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### **eNews Special Webinar edition**

This special edition of eNews is dedicated to the National e-Commerce Extension Initiative's Fall 2009 Webinar Series and Program Implementation Mini-Grants. Both efforts are sponsored by the Southern Rural Development Center. Showcasing curricula from the e-commerce [Learning Center](#), these programs seek to expand the application of e-commerce strategies by small businesses, entrepreneurs, and others. The Webinar Series is open to all Extension educators, entrepreneurs, small business owners, community development professionals, community leaders, and others having an interest in e-commerce strategies. The companion [Mini-Grants program](#) is limited to Extension educators who are part of our nation's land-grant university system. Learn more about both exciting programs below.

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### **About The Webinars**

In its second year, this Webinar Series is designed to inspire and encourage the adoption and use of e-commerce by a variety of businesses and local communities. Webinars take place on Thursday afternoons starting October 29, 2009. Additional topics and dates will be added to the [National e-Commerce Extension Initiative Web site](#). Currently scheduled Webinars are featured below:



#### **A Beginner's Guide to e-Commerce: Easy Tools for Profit**

October 29, 2009 2 p.m. - 3 p.m. (Central Time)

Dr. Kimball Marshall

Participation link: <https://admin.na4.acrobat.com/a828402417/r99139038>

If you or someone you work with is looking to turn an existing skill into income, grow a small business, or expand the market for a rural business then this e-Commerce Webinar is for you. On October 29 from 2 p.m. to 3 p.m. (Central Time) the SRDC will broadcast "A Beginner's Guide to e-Commerce: Easy Tools for Profit." Join us for this free online learning opportunity and discover how to use the Internet to generate income.



#### **Web site Basics: A Primer for Hispanic Small Businesses**

November 19, 2009 2 p.m. - 3 p.m. (Central Time)

Dr. Brian Whitacre

Participation link: <https://admin.na4.acrobat.com/a828402417/r37898579>

The Internet can open doors for Hispanic Small Businesses through effective Web site design and online shopping options. To learn how to use the Internet to add value to a Hispanic Small Business or increase awareness of the products and services provided by these small businesses among Spanish speaking consumers, join us for "Web site Basics: A Primer for Hispanic Small Businesses." The SRDC will broadcast this free learning

opportunity on November 19, from 2 p.m. to 3 p.m. (Central Time).



**Marketing Food Specialty Products Online**

December 3, 2009 2 - 3 p.m. (Central Time)

Rachael Carter

Participation link: <https://admin.na4.acrobat.com/a828402417/r94784336>

How can food retailers – such as grocery managers, farmers, restaurants, or food specialty entrepreneurs – utilize the vast amount of online marketing options? If you or a client want to gain skills in online business decision-making, tune in to “Marketing Food Specialty Products Online” on December 3, 2009 from 2 p.m. to 3 p.m. (Central Time). This free interactive Webinar is sponsored by the SRDC.

*How to Participate in Webinars*

To join a Webinar session, click on the participation link directly below the schedule time above. When you go to that URL, you will find yourself at a login page. Simply enter your name under the "Enter as a Guest" heading. Click on "Enter Room."

We will be using the Internet connection (not phone lines) for audio. You will need speakers for your computer to hear the presentation and a microphone if you wish to be able to participate in the discussions. A chat box will be available for those who do not have microphones.

*Questions?*

For additional information or questions, visit the [2009 Webinar Series page](#) or contact Bo Beaulieu at [ljb@srcd.msstate.edu](mailto:ljb@srcd.msstate.edu).

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**All About The Program Implementation Mini-Grants Program**

Launched in 2008, the Program Implementation Mini-Grants for Extension Educators and Teams offers funding to support the implementation of a new or existing e-commerce curricula from the National e-Commerce Extension Initiative.

*Who can apply:*

While non-land grant partners are encouraged to be actively involved in the delivery of these educational curricula, the lead entity for the grant proposal must be a land-grant Extension educator(s).

*How to apply:*

For information on submitting a proposal, please see the [Request for Proposals](#) [PDF].

*Available funds:*

Seed funding, in an amount not to exceed \$3,000, to support the launching and delivery of one of four SRDC-funded e-commerce educational curricula released (or slated to be release) in 2009. No indirect costs are allowed.

*Curricula Products:*

This round of mini-grants will give priority to applicants choosing to launch one of the curricula being showcased in the Fall 2009 Webinar Series. However, applicants wishing to use any other e-commerce curricula product listed on the [Learning Center page](#) are encouraged to apply as well.

*Additional requirements:*

Along with the expectation of Webinar participation, each Extension grantee will be working closely with the staff of the Southern Rural Development Center to create initial program benchmarks and track long-term community impacts.

*Deadline:*

Proposals must be submitted to the SRDC by 5 p.m. Central Time, January 15, 2010. Successful grantees will be notified by February 5, 2010.

*Questions?*

For additional information or questions, visit the [Program Implementation Mini-Grants Page](#) or contact Bo Beaulieu at [ljb@srcd.msstate.edu](mailto:ljb@srcd.msstate.edu).