

THE PACKET

March 1, 2007
Issue 1, Volume 1

Muskoka Community Network, 111 Manitoba Street, Bracebridge, ON, P1L 2B6 P:(705) 646-9044
www.mcnet.ca



Tourism Keys – An Internet Make Over

Todd Lucier from TourismClicks.com delivered the *Tourism Keys* workshop to a full house of 60 business participants in Muskoka in February 2007.

Tourism Keys allows participants to assess and realign their marketing activities with the World Wide Web.

Todd showed the audience how to design their web site for maximum marketing effectiveness, and then how to bring customers to the site through a variety of Internet Technologies.

People who took the course could hardly wait to get going on implementing these new techniques.

Here is some feedback that MCN has received on Tourism Keys:

In the 20 years I've been in the tourism business, I've never been to a better workshop – Kim Ward Bala Bay Inn

I took the Tourism Keys workshop a few years ago and as a result we implemented new strategies which worked well for us. Our needs and the technology are constantly changing, so we need to continually reinvent ourselves on the Internet. By attending Tourism Keys again, I found that our current techniques were still effective, but new additional techniques are now available. Within days of taking this course again, we have implemented many of these new methods. I can't wait for Tourism Keys II. – Randy Mitson – Algonquin Outfitters

Muskoka Tourism promoted these workshops which were sponsored by *Muskoka Community Network*, and the Provincial *Ministry of Tourism*.

Read more about Tourism Keys in the [Huntsville Forester](#)

INSIDE THIS ISSUE

TRAINING

Tourism Keys – An Internet Makeover.....Pg. 1

ITIL in Muskoka – Process oriented service delivery comes to Muskoka.....Pg. 2

HIGH SPEED INTERNET PROGRESS

MCN hosts meeting with Service Providers...Pg. 1

Frequently Asked Questions.....Pg. 2

GENERAL INFORMATION

Valuable Links.....Pg. 2

MCN hosts meeting with Service Providers

Muskoka Community Network (MCN) and BlueSky Net recently hosted a meeting for Internet Service Providers in Muskoka. With Core Broadband as our guests, MCN and BlueSky Net provided information to the ISP community about our upcoming broadband project for unserved areas.

This meeting allowed ISP's to understand the project and how they can gain access to the network which is being deployed by MCN and BlueSky Net in the area.

ISP's contributed to the meeting by requesting clarification on certain points, and also outlining what their needs are in terms of network access.

For a complete list of Internet Service Providers operating in our area please visit:

<http://www.mcnet.ca/servicedirectory/ISP/>



ITIL – Process Oriented Service Delivery

Muskoka Community Network (MCN) recently brought the *ITIL - Achieving Foundation Certification* course to Muskoka. This course was attended by IT professionals in Health Care, Education, Non-Profit, and the Private Sector.

ITIL processes have also been widely recognized as an essential underpinning for organizations that wish to achieve their ISO 20000 certification.

“The ITIL Foundation Certification will help Core Broadband deliver first class internet services, using processes and methods from this industry standard service delivery model.”

George Botko - Core Broadband

Frequently Asked Questions

- Q. I don't have access to high speed internet. What is Muskoka Community Network doing about that?
- A. Muskoka Community Network (MCN) has been working to bring high speed internet to areas in Muskoka that currently do not have high speed internet access.
- Q. How has MCN been working to bring high speed internet to these areas?
- A. Using a gap analysis, MCN has identified areas that currently do not have high speed internet access. This analysis looked at both the supply and demand of high speed internet and gave MCN a good indication of the number and location of people who do not have access. Using information obtained from this exercise, MCN issued a request for proposal in order to identify and select a vendor who could provide this service. The chosen vendor is Core Broadband.

Frequently Asked Questions – Continued...

- Q. How does MCN define an area that does not have high speed internet access?
- A. MCN refers to such areas as “unserved” meaning any area where there is no way for people to get “high speed internet access” under the existing footprint of services from any service provider at an economically reasonable price.
- Q. Who is Core Broadband?
- A. Core Broadband is a *wholesale* company that provides high speed internet services to other Internet Service Providers or ISP's.
- Q. I don't have access to high speed internet now. Why is that?
- A. To bring high speed internet to people, Internet Service Providers (ISP's) need to make significant investments in infrastructure, and these ISP's have an expectation that they should be able to recover those investments by having people subscribe to their networks. Areas remain unserved because it is a very risky investment for service providers to bring service to areas where there are low population densities. There are a lot of fixed costs for ISP's to expand coverage.

For More Answers to
Frequently Asked Questions
Visit:

[HTTP://WWW.MCNET.CA](http://www.mcnet.ca)