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Welcome to the Latest Issue of eNews:

2007 Rural E-Commerce Grants Recipients Announced!

We are excited to announce that five proposals were recently awarded funding by the Southern Rural Development Center as part of its Rural E-Commerce Extension Initiative Grants Program. We are very pleased to provide assistance to each of these promising projects, and look forward to sharing their outcomes with you in the future. Please take a moment to look at our list of grant recipients and read brief descriptions of their exciting projects.

[View Grant Recipients and Project Summaries](#)

Bo Beaulieu, Director

Julianna Brown, Editorial Assistant

News and Research:

Data Liability, Part 1: Size Doesn't Matter

By Katherine Noyes, E-Commerce Times

For startup e-commerce companies, protecting customer data doesn't always come naturally. Small matters such as getting a business idea out of the starting gates and into the race - not to mention winning those very first customers - tend to overshadow the many liabilities associated with collecting and storing customer data.

<http://www.ecommercetimes.com/story/58485.html>

Blaring Ads Can Scare Off Customers

By Pam Baker, E-Commerce Times

It isn't only the "gotcha" scare that turns unsuspecting users off to audio ads; it is a combination of poor taste, bad timing and terrible tact. Learn more about automatic audio ads and their effectiveness at

<http://www.ecommercetimes.com/story/58430.html>

Social Networks: Going Pro

By Joel Bel Bruno, Associated Press

The same technology that lets members of social networking Web sites share blogs, photos, music and video has gained popularity among businesses. Not only have big technology companies such as Cisco Systems bought firms that design social networking software, but some professionals have begun to use

sites like Facebook as a way to link with coworkers. Get more information on this growing trend at <http://www.ecommercetimes.com/story/58371.html>

Google Eyes Little Guys With Search Service

By Keith Regan, E-Commerce Times

Google has launched Google Custom Search Business Edition, a service that allows businesses to customize the search results page to match their Web site's look and feel. The search giant is targeting small businesses with the solution, which costs \$100 a year for sites with up to 5,000 pages and \$500 annually for sites with up to 50,000 pages. Read more at <http://www.ecommercetimes.com/story/58349.html>

Web Shoppers and Info Security: A Question of Credibility

By Jack M. Germain, E-Commerce Times

Web shoppers have a need for speed. They've gobbled up broadband connections, and they're less patient in poking around sites that they perceive as wasting their time. They've also gotten a little smarter - and more squeamish - about credit card fraud, and they'll quickly take flight if they don't feel right about an e-vendor's security. For more details, visit <http://www.ecommercetimes.com/story/58318.html>

Muni Wi-Fi Hits Wall of Economic and Political Realities

By Matt Hamblen, Computerworld

Though many big U.S. cities have announced ambitious plans to implement municipal wireless broadband systems, or Muni Wi-Fi, few have fully deployed their networks. This was the news from a June conference organized by MuniWireless.com. Some say economics, politics and lack of technology are to blame. To read the article in its entirety, go to http://www.computerworld.com/action/article.do?command=viewArticleBasic&taxonomyId=16&articleId=9023318&intsrc=hm_topic

Ten E-Commerce Events That Shook the Last Ten Years

By Kimberly Hill, E-Commerce Times

In the e-commerce world, each day sees a revolution announced. Although not all purported revolutionary ideas and events are indeed so, some steps taken over the last decade of online activity have changed the way we live and work. The Software and Information Industry Association offered its list of ten developments in e-commerce that have created the most waves in the past decade. To see the list, visit <http://www.ecommercetimes.com/story/58275.html>

E-Commerce Successes:

Tri-County Hospital

By Jay Yoo

Since 1998, Robin Klemek of Tri-County Hospital has been using the Internet as a regular part of her workday. She spends about one or two hours online everyday, and views the Internet as a vital communication and business tool for the hospital. To read more about Tri-County Hospital, go to <http://www.accesse.info/casestudies/tricountyhospitalfiles/tricountyhospital.html>

E-Library Focus:

American University Library <http://www.library.american.edu/subject/business/internet.html>

Helpful Tools and Resources:

Center for Research in Electronic Commerce

At the University of Texas at Austin, CREC is today's leading research center in electronic commerce, digital economy and information technology, in close collaboration with industry and business leaders. The Center's vision is to assure that electronic commerce processes and applications achieve their efficient outcomes promised for the digital age. <http://cism.mcombs.utexas.edu/>

The eCommerce Guidebook

Here, you will find a step-by-step guide to the process of becoming eCommerce enabled, a listing of all the known Online Transaction Providers, and a condensed comparison of the prices and services they offer, as well as many more resources.

<http://www.online-commerce.com/>

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