Many local agencies caught in Web

O&E ONLINE

EMORY DANIELS

Crittenton Hospital in Rochester is the latest community institution in the Observer & Eccentric Newspapers' circulation area to join the World Wide Web.

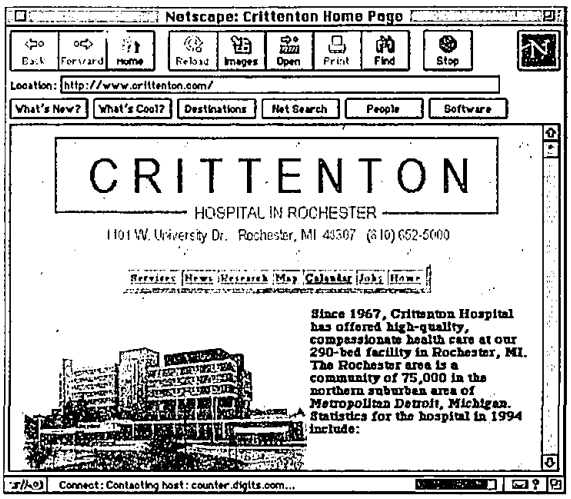
On the Web since July, Crittenton's Web page has had more than 500 "hits" by visitors. As one of the first hospitals in Oakland County to be connected to the Internet, Crittenton's Web site is large and very comprehensive.

The site offers a wide range of information about the hospital such as a description of departments, programs, and services, a map to the hospital, and a calendar of hospital events. Take a look for yourself by pointing your browser to **http://www.crittenton.com/.**

"We felt that it was important for the hospital to have a presence on the Internet," said Ivy Kruck, manager of systems and programming at Crittenton. "The response so far has been outstanding. We've had replies from all over the U.S. and as far away as the United Kingdom, France, and Switzerland.

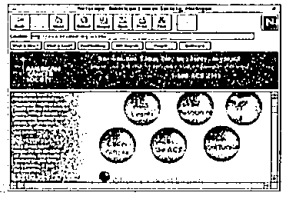
Crittenton's Web site also has a link to research information, such as to the American Medical Association, the Food and Drug Administration, Joint Commission on Accreditation of "Healthcare Organizations, National Library of Medicine, Medline, periodicals and associations.

"We didn't want to limit our Web site," said Kruck, "Typically, people would visit their local library to conduct research. Today, they are using the Internet as their starting ground. We can provide the links they need to get the latest treatment information. It is great for physicians as well because they can access the latest techniques, clinical trials and more."



On-line: *Crittenton Hospital in Rochester recently opened a website at http://www.crittenton.com/.*

Cancer Society Site



The Michigan Division of the American Cancer Society has launched its Web page on the Internet at **http://www.mi.cancer.org.**

Among the site's many features are a calendar of events, local office information, volunteer opportunities, and volunteer leadership.

Links to the national page include comprehensive information on breast cancer, prostate cancer, the Relay For Life fundraising event, the Great American Smoke Out on Nov. 21, publications such as *1996 Cancer Fact and Figures*, and materials from the American Cancer Society's Breast Cancer Network.

"Because we are a national organization, our Web site links to our national office's page, to counterpart chapters in other states as well as to other cancer-related organizations," said Cal Morgan, vice president of the American Cancer Society. "This means data, programs and service information are available to anyone, anytime, anywhere."

Future uses for the Web site are being considered. High on the priority list is distribution of products of value to the society's constituents. Now online is a CD-ROM entitled "Breast Cancer Lighthouse" that can be purchased for $29 or viewed at the Web site.

Another use being explored is the marketing of American Cancer Society holiday cards. Users would be able to view and select their choices from a variety of attractive holidays designs, with the proceeds used in the fight against cancer.

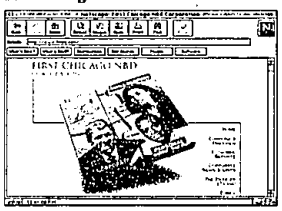
Continuing Education

Oakland University in Rochester is offering easy access to detailed information about its Continuing Education fall courses and programs on a home page on the Internet. The address is at **http://www.acs.oakland.edu/dl/ce.html.**

The home page provides detailed information about the 1996-97 schedule of offerings, such as OU's legal assistant, personal financial planning, production and management programs, and test preparation workshops for the SAT, ACT, MACAT, LSAT, GRE and GMAT.

While at the site, users may request a brochure or register for a class.

A Banking Arrival



First Chicago NBD now has a Web site on the Internet which you can take a look at by pointing to http://www.fcnbd.com.

The site is broken down into three major sections: corporate; small business; and personal banking. The home page also has several other categories, including a corporate overview, annual report, economic reports, corporate news.

The Personal Banking section is the largest area of the and includes First Chicago Online, NBD Online, and First Direct. Future section will include online applications, rates, financial calculators and a Virtual Branch sometime in 1997.

The Virtual Branch will allow customers to do many bank transactions such as balances, transferring and ordering checks.

(Emory Daniels may be reached via E-mail at emory@oeonline.com. Past columns are archived online at http://oeonline.com/~emoryd/archive.html.)

Agencies team up to help novices get on Internet

Three agencies have teamed up to show novices, business people and environmental buffs how to research environmental issues on the Internet.

Cranbrook Institute of Science in Bloomfield Hills, Walsh College in Troy and Saginaw's Consortium for International Earth Science Information Network will run a series of Internet workshops, 9 a.m. to 4 p.m. Sunday and Monday, Oct. 27-28, at Walsh College.

The workshop's aim is to introduce computer users to the myriad of environmental resources available.

Sunday's workshop will cover "Hands-On Internet Essentials" from 9 a.m. to noon. The session includes hands-on training and covers the history of the Internet. Users will learn to create *bookmarks on the* World Wide Web before navigating the Internet. "Citizens and the Environment: Using the Internet to Make a Difference" will run from 1 to 4 p.m. The session explores the environmental resources most critical to citizens who want to be involved and informed. Users will learn where to find environmental directories, educational databases and the latest information on policy.

Monday's workshop, aimed at businesses and non-government organizations, covers "Hands-On Internet Essentials" from 9 a.m. to noon. "The Internet/Environment Connection: How Business and NGOs Can Benefit" will run from 1 to 4 p.m. Users will learn how business and non-government groups can gather information on the Internet.

The workshop includes an introduction to environmental directories, funding sources, government agencies, news services and databases.

The workshop fee is $45 for one session, or $80 for the day. Cranbrook Institute of Science members will pay $40 for one session, or $75 for the day. For more information, call (810) 689-6178, ext. 260.

Video from page D1

another businessman overseas. A computer mounted on the side of the computer and a document camera allowed the two to carry out business which would have previously cost thousands. The project offers translators, too, which makes Rhodes even more eager to expand his 50-employee business overseas.

"Now we're capable of sitting down face-to-face with people around the globe," said Rhodes, who helped finalize the county's project through his work on the Foreign Trade and Export Committee. "Just imagine the turnaround time in communication now."

Businesses will pay between $150-$250 an hour for the service, which is available at the county executive office building and the informational technology building, Rogers said. After reserving time for videoconferencing and filling out a form which details needs, the form is sent to export assistance center offices in Paris or Toronto.

Agents with the Oakland County Export Assistance Center help locate potential sales agents and distributors overseas who link companies.

"There's no smoke in this," Rogers said. "This is an opportunity for small to midsize businesses to find the front door. There are all kinds of costs involved in doing business internationally, so this will allow them to negotiate the deal to a specific point where it's worthwhile enough to get on that plane and go to Paris."

Wednesday's demonstration between Oakland County, Paris and Toronto simulated a virtual discussion between business representatives, including Rhodes.

Paris and Toronto were selected as sites for the project, Rogers said, because the United States and Foreign Commercial Service, International Trade Administration, Department of Commerce and Ameritech all have offices in those cities. In 1995, Michigan exported nearly $22 million in goods to Canada. Rhodes expects the service will increase his 1995 revenue of $6 million.

"Doing business internationally is different than doing business in the U.S.," Rhodes said. "A lot of trade is based on a personal basis, so this will let us sit down with businessmen around the globe. It's another one of the bells and whistles Oakland County developed to help businesses break into the international market."

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