

eCommunity STRATEGIES

October 2007



Welcome to ConnectKentucky's eCommunity Strategies Newsletter

Nearly three years ago, ConnectKentucky was asked to spearhead the *Prescription for Innovation* initiative. Today, the results of that work are unprecedented. The model used by ConnectKentucky for broadband deployment and technology growth has garnered national recognition and it's lead to national legislation, new leaders, innovative programs and a bright outlook for the future.

As ConnectKentucky's newly appointed Executive Director, I would like to share with you "What's Next" for ConnectKentucky. As you will see in this edition of the ConnectKentucky eCS newsletter, we are adding new staff, creating new programs and refocusing our efforts. So what's next for ConnectKentucky? Our focus must now shift to increasing demand for broadband and technology use through awareness, applications and adoption. With available technology, unforeseen opportunities are within reach, such as: better and less expensive healthcare; an education that prepares Kentucky's children to prosper in a globally-networked world; residing in one of Kentucky's rural communities and succeeding in a career that formerly required moving to a major metropolitan area; and developing a competitive economic advantage for attracting today's high-tech

jobs to replace the decline of traditional low-skilled jobs.

As a result of the successful *Prescription for Innovation* in combination with the new focus of ConnectKentucky, our staffing needs have grown. This month, we welcomed two new project managers to serve the east and west regions of the state. In conjunction with these new additions, our former eCS project managers have moved into new roles. Ernie Wood, formerly the east Kentucky project manager, will now be Director of Project Management. He will focus on delivering contracted technology solutions. Jeff Rose, who served as the west Kentucky project manager, is Director of Program Development with a focus on developing new programs to advance technology in the Commonwealth.

Thank you for your unwavering support. We look forward to continuing to ensure Kentucky remains a national leader in technology deployment and adoption. I encourage you to contact me with questions or comments.

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Meet the New Additions to ConnectKentucky



René True, Executive Director

As ConnectKentucky's new Executive Director, René provides primary management for the initiative's state strategy, while also showing leadership and vision to accelerate the growth and technology in the Commonwealth.

Before joining ConnectKentucky, René served as Executive Director of the Office of Research and Information Technology in the Kentucky Cabinet for Economic Development. In addition to managing a 20 person staff, his responsibilities included coordinating the agency's strategic planning efforts and overseeing the Cabinet's IT functions.

René graduated from the University of Kentucky with a bachelor's degree in Business Administration in December 1984 and received his master's degree in Business Administration from the University of Kentucky in December 1995. He received the Certified Kentucky Assessor (CKA) designation in 1989 and the Senior Kentucky Assessor (SKA) designation in 1990 from the Kentucky Revenue Cabinet. René graduated from the Economic Development Institute, University of Oklahoma in April 2000 and in December 2000 received the Certified Economic Developer's (CECd) designation from the International Economic Development Council.

Mark Messer, Project Manager



Mark Messer is ConnectKentucky's new Project Manager for the east Kentucky region. Prior to joining ConnectKentucky, Mark founded 360 Digital and served as Technical Director where he was responsible for consulting with small business and agri-business clients on integrating interactive technology into their business and marketing communications plans. Mark also brings with him more than 10 years of experience in secondary and post-secondary education as a teacher and as an Instructional Technology Consultant for the College of Business at Morehead State University. Mark has served as an end-user trainer for Saint Claire Medical Center and has conducted presentations on producing, developing and designing websites for the Small Business Development Center (SBDC). Mark holds a B.A. in Business Administration from Morehead State University and is currently working toward his M.B.A. at Morehead.

Michael Mattingly, Project Manager



Michael Mattingly is ConnectKentucky's new Project Manager for the west Kentucky region. Michael has been an independent consultant since 2003, where he applied over twenty years of experience as a business-oriented IT professional. His responsibilities included network design and customer relationship management from the point of contact through the process of project completion. Prior to serving as an independent consultant, Michael served as President and Chief Manager for CyberKing America, LLC, where he established business relationships and managed service arrangements with major cable television system operators on projects in the states of California, Florida, Georgia, Missouri, North Carolina, South Carolina, Tennessee, Texas and Washington. He provided technical leadership to the develop-

ment of call center strategies for expert level support of broadband services and wireless networking products for cable system operators. Michael has an associate's degree in Science from Excelsior College.

Connecting Carroll County

November 8

2 p.m. - 8 p.m.

Carroll County Public Library

136 Court St.

Carrollton, KY

The Carroll County community is hosting an event offering workshops and informational booths about getting connected. Come join them for workshops on:

- * Internet Banking
- * Student Technology Leadership Program
- * Identity Theft
- * Internet Safety

Booths present will include:

- * KET
- * Dell Computers
- * Internet Service Providers
- * Local Banks
- * A demo of the Carroll County Website

Sponsored by:

ConnectKentucky
UK Cooperative Extension Service
Jefferson Community & Technical
College
Carroll County Schools

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ConnectKentucky Awarded Contract to Form the Kentucky eHealth Corporation *Partnership will work to implement KHIP Web Portal*

ConnectKentucky was recently awarded by the Kentucky Cabinet for Health and Family Services the contract to create and manage the Kentucky eHealth Corporation (KeHC), further solidifying ConnectKentucky's role as the Commonwealth's go-to resource for technology expertise. This revolutionary partnership between ConnectKentucky and the State will be the first-ever non-profit organization dedicated to eHealth issues in Kentucky.

Under the KeHC public-private partnership, ConnectKentucky will develop and manage the Kentucky Health Information Partnership (KHIP) web portal for provider-payer communications. The portal will have several functions, containing a clinical site for accessing a patient health summary based on claims data and an administrative site for handling common administrative transactions electronically. Ultimately, the portal is a solution that will allow physicians

and other authorized providers instant access in a secure and confidential manner to personal health information currently available in electronic format.

"We are moving aggressively forward with making Kentucky a national leader in e-Health, and we want the involvement of the state's healthcare, business and community leaders in the e-Health transformation."

- Gov. Ernie Fletcher

Evidence shows that speedy and efficient access to healthcare information at the point of treatment has increased the quality of healthcare, empowering physicians by giving them the ability to

have the best and most accurate patient information available. Through this portal, healthcare providers would have secure access to clinical information on up to 60 percent of the Kentucky patients they see and administrative tasks would be simplified and standardized.

The KHIP portal will be the initial measure taken by the Commonwealth to ensure that the highest quality healthcare is available to Kentuckians, and further positions the state as a leader in technology. Jeff Rose and Ernie Wood will now begin the important work laying the necessary foundation to see this venture to fruition.



ConnectKentucky Awarded \$150,000 by the AT&T Foundation

The No Child Left Offline (NCLO) program has received \$150,000 from AT&T for computers and technology upgrades for Jefferson County non-profit agencies that provide after-school programs and services to students.

Seven agencies have already been selected to receive computers, and additional agencies will be selected over the next few weeks. Agencies chosen include: Lac Viet Academy, Berrytown Family YMCA, Americana Community Center, Portland Neighborhood House, Louisville Central Community Centers Inc., Salvation Army, South Louisville Boys and Girls Club and the West End School.

"The digital divide is as much of a concern in our cities as it is in rural America, and NCLO is designed to meet both of those challenges," said Andrew V. McNeil, Vice President for Program Development.



KY Communities Getting Connected

ConnectGRADD Project Making Progress

ConnectGRADD, a partnership between Green River Area Development District, county fiscal courts and technology companies Cinergy Communications in Evansville and Digital Connections Inc. in Nashville is making great progress toward offering residents in Daviess, Hancock, Henderson, McLean, Ohio, Union and Webster counties a faster Internet connection.

Workers have been climbing tall towers and installing equipment that before year's end should provide wireless broadband service to area residents of the seven counties targeted.

Once the groundwork is complete, ConnectGRADD intends to offer residential wireless broadband for \$29.95 a month. The initiative also has a website available, www.connectgradd.net, to keep residents apprised of progress. To receive email updates about the project, contact Cinergy Communications' New Activation Center at 1-877-GRADD-411.

Prestonsburg Wireless Project Highlighted as Case Study on Meraki's Website

The wireless project carried out by the City of Prestonsburg in Kentucky was recently featured on the website of Meraki, the city's network provider as a

case study example.

The City's Economic Director Brent Graden wanted to offer free Internet access to members of the community. Living in a rural area made that difficult. Then he came across an article about Meraki, whose mission is to bring affordable Internet access to the next billion people with an approach to wireless networking that empowers them to bring access to local communities anywhere in the world.

Today, nearly half of the system is installed, and soon the downtown area of Prestonsburg will be home to a wireless mesh network for the cost of \$8,500, less than 10% of a standard deployment. "Meraki is an extremely good value,"

Graden said, "and it's easy to install."

Graden said benefits of a Meraki mesh network include the ability to manage the system without an additional computer or server. He is able to maintain the network without a staff, making it cost efficient. Another benefit is the ability to remotely assess any issues and handle them while away from the office or even on vacation.

Good things catch on quickly. The nearby City of Inez is following in the footsteps of Prestonsburg and is rolling out their own wireless network project.

For more information about services offered visit Meraki's website at: www.meraki.com.



We asked and you answered...

"With high-speed, I can now work toward my degree at home."



Melissa Knight of Lebanon, KY a working mom of two getting her M.B.A. said high-speed Internet gave her more time at home with her family.

"Now that we have

broadband access in our home, I am able to come home directly after work, have dinner with my family and work on assignments from my home computer instead of staying late at work to use their T-1 line."

"The extended global reach made possible by broadband has made my living in KY more financially stable and therefore more enjoyable."

Tom Marshall, owner of Specialty Food America, Inc. said his high-speed connection has allowed him to establish his online business



in rural Christian County. "What's really great is I can leave my office and tend to my gardens," said Marshall. "I look at it as the best of two worlds - Kentucky and the rest of the world - made increasingly possible by the availability of broadband."

To share your story, email broadbandstories@connectky.org