

Steve Hall <steve@seafaring.com>

March 29, 2012 10:29 AM

To: "Chris Larsen" <chris@seafaring.com>

Cc: "Darren O'Brien" <darren@seafaring.com>, "Heidi Benson" <heidi@seafaring.com>, "DJ Doran" <dj@seafaring.com>

Re: Events on Website

---

Let me know what you want posted where and I will make it happen.

Let me know which syntax you want me to use for the parties, etc.

I made updates to the seminar pages, I will post the pdf enrollment forms whenever they are ready. I am standing by.

Steve

On Mar 29, 2012, at 1:16 PM, Chris Larsen wrote:

The correct names of the boat shows are:

- Oakland's is "Strictly Sail Pacific"
- Newport International Boat Show
- The seminar is separately called L&A Cruising Seminar, Cruisers' Seminar, Advanced Cruising Seminar, and Bob Bitchin's Advanced Cruising Seminar. It also refers to Lee Chesnau's Advanced Weather Seminar like it's a separate event. I asked three weeks ago to reconcile the various names of the seminar and to remove the confusion of Lee's "seminar" from the website and enrollment forms. Lee is currently scheduled to give two separate hour long lectures at Bob's seminar.
- Please add the correct info for our event in Everett, WA August 11<sup>th</sup> – 13<sup>th</sup>. Darren's been involved with that so he can give you the correct title of the even (e.g. Pacific Northwest Cruiser's Party).
- I'd like to determine if they're all Cruiser's or Cruisers', because it appears differently every time.
- I asked for the /div> HTML code at the bottom of the calendar to be fixed months ago.
- Can we put the sponsor logos in a better table layout?

Thanks,

Chris

---

**From:** Steve Hall [mailto:steve@seafaring.com]

**Sent:** Thursday, March 29, 2012 5:12 AM

**To:** Darren O'Brien

**Cc:** Heidi Benson; Chris Larsen; 'DJ Doran'

**Subject:** Re: Events on Website

Updated the links are you guys needed. Let me know about further changes.

Steve

On Mar 28, 2012, at 8:47 PM, Darren O'Brien wrote:

Hi Steve -

Here is the email from Heidi I was telling you about. If you can get started on fixing the errors and updating links, I will get you the "Sponsor an Event" flyer to post. Do you want that as a jpeg or a pdf?

Let's talk more about items 3 and 4 on Heidi's list tomorrow.

Thanks!

- Darren

**Darren O'Brien, Director of Marketing**

<image.jpg>

A Multimedia Company - Print/Internet/TV/Video/Social Networking/Events

Direct 360-344-4277

Mobile 310-251-1802

Fax 310-798-3448  
<http://www.latsandatts.com>

----- Forwarded Message

**From:** Heidi Benson <[heidi@seafaring.com](mailto:heidi@seafaring.com)>  
**Date:** Wed, 28 Mar 2012 16:05:01 -0700  
**To:** Darren O'Brien <[darren@seafaring.com](mailto:darren@seafaring.com)>  
**Cc:** Chris Larsen <[chris@seafaring.com](mailto:chris@seafaring.com)>, DJ Doran <[dj@seafaring.com](mailto:dj@seafaring.com)>  
**Subject:** Events on Website

Darren -

We need to do some serious work on the "Upcoming Events" page on the website. I just had a potential sponsor go to the website and tell me that the info on Oakland is for 2011. Also, there is no link to the "Partners" that it says "Click to Access."

I'm not sure whose responsibility this is, but seeing as I noticed the errors and it will assist me in selling ads, I'll take the first stab ...

Please make these changes as soon as possible:

- 1) Remove events that have taken place.
- 2) Add the events that are not listed (PNW) & the correct dates and links.
- 3) Add a button that says "Sponsor an Event!" and link it to the 2 page flyer you did. (Put up the one with the last 3 events for now. As soon as you get the 2012-13 one complete, we can add that one.) Add the Ad Reps email links for folks to contact us for information.
- 4) Add links at the bottom that will link to the "Thank You" Sponsor ad for past events.

If you can add some pictures or a link to the Facebook pics of these events (especially ones with sponsors in them!), that would be a nice enhancement.

Fair Winds,

Heidi Benson  
Latitudes & Attitudes Seafaring  
Advertising Director  
510.917.2611  
[Heidi@Seafaring.com](mailto:Heidi@Seafaring.com)  
[www.Seafaring.com](http://www.Seafaring.com) <<http://www.Seafaring.com>>

----- End of Forwarded Message

No virus found in this message.  
Checked by AVG - [www.avg.com](http://www.avg.com)  
Version: 2012.0.1913 / Virus Database: 2114/4900 - Release Date: 03/28/12