Technology Plan

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2008-2009 Technology
Short Term & Long Term Plan

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Contracted Computer/Network Specialist, Bob Silva – Computer Bob
Vision of Plan

The Palm Desert Chamber of Commerce is the largest Coachella Valley chamber and second largest chamber in Riverside County. With over 1,216 members, it is crucial that the Palm Desert Chamber of Commerce utilize available and necessary technology to not only promote the membership and overall scope of the Chamber, but to effectively provide means of communication within the Chamber of Commerce from the staff level to entire membership level. The Palm Desert Chamber is expected by the community and the membership to be well versed in today’s technology, be savvy on new technological tools, train in their use, and utilize them – keeping up with the ever changing technological landscape.

Current Available Technology at Chamber Disposal

The Palm Desert Chamber has recently moved into a brand new LEED certified building. Prior to this move, the Chamber budgeted over $7,000 in technology to network the entire staff, upgrade computers and purchase 4 new Dell PC’s, 22” monitors for each staff member, and a brand new server with T1 lines and a brand new VOIP telephone system. Further budget needs discussed in Short Term Goals & Visions.

Current Technology List

- Brand New Dual Chip Server System - Firewalled
- 9 Desktop PC’s – 4 Brand New! All Microsoft XP with updates. Norton 08 updated
- 2 remote desktop connections for Directors
- 1 laptop for portability – wifi capable
- Shared Drives for easy access and storage of staff files and easy recovery
- On Site AND Off Site Backup, conducted daily
- T1 Internet Connection with Wireless Capabilities.
- Extra Cat5 Outlets throughout Chamber office for connectivity
- Shared Network Printer. SAVIN C6045. Printer/Copier/Scanner
- Local Printers (Color) at each workstation
- Brand New NEC Digital VOIP multi line phone system with private lines, extensions, and automated-on hold promotion of Chamber functions. Receptionist answers all incoming calls.
- QuickBooksPro 2008 for bookkeeping purposes
- ChamberWare database on each workstation
- Blast Email text, Blast HTML via Constant Contact, Blast Fax capabilities
- Secure website, www.pdcc.org with online RSVP system and secure credit card submission form.
- 2 speaker mobile PA system – Anchor Systems
- Adobe 8.1 on each PC for PDF capabilities
- Microsoft Office Suite on each PC – (Excel, Word, Publisher)
- Microsoft Outlook email system
- Adobe InDesign CS3, Adobe Photoshop, Paintshop Pro, and Publisher tools on Director of Communications PC
- Ability to upload directly to Chamber website
- Email for each staff member and one general email box

Layout of Network Included in Packet

Server Details

Dell Power Edge2900II Server
Intel Quad Core Xeon Processor at 2.1ghz
4 Gigabytes of Memory
RAID 5 Array Hard Disk System with total of 500 Gigabytes
500 GB Removable Backup Drive
Offsite Secure Backup - Auto
**Desktop PC Details** (See Schematic)

**Type 1 PC - HIGH END USER**
- Vista Ready
- Intel Dual Core 2 Processor @ 2.2ghz
- 2 GB Memory
- Intel Integrated 256MB Video
- 250GB Hard Drive SATAII
- 1 GB Network Interface Card

**Type 2 PC - POWER USER**
- Vista Ready
- Intel Quad Core Processor@2.4ghz
- 4GB Memory
- NVIDIA 512MB 8600GT Video Card
- 1 GB Network Interface Card
- 500 GB Hard Drive

**Type 3 PC - GENERAL USER**
- Not Vista Ready
- 800mhz to 2ghz Pentium 4 Processor
- 512mb to 1GB Memory
- Integrated 128 MB Video Card
- 1GB Network Interface Card

**Maintenance, Repair & Upgrade Budget**
The Palm Desert Chamber has a staff person with knowledge in the above for maintenance, upgrade and functionality. There are budgeted line items for professional maintenance and upgrades. System and PC's are mostly brand new. Budget will be re-evaluated yearly based on technological needs based upon feedback from the Network/Computer Administrator and Contracted Service Providers.

**Training of Staff for Above Capabilities**
The Palm Desert Chamber encourages staff to pursue knowledge in current and future technology and will provide time and funding to attend classes, training, and seminars.

For the current technology, upon hiring, staff members should be well trained in standard PC applications and Microsoft/Windows based operating systems and programs. Excel, Word, and the Web, being the most utilized applications. Each member of staff is expected to utilize and understand these programs as part of their job description. The ChamberWare database for new hires is trained by anyone on staff and expected to be completed within 2 weeks of hire. Training will be catered and trained for necessary needs of the database for staff members hired function. Certain restrictions are placed on each staff member's access in order to avoid database errors.

There is at times a member on staff who is well trained in the above technologies, or continues to pass along knowledge to all Chamber employees. Chamber has a great working relationship with a service provider if any errors, new advances, updates, or training is needed on the above network or individual desktops.

**Current Projects - Completion < 6 months**
**Website:** The Palm Desert Chamber is currently evaluating and requesting a bid on redesign and complete overhaul of the Chamber website, [www.pdcc.org](http://www.pdcc.org). This project should be completed by mid-year 2009. Budget is $7,500-$10,000 including updates, monthly hosting, etc. for website. It is imperative that the Chamber website image remain fresh and utilize new web technologies to
promote the mission of the Chamber and provide maximum benefit via the web for the Chamber membership and visitors to the chamber website.

- Key features of new site
  - Updated look and functionality
  - Automatic credit card/Paypal payment process
  - Better picture gallery of previous events and easy download for members
  - Detailed search feature and contact database
  - Members only access features
  - Upgraded business links
  - RSS feeds of current local news
  - Upgraded RSVP system
  - Separate pages for event promotion

**Short Term Vision & Goals – 1 year**

**In House:** The Palm Desert Chamber has recently moved into a brand new $6 million LEED certified facility. Unique to the Palm Desert Chamber is that this facility has 4 new conference rooms that are managed for rent by the Palm Desert Chamber of Commerce in partnership with the City of Palm Desert. The Chamber of Commerce is the only occupant of this facility.

As part of the Chamber and City partnership, the Chamber is responsible for rental of the rooms with proceeds of the space rental going to the City. Currently the City is only interested in the rooms being rented as part of its community enhancement.

As the management company, the Chamber is exploring the purchase of meeting room accessories, i.e: LCD projectors and screens, WiFi access to the Internet, multiline microphone system, VOIP teleconference system, and other amenities such as coffee makers, hot plate warmers and more. These might provide NEW sources of revenue for the Chamber while providing a service to the members and Palm Desert community. Possible rental of these items outside of facility will be explored.

Ultimate Goal is to have new technology pay for itself, provide new revenue sources, and have great tools at Chamber disposal for Chamber events.

**Estimated Budget and Potential Returns:**

<table>
<thead>
<tr>
<th>Item to Purchase</th>
<th>Purchase Price</th>
<th>Rental Price</th>
<th>Potential Return</th>
</tr>
</thead>
<tbody>
<tr>
<td>LCD projector (poss. 2)</td>
<td>$750 Avg. $1,500</td>
<td>Pot. 2 rms x 10x per mo x 12mos = $18,000</td>
<td></td>
</tr>
<tr>
<td>Screens = $300 each</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wifi access and connection</td>
<td>$500 setup and hardware</td>
<td>Free in lobby &amp; conf room; rent service to City @ $125 month</td>
<td>Service to members</td>
</tr>
<tr>
<td>Telephone conf system</td>
<td>$900 hardware</td>
<td>$75 day</td>
<td>2 days per mo x 12 = $1,800</td>
</tr>
<tr>
<td>Multi mic system</td>
<td>$1500 hardware</td>
<td>$100</td>
<td>Once a month, but need for Chamber sponsored events.</td>
</tr>
<tr>
<td>Coffee service</td>
<td>$500 in supplies etc</td>
<td>$30 for service</td>
<td>10x per mo x 12 = $3,600</td>
</tr>
<tr>
<td>Portable sound system, Anchor w. 2 speakers, mic, CD player</td>
<td>Already own - $3,000 purchase price - need for mixers and events</td>
<td>$150 per rental onsite or offsite</td>
<td>$150 x 1mo x 12 months $1,800 revenue</td>
</tr>
</tbody>
</table>

The Chamber is researching the above items for purchase and plans to secure one or two soon. Equipment rental will enhance Chamber services, provide needed revenue, and allow better Chamber functions. Chamber technology can pay for itself. The purchase of all of the above would cost $5,000; potential net revenue of $21,000!
Replacement of above: As with all technology, after use of the above items there will be maintenance, repair and eventual upgrade/repurchase. If correctly handled, the above items should pay for themselves, their repair, and upgrades with the rental fees acquired.

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**Long Term Vision & Goals – 3+ years**

The Chamber Technology Team feels with the leaps technology makes on a monthly basis, it is in the membership's best interest that the Chamber and Technology Team continually update the Chamber’s visions and goals on a YEARLY basis. Evaluating current trends and technology at that time is the best way to stay fresh and on the forefront of technological advancement.

**Attachments**

- Network Schematic
- Data Collection, Management & Privacy Policy
- Email Protection & Privacy Policy
Network Layout 09

- Chamber Server and Network: PC
- Full Access for Chamber Staff only. No access via WiFi connections. IP
- Office Security System and VOP System: Incoming Lines – 6

WiFi access to Lobby and 2 Conference Rooms. No Server Access. Public Use

Staff Laptop with WiFi Capabilities. Multi-Function. Travel Laptop. With Rem-4 Access to Communications & Member Services

SAVIN Full Color Printer, Scanner, Copier. Networked Printer to each PC

All Workstations include:
- Local Color Printers
- CD/DVD RW Capabilities
- 22" Monitors/Digital at Preferred Resolutions
- AntiVirus Protection, Norton, regularly updated
- Windows XP with updates
- Microsoft Office Suite including PowerPoint
- Adobe Reader and 9.1 Program
- Full Internet & Server Access
- Chamber Database Program (Chamberware)
Data Collection, Management & Privacy Policy

At the Palm Desert Chamber of Commerce your privacy and information is of utmost importance. The Palm Desert Chamber of Commerce staff is committed to maintaining the trust and confidence of our members and visitors to our web site and access to our membership directory. We take your privacy concerns seriously. The following policy is designed to explain the way your information is collected and used, so that you will feel secure in visiting and utilizing our site and being included in the Chamber database.

Web site statistics
The Chamber reviews the number of "hits," "unique visitors," "pageviews," and "advertisement clicks" for its own statistical information purposes only. We make no attempt to link hits with the individuals who actually browse the site. Advertisers who request the amount of clicks/hits or other website statistics will be given this information for them to evaluate their return on investment on website advertising. No personal information is available on who has visited the site.

Visitors Access
You can access our web site home page, www.pdcc.org, and browse our site without disclosing your personal information. Our web site does not enable our visitors to communicate with other visitors or to post information to be accessed by others. Our web site does not include links to third party web service providers.

Personal Information
This policy applies to all information collected or submitted on this web site. We do not collect personal identifying information on visitors to our web site except (1) to the extent that your web browser provides information to our web server (for example, your email address or the site you link from); or (2) to the extent that you provide information to us in an email message or other Chamber correspondence. We do not collect information about our visitors from other sources such as private records, other websites, or other means of "email raking."

The Palm Desert Chamber of Commerce utilizes "cookies" strictly to track the user for the duration of their visit to our web site for the sole purpose as mentioned above, for Chamber analytical use only. No personally identifiable information is stored in the cookie and it is not used for any subsequent tracking once the user leaves the site.

Database
The Palm Desert Chamber of Commerce maintains an up-to-date Chamber membership database on a secure server in the Chamber offices. Accessible and maintained by authorized staff, the information collected in this database is for Chamber use only.
Membership in the Chamber of Commerce is an implied effort by the member to be known within the membership and the community as a member in good standing who wishes to be contacted for services and/or products. This being said, on the chamber website, members contact names, addresses, websites, and emails (if member wishes to be published) are available online in the accessible membership directory. For printed publications such as the annual Chamber membership directory, member businesses will be listed without email addresses. The Chamber does provide, for a fee, the entire membership database on CD in a spreadsheet format for members to purchase for member related promotions. Emails are never made available on this spreadsheet for mass distribution.

**Emails**

We only use return email addresses to answer the email requests we receive. These email addresses are not added to our databases, nor sold or given to any other parties. Only physical addresses and phone numbers provided by visitors requesting relocation or visitor information may be shared with subscribing chamber member businesses for the purposes of marketing their products/services. Only Chamber members who provide their email addresses for use in the Chamber online database, contact for business or service solicitation from public, or other implied consent for use will be contacted via email. Please see our Email Protection and Privacy Policy for any clarification.

**Links**

The Palm Desert Chamber of Commerce LINKS to other member sites, or official sites for business related matters. The Palm Desert Chamber of Commerce is not responsible for the privacy practices or the content of such web sites.

**Event Registration or Online Membership Renewal or New Application**

If you choose to register for events, or join/renew your membership by using your credit card on our web site, you will be required to give personal contact information as well as credit card information. Credit card information is kept secure on a separate secure server that is only accessed by authorized Chamber staff. In addition to providing the foregoing information, if you choose to correspond further through email, we may retain the content of your email messages together with your email address as proof of registration.

**How to Correct Your Information**

Any requests for modifying, correcting, updating, or deleting your personal record must be provided to the Palm Desert Chamber of Commerce. Mail corrections to: 72559 Highway 111, Palm Desert, CA 92260, email to info@pdcc.org, or call 760-346-6111.

**Changes in Privacy Policy**

We reserve the right to change this policy at any time by posting a new privacy policy on our website.
Email Protection & Privacy Policy

The Palm Desert Chamber has created this email privacy policy to demonstrate our firm commitment to our member’s privacy and the protection of their electronic information.

If you have received an email from the Palm Desert Chamber of Commerce, it will state

name@pdcc.org (www.pdcc.org)

A. Your email address is either listed with us as a contact who has expressly shared this email address for the purpose of receiving information in the future (opt in), OR

B. You have registered or purchased or have an existing membership with us, in which you provided the Palm Desert Chamber with your email address for communication purposes. This includes your email availability to interested parties on the chamber website www.pdcc.org

We will NEVER sell, or rent individual email information with anyone without your advance permission or unless ordered by a court of law. Information submitted to us is only available to employees of the Chamber managing this information for Chamber purposes, ie: contact for information, updates of events, referrals from interested parties, etc. We do not provide any member or non-member with our membership database containing email addresses. Only members can purchase membership databases which include only member name, contact, phone, fax, address, website address, and business type/category within the Chamber.

Each of our broadcast emails (HTML) via Constant Contact or other means contains an easy, automated way for you to cease receipt of Chamber emails from us. If you wish to do this, simply click on the OPT OUT option on the bottom of the email, or reply with REMOVE in the subject line of an email to us.

Please send any suspicious, unsolicited, or other electronic correspondence that is purported to be sent from our database with an unknown sender or non-chamber related email address. Send those emails to info@pdcc.org for our review and action. If you have any questions, please do not hesitate to contact us.