

# eNews Archive

**September 2006, No. 13**

## **Welcome to the Latest Issue of eNews:**

The Small Business Administration's Office of Advocacy released a study in December 2005 that examined broadband use by rural small businesses. While many of the findings were not surprising, the study did reaffirm that: (1) access to broadband services remains problematic in rural America and, as such, persists as a key factor behind the rural/urban divide on adoption of IT innovations; and (2) small rural businesses remain hesitant about adopting broadband services because the benefits of doing so remain unclear to them.

Both of these findings serve to reaffirm the need to continue building and strengthening the educational resources and programs being provided by the network of Extension educators and others across the country in the area of e-commerce. The SRDC has invested in a variety of innovative educational curricula that will become the backbone for supporting Extension e-commerce educational programs targeted to small businesses and communities in rural America. Five of the new curriculum products are slated to be released in 2007 and will be showcased at a national rollout conference being hosted by the SRDC in June 2007. We will be sharing more details about this opportunity in the months ahead, so please make plans to join us for this important educational conference.

On a related front, we expect a new "request for proposals" to be announced within the next two months. The National Extension e-Commerce Advisory Committee is presently working on the details of the RFP. We urge you to keep an eye on upcoming eNews issues for all the details regarding this newest round of grant funding opportunities.

With this issue, we welcome Suzette Barta and Mike Woods from Oklahoma State University, who are now working in partnership with the SRDC in identifying and selecting the content for eNews. Julianna Brown from the SRDC office continues to serve as editor for the series. As always, your thoughts and comments about our newsletter are welcomed as well as any input you may have on items to include in future eNews issues.

Bo Beaulieu  
Director, Southern Rural Development Center

## **News and Research:**

### **Image-based Spam on the Rise**

*By Sean Michael Kerner, Internet News*

Have you noticed more spam in your inbox lately? You're not alone. Read more at <http://www.internetnews.com/stats/article.php/3617711>

### **Backing Up Your Web Site Data: An Overlooked Necessity**

*By Chris Kivlehan, E-Commerce Times*

Billions of dollars are transacted each year through the Web, and huge amounts of valuable customer data are stored on computers. Businesses, large and small, need to make sure they have backups in case their computers fail. See the full story at <http://www.ecommercetimes.com/story/52670.html>

### **E-Mail Blunder #4,492: "Look at Me"**

*By Jeannie Mullen, ClickZ Network*

Your email communications can have a significant impact on the recipient's brand perception. The author explains a personal blunder that is funny, but still embarrassing. Read more at <http://www.clickz.com/showPage.html?page=3612136>

### **Ohmigod, teens are so over e-mail!**

*By Michal Lev-Ram, Business 2.0 Magazine*

E-mail is so, like, 2005. Just ask the kids: A recent ComScore Media Metrix report shows teen usage of Web-based e-mail dropped 8 percent last year. See the full story at <http://money.cnn.com/2006/07/26/technology/thirdscreen0726.biz2/index.htm>

### **Online Predator Studies Offer Good News, Bad News**

*By Jennifer LeClaire, E-Commerce Times*

The results of a national survey of 1,500 young Internet users offers both bad news and good news for those concerned about Internet safety. See the full story at <http://www.ecommercetimes.com/story/52346.html>

### **Can a Small Biz Make It Online?**

*By Alexandra DeFelice, E-Commerce Times,*

Can small businesses survive online considering the competition? This author says yes – if they combine the right mix of technology, marketing and customer service. Read more at <http://www.ecommercetimes.com/story/52176.html>

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## **E-Commerce Successes:**

### **ROLCO INC.**

*By Remi Douah*

Rolco Inc. is a Minnesota-based company owned by Helen and Vern Olson. Although it has become cliché to say “serendipity is an entrepreneur’s best friend,” this proves to be the case for Helen and Vern Olson. They started their company initially in 1980 in the laundry room of their home. Read the entire article online at <http://www.accesse.info/CaseStudies/rolcoincfiles/rolcoinc.html>

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## **E-Library Focus:**

Santa Monica College Library

<http://library.smc.edu/research/topics/e-commerce.htm>

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## Helpful Tools and Resources:

### Webwinz

Webwinz is a commercial directory of e-commerce resources for small and home based e-businesses, featuring courses, books, tapes, software and services to help build, promote, improve and maintain e-commerce web sites. The site contains reviews, ratings and descriptions for informational use. The site offers some free resources.

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

Developed by the University of Minnesota Extension Service, **Access eCommerce** is a set of online curriculum aimed at small businesses that are considering e-commerce as an option. <http://www.access-ecom.info/index.cfm?xid=MN>

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