

Connected

CONNECTED TENNESSEE QUARTERLY



Nashville Adventure Science Center Soars to New Heights

Cutting-edge technology brings the wonders of the solar system to Tennessee.

Clarksville Entrepreneur Sitting on Top of the World

Rosalee Bellamy takes her plus-sized clothing store global with the help of broadband Internet.

Tennessee Farmers Plant Seeds for the Future

Tennessee farmers use new technologies to perform age-old tasks.



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THE TRAIL TO INNOVATIONSM

Winter 2008

Improving Lives Through Broadband and Technology

Welcome to *Connected*, Connected Tennessee's Quarterly newsletter. *Connected* is a quarterly newsletter published by Connected Tennessee to keep you updated on the advancement of broadband and technology across the state of Tennessee. This issue highlights the many ways broadband is making an impact in different aspects of community life.



The idea is simple, really. Technology is good for communities and their residents. It creates a better business environment, more effective economic development, improved healthcare, enhanced education and more efficient government. That's why we have set out to develop and implement effective strategies for technology growth, use and literacy across the state.

So how will we do it? As an independent not-for-profit organization, we work with a wide range of Tennessee entities to make the cost of technology expansion go down and the ease of doing business go up. We are creating and growing a collaborative network among telecommunications and information technology providers, public agencies, business leaders, community leaders, researchers and universities in order to meet the five goals of Governor Bredesen's *Trail to Innovation*:

- Promote affordable broadband availability across the state
- Improve the use of computers and the Internet by all Tennesseans
- Form eCommunity Leadership Teams in every county
- Build policy and regulatory framework that encourages continued investments in communications and information technologies
- Create a meaningful online presence for all Tennessee communities

Today technology is playing an important enabling and empowering role in all aspects of life. With your help, we have a unique opportunity to cooperatively shape a legacy that will make Tennessee a better place for business and a better place to live.

Michael L. Ramage
Executive Director
Connected Tennessee, LLC

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Connected is a quarterly newsletter published by Connected Tennessee to inform stakeholders about the advancement of technology in the state. Each edition highlights a different aspect of community life and how broadband is making an impact. The Winter 2007 edition of *Connected* highlights the people and places broadband is touching across the state.

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At left: An artist's rendering of the renovated Sudekum Planetarium and new Sky and Space Wing at Nashville's Adventure Science Center.



Nashville's Adventure Science Center Soars to New Heights

Cutting-edge renovations prove the sky is not always the limit

Starting next year, Tennesseans will have the opportunity to travel the solar system, walk on the lunar surface of the moon and take a stroll down the Milky Way by visiting the Adventure Science Center in Nashville.

In the works since 2002, the \$20,000 project will add a state-of-the-art Sky and Space Wing and transform the Center's Sudekum Planetarium into the first large, fully-integrated hybrid planetarium in the United States.

"We sat down and asked, 'What do people want to see?' 'What can we do to give people another reason to come to Nashville?'" says Kris McCall, Sudekum Planetarium director. "We want to be an asset to Tennessee, a regional resource. We want to inspire people to investigate space on their own."

Slated to open in the summer of 2008 with full completion by 2009, the Center will give visitors an opportunity to experience outer space in ways never imagined. With 12,000 square feet of exhibition space, 30 original displays and 63 interactive stations, the possibilities are endless.

Narrated on a 5-foot, internally-projected globe, "The Magic Planet" will take visitors on

an interactive journey through outer space. The exhibit uses broadband Internet to tell the history of the solar system and access real-time global weather imagery. This will allow scientists and visitors to get a broader picture of weather patterns over time.



"Having this type of information as it occurs, being able to experience the news as it happens alongside scientists makes science more immediate, more interactive," says McCall.

The Museum offers several interactive features for guests, including an exhibit that shows people how much they weigh on each planet and a Test Bed where they can investigate the tools of space exploration. Visitors can even find out what it's like to float through space by harnessing up in a device

The Center's Sudekum Planetarium will be the first large, fully-integrated hybrid planetarium in the United States.

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Partner Spotlight

Tennessee.gov provides central location for statewide services

Finding time to visit the DMV for a license renewal can be difficult. But thanks to the state's official website, www.tennessee.gov, residents are able to save time and effort by performing life's daily chores right from their desktop.

The state's site has not gone unnoticed, either. According to Brown University's e-government analysis, Tennessee.gov ranked as one of the top five state websites in the nation.

"One of the things we've sought to do is improve access to state government and its services," says Governor Phil Bredesen. "This ranking confirms we're moving in the right direction and we're committed to continuing to expand online capabilities to provide citizens with easier access to state services."

Aside from license renewals, visitors to the site are able to apply for unemployment services, locate child care providers and e-File personal income taxes. Recently, the state also added national and state AMBER alerts as well as Tennessee maps allowing users to pinpoint local schools, libraries and government offices.

Tennessee.gov ranks as one of the top five state websites in the nation.

"The broad range of information and services provided in an easy-to-use 'one-stop shopping' approach has been our driving vision," says Mark Bengel, Tennessee's Chief Information Officer. "Online services are a true win-win, saving tax dollars while making it easier than ever for citizens to access government information and services." ★

Related links:

tennessee.gov
www.tennesseeanyttime.org/online

Tennessee Board of Regents Online Degree Program



Ever wish you could go back to school, but just can't seem to find the time? In today's busy world, Tennesseans can now become college graduates from the comfort of their own home, thanks to the Tennessee Board of Regents (TBR) online degree program.

In 2001, all of the state's Board of Regents colleges and universities teamed up to create a program allowing students to earn their degree entirely online. With a few clicks of your mouse, you can pick a field of study, designate which school you want your degree to come from, and get to work on becoming a college graduate. Whether you are pursuing an Associate's, Bachelor's or Master's degree, all the tools you need to earn your college degree are available online. Encompassing six major Tennessee universities, 13 community colleges, and 26 technology centers across the state, the program has something for everyone. You can literally transform your living room into a classroom with the wide array of services the TBR offers, including a virtual bookstore, virtual library and even a virtual student union! "Those who desire and need further education to succeed in careers and to live fuller lives can get that education at any time and any place convenient to them," says Middle Tennessee State University President Sidney McPhee. "All they will need is access to a computer with an Internet connection."

The Tennessee Board of Regents is the nation's sixth largest higher education system, governing 45 post-secondary educational institutions. The TBR provides programs to over 180,000 students in 90 of Tennessee's 95 counties. ★

Related links:

www.tbr.state.tn.us

Technology Has One Clarksville Entrepreneur Sitting on Top of the World

When approached by a WSMV news reporter for an interview after being presented with the Governor's Award for Trade Excellence on September 13, 2007, Rosalee Bellamy's response was, "Me? You want to interview me?!"

While Rosalee was hesitant to talk about her success, her booming online business speaks for itself. The culmination of the Governor's Award – the first of its kind, given away to only three companies statewide that have achieved excellence in engaging in global trade – came nearly ten years after Rosalee turned a small mail order business into an internationally-recognized Internet clothing store for plus-sized women.



Pictured above (from left to right): Governor Phil Bredesen, Rosalee Bellamy, and Tennessee Department of Economic and Community Development Commissioner Matt Kisber

Rosalee started sewing at the age of five, making doll clothes. By the time she was 11, she had moved on to making outfits for her mother and sister who were both full-figured women, sparking her passion for creating clothes for women of size. After years of self-study and perfecting her skills, Rosalee opened her first plus-sized women's clothing store in Clarksville, Tennessee in the late 1980's. Unfortunately, when Desert Storm heated up in 1992, many families in this military town moved away affecting Rosalee's business dramatically. It was then that she closed up shop and decided to open up her business to the world. She says, "I started to see the future of the personal computer and the World Wide Web. I knew with the Internet I could reach the entire world with my fashions." And she certainly has.

In 1999, Rosalee started with an Ebay store which grew into her own online store, www.rosaleewomensizeapparel.com, and ultimately, the addition of an Amazon.com store as well. In 2003, she saw a boost in her business when she was able to switch from dial-up to high-speed Internet service. "As soon as I was able to get high-speed Internet, I switched over," Rosalee says. "I was thrilled!" Today, she creates several unique lines each year and adds new items every 10 to 15 days. With customers in the U.S., Canada, the United Kingdom, Australia, the Arctic Circle, the Caribbean Islands, Mexico, and several other small countries, broadband access is necessary for her to be able to run her business successfully. "People want things now. They don't want to wait."

As for the future? Well, you could literally say Rosalee has the world at her fingertips. "Every country that the U.S. is allowed to ship to, I do business with," she says. "My goal has always been to run a global business...and that's exactly what the Internet has allowed me to do." ❖

Related links:

www.rosaleewomensizeapparel.com

"My goal has always been to run a global business . . . and that's exactly what the Internet has allowed me to do."

Rosalee Bellamy

Tennessee companies exported \$22 billion dollars worth of goods and services to other countries in 2006, nearly double the rate of exports only five years ago. Tennessee is the 13th largest exporting state in the U.S. and one of the country's fastest growing exporters.

Source: Tennessee.gov

TennCare Innovation

U.S. Office of Inspector General recognizes TennCare for healthcare technology innovation

Technology innovation has the U.S. Department of Health and Human Services' Office of the Inspector General praising TennCare for being one of the few state Medicaid agencies to implement electronic health initiatives.

Out of the 52 agencies surveyed, TennCare was one of only 12 found to be using innovative health information technology in its day-to-day operations. TennCare also was one of only five such state agencies that have developed e-prescribing initiatives for their providers.

"We appreciate the OIG's recognition of TennCare's efforts to put technological innovation and structures to work here in Tennessee," says TennCare Director Darin Gordon. "The benefits to our enrollees – cutting down on errors and inefficiency, among others – are clear. And these efforts go a long way toward Governor Phil Bredesen's vision for using technology to improve the healthcare system overall."

TennCare, in partnership with Shared Health, has implemented a claims-based electronic health record (EHR) that contains diagnostic or visit information, and prescription histories. It contains non-claims information from other sources such as lab results from participating labs and immunization records provided by the state public health department. The TennCare EHR also allows providers to maintain other pertinent information such as vital signs, allergies or documentation of early periodic screening, diagnosis, and treatment screenings.

TennCare is the state's managed-care Medicaid program serving approximately 1.2 million low-income children, pregnant women and disabled Tennesseans.

TennCare also offers e-prescribing to its providers through the secure TennCare EHR web portal. The e-prescribing application includes information about TennCare's drug formulary, dosing instructions and side effects, as well as a tool to alert providers about potential drug interactions based on a patient's prescription history or allergies. ★

Source: www.state.tn.us/tenncare/

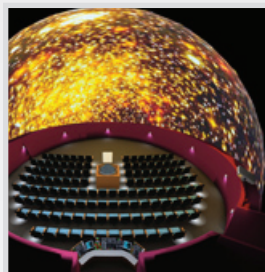
Adventure Science Center

Continued from pg. 3

that allows them to feel one-sixth of the earth's gravity. They will also be treated to the ultimate optical illusion in the Infinity Star Chamber. "When you take that first step, you no longer see the floor," says McCall. "All you can see are stars."



Cosmic Ray's, a futuristic, retro learning lounge, will be a place where students can study various types of data, such as the latest space news. Featuring a "Jukebox" in the center of each table, the lounge offers up-to-the-minute information access that would not be possible without broadband technology. "The implementation of these exhibits would be next to impossible without a high-speed Internet connection," notes McCall. Visitors can also experience a working astronomy lab in The Observatory, where they can study things like solar projection tables, the technology of astronomers and infrared camera visualization.



Overall, the new and improved planetarium will truly be a feat of modern technology. "There is a great deal of computer-based technology and software going into these exhibits. We can constantly update information to reflect the most current developments in outer space," says McCall.

The Center's appeal is not limited by age, either. "We wanted to increase the breadth of appeal so the kids can have a good time, and their parents can have a good time. We want to reach a variety of people," says McCall. Based on projections, the Center expects an increase in museum traffic by 36% once the planetarium opens.

The Sudekum Planetarium and Sky & Space Wing will lend new meaning to the phrase "To infinity and beyond!" "You can get the same quality experience without having to travel to New York City," says McCall. "This planetarium will only be limited by the imagination of its owners."

Those too excited to wait for the finished product can visit the Center online at www.SudekumPlanetarium.com and view the latest time-lapse of construction and download free monthly star charts. ★

Related links:

www.SudekumPlanetarium.com



“Tennessee farmers are really embracing technology. They see it as a catalyst for productivity.”

Rhedona Rose

Technology Helps Tennessee Farmers Plant Seeds for the Future

Broadband Internet is giving Tennessee farmers good reason to smile. New technologies are being developed every day to make their jobs easier and more efficient. And with more than 84,000 farms across the state, that’s good news for the future of agriculture in Tennessee.

“Tennessee farmers are really embracing technology,” says Rhedona Rose, Tennessee Farm Bureau’s public affairs director. “They see it as a catalyst for productivity.”

Agriculture is a \$20 billion industry for the state of Tennessee. Because of this, it’s important that farmers are aware of the most advanced technology available to keep operations on Tennessee farms running smoothly and efficiently. For example, computers help farmers prepare feed for their animals, keep track of finances, and also allow them to easily exchange information with other farmers to compare notes. Some larger farms are utilizing Global Positioning System (GPS) tracking units to assist in plowing and spraying their crops, and others are employing information beamed off satellites.

“Farmers in Tennessee are very progressive,” says Rose. “For a lot of them, the latest technology isn’t available soon enough!”

The Tennessee Farm Bureau is also transitioning into the era of technology with ease by exchanging older forms of communication with more updated methods. “We are now e-mailing information rather than using snail mail and placing our newsletters online for our clients to download,” says Rose. “We are encouraging farmers to contact their lawmakers online, should the need arise, rather than sit down and handwrite a letter.”

With more than 21,000 Tennessee students preparing for careers in farming, agricultural marketing, communications, education and sales by enrolling in education programs, the agricultural future of the state looks bright. And in Rhedona Rose’s opinion, signs of progress indicate the future is already here.

“You should see the number of farmers with cell phones and Blackberries in the meetings held at the Farm Bureau,” she laughs. “If you didn’t know better, you might think you’ve walked into a meeting of attorneys!” ✪

72% of agricultural and related businesses use computer technology.



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eCommunity Strategies

Connected Tennessee's Grassroots Broadband Planning Team

One of the key goals of Connected Tennessee is to establish eCommunity Leadership Teams in every county. Connected Tennessee's technology planning specialists will work with these teams to develop comprehensive technology growth plans that involve many sectors of the community including local government, business and industry, education, healthcare, agriculture, libraries, tourism, and community-based organizations. Each eCommunity team will complete a Strategic Technology Plan for their respective county. The reports will provide every Tennessee county with a tactical plan to address its own challenges related to technology growth. Each Tennessee resident stands to benefit from the eCommunity Leadership Teams' hard work.

The eCommunity Leadership Teams will work to bring broadband availability to citizens across the state that do not currently have access. If broadband coverage is not currently offered in your area and you would like it to be, we want to hear from you. Or if you just need to know where to go to get broadband, we can help.

To find out when eCommunity Strategies is coming to your county or to access updates on the progress of your county's eCommunity Leadership Team, please visit our website at www.connectedtn.org, or contact Connected Tennessee's Executive Director, Michael Ramage at (615) 242-9508, mramage@connectedtn.org.

Has Broadband Changed Your Life?

Are you a working parent who was able to finish up your degree thanks to online classes?

Are you a small business owner whose business has flourished with the help of broadband?

Are your children making better grades since gaining the ability to surf the worldwide web with a fast connection?

We want to hear from you. How has broadband positively impacted your life, both personally and professionally? Your story can help us demonstrate to other Tennesseans the ways they can use broadband and related technology to benefit them in their day-to-day lives. If you would like to share your story about how gaining a broadband connection has forever changed your life, please contact us at broadbandstories@connectedtn.org.