

April 1, 2007

Memo to: Jeff Lineberry / Trevor Hayes / CFP Executive Board

From: Lisa Wright, CFP Executive Assistant

Subject: Executive Assistant Report

Membership

Membership continues to grow healthily even though we are in a non-Conference year. We have signed up 60 members since 5/1/2006. About half have been new versus renewals for those who did not attend the biennial meeting.

Constituency	#	Subcategory
Academia - 4.7%	25	
Consumer - 1.7%	9	
Industry - 48.2%	<u>257</u> 16 99 59 4 79	Food Processing Food Service Food Stores Food Vending Other (Labs, Consultants, Sanitation, Equipment Manufacturers, Consultants, etc.)
Regulatory - 45.4	<u>242</u> 49 112 81	Federal State Local
Total	533*	

* Does not include 4 Executive Staff.

Website Development

Since the previous Executive Board Meeting, I have been developing the new website and learning the system so that I can maintain it with minimal help from Altrive. We have had some obstacles to its completion. Our primary partner at Altrive was in an auto accident early in January and was out of commission for a few weeks. That extended our transfer time considerably.

Altrive underestimated the amount of content that had to be transferred so we are getting a really good deal on the cost of the transfer. They honored their original estimate (\$750) but it took far longer than expected. Since I did a lot of it myself, I have a renewed appreciation for how long it actually takes. There will be some development costs associated with the new site primarily because of additional forms (such as the Council Member Application) and the establishment of a credit card option for payment of new and renewed memberships.

The link to the website was distributed to the Board in March and some comments have been received. I am in the process of going through those and making changes where appropriate. Thank you to those who contributed to the comment process.

Some Executive Board Members commented that the content from previous Conferences is presented/organized differently. I will make an attempt going forward to make it more uniform. However, since it replicates what was on the previous site, it represents what seemed appropriate at the time. I opted to put more content rather than less and will work on more uniform presentation in the future.

I ask the Executive Board to please bear with me as I learn the system and get better at being a Webmaster. Lots of people will have great ideas for all the potential things that can be done with the website. I will work those in as my time commitment allows.

We are hoping to have the site live by May 1 but June 1 may be a more realistic date.