

The Edge

Monthly Newsletter

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LEARNING ABOUT WIRELESS BROADBAND AND e-BUSINESS

Edgewood Community Internet Society headed by Jean Bassett and Burton Communications Committee Chair Rosalie Cranna worked together to plan a two day Wireless Broadband internet workshop at Whatshan Retreat. The meetings were a great success thanks to BC3 (Community Connective Co-operative) which funded the event and Bill Penner who opened and plowed out the Whatshan Doukhobor Retreat. Anna Volansky and Ava Haw prepared great food for breakfast, lunch and snacks.

On March 27, Matthew Asham from B.C. Wireless Network gave an informative workshop explaining wireless internet considerations and equipment. He demonstrated how wireless radios worked, clarified GHz types, and helped explain ways to achieve optimum results. Twenty-eight interested people from Burton, Edgewood, Fauquier and Nakusp asked questions and shared their unique concerns. Matthew demonstrated the use of Radio Mobile software to help determine which locations had good line of site. Everyone agreed that high speed networks connecting our communities are essential to economic and personal development. With the help of community grants provided by BC3 and low cost fiber connections from Telus our communities are working to bring improved connectivity to the Arrow Lakes. We formed a Networking Group to promote a united effort to share information and technology.



Cindy Jeromin introduced 34 participants to the world of e Business on March 28th. Cindy works for Industry Canada, and is a consultant for BC3. She is certified as Internet Marketing and Business Strategist and a Community Economic Development Professional. First she outlined some considerations involved in beginning an e Business and then she explained several useful internet resources available to provide help. Cindy explained various types of Web design and methods of building your own site. Tools for tracking business, market, and site trends were discussed. The importance of promotion, product pricing, and placement revolving around market trends was examined. We learned important aspects of registering products, web sites, and logos as well as where information is available to assist everyone. Web design financing, security concerns, on line safety, and merchandise pricing were discussed in considerable detail. Several successful business strategies were shown and evaluated to show how success can be achieved. Participants can now begin to plan a business or community web site and are looking at web sites with a great deal more insight.

Submitted
Rosalie Cranna

Special Thanks To:



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