A Plan for Launch: AHA's New Website Status Update

(02-June-15 – AURORA, CO) – The Arabian Horse Association (AHA) has some important updates regarding the creation and roll-out of their new website. After a close examination of current AHA business processes and member expectations, it has been determined that additional features should be included. These features will transition the new website to an efficient business portal, while simultaneously promoting the elegance and diversity of the Arabian breed.

The website is now being coded, created and launched through a process that will take AHA staff commitment and an extended roll-out period. Previously contracted with KGB Texas Communications, AHA has now brought the website creation and coding in-house. AHA Business Technology and Marketing staff will be overseeing the remainder of the project. Outside contract work will be kept to a minimum on an as-needed basis.

"There are huge advantages to bringing the website in-house," says AHA Executive Vice President, Glenn T. Petty. "For one, it allows flexibility in the timetable; which portions of the website are worked on based on member priority and need; as well as increased communication and access between the departments who are involved in the creation and testing of the site."

AHA staff are starting to formulate a plan that will begin a slow rollout in 2015 of new pages, new functions and updated material. It has not yet been established which pages or portions of the website will be rolled out first.

This plan for a slow rollout allows some of the complex functions of AHA (registration, membership, show enrollment and results recording, etc.) to be coded, tested, re-tested and then launched in a manner that makes it easy for our current and potential members to continue to do business with AHA, with the least amount of interruption.

AHA appreciates your patience with this rollout process. The new website will make transactions, correspondence and membership interaction much easier for members. It will also allow newcomers to the breed to discover the Arabian horse and learn about what makes the breed special. Using a self-directed approach, the website will be easy to employ from a user perspective.

AHA will provide updates on the project via press releases and e-blasts as they move through the various stages of development and release. Please contact AHA Director of Marketing, Julian McPeak at Julian.Mcpeak@arabianhorses.org if you have questions.

Here is a list of some of the new features of the new AHA website:

ARABIAN HORSE ASSOCIATION℠

10805 East Bethany Drive | Phone 303-696-4500
Aurora, Colorado 80014 | Fax 303-696-4599
www.ArabianHorses.org | info@ArabianHorses.org

a. A modern and creative design that contains bold imagery, new, rich colors, movement and is light on copy and heavy on visual content
b. A collection of new photographs used throughout that help to emulate the beauty, refinement and versatility of the Arabian breed; stir emotions among users of all ages; promote the engagement that AHA provides for those who love, own or want to own Arabian horses
c. Self-Directed and automated transactions
d. Designed in an Open CMS environment, the new website can be maintained and updated by both those who know HTML code and those who do not
e. An intuitive navigational design, with fly-out menus and drop-down tabs consistent with market trends
f. Allows for three primary portals of entrance into the site, that easily takes a "member," "newcomer," or "youth" where they can find content they desire
g. Features a robust Event Calendar that allows all Arabian-related events and activities from around the country and world to be posted by members and approved by AHA staff
h. Calendar filters and a "Get Local" page allow members or users to search for Arabian-related events, AHA programs and services, and a network of Arabian horse farms within their immediate area.
i. Provides a fun, interactive experience and portal for youth
j. Has a robust and integrated shopping cart feature which allows for ease-of-use and multiple online transactions
k. Provides for social media interaction and sharing throughout the site
l. Designed to be mobile-responsive - compatible to smartphones and tablets
m. A brand new "Discover" section of the website will serve as a portal for those who are new to the Arabian breed.
n. Quick Links to the Marketplace, News and Forms will be available throughout the site, creating an easy access to 'need-to-know' information.
o. A re-skin of the DataSource database will allow for easier navigation and a more image friendly environment
p. Contains a robust search tool throughout the site
q. Maximizes search engine optimization
r. Includes a "Get Involved" section that illustrates how members can be actively involved with the Arabian breed and Arabian horse ownership â€" located easily all in one section, this section is designed to draw in those who are ready to commit to Arabian horse ownership and AHA membership
s. Behind the Member Login screen, an easy-to-use screen will allow for sign-up, re-committal, subscription sign-up and renewal, and much more all in one place for those who are current members
t. Many forms will be converted to allow for online submission when appropriate