

eNews *Archive*

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In this issue of eNews, we are pleased to announce and introduce the recipients of our competitive e-commerce grants for the 2005 fiscal year. You will find an abbreviated abstract of each of the five selected projects in our *News and Research* section below.

Our *E2: Entrepreneurship and E-Commerce* training workshop held last week in Oklahoma City was a great success. Forty-six Extension educators from throughout the South participated in the week-long workshop led by a team of the nation's most outstanding entrepreneurship and e-commerce Extension specialists. Our Oklahoma State University colleagues, led by Mike Woods, made us feel welcomed and spent many hours arranging the visits to local small businesses, lining up speakers, and coordinating the computer lab set-up.

Evaluations were excellent and participants said it was well worth the investment of time and resources. We plan to follow up with these individuals and monitor the impact this workshop has on their e-commerce/entrepreneurship programs. Be on the lookout for similar workshops in other regions of the nation next spring.

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.

Bo Beaulieu
Director

News and Research

2005 Rural E-Commerce Grants Recipients Announced!

Five proposals have been selected as funding recipients of the Southern Rural Development Center's 2005 Rural E-Commerce Extension Initiative Grants Program. Take a look at who received the awards and read their abstracts detailing the future of e-commerce by clicking [HERE](#) .

Online ads are a booming business this year

By Keith Regan, E-Commerce Times

Although online advertising rates are expected to taper off next year, growth will continue to be in the double-digits, even as much as 21 percent, in 2006. As more advanced methods of designing online ads come along, spending will continue to increase. We've come a long way since the early days of plain text or banner advertisements.

<http://www.ecommercetimes.com/story/125003SJ12DJ.shtml>

Free websites for small businesses!

By Jennifer LeClaire, E-Commerce Times

Yahoo recently announced its plans to offer free website hosting for small businesses. The move will allow small businesses to appear in the Internet giant's locate business directories, increasing search and advertising opportunities for Yahoo as well as potential profits for entrepreneurs. <http://www.ecommercetimes.com/story/42251.html>

E-Commerce Successes

Helios Nution, Ltd.

By Jongeun Rhee, Access eCommerce

George Economy, a former investment banker and part-owner of a biomedical firm, wanted to introduce a well-known eastern European organic drink called kefir to America. A simple website jumpstarted his fledgling Minnesota business.

<http://www.accesse.info/CaseStudies/heliosnutritionfiles/heliosnutrition.html>

E-Library Focus

Conquering Consumerspace: Marketing Strategies for a Branded World

By Dr. Michael R. Soloman, Auburn University

An Auburn University professor recently wrote a new book on consumer behavior that explores the importance of branding on marketing strategies in today's retail environment. The book by Michael R. Solomon, a professor of consumer behavior in Auburn's College of Human Sciences, is entitled *Conquering Consumerspace: Marketing Strategies for a Branded World*. Solomon's book was published by the American Management Association, which featured the work as one of its lead titles for 2003.

http://www.ocm.auburn.edu/news_releases/solomon.html

Helpful Tools and Resources

51 secrets to eBay success

By Gisela M. Pedroza, Entrepreneur.com

A panel of five eBay powersellers share their secrets on using successful online selling, even if you're just starting out. Take notes and prepare to take your business to the next level!

<http://www.entrepreneur.com/article/sbc/0,6136,317792-1,00.html>

10 essential pieces to your website puzzle

By Corey Rudl, Entrepreneur.com

These 10 tricks will help you streamline your website and improve your sales potential. It's as simple as making your online store more simple and user friendly.

<http://www.entrepreneur.com/article/sbc/0,6136,317786,00.html>

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