

2012 CFMS Web Site Contest – Overview
(Article to be posted in the December CFMS Newsletter)

Get Ready for the Web Site Contest!

Webmasters are invited to enter the 2012 Web Site Contest on behalf of their societies. The annual Web Site Contest attempts to determine the effectiveness of a society's web site in providing information needed to meet certain goals. In general, judging is based on the standard that the web site should: (1) attract new members; (2) provide information to members; (3) aid in the public promotion of society's activities, such as shows; (4) and fulfill the mission of the society. Also, some basic technical features need to be functional on the site.

The Contest Guidelines and Score Sheet forms have been modified for this year's contest to better rate these objectives. The guidelines coupled with the score sheet offer excellent references to help you tune up your society's web site or build one for the first time.

Webmasters wishing to enter their society's web site should download the following files from the CFMS web site: 1. Contest Overview (*this document*); 2. Guidelines; 3. Entry Form; and 4. Score Sheet.

You can access these forms in pdf format on the CFMS website (www.cfmsinc.org); click on "Forms." All of the 2012 contest forms are at the top of this page. If you have difficulty accessing the forms, just let me know and I will email you the forms as attachments.

The fill-in feature of these forms works best using Adobe Acrobat Reader, Version 9 or higher. If needed, visit www.adobe.com/products/reader for a free update.

Save the files to your hard drive then fill in the entire Entry Form and the top part of the Score Sheet. Please **rename the files so that your society's name is included**; example:

2012Entry_YourSociety.pdf
2012Score_YourSociety.pdf

Send both of the completed pdf forms as email attachments to: **Merryan O'Neill at mvoneill@comcast.net by January 20, 2012.**

The CFMS web site contest winners will be announced and awards given at the Editors and Webmasters Breakfast at the 2012 CFMS Show & Convention. The show will be hosted by the Valley Prospectors of San Bernardino at the Riverside Municipal Auditorium July 13 – 15.

CFMS entries continue to have an impressive record. The Oxnard Gem & Mineral Society placed 1st in both CFMS and AFMS under the capable talent of Stephanie Hagiwara, webmaster. Let's achieve this level of excellence again!

Merryan O'Neill
CFMS Web Site Contest Chair