

eNews Archive

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Welcome to the Latest Issue of eNews:

A new study just released by the Pew Research Center conducted as part of its Pew Internet & American Life Project offers new data showing the increasing penetration of the Internet in American homes. Nearly three of every four adults sampled indicated they are Internet users. Furthermore, the number of such adults who are connected via broadband is on the upswing. While less than 30 percent of adults had broadband connection in January 2005, the number has now risen to 42 percent, a dramatic rise over the course of a 15-month period. A link to the entire report can be found below, under our "News and Research" heading.

Without question, rural areas remain behind in terms of their access to broadband. But access is, indeed, on the rise in rural America. As such, it is vitally important that rural leaders and citizens work proactively to position their communities to make positive and effective use of this technology in ways that can benefit local businesses, local governments, community organizations, schools, and citizens. It is this need to think strategically about how the Internet fits into the overall plan for the community that prompted the Southern Rural Development Center to award a competitive grant to a team of Penn State and University of Minnesota Extension educators in 2005. I am pleased to say that the product of that investment will be showcased at a national workshop being co-sponsored by the Northeast Regional Center for Rural Development in Philadelphia, Pa., on June 6-7, 2006. The workshop, titled "Connecting Rural Communities," will highlight a web-based educational curriculum that Cooperative Extension educators and others can employ to help communities plan how they might become actively involved in the global marketplace.

We hope to announce the formal release of this exciting new curriculum in the Fall of 2006. Moreover, we plan to announce the availability of other valuable educational curricula in the months ahead. Please let us know if you would like to be notified as these new products become available.

Bo Beaulieu
Director, Southern Rural Development Center

News and Research:

Recent Report Released on Internet Impact and Penetration

Pew Internet & American Life Project

This report shows that a majority of Internet users consistently report that the Internet helps them do their job and improves the way they get information about health care. In addition, the report provides Internet usage statistics for various demographics, such as by age and household income. Read more at

http://www.pewinternet.org/pdfs/PIP_Internet_Impact.pdf

Report on Rural Broadband Internet Use

Pew Internet & American Life Project

Also from the Pew Research Center, this 2006 report provides information on high-speed Internet connections in rural American homes and discusses availability and overall access. Read it online at

http://www.pewinternet.org/pdfs/PIP_Rural_Broadband.pdf

Battling E-Commerce Credit Card Fraud

By Sandeep Walia, E-Commerce Times

Without question, cybercrime is on the rise, and criminals are becoming increasingly sophisticated. As global dependence on e-commerce increases, automated fraud screening will continue to be a crucial first line of defense.

<http://www.ecommercetimes.com/story/50558.html>

Mercado Software CEO and President Discusses E-commerce Search Industry

By Keith Regan, E-Commerce Times

From enterprise search to Web search, technology is rapidly advancing the ability of users to find information faster and with more accuracy than ever. While millions of dollars are being made on search, there's a strong case to be made that e-commerce search offers the most direct return on investment. Read the complete interview with Mercado Software's Corey Leibow at

<http://www.ecommercetimes.com/story/50662.html>

IBM's 30 Percent Solution

By Michael Hickins, Internetnews.com

Recently introduced by IBM, this tool promises to help retailers reduce inventory levels by 30 percent while maintaining or improving out-of-stock levels. Read more about it online at

<http://www.internetnews.com/ec-news/article.php/3607691>

Online Retail Sales Continue to Rise

By Mindy Fetterman, USA Today

Consumers are becoming more comfortable with using the Internet, and that has led to rising retail sales online. Online sales will top \$200 billion in 2006. Read the entire article online at

http://www.usatoday.com/money/industries/technology/2006-05-22-online-sales_x.htm?POE=click-refer

Getting an E-Biz App Up and Keeping it Running

By Andrew K. Burger, E-Commerce Times

Would you like to ramp up your e-commerce capabilities? The good news is that there are plenty of options out there from which to choose. Part one of a two-part series.

Read the article online at

<http://www.ecommercetimes.com/story/50703.html>

E-Business Software Licensing: Have it Your Way

By Andrew K. Burger, E-Commerce Times

This article provides guidance on choosing the proper licensing option for your e-commerce business. Part two of a two-part series. Read it online at

<http://www.ecommercetimes.com/story/50557.html>

E-Commerce Successes:

Pro-Tainer

By Beth E. Koch

Pro-Tainer is a business that designs and manufactures containers for the recycling industry. Shane Schmidt runs the \$2.5 million dollar company from rural Alexandria, Minn., but none of his customers are located there. Instead, Schmidt says the business is nationwide and expanding globally.

<http://www.accesse.info/CaseStudies/ProTainerFiles/ProTainer.html>

E-Library Focus:

Southern Christian University Library

This site provides an extensive, easy to navigate listing of resources related to e-commerce. The list includes links to research, site design and cost effectiveness, among other things.

http://libsys.uah.edu/scu/other_res/ecommerce.htm

Helpful Tools and Resources:

Entrepreneur.com's E-Commerce Operations Page

This well-organized site provides a "how-to" approach to handling e-business operations. It covers online payments, shipping and customer service advice in addition to ideas for growing your e-business.

<http://www.entrepreneur.com/ebusiness/operations>

ECnow.com's Web Services Resources List

This e-commerce management consulting company offers an array of information on Web services, including links to various tutorials and conferences.

<http://www.ecnow.com/webservices>

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