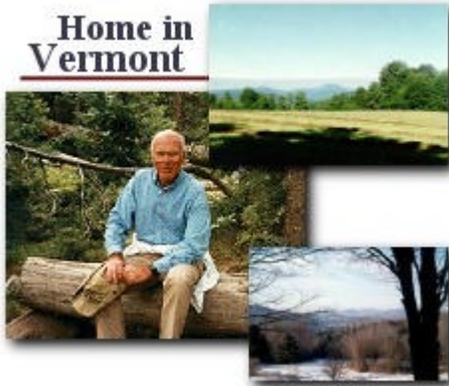


Vermont

Cyberselling in Vermont

Contents:

- [Welcome](#)
- [Step One](#)
- [Internet Providers](#)
- [Design Your Own Page](#)
- [Publicize Your Site](#)
- [Web Page Developers](#)
- [Online Resources](#)
- [Online Security](#)
- [Vermont Businesses](#)
- [Glossary](#)



Senator Leahy's Guide to Doing Business on the Internet

Welcome

I am pleased to provide you with the sixth edition of "Cyber Selling in Vermont," a guide for doing business on the Internet.

More than 100 million people around the world use the Internet. With the advancements in technology that are making it easier to conduct business online and the tremendous growth in the number of companies making the leap, more and more users are turning to the Internet to place orders with suppliers, sell products and services to customers, and communicate with clients.

The Internet market is growing at a lightning pace. According to a Harris Poll, the number of U.S. Internet users has increased 600% in the past 4 years. In the first official U.S. government estimate of retail e-commerce sales, the Census Bureau of the Department of Commerce recently announced that e-commerce sales for the fourth quarter of 1999 (October through December) were approximately \$5.3 billion. According to one Internet research firm, 96.7% of online consumers plan to buy online again.

As the Internet continues to grow, I am hopeful that we Vermonters will continue to be leaders in tapping this market. To help achieve that goal, I have put together this step_by_step resource guide for doing business on the Internet. It includes a starter kit for Vermont businesses to create a home page and begin marketing their products and services on the web.

The Internet is also a great source of information to aid you in expanding your business. Many federal and state agencies have established web sites for online help. The end of this guide includes a resource section on Internet help for exporting Vermont products, selling to the government, and applying for loans and grants.

I have also put together a list of additional references that can help you to master doing business on the Internet. An updated version of this guide is available on the Internet on my home page. I encourage you to begin exploring the Internet and the many business opportunities it has to offer.

Good luck surfing and selling on the Net.

Step One

Congratulations! Like thousands of other Vermonters, you have made the decision to go online and market your products and/or services on the web. If you are an individual or a small business, you must now decide whether to host and develop a web site on your own, or hire an e-commerce consultant to assist you. This guide is intended to provide you with information on both how to do it yourself and how to locate Web Page Developers in Vermont who can aid you in this exciting endeavor. Unless you are already e-commerce savvy, it is likely that you will need some outside help. Here are a few factors you should take into consideration in deciding whether to use a consultant, and if so, how much help you may need.

- **Time**
Do you have the time to create, run, and continually update your site?
- **Budget**
Do you have room in your budget to hire a consultant or to pay an employee to assist you in developing your site?
- **Resources**
Do you have the knowledge and expertise needed to create your own site and run it effectively? Do you have at your disposal all of the tools you need to make your site as good as it can be?
- **Control**
How much control do you want over your site? Do you want complete discretion over the design and maintenance? Can you rely on someone else to make frequent changes that you may need to respond to changes in your market?

Internet Service Providers

The first step in creating your own home page is establishing an Internet account. There are many Internet Service Providers (ISPs) that offer different types of accounts which vary in speed, cost and type of access. Traditionally, most Vermonters have "dial-up" accounts where they access the Internet using a modem that connects to the Internet via regular phone lines. Depending on your location, you may be able to access the Internet via newer technologies including high speed Integrated Services Digital Network (ISDN) or Digital Subscriber Line (DSL) connections. You may even be able to access the Internet through a cable line. Many ISPs will also "host" your web site and direct you to register a domain name for your site. [Here is a list of a few Internet providers that service Vermont.](#)

PROVIDERS

Provider	Web Address	Phone
Adelphia	www.adelphia.com	(888) 233-5638
CTC Communications	www.ctcnet.com	(802) 655-5133
Dog River Business Solutions	www.drbs.com	(802) 225-2000
Earthlink	www.earthlink.net	(802) 651-6600
Excel Communications, Inc.	www.excel.com	(802) 442-1016
Global Crossing	www.globalcrossing.com	(800) 954-2387
Global Net	www.global.net.mt	(802) 878-1010
Internet I-100	www.madriver.com	(802) 496-9876
Kingdom Connection	www.kingcon.com	(802) 748-7005
MCI Worldcom	www.mciworld.com	(802) 652-0507
Power Shift Online	www.pwshift.com	(877) 949-PSOS
PSINet	www.psinet.com	(800) 395-1056
Quest Computer Services	www.quest-net.com	(802) 728-3015
Shoreham Internet Services	www.shoreham.net	(802) 897-9911
Sovernet	www.sover.net	(877) 877-2120
TDS telecom	www.tds.com	(802) 485-9911
Together Networks	www.together.net	(800) 846-0542
ValleyNet	www.valley.net	(802) 649-2162
Vermont Internet	www.vermontinc.com	(802) 651-9744
Vermont Telephone Co.	www.vermontel.net	(802) 885-9000
Waitsfield & Champlain Valley Telecom	www.wcvt.com	(800) 496-3391

Design Your Own Page

For those of you who want to design your own web pages, there are many sites that you may find helpful. Most of these offer a comprehensive overview of Hypertext Markup Language (HTML), which is the programming language that is used to design web pages. You can find a whole host of these pages by visiting your favorite search engine and entering HTML. In addition, I have provided web addresses to some other pages and books that may prove useful.

Web Sites

- [PBS Beginner's Guide to Creating Your Own Home Page](#)
- [Microsoft's HTML Reference](#)
- [Netscape's HTML Reference Page](#)
- [NCSA Beginner's Guide To HTML](#)
- [The Bare Bones Guide To HTML](#)

Books

HTML 4 for the World Wide Web, Fourth Edition: Visual QuickStart Guide by Elizabeth Castro. Copyright 1999. Published by Peachpit Press.

HTML: The Definitive Guide by Chuck Masciano, Bill Kennedy and Mike Loukides. Copyright 1998. Published by O'Reilly & Associates.

HTML 4 for Dummies by Ed Tittel and Natanya Pitts. Copyright 1999. Published by IDG Books Worldwide.

Creating Web Pages For Dummies by Bud E. Smith, Arthur Bebak and Kevin Werbach. Copyright 1999. Published by IDG Books Worldwide.

Publicize Your Site

Once you have established a Web site, its success depends on how many potential customers or clients visit it. To get the word out, you should publicize and promote your site. You can do this both on and off the Internet.

On the Net, your site can be registered with Internet services that will allow Web surfers to find your site through specific key word or subject matter searches. Other ways to publicize your site on the Web include postings to newsgroups and sending e-mail to targeted groups. In addition, you can add links to other Web sites on your site and ask these sites to add a link to your site. To learn more about publicizing your site using the Net, I suggest reviewing the links below.

Off the Net, traditional news sources can be used to publicize your site, such as newspapers, magazines, trade periodicals, television and radio shows. Also include your Web site on stationary, business cards, advertisements, and other business publications. Often potential web surfers may learn about a site from non-Web sources.

- Bock Interactive - www.bock.com
- Submit It! - <http://www.submit-it.com/>
- What's New Too - <http://nu2.com/>
- Yahoo - <http://www.yahoo.com/>

The sites listed above will help make it easier for consumers to find your Web site. While these pages are always a good place to start, you may want to go a step further and register your site with a consumer protection site. These pages are designed to provide wary consumers with a list of legitimate and reliable companies on the Internet. I encourage you to review one of the sites listed below.

- Web Watchdog - <http://www.webwatchdog.com/>
- The Public Eye - <http://thepubliceye.com/>

Web Page Developers

Web page design varies in difficulty. The original Web pages that consisted of a standard gray background with black text, blue links and a few pictures were relatively easy to design. Today, Web pages can be much more complex. They can include features like moving pictures, sounds and a variety of colors and backgrounds.

There are many private companies that specialize in Web design. For those of you who are interested in hiring a private company to design and build your Web page, I have provided links to companies in Vermont that develop Web pages.

- A -

ADSP Communications
www.adsp.com

Advanced Internet Services
www.advins.com

All Vermont Pages
<http://users.aol.com/frotz>
Colchester

Amerilinks.com
Manchester, VT
website: www.amerilinks.com

- B -

Bock Interactive
www.bock.com
Burlington

Burlee Networks
www.Burlee.com
Burlington

The Business Center of Vermont, Inc.
www.in-vermont.com/bcv
Burlington

- C -

The Compass
www.thecompass.com
Burlington

CyberDoctors, Inc.
www.cyber-doctors.com
Jericho

CyberShingle
www.cybershingle.com
South Burlington

CKInteractive
<http://www.cki.com/>

- D -

Digital Frontier
www.digitalfrontier.com
Stowe

Dog River Business Solutions
www.drbs.com

Dosolutions *
www.dosolutions.com
Putney

DTP press
www.thisisvermont.com/dtp/index.html
Bennington

- E -

earthlogic
www.earthlogic.com

E-Enable
www.globalols.com
North Bennington, VT

Enhanced Designs
<http://enhanceddesigns.com/>
Jericho

- F -

Falling Leaf Interactive
www.fallingleaf.com
Williston

- G -

- H -

- I -

Interatworld, Inc.
www.interatworld.com
Middlesex

Internet Associates

<http://www.scanline.com/>
Brattleboro

- J -

- K -

- L -

Laser Image Design Services
www.laserimage.com
Burlington

Laurie Bayer Guided Mediation and Web Design
<http://www.technical-inspirations.com/>
Southern Vermont

Locust Creek Graphics
www.locustcreek.com

- M -

Metacraft Internet Services
www.metacraft.com
Burlington

Mountain Top Communications
www. Dover.net/~mttop
Wilmington

Mountainmist Web Design
<http://mountainmist.designspot.com/mm.html>
Metaclick <http://www.metaclick.com/>

- N -

NEMA Corporation, Inc.
www.nemac.com
Burlington

NeuralEssence
www.neuralessence.com

New England Research Associates
www.neravt.com
East Montpelier

NOMAD Communications
www.nomadcom.COM
Norwich

- O -

- P -

Paperwork Solutions
<http://pwsolutions.com/paperwork>
Burlington

Paradigm Consulting
<http://www.paradigmcc.com/>
Bethel

PB Publishing/Scenes of Vermont
<http://www.pbpublishing.org/>
Morgan

Propeller Media Works
www.propelled.com
Burlington

- Q -

- R -

Rendering Rex
www.renderingrex.com

- S -

Shark Communications
www.sharkcomm.com
Burlington

Signalz
www.signalz.com
Montpelier

Smart Sites, Inc.
www.smartsites.com
Rutland

Spectrum Design
www.spectrumwebworks.com
Bennington, VT

Speeders Type & Internet Web Design
www.together.net/~speeders
South Burlington

- T -

Technical Inspirations *
www.technical-inspirations.com

TGGWEB *
www.tggweb.com

Top Design *
www.topdesign.ursiny.com

- U -

- V -

Vermont Internet
www.vermontinc.com
South Burlington

Vermont Living *
www.vermontliving.com

VTweb Internet Services
www.vtweb.com
Pawlet, VT

- W -

Web Design Central
www.webdesigncentral.com
West Pawlet, VT

Wileywebs
www.vtweb.com/jig

Woos Consulting
www.sover.net/~wooscons
New Haven

- X -

- Y -

- Z -

* Also a presence provider

Note: If you are a Vermont Web developer that would like to be added to this list, please send an e mail from <http://leahy.senate.gov/contact.html>

Online Resources

There are many other resources on the Internet that can help your business. Below, I have highlighted a number of the most useful Web resources. I have also provided links to various sites on the Internet that offer on line help in these areas. I hope you will find this information useful as you do business on the Web.

Exporting Vermont Products

The Internet has a wealth of information to help small businesses promote their exports. For information on federal assistance on international trade, I suggest looking at U.S. Business Advisor at <http://www.business.gov/>. This site includes information on export markets, export financing and overseas taxes.

The Vermont World Trade Office also has established a Web site to assist Vermont exporters and list upcoming export conferences in Vermont at <http://www.vermontworldtrade.org/>.

Selling to the Government

The State of Vermont has set up the Vermont Business Assistance Network Internet site at <http://www.dca.state.vt.us> to provide an electronic listing of bid opportunities available through Vermont-based federal, state and local governments. This site also gives Vermonters access to the Federal Bid Distribution System.

Another comprehensive site for doing business with the Federal government is located at U.S. Small Business Administration at <http://www.sba.gov/gils/SBA1997Apr10.130644.html>.

Federal Regulations

Many federal government agencies have established Web sites for information and assistance with federal regulations. These sites generally provide sample forms, instructions and common questions and answers.

In addition, the federal government has set up U.S. Business Advisor @ <http://www.business.gov/busadv/maincat.cfm?catid=21> . This site provides links to other Internet sites with information on complying with laws and regulations on communications, environment, health, immigration, labor, safety and taxes.

The [U.S. Small Business Administration](#) also has an on-line service for finding information to comply with federal regulations. The SBA's Regulatory Assistance Center has information on regulations in the following areas: labor, immigration, environment, communications, taxes and safety.

Loans and Grants

U.S Business Advisor on line services include information on federal grants and loans from various agencies. It can be accessed at <http://www.business.gov/busadv/maincat.cfm?catid=44> for Grants and Funding and at <http://www.business.gov/busadv/maincat.cfm?catid=20> for Financial Assistance.

In addition, my home page includes a section on revolving loans funds in Vermont at <http://leahy.senate.gov/vermont/business/funds.html> . These funds are organized at the local, regional, and state-wide levels to leverage federal funds for start-up and expansion of small businesses in many Vermont communities.

My home page also features a section on available federal grants opportunities. Click here to go to my [Federal Grants and Assistance Bulletin](#).

Additional Information

In addition to finding information, the usefulness of the Internet depends on the needs of your business. Among other things, you can use the Internet to create a client base, analyze a product or market, find expert advice, and recruit new employees. To learn more about the potential uses of the Internet, check out "The Business of the Internet" at <http://www.rtd.com/people/rawn/business.html>.

Here are some resources for learning more about putting your business on The Web:

Books

Teaching Yourself Web Publishing With HTML 3.2 in 14 Days: Premier Edition
by Laura Lemay. Copyright 1996. Published by Sams Publishing.

Doing More Business On The Internet
by Mary Cronin. Copyright 1995. Published by Van Nostrand Reinhold.

The Internet Business Guide
by Rosalind Resnick and Dave Taylor. Copyright 1996. Published by Sams Publishing.

How To Grow Your Business On The Internet

by Vince Emery. Copyright 1995. Published by Coriolis Group Books.

Customer Service On The Internet

by Jim Sterne. Copyright 1996. Published by John Wiley and Sons, Inc.

Web Sites

Useful Resources On The Web Maintained by the Vermont Manufacturing Extension Center at - <http://www.vmec.org/resource.htm>

Business Resources On The Web Maintained by the Vermont Small Business Development Center at - <http://www.vtsbdc.org/resource.htm>

The Small Business Administration's Online Women's Business Center is a free, interactive training site. Net Guide Magazine, at <http://www.onlinewbc.org/>

Online Security - Privacy

With the frequent exchange of information on the Internet that is an integral part of e-commerce, there is the real threat that consumers' personal information can be shared and distributed without their knowledge or consent. Individuals may not want to purchase goods online out of fear that their name and address as well as purchasing habits may be tracked. These are legitimate concerns that could result in serious consequences for the profitability of your site. Therefore, I believe it is important for you to establish a privacy policy that will let consumers know that you value their privacy. I have always believed that good privacy policies make good business policies.

In 1997, the Administration developed a report, entitled A Framework For Global Electronic Commerce, that outlines the Administration's recommendations regarding the protection of information on the web. This report can be accessed at <http://www.ecommerce.gov/framework.htm>. In accordance with this report, the federal government has not passed any laws requiring businesses to protect online consumers' privacy, instead relying on the private sector to develop its own code of conduct.

This year has seen important progress in the protection of personal privacy online and I applaud the efforts of online businesses that are engaging in serious efforts to make available to consumers information on privacy policies so that consumers are able to make more educated choices on whether they want to deal. However, I also believe that federal legislation to create national privacy safeguards is appropriate in this area. That is why I introduced legislation known as the E-Rights Bill that provides balanced solutions to protect our privacy rights. I also introduced legislation this year to strengthen the control by consumers over the use and disclosure of their personal financial and health information, the Financial Information Privacy Protection Act, S. 2513.

The Federal Trade Commission, which has placed a strong emphasis on privacy at its web site <http://www.ftc.gov/privacy/index.html>, provides easy access to the government's policy on the collection of information online.

There are a number of private sector groups that provide guidelines for online privacy policies and model privacy statements. Many of these organizations also award an easily recognizable

"seal" to businesses that post online privacy policies that meet the required principles such as disclosure, choice, and security. These groups include:

- Online Privacy Alliance - <http://www.privacyalliance.org>
- Truste - <http://www.truste.org>
- BBB Online - <http://www.bbbonline.org>
- CPA WebTrust - <http://www.cpawebtrust.org>
- Direct Marketing Association - <http://www.the-dma.org/library/privacy/index.shtml>

Vermont Business on the Web

There are already a number of Vermont businesses that have started to use the Internet as a tool to increase sales and public awareness about their company.

When designing your page you may want to look at some examples of Vermont businesses that already have Web sites. The links below offer a comprehensive index of Vermont business web sites.

Vermont Chamber of Commerce - <http://vtchamber.com/>

Index Vermont's Business List - <http://indexvermont.com/>

MarketVermont.com - <http://www.marketvermont.com/>

Glossary

Browser - Interactive software program for accessing the Internet. The graphical interface displays pictures, text, and multi-media elements such as video and sound clips. Interaction is through mouse point and click actions.

Domain Name - The unique name that identifies a specific Internet site. Domain Names always have 2 or more parts, separated by dots. Names are regulated and assigned by the quasi-public agency, Internic.

Downloading - The process of receiving a file from another computer. The file is downloaded by the receiver.

DSL (Digital Subscriber Line) - A method for moving data over regular phone lines. A DSL circuit is much faster than a regular phone connection, and the wires coming into the subscriber's premises are the same (copper) wires used for regular phone service. A commonly discussed configuration of DSL allows downloads at speeds of up to 1.5 megabits per second. This arrangement is called ADSL: Asymmetric Digital Subscriber Line.

E-mail (Electronic mail) - Programs that enable a user on one computer to send messages to users on other computers. This can be done in the same office on a network or across the globe through a gateway to the Internet.

File Transfer Protocol (FTP) - The process of sending/uploading files to, and receiving/downloading files from other computers. To do this you must first know the name of the file and the address of the site where it is located. Then you can go to that site and ftp it.

Home Page - The main page of a web site.

Host (Hosting Service) - A powerful server linked directly to the Internet that serves as a "host" or repository for one or more web sites.

HTML (Hyper-Text Markup Language) - The language World Wide Web Pages are written in.

HTML Accessories (Hyper-Text Markup Language Accessories) - World Wide Web Page authoring programs that help create tables, forms, image maps, Java applets, and so forth.

HTML Editors (Hyper-Text Markup Language Editors) - World Wide Web Page editing programs that use buttons and icons to insert coded tags.

HTTP (Hyper-Text Transfer Protocol) - The protocol used on the World Wide Web. This protocol moves Hyper-Text files (i.e. the *.html files used in World Wide Web Pages) across the Internet.

Hyper-Text - Text containing HlinksF to other documents. A reader selects highlighted text which causes another document to be retrieved and displayed.

Image Viewers - Image viewers load and save image files, such as GIF and JPEG. Some programs manipulate and convert graphics as well.

Internet - The world-wide network of computer networks connected to each other. Resources can be shared with any computer having access to a dedicated Internet connection. The Internet enables electronic mail, web pages, file transfer, and so forth.

ISDN (Integrated Services Digital Network) - Basically a way to move more data over existing regular phone lines. ISDN is rapidly becoming available to much of the USA and in most markets it is priced very comparably to standard analog phone circuits. It can provide speeds of roughly 128,000 bits-per-second over regular phone lines. In practice, most people will be limited to 56,000 or 64,000 bits-per-second.

Internet Service Provider (ISP) - One type of service that sells access time on the Internet. Both national ISPs J such as Mindspring and Earthlink, and local ISPs provide unlimited access and storage space on their servers for a fee. Another way to access the Internet is via an Online Service.

Java - A programming language used to create mini-programs known as applets. Applets automatically download when you come across a Java-enhanced web site, such as some online games and animated web pages. Java is not machine specific. Therefore, programs and applets created in Java work in a variety of computer systems.

Java Application (a.k.a. Java Applets) - Plug-ins. Mini-applications that are written in Java. Java applets provide web pages with animations, live updating, two-way interactions, and more. Java applets allow cross-platform programmability J that is, they can be imported into a variety of computer systems. Java applets are embedded right into HTML pages.

Online Service - A service that sells access time on the Internet. Online Services, such as America Online, provide not only access to the Net but also a lot of their own content which may make navigating the Internet easier. They also provide tools and assistance for creating web pages. Another way to access the Internet is via an Internet Service Provider (ISP).

Server - A computer, or software package, providing specific services to client software, (e.g., a Browser) that runs on other computers. The term HServerF can refer to either a particular piece of software, such as a WWW server, or to an actual machine on which the software is running.

TCP/IP (Transmission Control Protocol/Internet Protocol) - The basic language all computers on the Internet use to talk to each other and to send bits of information that make up web pages, FTP, and everything else. TCP/IP is a platform-independent standard that enables dissimilar computers, operating systems, and networks to exchange data over the Internet. A TCP/IP Stack needs to be installed and set up to go online.

URL (Uniform Resource Locator) - The standardized address format used for Internet addresses. A typical Internet URL looks like this: <http://www.geocities.com>. When URLs are entered into WWW Browser address boxes, they bring you to that particular address.

Web Page - Any page or screen from a web site.

Web Site - A page or collection of pages on the World Wide Web accessible to anyone with Internet access and web browser software. Web sites can be either personal or commercial.

World Wide Web (Web or WWW) - An area of the Internet making Internet resources accessible through a graphical interface called a web browser.

- [Cyberselling in Vermont: Contents](#) -

From the Office of Vermont's U.S. Senator, Patrick Leahy

433 Russell Senate Office Building,
United States Senate
Washington, DC 20510
Telephone: 202-224-4242
Toll Free for Vermonters: 1-800-642-3193
Website: <http://leahy.senate.gov/>

Senator Leahy has created this resource guide to provide information to Vermonters on how to start doing business on the Internet. It is not intended to be a complete list of Internet sites or services in Vermont and the inclusion of any site in this guide does not imply any endorsement by Senator Leahy.