

**Leslie Dance**, an army brat with 16 moves in 16 years, thrives on technology's fast-paced change and innovation as Motorola's vp of global marketing; **Lisa Colantuono** is frequently mystified by the technology she needs to operate Access Confidential; **Laura Fucci**, VP CTO at MGM Mirage founded Women in Technology in Las Vegas; and **Victoria D'Angelo** harnessed technology to create a digital fabric-printing business. If you still prefer the comfortable old methods of doing business...take another look at the future!



## Olivera Medenica

You've seen them before, two impossibly tiny links at the bottom of the screen that scream "please don't read me, I'm boring." Yet if you are a business owner operating online, you know that the Terms of Services and Privacy agreements of an e-commerce site are crucial. The online world knows no borders and operating an e-commerce establishment is no exception to that virtual reality. You may think of yourself as just a storefront in your local neighborhood—in reality, you are opening a storefront in every single neighborhood and jurisdiction where there is an internet connection. The Terms of Services and Privacy agreements are your personal bodyguards against unwanted assaults on your business and they must be carefully drafted to reflect your day-to-day operations.

A Terms of Services Agreement ("TOS") sets the boundaries of how users can visit and use your website and how commercial transactions will take place on your site. A Privacy Agreement explains to your users what kind of information you will be collecting from them and what you plan on doing with

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