

eNews Archive

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Welcome to the March 2005 issue of eNews, part of the Rural E-Commerce National Extension Initiative. We are pleased to report that the Southern regional conference titled, "E2 -- Entrepreneurship and E-Commerce: Building and Expanding Economic Opportunities" has attracted considerable interest. We have already reached our maximum enrollment of 44 participants for the May 2005 conference in Oklahoma City. It is clear that the high demand for this training program is indicative of the tremendous interest that exists across the country on e-commerce and entrepreneurship issues.

I am also pleased to report that the first year of our e-commerce competitive grants program attracted applicants from across the country. The National E-Commerce Extension Advisory Committee, organized by the SRDC in the Fall of 2004, reviewed the applicants and announcements regarding the awardees will be forthcoming. Finally, I am pleased to report that a third year of funding for the Rural E-Commerce National Extension Initiative has been secured and information regarding the activities to be pursued during the coming year will be released soon. It is the intent of the SRDC and its E-Commerce Advisory Committee to continue our investment in the competitive grants program.

We hope eNews continues to offer valuable information to you about e-commerce-related activities, and we urge you to notify us of any reports, programs or curricula that you believe may prove useful to the eNews readership. Please contact us if you have any questions about the Center's e-commerce efforts.

Lionel J. "Bo" Beaulieu
Director

News and Research:

Yahoo! offers resource center for small business owners

By Jennifer LeClaire, E-Commerce Times

Yahoo's recently released Small Business Resource Center offers more than 1,000 articles on key business issues such as marketing, legal information and human resources. Along with original content from Yahoo, additional articles are available from Inc. Magazine, Entrepreneur.com, AllBusiness.com, BuyerZone.com and Nolo. Visit the resource center [here](#), or read the article via the link below.

<http://www.ecommercetimes.com/story/41236.html>

"Ten Years, Ten Trends" in emerging technology

A report from the University of California Annenberg School's Center for the Digital Future identifies the 10 major trends that have emerged since the conception of the Internet. The report highlights the findings of the center's fourth year of research.

<http://www.digitalcenter.org/downloads/DigitalFutureReport-Year4-2004.pdf>

Online retailers working to keep teens' attention

By Bob Tedeschi, The New York Times

Today's websites have spoiled the nation's teenagers, and unless online retailers can keep up-to-date on the latest technology and trends, they're going to be re-jected! With around half of all teens doing some amount of shopping online, the market in this age group is seemingly endless.

<http://www.ecommercetimes.com/story/41033.html>

E-Commerce Successes:

E-commerce proving successful among Mississippians

By Nell Luter Floyd, The Clarion Ledger

Mississippi residents tell their stories of online retail success in the Deep South, resulting in a change from brick-and-mortar business to strictly electronic retailing.

<http://clarionledger.com/apps/pbcs.dll/article?AID=/20050128/BIZ/501280339/1005>

Rural Minnesota pastry chef goes high-tech

By Beth E. Koch, Access eCommerce

This case study conducted by the University of Minnesota Cooperative Extension Service tells the story of Jan Gadzo and his Czechoslovakian pastry called Potica. He's introducing a staple from his homeland to a world of customers through Web-based retailing.

<http://www.accesse.info/CaseStudies/andrejspastryfiles/andrejspastry.html>

E-Library Focus:

"The Diffusion of Electronic Business in the United States"

By Emin M. Dinlersoz and Ruben Hernandez-Murillo

This article appeared in the January/February 2005 issue of the *Federal Reserve Bank of St. Louis Review*. The authors document the use of e-commerce in the retail, service and manufacturing industries.

<http://research.stlouisfed.org/publications/review/05/01/Dinlersoz.pdf>

Helpful Tools and Resources:

GoogleU turns novice browsers into power surfers

Have you ever wondered what Google can do beyond the basic search? Ever wondered

how it works and how to find what you need faster? Then you need to attend "Google U," a PowerPoint presentation by Rae Montgomery of the University of Minnesota Cooperative Extension Service

[GoogleU Presentation \(.ppt\)](#)

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