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FOR IMMEDIATE RELEASE  
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## **PLU'S ELECTRONIC COMMERCE RESOURCE CENTER WINS GRANT FOR FURTHER STUDY OF INTERNET ECONOMY**

ePLU, the Electronic Commerce Resource Center at Pacific Lutheran University, has won a \$42,000 grant to increase the study of the Internet economy. The money will help ePLU ([eplu.org](http://eplu.org)) extend its study across academic departments and to high-tech businesses.

The Herbert B. Jones Foundation, which provides financing and seed money to support entrepreneurial activity in the Pacific Northwest, awarded the grant to be used over the next two years.

ePLU was started last year by Dr. Chung-Shing Lee, a professor in the School of Business, and a group of enterprising students as a bridge between PLU and the Internet economy. One of the only resource centers of its kind at a Northwest college, ePLU gives students real-world experience, integrated into course curriculum.

The organization is working with companies throughout Tacoma and the Puget Sound. Businesses take away research and reports created by students with minimal costs, and students get valuable business consulting experience. Students are learning about business plan development and the critical success factors for e-commerce ventures as they prepare to work in an increasingly digital marketplace. "The Internet and technology are a changing force," said Justin Foster, one of the student co-founders of ePLU. "You can see why it's so important to study it. It's essential."

ePLU also holds events on and off campus to further its mission, including the first eBusiness Day from 9:30 a.m. to 3 p.m. Saturday, April 7, at the University Center.

For general information about ePLU, contact ePLU Program Director Dr. Chung-Shing Lee at 253-535-8718 or [leecb@plu.edu](mailto:leecb@plu.edu). For information about the eBusiness Day, contact Ginger Moriya at 253-535-7252 or [moriyagd@plu.edu](mailto:moriyagd@plu.edu).

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