

# eCommunity Strategies

August 2007



## Welcome to the August 2007 edition of ConnectKentucky's eCommunity Strategies newsletter.

The eCommunity Strategies group continues to work with Kentucky communities to enrich their homes, businesses and schools with technology resources that both enhance their quality of life and better equip them to compete in today's global economy.

In Pike County, eCommunity Strategies recently completed an assessment of governmental technology needs and is working with officials and Pike County's eCommunity Leadership Team to improve government operations. County Judge Executive Wayne T. Rutherford said, "We realize that we cannot move fully ahead with our county's economic development until we better implement and apply technology."

The central spotlight falls on the city of Louisville and their "hotspot" initiative created to encourage local businesses to realize the benefits of providing wireless Internet services in their establishments. They even have a website available ([www.louisvillehotspot.com](http://www.louisvillehotspot.com)) for those interested in finding a "connected" Louisville establishment. From a quote on the website, Mayor Jerry Abramson said, "Our goal is to make it easy for you to find or become a wireless hotspot – so you can stay connected as you explore all that our city has to offer."

In west Kentucky, Murray State University is recognizing "women in telecom" with the second annual AT&T Women in Telecom Golf Day on September 13. Last year, the event raised \$1,500 in scholarship money for an entering freshman majoring in telecommunications systems and this year's funds will be awarded to a freshman entering the 2008 school year. Dana Howard, Marketing and PR for MSU's Telecommunications Systems Management program said, "This event helps fill a gap that exists for women in telecommunications in regard to networking on the golf course and also funds a scholarship for women in an industry that's dominated by men."

Thank you to all who responded to our request for broadband success stories. It's been a pleasure to read about how broadband technology is changing the lives of Kentuckians. We'd still like to hear from more exciting stories, so if broadband technology has enhanced your life in some way, please send your story to [broadbandstories@connectky.org](mailto:broadbandstories@connectky.org). Your feedback is greatly appreciated and helps us to further personalize our mission.

As always, please don't hesitate to contact us for additional information.

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"Mr. Hot Spot" stops to take a break in downtown Louisville.

## Central Kentucky Spotlight



### Louisville Hopes to Heat up Hotspot Inventory

Louisville is loaded with hotspots, but you won't locate them with a thermometer. Your best bet: [www.louisvillehotspot.com](http://www.louisvillehotspot.com).

Hotspots, slang for wireless Internet access points, are common at coffee shops, library branches, hotels, bookstores, restaurants and other gathering places. Now a new campaign aims to identify all the wireless points in the city and provide that information to residents and visitors.

The Louisville Wireless Hotspot campaign, a project of Louisville Metro and Greater Louisville Inc., the Metro Chamber of Commerce, began July 9 with large blue balloons flying above participating local business. An official unveiling of the program took place at Fourth Street Live -- itself a hotspot -- and since then a blue mascot, Mr. Hotspot, has roamed the city interacting with people.

"The Hotspot program is a simple, but important, step to connecting our residents and city to the world," Mayor Jerry Abramson said in a statement.

The public can search for hotspots at the website, which identifies access points by areas of the city or by business names. Businesses can become part of the campaign at no charge by signing up at the site. Participants will be sent a blue hotspot window sticker that identifies their properties as wireless Internet locations.

## Did You Know...

...people stay 33.3% longer in a business location when they are using the Internet?

...as of 2005, there were over 68,000 wireless businesses worldwide?

...the number of world-wide wireless business will grow to over 100,000 by 2007?

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

About 75 businesses have already registered, and dozens more are expected to join in soon, said Christina Shadle, business networks manager at Greater Louisville Inc. Initially, GLI went door to door inviting businesses with hotspots to take part in the program, she said.

"For the most part, the response has been fantastic," Shadle said. Some businesses may not want to publicize their access widely or may be unable to post the identifying hotspot sticker because of corporate rules, she said.

Generally, though, when "small businesses can get free marketing, they've jumped right on board," she said.

The website lists both free sites and those that charge an access fee, but specifies whether there is a charge. A Google Maps link accompanying each listing shows potential visitors where to find Hotspot businesses. ●

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# Eastern Kentucky Spotlight



## Hackers Beware - County Upgrading its Systems

Pike County's lacking computer system could be a hacker's dream, experts say. However, fiscal court has plans to upgrade the area.

The assessment was done at the request of Fiscal Court, said assessor Ernie Wood, of the eCommunity Strategies Division (eCS) of ConnectKentucky - the public-private partnership leading the *Prescription for Innovation*, Kentucky's comprehensive plan to accelerate technology growth throughout the state. Kentucky's *Prescription for Innovation*, launched in 2004, has four goals - full broadband coverage by 2007; dramatically improved use of computers and the Internet by Kentuckians; a meaningful online presence for all communities; and eCommunity Leadership Teams in every county to plan technology growth strategies for every sector of the community.

The county has 87 percent broadband coverage, said Energy Technology Director Roger Ford, and ConnectKentucky, which is helping with the implementation of a county website, reported 68 percent of Pike County homes had computers in 2005.

While the Pike County eCommunity Leadership Team, made up of people from nine sectors, evaluated the necessary steps to bring the county to where it needed to be in regard to technology, it was determined the county needed a government assessment. "I spent five days on the ground and interviewed 28 people. Everybody was cooperative and wants to move forward," said Wood.

Although the Pike County administration is committed to improving information technology (IT) through upgrades, the current system is behind times according to the assessment. However, Wood, who has been in the IT business for decades, said the county is comparable to other counties across the state.

The county lacks proper networking, system administration, security and backup procedures, the assess-



The hustle and bustle of Main Street in Pikeville, Kentucky - courtesy of Laura Ruth Ford Hall

ment shows, all of which are major business risks.

In what Wood called the "natural evolution" of technology, Ford said the county would upgrade individual departments with new technology as it became available and the county could afford it.

There is no onsite support, and there are large deficiencies in security, administration, connectivity, and application sharing, with sporadic or no backup processes, and no firewall or anti-virus policy exists, the assessment reported.

"They have a lot of compartmentalized sections and need someone who can look at the whole system and see that the servers are talking to each other," Wood said.

One of the biggest issues is the need for solid backups and firewalls - layers which keep those looking to steal identities from hacking into the county system. There have been no breaches of security as far as he could tell, Wood said, but these are good safeguards which need to be addressed.

Fiscal Court is planning to look for funding to implement a county-wide system, with the help of ConnectKentucky, Ford said, asserting Pike would

serve as a pilot project for other rural communities.

"This Fiscal Court understands the crucial need for Pike County to have the latest information technology. We realize that we cannot move fully ahead with our county's economic development until we better implement and apply technology," Pike County Judge Executive Wayne T. Rutherford said.

Upgrading the county's IT systems to the point of allowing all county offices - the county clerk, solid waste, the road department, etc., - to communicate would also help improve health and emergency services, Ford said, which could open the door for Homeland Security funding.

The county put in wireless Internet services before the last Hillbilly Days and plans to have the service in all county parks, but has been held up due to lack of broadband in some of the more remote areas, Ford said.

Since the *Prescription for Innovation's* launch, the availability and use of broadband across the state has increased 53 percent, with 94 percent of Kentucky homes being able to access broadband. ●

Loretta Tackett  
Appalachian News-Express

## IVY LEAGUE STUDY RANKS KENTUCKY NEAR TOP IN GOVERNMENTAL USE OF TECHNOLOGY

*Commonwealth climbs to 4<sup>th</sup> – from 44<sup>th</sup> in 2002 – in Brown University analysis of states*

A primary objective of Kentucky's *Prescription for Innovation* is to improve and expand online government services for citizens of the Commonwealth. Since its inception, the quantity and quality of services have improved substantially and citizens use of online state services has increased accordingly.

This success was recently recognized by researchers at Brown University's Taubman Center for Public Policy in a study evaluating the extent to which state governments and selected federal agencies use Internet-based technology to improve access to governmental services. In it, Kentucky ranked 4th among all states moving up substantially from a number 44 ranking in 2002.

The study, "State and Federal E-Government in the United States, 2007," praised Kentucky's website, [www.kentucky.gov](http://www.kentucky.gov), for "presenting clear, organized and consistent web pages that offer citizens a plethora of resources, services, information and multimedia.

Currently, ConnectKentucky is working in partnership with the Commonwealth Office of Technology and Kentucky.gov to ensure that all local governments have a meaningful online presence. Prior to the *Prescription for Innovation*, barely a third of county governments had a website available to citizens.

## Western Kentucky Spotlight



### MSU's Program of Distinction in TSM will host the 2<sup>nd</sup> Annual AT&T Women in Telecom Golf Day

On September 13, 2007, Murray State's Program of Distinction in Telecommunications Systems Management (TSM) will host the 2<sup>nd</sup> Annual AT&T Women in Telecom Golf Day. Held at Murray State's beautiful Miller Memorial Golf Course, the Golf Day is known as the only event in the region developed specifically for women in the telecom industry. This is no regular golf tournament, the golfing activities are designed for women who do and do not know how to golf. Women interested in participating are asked to make a \$50 donation to the TSM Women In Telecom Scholarship, started last year through the Bell-South Women In Telecom Golf Day.

Because of last year's event, Sarah Rowland, an entering freshman student from Smithland, Kentucky will be starting the school year off with a \$1500 scholarship. This year's donations will be available for females entering the program in Fall of 2008.

Women who attend the Golf Day will not only be treated to lunch with special guest speakers in the telecom field, but will also have the opportunity to network with other women from around the region during golf lessons, golf contests

and a round of nine holes sponsored by regional telecom companies. Instruction will be led by MSU Women's Golf Coach Velvet Milkman and Golf Pro Will Snodgrass from the Miller Golf Course. They will work with the women on basic principles of golf such as putting, pitching and driving.

Dana Howard, Marketing and Public Relations for the Center for TSM and coordinator of the WIT Golf Day is excited about the opportunity to host the event for a second year. "Last year we had such a dynamic group of women at the event. I can only hope that this year will be the same because our female students not only had the opportunity to network with women from all over the region, but they learned a lot about balancing life as a busy career woman. Many of the women shared about their

experiences as the industry has changed for women over the years. This is such a great opportunity for our students and faculty and all the women in the field to simply get together and have some fun for a good cause."

To find out more information about the AT&T Women in Telecom Golf Day, contact Dana Howard at [dana.howard@murraystate.edu](mailto:dana.howard@murraystate.edu) or 270-809-3987. Registration for the AT&T Women in Telecom Golf Day, along with times for the day's activities can be found at <http://www.murraystate.edu/tsm/ctsm>. Any professional woman who is interested is encouraged to participate and golf clubs will be provided if needed. ●

*Dana Howard  
Marketing & PR, Center for TSM  
MSU*



*As other participants look on, TSM student Andrea Crouch makes her shot with instruction from Golf Pro Will Snodgrass during the putting contests last year.*