

**MENDING NETS:** There's an ancient saying, "In the midst of a storm, the wise fisherman mends his nets." The tie-in to this edition of Marm's Memo? Whatever life's currently throwing at you, whenever you're in the midst of any kind of storm – economic, business, or personal – that's not the time to give up. That's the time to get prepared for the future, so when the rest of the "fishermen" are sitting on the bank, you're out there, casting and reeling in the results of your "mending". For most of us, that means: persevering, preparing, advertising, marketing, networking, and being.

**LESSONS FROM MARCH MADNESS & THE MASTERS:** As I do every year, I work in my office and watch the major sports games at the same time, writing down my thoughts as the game proceeds. This year, I was pulling for Duke and Tiger. Following is what I wrote down (about the players and my interpretation of how that ties in to Mending Nets). Some will call it a slam, others a four-major winning streak. Either way, Tiger Woods is the undisputed master of the game.

Sunday, at steamy and breezy Augusta National, Woods, 25, accomplished the unthinkable. His two-stroke victory over pal David Duval in the 65th Masters marked his fourth consecutive major championship and made him the first man in history to hold the Masters, U.S. Open, British Open and PGA trophies at the same time. "To win four of them in succession, it's just hard to believe because there's so many things that go into winning a major championship," said Woods, who earned \$1,008,000. You've got to have your game peak at the right time, and on top of that, you've got to have some luck."

**E-SHOPPING:** Haven't purchased your Passover or Easter gifts yet? A quick way to send gifts is online, with sites that have secure shopping carts. Order your flowers at [www.chestersflowers.com](http://www.chestersflowers.com) -- or your Tiffany Meyda Lamps and Beanie Babies at [www.giftbarnonline.com](http://www.giftbarnonline.com) Make others happy, take advantage of the sales, and save yourself time!

**E-SECURITY:** When a customer fills in their credit card details on a form at a website and then clicks on the order button, the credit card information is sent as little bits of electronic data from the customer's PC to another computer, via the network of computers, wires, cables and other connections that make up the infrastructure that is the Internet. E-commerce websites which feature Secure Transaction are stored on specially-configured computers which ensure that the data transferred between the customer's PC, the website and the computer responsible for processing the credit card, turning the data into a code which cannot easily be read by others.

**E-WOMEN:** According to Census Bureau statistics, women-owned businesses in the US totaled 5.4 million in 1997, an increase of 16% since 1992. How much do you think you know about women who've made a difference? Take the quiz and see how well you do! Understanding what women want, and realizing that women make 75% of all buying decisions, behooves us to get educated here. And while there, enjoy the Calendars of Events. <http://www.womenleadersonline.com/>

**LEVITY THOTS FOR CRISES:** Check out our Jokes and Thoughtful Stuff page for more. <http://www.technotouch.com/jokes.html>

**SNIPPETS:** Market Facts Research has found that 56.9% of US consumers are comfortable sharing credit card information online, but only 43.5% are comfortable doing so over the phone.

Courts in the US, in Germany, and in France are starting to struggle with how much the net and technology is a worldwide, borderless thing, and how much it is subject to the laws and customs and mores of places that are geographically and politically bounded.

Alexa Research shows that an alarming number of Internet users are still confused over how to use a Web browser. Since information is power, training will be needed here.

A study conducted by the JFK School of Govt at Harvard, found that levels of civic engagement - how much residents trusted others, socialized with others, joined with others - predicted the quality of community life and residents' happiness far better than levels of community education or income.

According to the US Census, there is now no racial or ethnic majority in California.

Last week the first fully electronic mortgage was recorded in Monroe County, New York.

**COMMON COMPUTER GRIPES:** *1. Why do start-up and shutdown take so long?* Some boot-up time--for an antivirus check, say--is unavoidable. And shutdown takes longer than necessary if you don't close all open programs first. Of course, you can avoid a lengthy boot-up if you use standby or hibernation instead of shut-down. "Standby," available on both Macintosh and Windows computers, is a partial shutdown that lets you quickly return to readiness, often by pressing any key. Trouble is, standby may require a reboot anyway. "Hibernation," standard on the new Windows Me operating system, lets you return to the program you left when you power up.

*2. Why is rebooting necessary?* Install new software or a new peripheral on a Windows computer, and an onscreen message will tell you to reboot. That's inescapable for new hardware or new driver software. But you may not need to reboot after installing a properly designed application. That's because the Windows Registry keeps track of the necessary files.

*3. I've got mail? Where?* If you use, say, Microsoft Outlook at the office and a different e-mail program at home, you'll have to maintain multiple address books and two sets of message logs. If you install the latest version of popular e-mail programs, you'll greatly increase the odds of being able to successfully relay messages--and attachments-- between home and office. Programs like Eudora, Netscape, and Outlook Express can accommodate messages from other e-mail programs.

*4. What illegal operation?* Both Windows and Mac computers can deliver incomprehensible error messages. And dialogue boxes that pop up to help you through certain operations often present unclear or seemingly inadequate choices. Try using onscreen help for some of these onscreen bafflers. In addition, Windows Me provides connections to more-detailed help screens.

*5. Why isn't the printer responding?* Plugging in a cable to link a printer with the computer doesn't guarantee that the two will work together. Be sure you're using up-to-date versions of the necessary driver software or extensions. They can usually be downloaded free from the peripheral maker's web site. Newer devices using a universal serial bus connection tend to have fewer communication problems. For newer printers, the cable designed to plug into a parallel port must comply with an industry standard known as IEEE 1284.

*6. Why do I need to add new plug-in programs?* You want to go online to watch video of a breaking news story or check out a very hip new web site. But when you try, you're stopped cold by a message telling you that you need a plug-in. That's a special program like QuickTime or RealPlayer, which you need in order to receive audio or video from a web site. Because people have different preferences regarding file size, audio/video quality, and the like, there isn't a single plug-in format to suit everyone. At least most plug-ins download quickly and occupy little hard-drive space.

*7. Why is my machine so noisy?* Sometimes the most mundane hardware--the cooling fan--creates the greatest annoyance. If you do buy a noisemaker, you'll realize it as soon as you power up the computer for the first time. Ask the retailer to exchange the fan for a quieter one.

*8. Do I need all those cords?* It's increasingly easy to do without the often-unsightly tangle of cables connecting the hardware. There are now three approaches to wireless: IrDA, which uses infrared, is a common way to link a laptop with a printer, if both devices have the infrared hardware. But line-of-sight transmission is required. Bluetooth wireless connections, available by midyear, use 900-megahertz frequencies for cable-free connections. The IEEE 802.11B wireless standard appears promising for wireless home networks. Apple's AirPort network uses it.

9. *Is this upgrade necessary?* Unless you must have the most recent software, you may not need to upgrade. The new version won't necessarily work better--and may add new bugs. Before you upgrade, read the new version's release notes (available at the vendor's web site) to learn what the upgrade does that's new or better. More and more applications are available as customized installations, delivering only the pieces you want.

10. *Why is this new software so buggy?* New programs are often rushed to market before they can be fully tested. With a new operating system or major program, it's better to wait until a bug fix comes out a few months after the initial release.

ONLINE EDUCATION IS booming. over one million students enrolled in college-level distance learning classes this year. The IDC says that number is projected to grow to over two million by 2002 and that increase will come from the Internet REASONS TO TAKE ONLINE COURSES Flexibility Location Update skills

POLLS AND STUDIES: A recent study by the AAA Foundation for Traffic Safety found that cellular telephones are not as dangerous a driving distraction as snacking while at the wheel, or fiddling with the radio.

Ten years ago, when most people still thought of computer hackers only as nerdy henchmen, a group of less than 100 cryptographers got together in a Silicon Valley hotel to share ideas. Now the Internet is a pervasive part of life, a platform where \$657 billion worth of commerce was transacted last year, expected to increase 10 times by 2004, online security has become a mainstream concern. And that brought more than 10,000 people to a San Francisco convention this week.

Forrester Research, Inc. (Nasdaq: FORR) predicts an imminent shakeout of shopping intermediaries - sites that aggregate online merchant listings and products. Surviving intermediaries will evolve into eCommerce brokers that will generate 48% of online sales by 2005. Instead of offering shoppers little more than a list of links and a passive handoff to retailers, eCommerce brokers will take a more active role in online sales. They will support the marketing, merchandising, and customer service activities of merchants and guide customers through the buying process.

In a poll by Forrester Research, Inc. of more than 700 senior business executives (Nasdaq: FORR), 59% said that they are maintaining or heightening their Internet efforts, despite the slowing economy. In parallel, 85% of these executives stated that to achieve their business goals, connecting more tightly with business partners and customers is a top priority "These data points show that despite the downturns in the stock market and the economy, businesses still see technology as the key to improving their operations,"

The telecom industry faces big challenges from cable companies and Internet infrastructure insurgents jockeying for broadband revenues. 21st century telecoms will be dominated by specialists focused on customers, innovation, or infrastructure. Online sales of telecom services to US businesses will reach \$47 billion in 2004. Offering increased bandwidth is no longer enough. Companies are looking for services, products, and capabilities that will enable them to conduct business on the network and the Internet, right next to their suppliers and customers.

To lay the groundwork for simpler communication among trading partners, Ariba, IBM, and Microsoft teamed up to form a universal business directory. Their inspiration: the Yellow Pages. Instead of picking up the phone or shooting off a fax, UDDI lets companies electronically communicate in a common directory what they do and what products they sell, essentially one of the first steps to initiating B2B e-commerce.

Interactive Week's recently completed annual survey showed Web site budgets for 2000 averaged \$404,500, and Webmasters say they expect to see that increase to \$508,000 for this calendar year. 60.7 percent of website owners spent \$50,000 or less in 2000 and 56.2 will do the same in 2001.

E-tail giant Amazon.com said Monday that it would post a narrower-than-expected loss for the first quarter due to surging electronic sales. Amazon CEO and founder Jeff Bezos said the company has had an "excellent" quarter, which ended March 31st. "For the fifth consecutive quarter, we saw substantial improvement in our operations and bottom-line performance," said Bezos. "Electronics demonstrated especially strong growth and improvements." Amazon also reaffirmed earlier forecasts for 2001, which included pledges that it would reach profitability by year's end.

On April 5, I participated in a historic global event. Women.future MainEvent 2001 was broadcast live via satellite from New York City to more than 200 locations globally and covered topics important to women including work trends, leadership roles and lifestyle choices. Designed as a day-long interactive conference, MainEvent is considered the world's foremost global gathering of businesswomen who engage in a global conversation and to share their wisdom, their inventiveness and their leadership with men and women.

#### MORE SNIPPETS:

A Worldlingo, Inc. survey of the 20 top online retailers found that 85% cannot respond to e-mail inquiries in foreign languages.

97% of US schools have access to the Internet according to a survey by Netbay.

Clientize surveyed over 200 top magazines and found that 41% publish an email newsletter. 69% of them use opt-in procedures.

The Pew Internet and American Life Project is a continuing source of interesting findings. In a recent study of concerns of folks online found that only 31% trust the government to do the right thing most or all of the time.

A German study of print and online journalists found that the majority spend more than one hour a day using the Internet and e-mail for their jobs

**VIRUS/HOAX UPDATES: DO NOT OPEN "NEW PICTURES OF FAMILY".** It is a virus that will erase your whole "C" drive. It will come to you in the form of an E-Mail from a familiar person. I repeat a friend sent it to me, but called & warned me before I opened it. He was not so lucky and now he can't even start his computer!!! Forward this to everyone in your address book. I would rather receive this 25 times than not at all. Also: Intel announced that a new and very destructive virus was discovered recently. If you receive an email called "FAMILY PICTURES," do not open it. Delete it right away! This virus removes all dynamic link libraries (.dll files) from your computer. Your computer will not be able to boot up. More info here on our Virus / Hoax page.  
<http://www.technotouch.com/asktechno.html> n.

**WEB MARKETING:** A couple of years ago, businesses created websites simply to have an online presence. While the fact is most every company does need to have a website, the need to integrate it with the company's business plan, keep the site current, make sure it's easy to navigate, make sure it downloads easily, and incorporate their website address in all their marketing efforts.

**WEB SEARCHES:** Your customers are already using the Internet to access products and information. 81% use a search engine. 5 million pages of new content are added to the web every

day. Designing unique sites and understanding each search engine's distinct criteria, and indexing process is an area technotouch excels in. <http://www.technotouch.com/webdesgn.html>

WONDERLAND: Some of the recent special moments spent with family, friends, clients, and community have been: Enjoying a Sesame Street production with my two youngest grandchildren; Being chosen to be on the Editorial team as Coordinator of the Technology issue for the National Speakers Association's international magazine; Having a nice long conversation with my FL based son; Being a Judge at our spring DistrictV BPW meeting; Having nice drop-in visits from my two local daughters; Delivering keynote presentations for clients; Getting neat emails from my CA daughter and grandson; Creating and maintaining websites with my talented technotouch team; Having an enjoyable private lunch with my Mom at the nursing home; Putting up a Discussion Forum page for Rotary RYLA; Continuing my work as VP of the Children's Museum Board of Directors; Being active in Rotary on my Club level, District level, and international level; Working on a new CD-ROM marketing project; Watching Bonnie & Clyde (our "grand-cats") enjoy the spring sunshine. Life is good. Friends and clients are great. Family is precious. Thank you once again, God.

QUOTE OF THE MONTH:

"In dwelling, live close to the ground. In thinking, keep to the simple. In conflict, be fair and generous. In governing, don't try to control. In work, do what you enjoy. In family life, be completely present." -- Tao Le Ching

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Marm's Memo is written by Marlene B. Brown, author of "TechnoTouch: Managing Change for 21st Century Leadership," (Sunrise Publishing) and other books. Comments are welcome. Archives can be viewed at <http://www.technotouch.com/articles.html>

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MARLENE'S SERVICES: Marlene & her team help companies stay competitive by understanding and taking action on future trends. Clients have used their services over the past two decades to:

- Review or design your Strategic Plan
- Design, redesign, maintain your Website
- Create articles for your website or newsletter
- Help you combine your offline & online marketing
- Provide Leadership and/or Sales training for key people
- Help your team move from tech's voice side to the data side
- Analyze your competition and industry in this volatile environment
- Deliver keynote on Change, Technology, Leadership, Net Commerce
- Conduct a Digital Age or E-Business Briefing Session for key executives
- Coach people at the top during transition times to move forward into the future

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