eNews
The National E-Commerce Extension Initiative

July 2008, No. 24

Welcome to the Latest Issue of *eNews*:

My name is Shannon Lane Turner, and I have accepted the position as full-time coordinator of the National E-Commerce Extension Initiative under the guidance of the Southern Rural Development Center. As the coordinator, I am looking forward to the many innovative updates we have planned, as well as the new an exciting learning modules for both Extension agents and citizens alike. Our latest online educational resource is a comprehensive overview of how to get a rural community connected with reliable and up-to-date Web services. Designed to enhance rural adoption of broadband as a means to increase community development and entrepreneurship, "Connecting Rural Communities" assists in plans to formulate a community work group that can move toward better Web access.

Other E-Commerce learning modules nearing release include "Creating a Niche for the Crafts Business Online" and "Strengthening Competitive Advantage of Rural Businesses with E-Commerce and Experience Economy Strategies" as well as a searchable case studies database showcasing Web-based businesses at various stages of development. These case studies can be used to enhance any of our current curriculum offerings as well as stand alone as examples of success in online marketing and sales. In addition our online library of resources and articles will have a new look as well as current information that will be consistently updated as technology advances and new enhancements are introduced.

I am very excited about our new program objectives, and I encourage and appreciate feedback for all who access our offerings. Please contact me at shannont@srdc.msstate.edu if you wish to contribute articles, updates, feedback on module use and outcomes, community happenings or success stories you feel might help us to advance E-Commerce in our service populations.

Thank you,

Shannon Lane Turner

News and Resources:

7 Ways to Lose Your Company's Identity in the Crowd
By Naseem Javed, E-Commerce Times
Behind every effort and every move of any company of any size lies a very simple and powerful fact. That is, the outside world responds to the name identity of a company before they decide to spend their money. Customers are influenced by the personality of the name identity, what it

says, connotes, projects and what kind of secret or hidden messages it has embedded in its alpha-structure. To learn more about what's in a name, see the full article at http://www.ecommercetimes.com/story/63548.html.

Design Matters – More Than You Think!
By Pamela Hazelton, MvCommerce
The overall presentation of your Web site plays an important role in marketing your product. Online stores need to be highly organized, visually appealing and functional to the potential customer. This article provides strategies for effective Web site comparisons that will lead to a better overall web presentation. Read the full article at http://www.mvcommerce.net/page/MVCShop/PROD/Article-Design-Matters

Identity Theft, Financial Fraud Remains Top Concerns for Consumers
Fears about identity theft and financial fraud are top global concerns for consumers, according to the latest results of the Unisys Security Index. Identity theft is the primary security concern cited among respondents in nine out of 14 countries, while misuse of credit or debit card information ranks as the first or second greatest fear in 12 out of the 14 countries. Interestingly, the survey found an apparent lack of concern about using the Internet to shop, bank and email. According to Unisys, the data indicates that concern about Internet security has taken a back seat to other areas studied, such as issues related to financial well-being and the protection against bank card fraud. Read the full article at http://www.paymentsnews.com/2008/06/identity-theft.html.

5 Ways to Build an Indestructible Customer Data Fortress
By Kristin Lovejoy
On June 30, data security standards set by the Payment Card Industry became mandatory for organizations that handle online credit card payments. This is a significant milestone in the ongoing push to strengthen online security as these important standards have moved from recommendations to hard and fast mandates. Learn the five ways to build your data fortress at http://www.ecommercetimes.com/story/63696.html.

Your Reputation Online: Repairing the Damage
By Vivian Wagner
So, you've got an online image control crisis. Now what? In response to the growing threat of online image crises, businesses have sprung up that address exactly that problem. They work to repair your online image using a variety of tactics, including putting more positive information out there to show up high in search results, removing offending information, and building their client's personal or corporate brand. Read more about online reputations at http://www.ecommercetimes.com/story/63761.html.

E-Commerce Successes:

A Lucrative Niche in Disabled Pets
By Amy Mayer
A recent total tells us that Americans are spending approximately 43 billion dollars on their pets. Eddies Wheels (www.eddieswheels.com), a manufacturer of wheel chairs for disabled pets, created a niche market that has brought jobs back to a once thriving manufacturing community. Through their Web site, they are able to communicate with pet lovers regarding special ordering, provide specific information about their products, show relevant news stories, as well as provide first-rate customer service. Learn more about their success story and how they changed their community at http://www.npr.org/templates/story/story.php?storyId=92775453.

E-Library Focus:

The EServer Technical Communication Library is a free, open-access index of works available online for professional, scientific and technical communicators (such as technical writers). Their goal is to provide tech practitioners, students, teachers and managers a comprehensive single location from which to access the complete body of knowledge in the field.

http://tc.eserver.org/dir/E-Commerce

Helpful Tools and Resources:

This brief discussion on converting to a Website-based business successfully comes complete with a specialized rap to recap its helpful tips. See the article and video at http://www.ecommerce-tools.com/blog/2008/05/website-conversion.

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eNews is a bimonthly electronic newsletter produced by the Southern Rural Development Center. To unsubscribe from *eNews*, please e-mail Alicia Barnes and type "*unsubscribe eNews*" in the subject line.