

ATOS ANNUAL COMMITTEE/OFFICER ACTIVITY REPORT FORM (2010)

Name of Activity: **ATOS Website: Support of existing website and deployment of new ATOS website**

Committee Chair/Officer Name: Tom Blackwell

Date of Report: 6/17/2010

1. Actions completed since the 2009 Annual Meeting: (Please bullet actions completed.)

Existing website:

- Recruitment of new Content Editors: Micah Bisson (Around the Circuit calendar of events) and Tyler Morkin (ATOS Front Desk). Discussions with several additional Content Editors. Resignation of Content Editors Dave Luttinen (Around the Circuit) and John DeMajo (ATOS Artists Directory and Artists Pages)
- Elimination of a majority of e-mail bouncing issues by reconfiguration of underlying forwarders
- Expansion and configuration of ATOS Theatre Organ Radio (Live365)
- Creation of new website Technical Q&A forms and processes
- Creation of THEATRE ORGAN Journal Online!

New website:

- Established new web server hosting environment and Internet domain account at Pair Networks
- Setup and installed Drupal content management platform and loaded initial new ATOS site design.
- Created new web forms for Membership sign-up/renewal, President's Blog, Web Journal, Around the Circuit event submission, Theatre Organ Locator submission.
- Converted legacy ATOS website content created originally by David Kelzenberg and loaded into new site framework: Theatre Organ Story, Feature Articles, Theatre Portraits, Organ Personalities of Yesterday, Lesser Known Builders

2. Actions begun but incomplete since the 2009 Annual Meeting: (Please bullet actions begun.)

- Established credit card merchant services account with NPC. Setup new "UberCart" secure payment system, initially for the 2010 Seattle convention, and later deployed for use in ATOS Membership signups/renewals, ATOS Marketplace orders and online donations.
- Upgraded disk storage capacity on existing ATOS server to support new web initiatives for the THEATRE ORGAN Journal and posting of ATOS committee reports to website.
- Worked with new Journal editors Don Feely and Mike Bryant to established new /tojournal directory for content linked to THEATRE ORGAN Journal

3. Goals to be reached by the 2011 Annual Meeting: (Please bullet goals.)

- Complete transition to new web server and email platform.
- Incorporate advertising on new website and ATOS Theatre Organ Radio.
- Complete "UberCart" secure payment system for ATOS Membership signups/renewals, ATOS Marketplace orders and online donations.
- Work with Tyler Morkin on tie-in with strategic planning and identity/re-branding

4. Amount budgeted for your committee: \$13.9K (approx. 50% associated with Theatre Organ Radio and web hosting service fees)

Amount expended by your committee: \$1,515

5. Comments: (Any bulleted special notations, problems, or suggestions should be included here.)

Once the 2010 Convention is behind us, I will have more time to focus on completion of existing web server transition plan. Looking forward to the involvement of Tyler Morkin, especially in the areas of identity/re-branding and tie-in with strategic planning. Also looking forward to expanding Theatre Organ Radio and online linkages with the THEATRE ORGAN Journal.