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DOCKSIDE

**Kim and Eric
Embrace Crowdfunding
to Realize Dreams**



**Kenneth R. Walsh
Sathiadev Mahesh**

Tropnetworking, LLC



Dockside

Kim and Eric

Embrace Crowdfunding
to Realize Dreams

by Creating

Dockside Tropical Cafe

Links

Mahesh and Ken's Links

Docskide, the book Facebook page:

<https://www.facebook.com/tropnetworking>

Tropnetworking, LLC, our publishing company, blog and website:

<http://tropnetworking.com/>

Ken's Home page:

<http://kenwalsh.com/>

Run With Office, Mahesh and Ken's other book Web page:

<http://runwithoffice.com/>

Run With Office Facebook page:

<https://www.facebook.com/RunWithOffice>

Eric and Kim's Links

Dockside Tropical Café Web Page:

<http://www.docksidetropicalcafe.com/>

Dockside Tropical Café Facebook page:

<https://www.facebook.com/DocksideTrop>

Eric's Music Web page:

<http://www.islanderic.com/>

Kim's Yoga blog:

<http://www.tropicoyoga.com/>

Dockside

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Contents

Cast	1
Introduction: Crowdfunding as Adventure	5
A Note About Our Approach to Changes in Prices and Features	10
Another Note, This Time About Our Approach to Techno-Geek Details	11
Chapter 1: Eric and Kim Start a Restaurant	13
Preparing for Fundable Crowd Sourcing	15
The Crowdfunding Myth.....	18
The Summer 2013 Tour	22
Crowdfunding Results.....	24
Transition to Fundable Investor Phase.....	27
Post-Crowdfunding Phase	28
The Crowdfunding Industry.....	29
Fundable.com	34
Bob Bitchin Crowdfunds Too	35
Overview of Equity Investment Regulations	39
Chapter 2: Somewhere in Texas, Digitization Happens	40
What was Kim Up To?.....	44
The Digital Era Begins	45

Chapter 3: Social Networking Technology as a Platform	48
Web Sites.....	49
How the technologies interact	72
Choose a Domain Name	72
eMail management systems.....	73
Are you going to Facebook, Blog, or Both?	75
Eric Stone Radio, Podcasting	75
Chapter 4: Marathon Key, FL.....	76
Turtle Hospital	79
Burgers, Beach, Bob, and Coldies!.....	80
Kim’s Got It Covered on Paperwork	85
Last day to get your info to Kim!	86
POS Sale Software	87
Training, Training, Training!.....	87
Back to New Orleans	88
Chapter 5: Developing Your Own Adventure	89
Foster Community	90
Discuss Crowdfunding	94
Setup Crowdfunding.....	94
Communicate Crowdfunding.....	97
Develop Project	99
Chapter 6: One Month Later in Marathon	101
Passed Health Inspection	106
Chapter 7: The Next Day in Marathon	109
Chapter 8: Sunset at Dockside.....	110
Cruisers Party, Day -7	110

It's Not Only Rock and Roll, Day -6	113
Day -5.....	114
Day -4.....	115
Day -3.....	115
Day -2.....	115
Day -1.....	116
Day 0.....	118
Day 1.....	120
Chapter 9: Be Safe with Crowdfunding	121
References.....	122

Cast

Not long into the book I realized I could not keep track of all of the participants that come and go over different phases of the project. In this section I try to summarize the people I spoke with to thank them for letting me write about them and help the readers remember who I'm talking about. In the short time frame of putting this book together, I'm sure I have forgotten a few, but here are many and I hope most of the cast of characters I have had the pleasure to meet while writing the book.

Special thanks to all of Kim and Eric's fans. They are so thankful for your participation on their journey and I am thankful to share a small part of the adventure.

In the book, the cast will be referenced by first name unless otherwise specified in parenthesis or unless I make a mistake. I have been pulling my hair out trying to get all the Gary references straight.

Baker, Carol: Carol escaped from New Jersey in 2012.

Balfour, Theresa: Moved from England in October, 2006 with George.

Balfour, George: Moved from England in October, 2006 with Theresa. Moved to Pascacoulga and name the Bejasus. Bartered with Cuban cigars with Eric to get CDs/

Erin Billman:

Bitchin, Bob: As one of Bob's latest adventures, he has founded Cruising Outpost magazine, but his life time of adventure is second to none.

Mark Brown:

Timmie Brown:

Mark Brown: Mark has been coming down for years. Does kitchen work, works at the western union, and anything and everything.

Doug Burke:

Gary Bush (Gary B.): Sailed here not know where he was going and found some musicians and stuck around 2 years ago. He write songs himself. He is the lead singer and guitar player of his band, Just Practicing, that plays the Marathon area.

Sarah Childs: Cute little kid. Lives on a boat. Lived n Key West. Liked that Marathon is more family oriented. Sailed through 9 years ago and loved the old Dockside.

Sherry Culbertson: Originally from Oregon. Heard about Dockside from the Buffallo Bar in West Yellowstone. So he and Mark heard about the job in Montana and came down.

Sandra Clayton: I met her at the Atlanta airport and wants her books and audiobooks to share the same bookmark.

Debbie Cunard:

Brian Eastman

Lijah Foregger: Lijah is a brewing specialist. He did some work with Abita and has some ideas for the Dockside brewery, a future improvement idea.

Rex Giebeck:

Warren Glazier:

Nate Glenister: Ghostly white prince from the north.

Jeff Hayward: Jeff had a landscape business, a detail shop, and did some bartending in Maine and has been coming to the keys for years. He used to bartend in the Keys and managed restaurants. He came down and walked into Dockside while Kim was hiring and landed a job.

Dan Heinz: A great share the sail mate who inspires us all to get educated in the art of tying off the dingy. He was also the first to sign up for the

tropnetworking.com newsletter, which, by the time you read this, may have information on our next project. Was that an obvious promo? I hid it in here so it would be subliminal. “Go sign up. Go sign up, at tropnetworking.com” a voice whispered.

Kim Hess-Stone: Yoga restaurant girl.

Gary Hass (Gary Ha.)

Gary Howman (Gary Ho.): Sails the S/V Good Fortune with wife Shelly.

Shelly Howman: Sails the S/V Good Fortune with husband Gary.

Mitchell Hoyles: Comes in from Homestead. Made a new beginning in homestead from Rock Hill South Carolina.

Yoland Lucas: Commutes from homestead. Heard about the job in inde.com.

Paco Luond: Paco is from Connecticut and been in the casino business for about 20 years. Paco saw the job for bartender on Craig’s list and decided to make the move to the Keys. They had been a dream and then the opportunity for reality presented itself. His 23 year old daughter said go for it.

Marlo Massacci: A waitress from the old Dockside.

Gabby Marolf: Ghostly white princess from the north.

John Otis: John is the drummer for the new Eric Stone Band and is from Chicago. He had a sign company but got tired of that and is now more permanently in the Keys.

Anthony Pitts: He comes in from Homestaed. About a two hour drive.

Too Tall Randy: Patron of many former variations on Dockside and current spirits distributor,

Elizabeth Rogerio (Liz): Fitness queen, crawfish customer, and lover of Rigo. Changes her cover photo often and it is something to look forward to.

Rodrigo Rogerio (Rigo): More in shape than you average computer geek.
And more fun too. Lover of Liz.

Stacie Saye: Book keeper and Kim's right hand woman extraordinaire.
She deserves special thank for keeping straight on some of the names
here. Without her help there would have been five times as many
mistakes.

Carl Spavold:

Dave Stammerjohn:

Alicia Steadham:

Eric Stone: I think he's in the band, but I lost his card at one of those boat
show parties.

Debra Sullberg: Wine and Spirits consultant.

Maria Elena Taylor: A great dancer and team player in the hunt for free
beer. She has a big powerboat, so I'm not sure if we can trust her.

Meghan Walraven: Just moved back down Boynton Beach, Palm Beach,
needed a job. Never bartended, but Kim gave her a chance. And now
she loves it.

Kevin Wilkerson: Met Eric through Gary. Was in Amsterdam and found
out about a cool bar in Amsterdam and realized people need to know
about the right bar at the right time. So he started PubClub.com.

Don and Debbie: from New Jersey. Bummed that the old Dockside closed
and happy it's back open.

Introduction: Crowdfunding as Adventure

The water was clear to the bottom and looked that magical blue you can only see in the islands. Squinting a little in the sun and holding the forestay for balance, I watched the anchor rode glide into its locker. Dan adjusted the dingy line to cruising length. What a great day to be on the water. The motor lightly thumped as we pulled out of Great Harbor. It seemed a little strange that there was only one other boat still on its mooring ball.

As we cleared Jost Van Dyke, headed for Cane Garden Bay, the rollers came in. It is hard to predict how much a North by North-East wind can kick up the waves between those islands, but the reach of the open water in that direction tends to give them a lift. Standing on the foredeck I saw what looked to be a wall of water rise before me, so I quickly scooted back to the cockpit. The Beneteau smoothly rose with the wave, but my stomach didn't seem to follow. I glanced at the helm and saw Eric hold his stomach. The smooth rise was then interrupted by the hard stop of the hull in the next trough that made the standing rigging shake. The solid 46 footer, all of a sudden, felt like a homemade dingy against the sea. In the distance we watched another cruiser with full sail leaning what

looked to be ninety degrees to starboard. The mast didn't touch the water, but I did wonder how they stayed aboard. Maybe we should have stayed put in harbor today, but we did not, and we were off.

Eric Stone, guitarist, singer, and songwriter was our captain that week and his then girl friend Kim Hess was first mate. Eric and Kim showed us around Jost the day before. We enjoyed the effervesces of the bubbly pool and even dared sit on the leading rocks and let a few waves wash across us until we visualize what would happen if a slightly larger wave knocked us loose and dragged our bodies across the barnacle covered rocks. So we jumped back into the safer the middle of the bubbly pool that was a like a natural Jacuzzi when the waves smashed through the space in the rocks and left air bubbles rising until the next wave came to recharge the process. After we had our fill bubbles we walked the little hike to the Soggy Dollar bar for a taste of their famous Pain Killer bar. Hey we deserved it. I think it was a mile hike from the bubbly pool. The Pain Killer, when done right, is topped with fresh ground nutmeg and you sip them standing in the knee deep in the clear waters of White Bay. White bay seems like the day spot. After sunset, people wandered back over a ridge to Great Harbor and stopped at Foxy's which keep hopping into the evening. The stops at Soggy Dollar and Foxy's accounted for our late start on that sail and that was why the harbor had been emptied when we woke. Apparently the other sailors had not had as much fun the night before.

We beat to windward for a couple of hours, mostly staring at the horizon and clenching the rail with white knuckles from time to time. Slowly the seas eased as we slipped into the shadow of Tortola, the wind and water were calmed and seemed to once again be on our side. We pulled into Cane Garden Bay and the good news was a lot of friends were already here. The bad news was we did not see an empty mooring ball. Sliding past a few boats and nearing the beach, we found a free ball. Eric guided the boat towards the ball while I took the hook to fish the mooring line out of the water. The hook grabbed the line, but didn't slide to the end easily. As the Beneteau drifted past the mooring, my arms were stretched holding on to the hook. Now we were pulling too hard to shake

the hook off the line, with my belly sliced by the toe rail and Kim and Dan holding my ankles. I was in pain in a lot of strange places, my forehead just above the water. The hook left my hands and floated away and the Beneteau floated toward the beach. Kim yelled and signaled for Eric to back up. Bob, who was watching the silliness, dinged over and returned our hook. We executed the maneuver again, with a little better coordination, got a line through the eye, tied it off, and went to the cabin for a decision drink. Decision drinks were a time to sit back, relax, and decide what to do next.

Kim was the beautiful first mate that kept the three of us guys in line. She showed us the knots and checked our work and at the end of the day usually came up on deck with a tray full of homemade painkillers that would be the envy of the Soggy Dollar. Kim was an experienced captain herself and having taken many trips leading sea scouts, was accustomed to guys not listening. I was thankful when I found out I was assigned to her boat, earlier in the trip.

Dan was the fourth member of our crew. From Marblehead, Massachusetts and with experience with the Power Squadron, he came with a wealth of information.

Captain Woody's voice came across the VHF, "Woody boat to Eric Stone boat, come in."

Eric replied, "This is the Eric Stone Boat."

In saccharine voice, Woody continue, "I'm so glad you guys made it. We were worried about you. Have any trouble getting out of Great Harbor?"

"No we were fine. I thought this was the day we were sleeping in?"

"We all slept in and were on the water by 8am, but we couldn't seem to raise you on the radio. Anyway, glad you are here now. Are you playing Myett's tonight?"

Eric in his re-enthused voice said, "You bet we are! Myett's at 6pm, happy hour and apps!"

The other boats chimed in as well, "Myett's at 6," was heard from a variety of voices from scratchy old men to giggling girls.

Here, you could see the essence of a community; a group of people with a shared love of sailing. In this book, we will explore the use of social networking to support a business venture. However, social networking technology cannot create social networks that drive business alone, but when used to leverage the inherent social characteristics of your business, social network technology can enhance communities which use them. The myth is that by latching on to the right social networking technology, “friends,” “followers,” and eventually paying customers will beat a path to your virtual doorstep. The myth is that social networking technology, and the Internet in general, opens up a vast customer base to be easily harvested. The reality is that your competition has already deployed social networking technology, and the number of potential competitors has grown exponentially. Virtual “friendships” are fickle, and the fickleness is not only found in the links between netizens, but also in the link between a netizen and the network. A brief look at the many failures in the social networking sphere will quickly drive home the lesson that change is the only thing that is consistent in social networking. The good news -- and for some the bad news -- is that deploying social network technology does not in itself create a vibrant social network.



On January 1, 2012, Kim Hess changed her Facebook relationship status to “In a relationship with Eric Stone.” Eric Stone and Kim Hess were married on April 17, 2013. Two young island visionaries merged their dreams and their fate. Both had been successful in their socially charged careers. Eric had been touring the US, the islands, and the world for more 20 years having quit his “day job” back in 1994 when he moved to Nashville. Through those years when the Internet was picking up steam, Eric built mailing lists to keep his fans updated on tour schedules. Kim, and expert in yoga instruction and author of a book on doing yoga shipboard, similarly kept her fans updated on her web page. Now they would embark, together, on an adventure that would take them to new heights of love, romance, and social business.

I was fascinated by their journey and wanted to share their amazing accomplishments, energy, and creative ideas with others who may be thinking about a similar leap. I cut the dock lines on the book in the summer of 2013 because I needed a little adventure myself and an excuse to get to Marathon more often. In sharing Eric and Kim's story, I wanted to give others a foundation to use some of the same social networking technologies to support their own dreams. So the book developed a schizophrenic disorder having both the personality of a rockumentary and techno-geek how-to book. I didn't know if the multiple personality perspective would work or not, but now that it is done, I can see we have a book rich in detail about both what Kim and Eric went through to make their crowdfund a success and the detail of how to use the technologies yourself.

This book is full of the technical basics about how web pages, blogs, Facebook, Twitter, email lists, and other related Internet technologies. There will also be links to where you can learn more and tips on how to search for new information. Next semester I'll be teaching a web programming class at University of New Orleans, so I'll keep blogging about new developments at tropnetworking.com. Hopefully, this can be a jumping off point for your adventure just as Marathon is for those heading to the Caribbean.

What this book does that no other book does to the same extent is to treat social networking technology as a set of integrated tools that work in concert with a community. It also recognizes that you, the potential crowdfunder, are part of a community and your project can gain life through your community more than it will through your relationship with your computer tools.

In this book you will:

- Experience vicariously how Eric and Kim embarked on a rock and roll adventure
- Debunk the myth that social networking is computers not people
- Understand what crowdfunding technology does and does not do for you
- Understand how your social media plan evolves

- Experience some of the fun along the way
- Envision your own path to social networking technology success
- Get an introduction to the technical details of crowdfunding, social networking, and other Internet technologies so you can begin to do it yourself

A Note About Our Approach to Changes in Prices and Features

In writing a book about crowdfunding and social networking technologies, change is happening quickly and things may seem to change as fast as we write about them. Many technology books handle this by leaving out specific details and claiming they will keep their blog or web page up to date with details after the book is written. This approach presented us with two problems.

First, the devil is in the details and if you omit a detail such as today's price or features available when the book was written, it can be hard to appreciate why a decision or a recommendation was made. We have decided to quote a number of specific prices, stats, and feature lists that may change by the time you read this. The idea is that you can see the decision process we went through with current information and some guesses about the future to come up with the recommendation we present or the decisions that were made at the time.

Further, it is hard to predict how the technologies will change and which will be important to cover in our blog. Some of the technologies in this book will likely fade from use while others may add features and morph into something new. Those changes will be covered in our blog, but the blog may not be organized in the same way as the book. It instead will evolve with the technology.

To use this information in your own situation, you may want to check our blog for updates and check with providers on their latest offerings. Our book will give you the research and decisions processes you can use to come to your own conclusion based on what is currently available. Our web site, TropNetworking.com, will continue to host blogs on exciting new developments including new or changed crowdfunding platforms,

new social networking technologies, or major changes in the currently popular social networking technologies.

Another Note, This Time About Our Approach to Techno-Geek Details

Ok, I'll admit it. I'm a techno geek and code my own home page by hand with a text editor rather than use any fancy tools that make it easy. So I will diverge a little, and maybe, at times, describe too much of the technology details. My goal in doing so is that the book is complete in the sense that if you as a reader want to do the things we talk about, you can! We describe some of the details to help you get a feel for how something is implemented and we include pointers to get more information if you would like to follow up.

Another place I sometimes get techy is describing where the technologies came from. So I have little bits about how the Internet works including computer geek languages like HTML and CSS. I have included these as a sort of background. Some of the way things work today are a result of how that technology worked in the early days. For example, if you are writing on someone's blog, you just type your comments and hit enter. Piece of pie (key lime, I hope). Sometimes, I just think its cool to talk about things like how Tim Berners-Lee invented this language called HTML to share his physics papers with other physicists, and we all got the Web out of it. So some of this history is pretty fascinating and in some cases inspiring so it is included as well.

We'll keep blogging to keep you updated, but I can't say what we'll blog about. It's an adventure, remember. It may be sailing, trop rock, or COBOL programming. OK, no it won't be COBOL programming! Actually it could be COBOL programming because the banking industry still relies on it, surprisingly, but no, I probably won't go there. But it is hard to say what will be important in the future of web development, social networking, and crowdfunding. We'll keep pursuing the subjects and see what happens. I noticed some other books that said they were going to blog about something specific, but a year after the book that specific

thing didn't seem as interesting, so they moved on. We'll keep sailing as well, which sometimes requires a tack.

For now enjoy the adventure the book presents. You will read about how Kim and Eric pulled off the amazing feat of opening Dockside Tropical Café and you will read about the technologies they used. You may even be inspired to pursue one of you own dreams!