

## 2010 Website Committee Report

Doug Smith

### Sponsorships:

The Committee thanks our loyal sponsors for continuing to generously donate to the funding of the website. We take pride that the website is not only generating enough income to cover all its expenses but to also help supply some of the general operating income for the Congress.

### Server, Capacity, Fees:

We continue to use Future Quest as our Internet Service Provider. Future Quest has always provided us with terrific technical support and we can happily report there were no outages during 2010. The server supports the website, twenty-one mailing lists (and their message archives), and the working space for the *Quarterly* editorial team.

We have purchased 900MB of storage space from Future Quest. Typically we use between 85% and 95% of that space depending on editorial cycle of the magazine. Future Quest has notified us that they will be rolling out new disk space allocations to all of their existing customers at no charge starting in February 2011. Based on this announcement, there is no expectation that we will need to spend any more money on the website's technical care and feeding.

The website's traffic volume in 2010 is nearly identical to what we saw in 2008, our first year with Future Quest and the beginning of time with regard to traffic statistics for the website. In a typical month, we serve approximately 70,000 pages. Unfortunately, the 2010 traffic numbers are nearly 20% lower than the 2009 numbers. The committee hopes that the redesigned website might help boost the traffic numbers back up for 2011.

### New Site:

The committee has nearly completed a complete overhaul of the website. We updated the look of the site as well as changed the home page and site navigation in an attempt to make the site more compelling, user-friendly, and functional. Once a few more of the membership database pages have been tested, the new site will be rolled out on the production server. Many of the following features can be seen on the screenshot of the new home page below:

- Martina Gates donated a beautiful image to be the background of the masthead on all pages.
- The menu that used to be down the left side of the page is now across the top.
- The pages are designed to be wider so more information will appear without having to scroll.
- The menu has been restructured to be oriented better with what people **do** with their horses rather than how the Congress is structured. All of the committee information is still on the site, however, it is less of the structure of the new site.
- The new menu provides hints to the content of each drop-down list without having to open the list. This should make it easier to browse the site.
- The home page includes the three most recent news items and three most immediate events on the calendar.
- The home page features the *Quarterly* magazine with the current cover image and a brief description of the current features.
- Our sponsors are still listed on the right side of the home page, the news page, and the calendar page.
- The login and search links in the upper right hand corner of each page make it easy to enter the members-only section of the site or use Google to search for information on the site.



Don't forget to renew your membership for 2011!

<b>Membership</b> Profile, Member List, Regional Clubs	<b>Breed</b> Registry, Search, Evaluations	<b>Ride</b> Compete, Pleasure Rider	<b>Learn</b> About the Breed, Article Reprints, ...	<b>Train</b> Trainers, Riders, ...	<b>The Congress</b> About, FAQ, Board, Committees, Archives	<b>Contact Us</b> Registry, Officers, Website help
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Photo by Charantal Jankergaue

**Our Mission**

- Support the use and health of the Icelandic Horse according to international standards.
- Advance the study, breeding, and exhibition of the Icelandic Horse.
- Represent FEIF in the United States and represent the United States to FEIF.
- Maintain a registry of purebred Icelandic Horses.

**The Icelandic Horse Quarterly**

Official Publication of the United States Icelandic Horse Congress (USIHC), a member association of FEIF (International Federation of Icelandic Horse Associations).

The Icelandic Horse Quarterly is published in March, June, September, and December by the US Icelandic Horse Congress as a benefit of membership.



Masthead image courtesy of Martina Gates.

Web site supported by:



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The current issue features articles on the recent Conformation & Performance Seminar, the FEIF Youth Cup, and the Riding Badge Program. All issues since 2008 are available [online](#).

**Recent news...**

**Riding Badge Program FAQ**

The Education Committee has prepared a list of frequently asked questions about the **Riding Badge Program**. This list will appear in the December issue of the *Quarterly* and can be found [on the website](#).

[More news...](#)

**Upcoming events...**

Jan 10 **Pleasure Rider Program Logs Due.**  
The final logs for the [Pleasure Rider Program](#) are must be **received** by January 10th. You may send partial logs at any time during the year so you don't have as much work to do at the end of the year. [Blank log forms](#) can be downloaded from the website.

Jan 14- **Annual Meeting**  
Jan 15  
The Annual Members Meeting will be held at the [Wyndham Riverfront Hotel](#) in New Orleans, LA. The morning will be dedicated to reports from the officers and committees as well as any official business; the afternoon session features a seminar presentation; and, Saturday evening concludes with the annual awards dinner catered at the hotel.