

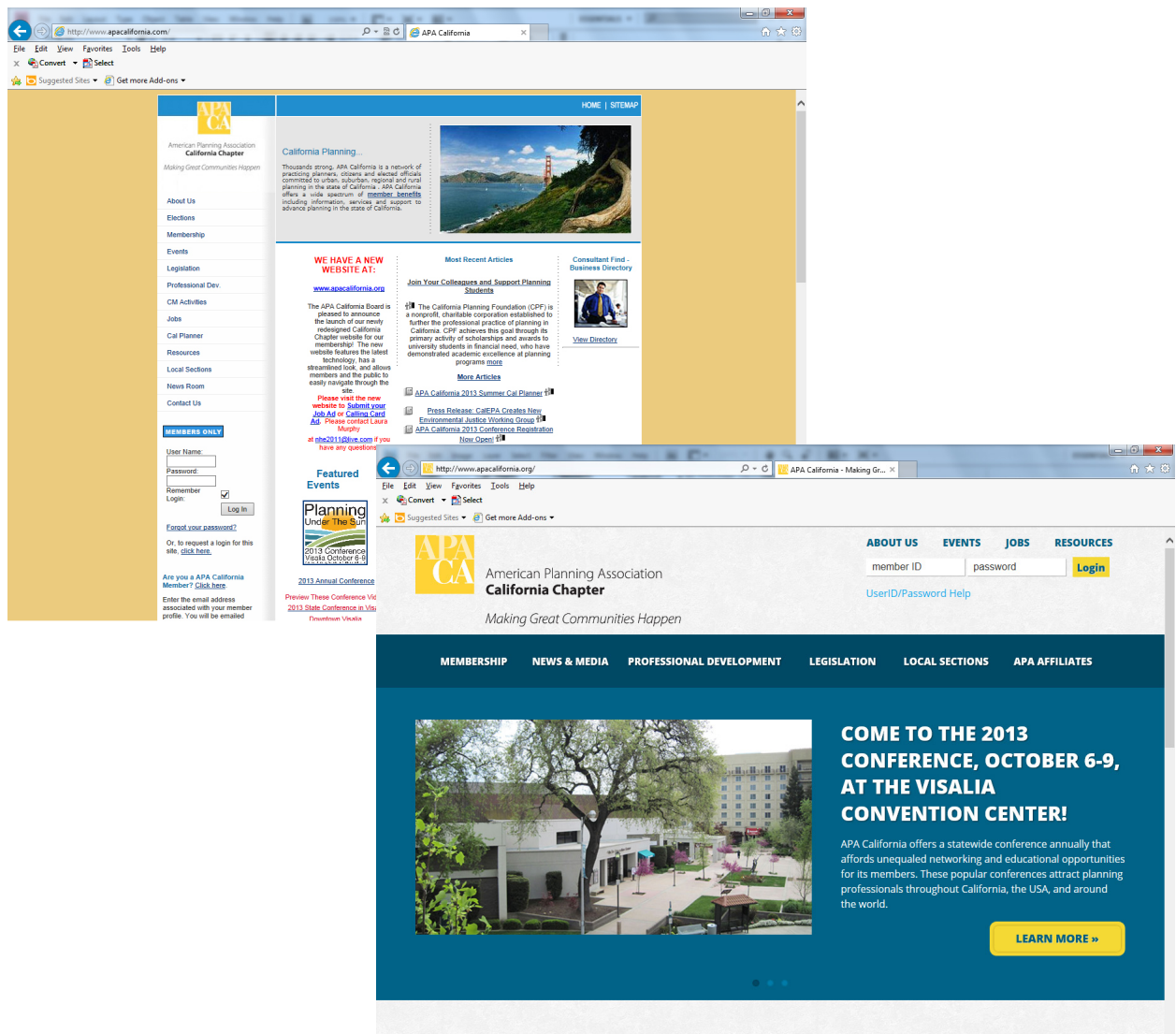


## MEMORANDUM

To: APA California Board of Directors  
From: Hing Wong, AICP, Vice President for Public Information  
Re: Website and APA California is the Organization's Name  
Date: October 5, 2013

## Website

The newly, redesigned website was launched on September 5, 2013. The original website was created over a decade ago. Not much changed in terms of its looks and functionality over the span of 10+ years. This new website features the latest technology, has a streamlined look, and allows members and the public to easily navigate through the site.



Last year, the Board through the Website Committee, contracted with Digital Gear, a web development company to revamp the current California Chapter website. The Committee's main goals were to develop a website that members and interested visitors would find updated, informative, straightforward, and user friendly.

Each person going to the website will still be able to access all of the critical information as on the old website as well as many more new features. The new website has a cleaner format and colors, an easier login process, streamlined navigation bar, enhanced graphics, sponsor scrolling bar on the main page, etc.

The new URL is [www.apacalifornia.org](http://www.apacalifornia.org). Beginning October 1st, those that go to either one of the two old URLs ([www.calapa.org](http://www.calapa.org) or [www.apacalifornia.com](http://www.apacalifornia.com)), will be automatically redirected to the new URL.

Much appreciation goes to Francine Farrell, Laura Murphy, Lauren De Valencia y Sanchez, and Sande George. Their commitment to this project and their dedication to work diligently with Digital Gear was outstanding.

### **APA California is the Organization's Name**

The official name of our organization is **APA California**. As part of the branding campaign led by APA National in 2006-2008, it worked with all Chapters and Divisions to establish a new brand identity to strengthen the organization and to make APA more cohesive with its many parts.

Even though you may see the logo "APA" and "CA", all written materials should use the words "APA California" and not "APA CA", "APACA" or variations of it. Again, we want to bring cohesiveness to our organization and have our Chapter and Sections recognized as part of the American Planning Association.

