



Are Your Products Worth More Than 1,000 Words?

If a picture is worth 1,000 words, then what would a picture plus sales, packaging, preparation and nutrition information be worth? Hopefully, to your customers, it's worth a sale!

Product information is continuously added to the eFoodUSA database so that accurate information about each item is available for all distributors to use.

Distributors can easily add product information to their products by assigning a UPC to each item. This can be done in the distributor maintenance section by clicking the "Insert UPC Info Into Item Master" link. (Additional help for this option is available by clicking the question



mark next to the link in the maintenance index.) When selected, this option will display a screen where items from the distributor master list can be searched on one side, and then compared to items searched from the eFoodUSA master list on the other side. The UPC number can then be "dragged and dropped" or "copied and pasted" from the eFoodUSA items and assigned to the corresponding distributor's items. Both master lists can be searched by the manufacturer name, item number and/or description. The eFoodUSA master list can additionally be searched by pack size and/or UPC number.

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In the News:

- Eight distributors have signed contracts with eFoodUSA during this past quarter.
- eFoodUSA is planning to attend the MUG Mid-Year Conference on July 9-11th in Chicago, IL hosted by Fox River Foods, Inc.
- eFoodUSA was mentioned in the May 9, 2002 issue of ID Management Report as a "certified partner that has agreed to work closely with IDS on system integration."
- A new Additional Feature is now available:
 - Food Show Registration System
 Call your eFoodUSA sales representative for more information!

Get Your Computers Ready for Summer!

Summer is a time for fun in the sun, but it is also a time for brown-outs, summer storms, power surges and more. To keep your computers protected this summer, we recommend the following:



Are **YOU** ready?

1. Power strips are not always enough, so it is best to buy a reliable **surge protection device** for your computers, printers, phones, faxes, etc. Choose a device which has an equipment protection warranty.
2. Power surges can also travel via your phone, cable and internet lines and cause damage to your computers, modems and other equipment. **Data line surge protectors** are recommended for any analog telephone, ISDN, DSL, Cable Modem, T1, etc. lines.
3. During outages or brown-outs, a **battery backup unit** provides uninterrupted power which prevents the loss of unsaved files and allows for proper shut down of your computer.
4. Regularly **test your surge protection and back-up devices** to make sure they are working properly. Test by using the programs included with your device as well as by shutting off the power supply.
5. It is best to **keep your offices at a cool temperature** to prevent your equipment from overheating.
6. Make regular **data back-ups** of all your important files on CD, ZIP disk, tape, etc. These back-ups should be stored in a safe place.

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Feature Focus

This issue's Feature Focus is The Multi-Level Enhanced Maintenance Section. This is a new feature now available for all eFoodUSA-powered websites. Now standard on all new sites, existing distributors can ask for this enhancement to be added to their maintenance section.

"...a new feature now available for all eFoodUSA-powered websites."

- Assign UPC numbers to your items to display additional product information
- Upload/update a personal order guide Excel file
- View a master list of your customers
- Find a customer's password
- Verify weekly sales data to provide accurate data and reports

The following options are included in this new multi-level enhanced maintenance section:

- Check the daily or weekly status of all orders placed on the website
- Add/update contacts for your email page
- Add/update featured vendors and weekly specials
- Add/update a vendor's website link to be displayed with specific products
- Copy all items in the customer order guide from one customer to another
- Add/update the what's new page
- Purge a posting from the forum
- Recreate a sales order by order number

To access these options, go to your maintenance section. This is where we see the multi-level component of the new maintenance section. Users will be prompted for a user name and password which will bring that person to a menu with options that were selected specifically for that user by an administrator.

In the Maintenance Index, all options have a corresponding help section, represented by a question mark next to the option. This link will open a new, small browser window and include step by step instructions and additional information about that option.

Watch for our next issue's Feature Focus - the Forum! If you would like to see a particular feature discussed in a future FF article, please email: heatherk@efoodusa.com.

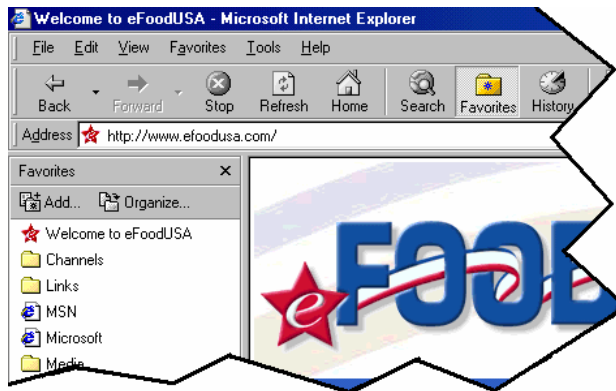
How to Create Your Own Favicon

Have you ever been to a website, saved it to your favorites and noticed that the icon is personalized? Then, when you click on that favorite, the icon is in your web address bar, too! This is called a "favicon," which is short for "Favorites Icon," and you can create one for your own website in a few easy steps.

First, you will need an icon editor. Don't worry, you can find a free editor to download at <http://www.download.com>. Simply search for "icon editor" and filter by freeware versions. Another option is to go to one of the following websites which provide links to download free favicon software and step by step instructions as well:

— <http://www.global-positioning.com/favicon/index.html>

— <http://www.xoomhacker.com/favicon.html>



Favicons appear in the address bar and in the Favorites section when saved in an *Internet Explorer browser.

The majority of these editors are used to create an icon from scratch, however if you have an existing bitmap image (a 16X16 pixel bitmap works best), there are some editors that will convert your existing image into an icon file. One example of this is *QTam Bitmap to Icon* software, which can be downloaded at <http://www.qtam-computer.com/product.html>.

After you choose your editor, the next step is to create your graphic or convert your existing

image into your icon file. Make sure to name the finished product "favicon.ico". Please note, that simply changing the extension of a graphic file to ".ico" will not make your graphic an icon. It must be converted with an icon editor.

To finish, place your icon file in the root directory of your website. Your favicon will automatically be recognized by *Internet Explorer users! (*Note: IE version 5 and up).



TECH Corner

The basics about your Internet Connection Options:

Basic Dial-Up Modem:

- Uses normal telephone lines to connect two computer devices.
- Supports data transfer rates of up to 56 Kbps.

ISDN: (Integrated Services Digital Network)

- Uses digital telephone lines or normal telephone wires to send voice, video and data.
- Most have two lines, called B channels—one line for voice and the other for data, or both can be used for data.
- Supports data transfer rates of up to 128 Kbps (64 Kbps per channel).
- **B-ISDN** uses fiber optic cables and a broadband transmission to support transfer rates of up to 1.5 Mbps, but is not widely available.

Cable Modem:

- Uses cable TV lines for data transfer.
- Provides extremely fast access to the World Wide Web and supports transfer rates of up to 2 Mbps.



xDSL:

- Refers to all types of Digital Subscriber Lines which operate over existing copper telephone lines.
- Two main types are **ADSL** (Asymmetric DSL) and **SDSL** (Symmetric DSL).
- Supports rates up to 32 Mbps for downstream traffic, and from 32 Kbps to over 1 Mbps for upstream traffic.

T1: (Also known as **DS1** lines)

- A dedicated phone connection that consists of 24 individual channels used for voice or data.
- Supports rates of 1.544 Mbps (64 Kbps per channel).
- **Fractional T1** access uses only some of the channels.
- A popular option for businesses connecting to the Internet and for Internet Service Providers (ISPs) connecting to the Internet backbone.

T3: (Also known as **DS3** lines)

- A dedicated phone connection that consists of 672 individual channels.
- Supports rates up to 43 Mbps (64 Kbps per channel).
- Used mainly by ISPs connecting to the Internet backbone and for the Internet backbone itself.

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This product information is displayed on the product search page and when the item number link on the order guides is clicked. Information about each item are grouped in the following categories:

- **Sales and marketing**—item description, product benefits, portion/size, CN information
- **Packaging and storage**—type of container, pack size, storage info, shelf life, case weight, case cube
- **Preparation and cooking instructions**—cooking instructions, recipes and serving suggestions
- **Nutrition**—serving size, ingredients, kosher code, calories, nutrient amounts
- **Photo of the product**—picture of product prepared or packaged

If you find that you have items that are not in the eFoodUSA master list, please encourage your Vendors to send us product information!

Make Plans To Crash Your Computer Today!

Article By: Bill Platt

“...I learned more about computers by screwing them up and having to fix them ...”

I'd recently seen a question offered by someone in a newsgroup, the question went like this: I was showing my friend how much I knew about computers, and I screwed up her system. Can you help me fix it? After a satisfactory solution was offered, this individual stated that she would not be so cocky next time around, and she would just stick to her own machine.

I can't tell you how many times I have worked on machines that someone who knew about computers screwed up. I also can't tell you how many times I had to fix machines that I screwed up when I thought I was king.

Sometimes, I wonder out loud whether amateurs should not try to fix the machines of another when they are not nearly as sharp as they think they are. But, honestly,

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when I think back to my own beginnings, I really cannot go so far as to say that. The reason being is that I learned more about computers by screwing them up and having to fix them, than I ever learned by not trying to do something.

I know someone who runs a business and has all the software necessary to be able to put their paperwork into the computer and learn new and better ways to run their business, but they are afraid of their computer! They are afraid that they will screw something up, so their computer acts as a \$1500 paperweight!

My point is this, in order to learn about computers, you must be willing to go poking around inside the system, to try new things, and to not worry about the consequences of what could go wrong. Make a backup of your system, then go around prodding and poking and see what it is you might be able to learn. With a backup in hand, you can screw up as much as you want without fear of disaster.

A good friend of mine constantly takes this concept to the limits. He makes his backups, and then he spends

hours trying to crash his machine by making changes here and there. As a result, he is always able to teach me something new about computers and troubleshooting computers.

THE MORAL TO THE STORY IS: It is better to have tried, failed and overcome, than to never have tried at all.

FURTHER EMPHASIS TO THE MORAL OF THE STORY: Babe Ruth is well known for his homerun record, but Babe Ruth to-date holds another record which has never been broken in the history of baseball. And that record is: the "Most Strikeouts Ever Recorded by a Single Player"!

About the Author:

Bill Platt is the Owner of <http://WindstormComputing.com>, a large computer support knowledge-base, & a free-reprint article archive.

He is also the owner of "America's Icons—Best of The Web!" at: <http://www.Americas-Icons.com>.