



## Technology for the Economic Development Office

July 13, 2005

ED Solutions, Inc.  
3730 Perennial Lane  
Powell, OH 43065  
614.792.9102  
mark.james@solutionsED.com  
www.solutionsED.com



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## Learning Objectives

- Role of information technology in the ED office
- Definitions
- Tools
  - PC applications
    - Word Processing, Spreadsheets, Databases
    - Screen Capture
    - Contact Management

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## Learning Objectives

- Web based applications
  - Site and Building databases
  - Client tracking
  - Research
- Internet Marketing
  - Web Sites
  - Direct Email
- Useful Web Sites

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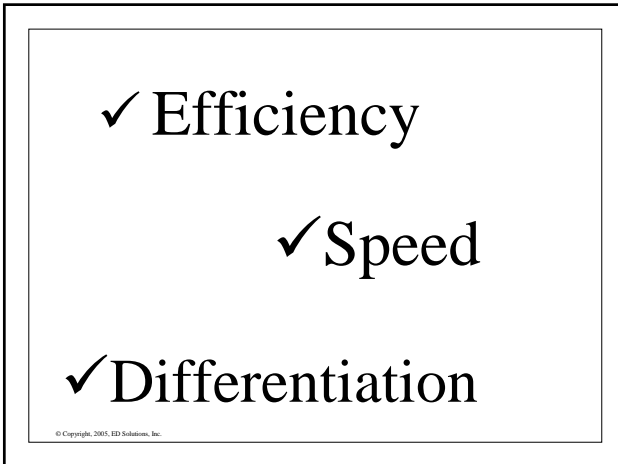
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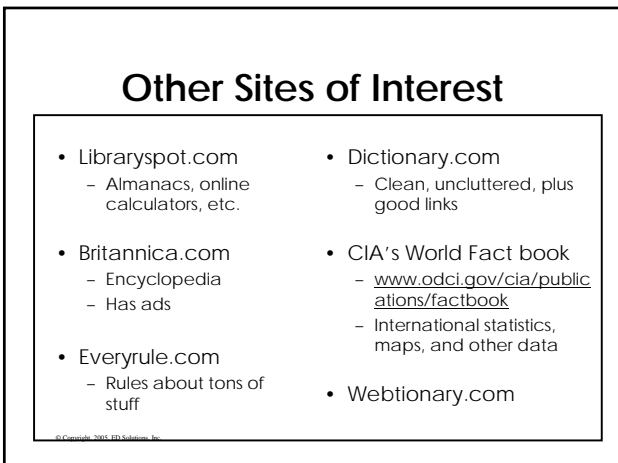
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For Palms!  
(www.adobe.com)

## Office Suites

- Word processing
  - PDF's
  - File Sharing
  - Publishing to the Web
- Spreadsheets
- Databases



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## PDF's



- Creates PDF's from MS Product formats
- Converts PDF's back to MS Format
- Optimizes

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# Screen Capture

- Presentations
- Insertion in Documents
- Grabbing Graphics

ScreenPrint Gold 3.0 Reg \$49.95  
*Free Download*  
Fully Functional National Best Seller Unlimited Commercial Release  
<http://www.softwarelabs.com>

PC World Best Buy-  
Print Screen Deluxe  
[www.americansys.com](http://www.americansys.com)



Conversions Plus  
From  
DataViz (\$69)

<http://screencapture.com>

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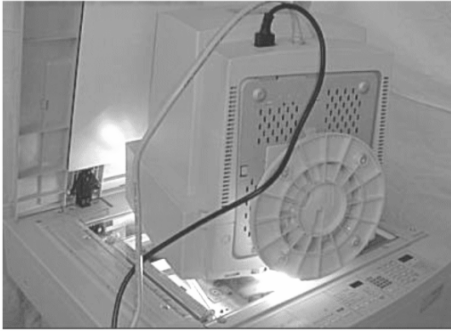
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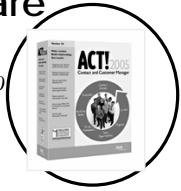
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# CRM Software

[clay@proactive-is.com](mailto:clay@proactive-is.com) Phone: 512-891-7880



Lookout

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## Contact Management Considerations

- Must customize
- Need to use it regularly
- Very powerful enterprise wide
- Import lists
- Sync with handhelds
- Mail merge

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## Idea: Conduct Prospect Tours Online!

- GotoMyPC.com
- WebEx
- Centra, Placeware
- NetMeeting

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## Web Based Surveys

- Zoomerang  
– <http://www.zoomerang.com>
- I-OP.com
- Perseus  
– <http://www.perseus.com>

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## Uses for Surveys (conversations)

- Web site analysis
- Association satisfaction
- Ally/prospect interests
- Others?

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## Memory Devices



- Keep essential files with you
- Prices keep falling
- Frees up hard drive
- Memory devices as back-up

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## www.shopping.com

[Compare Products](#)

Check to compare

*Cyclone Flash Key 256 MB (4004)*  
256 MB, Package Qty: 1

[Read more](#)

Product rating: ★★★★★

Read 1 Epinions review

\$39 - \$82 [Compare Prices](#)

from 10 stores

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# Communication



- VOIP- Vonage
- Cell Phone/PDA convergence--- there yet?- Treo 650
- Blackberry—king of email?
- Ultra portable- Vaio



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# What to Get?

PDA's

## HP IPaq Pocket PC H4150



NEW

- Microsoft Windows Mobile 2003 OS
- Stylus input
- 240-by-320-pixel color screen
- 64MB of RAM
- SD/SDIO slot
- Price when ranked: \$449

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# What to Get?

Phone-PDA combo

BlackBerry 7100t

*\$200!*



- » Internet and Corporate wireless e-mail
- » Speakerphone
- » Keypad built for speed
- » Bluetooth
- » Large high-resolution color screen
- » Real Web browsing
- » Yahoo, AOL and ICQ instant messaging

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## What to Get?

Phone-PDA combo  
Treo 650



\$499

**Operating System:** Palm OS  
**Color Screen:** Yes  
**Included Devices:** Hands-Free Headset, USB Cable  
**Talk Time (Battery):** 6 hour(s)  
**Battery Technology:** Lithium Ion  
**Standby Time (Battery):** 240 hour(s)  
**Smart Features:** Email, Integrated Camera, Integrated MP3 Player, Integrated Palm Computing, PC Connectivity, Phone Book  
**Management Features:** Smart Ring (ibrate)  
**Digital PCS Technology:** GSM 1900MHz, GSM 850MHz  
**Digital Cellular Technology:** GSM 1900MHz, GSM 900MHz  
**Data Capabilities:** GPRS, J2K, Multimedia Messaging Service (MMS), Personal Organizer Features, Short Message Service (Text Paging), Voice Mail  
**Backlit Illumination:** Display  
**Antenna:** External  
**Biometrics:** Built In  
**Advanced Features:** Calculator, Calendar, Clock, Flash Memory (Protected Storage), PC Connectivity, Predictive Text Input

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## What to Get?

Ultraportable- Dell

Axim X30 PDA (624MHz, 64MB, SD/MMC Card, Pocket PC 2003)



**Manufacturer:** Dell  
**Model:** HX301YR  
**Installed Memory:** 64  
**Operating System:** Microsoft Windows CE  
**Backlit Display:** No

\$349

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## What to Get?

- Think pricing plans-
  - Changing providers
  - Interoperability
  - Buy on own or with plan
- Need to look at attachments?
- Wi-Fi, Bluetooth coverage is a must
- How about these....?

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Yikes!



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## Future Trends

- Internet II
- Three D Displays
- Anytime, anywhere access
- GPS everything (RFID tags, cell phones, etc)

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# e-mail-

Get email on the road with  
[www.mail2web.com](http://www.mail2web.com)

Post date your email  
[EmailAlibi.com](http://EmailAlibi.com)

- Types-
  - Outlook, Yahoo
  - Hotmail, Hushmail, Ziplip
  - AOL
- Use
- Netiquette-  
<http://www.albion.com>

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NETIQUETTE  
PAGES  
Netiquette  
Home Page  
The Core Rules  
of Netiquette  
Complete  
Online Edition  
Netiquette Quiz  
(Answers apply!)  
Netiquette  
Mailing List  
Netiquette  
Contact Page

## NETiquette

### THE CORE RULES OF NETIQUETTE

The Core Rules of Netiquette are excerpted from the book *Netiquette* by Virginia Shea. Click on each rule for elaboration.

- Introduction
- Rule 1: Remember the Human
- Rule 2: Adhere to the same standards of behavior online that you follow in real life
- Rule 3: Know where you are in cyberspace
- Rule 4: Respect other people's time and bandwidth
- Rule 5: Make yourself look good online
- Rule 6: Share expert knowledge
- Rule 7: Help keep flame wars under control
- Rule 8: Respect other people's privacy
- Rule 9: Don't abuse your power

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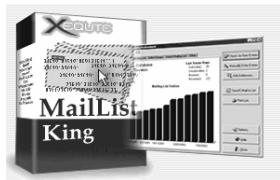
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<http://www.xequite.com/maillistking/>

Mail Merge Systems

\$49 or \$89



- Does Opt-in
- Verifies email addresses
- Nice statistics

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- "King of email marketing software"
- Spammers delight
- \$375 or \$625
- Harvests names and email addresses

<http://www.mailloop.com>

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<http://www.hellodirect.com>




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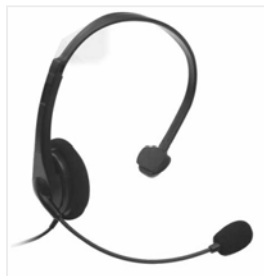
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## Headsets

- Plantronics

[www.plantronics.com](http://www.plantronics.com)



(don't pay a ton....)

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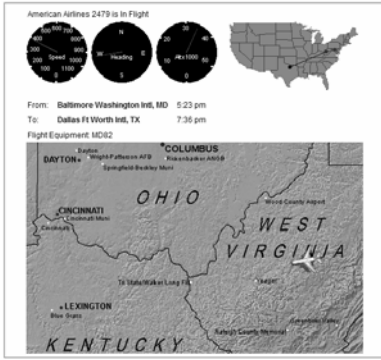
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www.cheaptickets.com

(go to travel resources, flight tracker)




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### Mapping Sites

www.maps.google.com

### Site and Building databases

- Loopnet
- CoStar
- ProCure®
- LOIS
- GISPlanning




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## Company Research

Ceoexpress.com

Hoovers.com

DnB.com



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## Essential Tools

- ZoneAlarm.com
- Ad-Aware- Lavasoft.com
- Norton's Antivirus
- Good back up Utility- BackUpMyPC- \$79

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# Conclusions

- ✓ Key issues are-
  - Access
  - Communication
  - Understanding
- ✓ Trends-
  - Faster
  - Smarter
  - Smaller

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## Freebies- just for you!

**Anonymizer**- Search the Internet inconspicuously. Small fee  
[Http://www.anonymizer.com](http://www.anonymizer.com)

**Megaconverter**- One of best conversion sites I've seen.  
It's free. [http://www.megaconverter.com/Cv\\_start.htm](http://www.megaconverter.com/Cv_start.htm)

**Shareware.com**- Has over 250,000 files of free software for  
a variety of platforms and products. <http://www.shareware.com/>

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## Freebies- just for you!

**Search for NAICS listings**-  
<http://www.naics.com/search.htm>

**SurfSecret- Surf the web anonymously**- \$40 one time fee.  
<http://www.surfsecret.com>

**Computer Virus Central**-  
<http://www.cert.org>

**Great shopping comparisons, plus forums**  
<http://www.cnet.com>

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## Freebies- just for you!

**Free fire wall, security software-**  
<http://www.zonelabs.com>

Nearly **Free phone calls over the Internet-**  
<http://www.net2phone.com>

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# Thank you!

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