

APLD Oregon President's Letter, February 2010:



Have you looked at our APLD Oregon website lately? Our webmaster, Pat Acheff, APLD is doing an amazing job refining and updating the site so we, the media, the green industry, and our potential clients know what APLD designers are doing to hone their creative skills.

- Recently Pat updated the look of the site to make it visually pop as well as to make it easier to read and navigate.
- The [News & Events](#) section has also been updated. Along with helpful descriptions of upcoming events, we now have an overview of 2010 via our [Calendar of Events](#). Take a look at what we'll be learning this year.
- Our [Featured Designer](#) page is presently looking for APLD members to strut their stuff for the months of February and March. Email Pat at landscapedesign@apldoregon.org to find out how you can promote your company on the www.apldoregon.org website. She will also be adding Featured Designers archive pages. I still send potential clients to my archive page on the national APLD site. It's a great PR perk. (Note: While you must be Certified to appear on the national website as a featured designer, you don't need to be Certified to be featured on our Oregon Chapter website!).
- The [FAQs](#) page is full of information for potential clients. It describes what designers do and how they work. It also directs people to our [Find a Designer](#) page where we are all listed. I get two or three clients a year from APLD and ANLD websites.
- We need pictures of our most recent events, as well as great pictures of your work to sprinkle throughout the site. All photos of your designs used on the site will have a picture tag indicating your business name, so it's another opportunity to promote your work.
- Please don't forget to check your listing on the Member Directory (Find a Designer) page to make sure it is working for you with your latest up-to-date info.

Our website is not just a way to find out what's happening at APLD Oregon, it's also a window the world looks through to evaluate APLD designers. Take advantage of your opportunities to be featured on our amazing website and to enhance it with visual examples of your work. Visit our website at www.apldoregon.org and email our webmaster with your pictures and requests to be an APLD Oregon Featured Designer.



Ann Nickerson, APLD
APLD Oregon Chapter President