtained a TRS-80 second-hand as an impractical device due to its Cassette memory and no pre-written programs. In learning to operate this "computer" I self taught myself DOS programming. And BASIC as the LOGIC tree that is used in all modern computing languages. [and, If, but, or, for]
1983	San Jose Construction company forms as a partnership. The other Principle	As a Principle in the closely-held company I also had some limited

	Partner had a side-business of distributing adult content images on a BBS. [Electronic Bulletin Board.] This was peer-to-peer file sharing via phones and modems.	<p>knowledge in how Rich-content was distributed on Modem networks prior to ARPANET going public - today known as the INTERNET or ONLINE.</p> <p>I also established contacts with some early programmers that would later go on to form the Internet spaces we know today from Facebook to P.H.</p>
1984	NFTNET had started using the ARPANET	Stood in payphone lines after industry events to call about the activities of the day -- with hundreds of other folks - pre-cellphone days - and pondered, is there another way to broadcast these "chats/reports" back home/office?
1985	1st Domain Reg. - Symbolics.com	
1986		College Major in Microeconomics with minors in Political Science and Human psychology.
1988	The Internet opens to commercial users	
1990	1st Search Engine "Archie" Query	National Sales Manager for an Antiquated/Rare dog bookseller with national sales, and sources including a network of old book dealers throughout the states that would be called in search of a rare book.
1991	1st World Wide Website <a href="http://info.cern.ch/hypertext/WWW/TheProject.html">http://info.cern.ch/hypertext/WWW/TheProject.html</a>	
1992	1st Image Uploaded to the Web. 7-18-92	
1993	1-6-93 1st AOL message sent.	
1994	1st Blog [1-27-94] 1st \$ Transaction [8-24-94] 1st Banner Ad [10-27-94]	
1995	1st AMAZON sale [4-3-95] 1st EBAY sale [9-3] 1st DEDICATED Social Network [11-17] - <a href="http://www.schoolmatters.com">www.schoolmatters.com</a>	
1996		Launched <b>aBuildNet.com</b> billed as the "Most Comprehensive Source of Building Industry Information Available on the

		Internet" as the Content Development Principle. 23 Oct 1996
1996		Launched <b>AECinfo.com</b> billed as "THE WORLD'S MOST POPULAR AEC BUSINESS CENTER" as Start-up Marketing Director. 24 Oct 1996
1996	1st Cell Phone [mobile device] with Web Browsing capacity Nokia 9000 [8-5-96]	
1997		ADOGNET.com A Dog Owner's Network 9 Jan 1997
1997	The first social media site is born, SixDegrees.com	
1997		PeachMedia.com Rich media web design including Apps, online sales/ordering systems, database integration. 15 Oct 1997
2002	Friendster	
2003	Myspace: "a place for friends" 1st SKYPE message sent.	
2003		Placerville.info 7 Dec 2003 - 28 Aug 2019
2003-2005	"Facemash" '03, "The Facebook"'04, "Facebook" '05	
2004	MARK Z makes the 1st Facebook Profile.	
2005	1st YouTube video. 1st Reddit post. 1st Yahoo question Answered.	
2005-2007	Youtube Beta, YouTube introduced its partnership program	
2006	1st Tweet, LinkedIn	

2006		WWBS.US World Wide Business Services December 19, 2006 and March 23, 2018
2007	Tumblr and the age of the microblog	
2010	Instagram, Pinterest	
2011	Google+ or Google Plus began with an invitation-only system.	Accepted Google+Gmail Invitation
2012		InEDC.com Placerville Newswire 17 Mar 2012 -
2014		V2 InEDC.com/14
2014		MOLOsyndicate.com 15 Nov 2014 - 6 Aug 2019
2015-2016	Streaming wars begin with Facebook LIVE	
2016	The U.S. election and social media's fake news crisis	
2018		NEWSmolo.COM August 6, 2018 and June 24, 2019
2021		ReLaunch News InEDC - Video-centric - Mobile First

Of special note: A Dog Owners Network was a ground-breaking Social website that enables users to build their own content in a specialized market niche of Pure-bred Dog Show enthusiasts. It was conceptualized as a Marketing Platform to sell Dog Books and other related items. I created and launched the site as a Social Media Platform with these criteria:

- 1) Catering to that market [pure-bred dogs]
- 2) Optimized as a Marketing platform [paid ad supported website];
- 3) Capitalized on the desire for Humans to effectively communicate with a wide range of people over great distances for quick reporting of event/daily activity, while On-The-Road.
- 4) E-Commerce enabled from the Launch on Jan. 3, 1997.
- 5) Created to Self-populate with user contributed content.

ADOGNET originally sold the new/used Catalog of Bricks-and-Mortar bookstore but switched to Rare books only. Using traditional sales I had a nationwide network of rare dog book sellers. Soon ABE formed [American Book Exchange] and most rare book sellers placed their inventory online, I took to listing all rare books published. When a sales inquiry came I would go and sell

the book before I actually ordered it from the holder of the book, as a third-party transaction (for a fee). A rare book broker without the need to make a capital investment or inventory the product...

This was a rich opportunity. Within two years Amazon bought ABE and is now in the business I was, selling books they don't even own....

Here are other details of that original adventure in being first to market - btw, in this story when I said "Staff" that would mean me as I was ALL of my staff, LOL

-- A security hole from an Ecommerce program I hacked and installed in 1997.

Computerworld, OCT 23, 2000 12:00 AM PST

<https://www.computerworld.com/article/2589189/mindspring-site-exposes-password-files.html>

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### General:

- Former Member: Executive Board of Directors, Treasurer, Boys & Girl Club of El Dorado County Western Slope.
- Former Member: Board of Directors, Treasurer, Food Bank of El Dorado County.
- Retired EDC Elections Department Inspector.
- Youngest Charter Member of the Hangtown Kennel Club.
- Political Strategist and Campaign Manager.