

# TRU Solutions News

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### For Immediate Release

## What is T2ED.com, and Why Are People Going There?

**CARLSBAD, N.M., November 20, 2001** -- Could it be the lure of learning how you could win a \$3 million grant, or the nifty training and assessment tools? Maybe it's because everything is free! Thousands of people — from aerospace engineers and non-profit managers to citizens in every state in the United States — have discovered T2ED.com on the Internet.

[T2ED.com](http://www.t2ed.com) is open for business online, 24/7, as the Knowledge Transfer Center, a joint effort of the Department of Energy Carlsbad Field Office (CBFO) and Westinghouse TRU Solutions (WTS). Anyone can go there to snap up free stuff from the government.

**What is “soft technology?”** The motivation for this effort is the return on taxpayer investment in the Waste Isolation Pilot Plant (WIPP). Information technology developed with WIPP dollars is offered free-of-charge to consumers for private or commercial adaptation. Training courses, assessment tools, grant-writing instruction, procedure writers' manuals, management training, professional development courses and best practices are all “soft technology.” This keeps the Knowledge Transfer Center out of complexities associated with transferring the rights to patented “hard technology.”

WIPP launched the project on paper (literally) in March 1995 with four transfers. Within a year, the process went paperless, with a variety of products mailed on diskettes and CDs. By August 1997, “technology transfer” spun off into cyberspace when webmaster Tony Alston named the site. Alston coined the acronym T2ED.com for “technology transfer and economic development” (T-squared+ED).

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**Did you say 25,000?** On October 12, the Web site blasted past 25,000 total transfers. All transfers are downloaded through an automated Web site, which was upgraded and redesigned in 2000. The record monthly total for transfers reached 965 in January 2001. That's a lot of growth since 1995. The volume of transfers spikes each January. "All schools are in session, virtually nobody is taking a vacation and business travel is low," said Judy Seal, WTS editorial specialist. "Most people are spending a lot of time indoors."

T2ED.com staff just completed their seventh users' survey, with a 27 percent return rate. The survey is restricted to repeat users, whose participation is entirely voluntary.

"Most of our users find out about us through the Listservs — online interest groups organized to exchange and post information on specific topics," Ms. Seal explained. Thirty-eight percent of respondents reported they learned about the Web site through ListServ referrals. Another 28 percent found T2ED.com through an Internet search engine. "Satisfied users are our best advertising," Ms. Seal said. Forty-nine percent credited the quality of T2ED.com materials for their repeated visits to the Web site.

Another 47 percent said they returned because they needed more stuff! Users are very diverse – from women- and minority-owned small businesses to large corporations and universities. The service has touched all facets of industry.

For example, Linda Frank, coordinator of volunteers for the Living Desert Zoo & Gardens State Park, used the grant-writing materials to apply for a New Mexico Department of Tourism matching grant. Ms. Frank tripled the amount she had received in past applications, just in time to promote the park's 30<sup>th</sup> anniversary. What did she gain from the grant-writing information? She is quick to say that grantors specify what information they want in a written application – "that's what they want — not more, not less!"

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As a member of Friends of the Living Desert, Ms. Frank has hosted open houses featuring teacher resources including T2ED.com materials for the past two years. The park hosted a conference for the interpretive staffs of state parks, again providing Knowledge Transfer Center information that was enthusiastically received.

**How did T2ED.com do that?** This is the first year the T2ED.com survey was totally automated and web-based. “We used an inexpensive commercial, off-the-shelf program that automated the Internet-based questionnaire, analyzed and compiled responses as they were completed,” Mr. Alston explained. Alston’s job requires constant pursuit of technology to maintain a user-friendly Web site that is virus- and hacker-free and always responsive to customer demands.

**How does T2ED.com benefit WIPP?** The Knowledge Transfer Center provides obvious benefits to stakeholders. The Web site produces awesome returns for WIPP and our employees, too. For example, T2ED.com

- **Demonstrates real-world capabilities** to citizens, businesses, government, educational institutions and non-profit organizations.
- **Enhances WIPP’s reputation** for stewardship nationally and internationally.
- **Garners project support** that grows with each product transferred.

#### **WHO USES THE T2ED.COM WEB SITE?**

**Intel ♦ NASA ♦ Dell ♦ Amazon.com ♦ Gateway ♦ GE ♦ Ford ♦ The Cincinnati Reds ♦ Kids Across America ♦ Lincoln Trail Elementary ♦ The Seattle Times ♦ American Express ♦ Carlsbad Museum ♦ City of Mesa, AZ ♦ FEMA ♦ Living Desert Zoo and Gardens Park ♦ Nottaway Indian Tribe ♦ Canon USA ♦ Chicago Mercantile Exchange ♦ San Diego City Schools ♦ Sandia National Laboratories ♦ Sony Electronics ♦ Sprint ♦ Time Warner Cable ♦ United States Golf Association Foundation ♦ Colorado Springs Utilities ♦ MBNA America Bank NA ♦ Colorado School of Mines ♦ Dana Corporation ♦ Fabri-Kal Corporation ♦ Georgia-Pacific ♦ Hawaii Pacific University ♦ Intuit Incorporated ♦ Kmart ♦ & Thousands More**

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WIPP, a cornerstone of DOE's cleanup effort, is the nation's first repository for the permanent disposal of defense-generated transuranic radioactive waste left from the research and production of nuclear weapons.

Located in southeastern New Mexico, 26 miles east of Carlsbad, project facilities include disposal rooms excavated in an ancient, stable salt formation 2,150 feet (almost one-half mile) underground. Waste disposal operations began at WIPP March 26, 1999.

Transuranic waste consists of clothing, tools, rags, debris, residues and other disposable items contaminated with radioactive elements, mostly plutonium. For more information about WIPP, call 1-800-336-9477, or visit the WIPP Web site at <http://www.wipp.carlsbad.nm.us>.