



Raising sheep the EASY way!

Barbados Blackbelly Sheep Association International

Blackbelly Banner

Setting Up a Farm Web Site

By Carol Elkins

Did you know that 26 of BBSAI's 120 members have their own Web sites? That's more than 20% ! That's great! I bet some of you might wish you had a Web site too but just don't know where to start. You might think that it takes a lot of special hi-tech know-how to set one up or that it's expensive. Well, in this article I'll describe how you can have a really nice Web site without knowing squat about Web design or spending much (or any!) money.

1. Decide what your Web site is about and what you want it to do

Do you want to sell something? Share information about something you're passionate about? Provide information about the breed? Blog about your farm and develop a community of readers? Or simply have a "vanity" page that describes your farm and gives it a "home" on the Internet? By establishing your site's goals at the beginning, you'll have a road map to follow while you design it.

2. Lay out the site on paper first

I. About Our Farm	██████████
II. About Our Sheep	██████████
III. What's for Sale	██████████
IV. Contact Us	██████████

Write an outline, just like you did back in school. The main topics will become individual pages on your site.

Then draft out the content for each main topic. Don't worry about being perfect at this stage. The point is to get a solid idea of WHAT content you plan to provide and HOW your reader will navigate around that content. Read the article "What Am I Going to SAY on My Web Site?" on page 3 for some tips on how to write good copy for your site.

Ed Christiansen's Web site at <http://www.jingle-farm.com> is about as basic and simple as it can get, yet he has created a visually appealing and informative site with good use of photos and layout. The site has only three tabs: The Farm, The Sheep, and Contact. Each tab contains one page that addresses a specific purpose.



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Farm Web Site

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3. Decide who will host your site

You'll need to use a company that has computers that hook up to the Internet to "host" your Web site for you. There are a zillion options, some free and some costing a monthly fee. Some of these companies can even be the registrar for your "domain name," which is the address of your site on the Internet. I suggest you look at a few options and then decide if you want to use a company that does both for you or if you want your domain host to be separate from your domain registrar.

A good FREE choice for a domain host is yola.com. Jane Anderlini in British Columbia uses Yola to host her handsome Black Moon Sheep site (<http://www.blackmoonsheep.com>): "We started out with the free option for a year, which gave us a domain name that included yola in it, then upgraded when we decided to have our own domain name," says Jane. "The free Web site was excellent, though, and I'd recommend it to anyone." Yola lets you design your site using their Site Creation Wizard. No skills required—simply drag and drop the parts and pieces you

want to add to your site.

Another FREE option to consider, especially if you enjoy blogging, is Weebly.com. You can create a regular Web site or a blog (where your readers can comment on your photos and posts) by customizing one of their 100+ themes. Suzette Glave in New York is just starting her Weebly

How to Raise Blackbelly Sheep
A Book Written BY Blackbelly Breeders FOR Blackbelly Breeders

Search this site

Contents

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Welcome

Welcome to the Blackbelly Sheep Book! Please join the community of American Blackbelly and Barbados Blackbelly sheep breeders who have written this book and add your expertise. This is a wiki—you can add info and photos to help other readers learn how to care for blackbelly sheep.

What is a Blackbelly Sheep?

You can learn more in the [Breed Descriptions](#) chapter, but basically blackbelly sheep are hair sheep, meaning that they have hair instead of wool. There are two breeds of blackbelly sheep.

American Blackbelly are horned Barbados Blackbelly are polled (no horns)

One more FREE option to consider is Google's Sites feature (sites.google.com). Again, you can start off with one of their templates and customize it; add photos and video; create as many pages as you want. I used Google Sites to create the online Blackbelly Sheep Book (<http://www.blackbellysheepbook.com>) (it is a work in progress). You can easily set your Google site so that you can use your custom domain name. It isn't drag-and-drop friendly, but if you know how to use MSWord, the tools that Google provides will be easy to use.

If you're willing to pay a small monthly fee, you can get a domain name, a Web site, and a lot more features and control (such as a dedicated email address, shopping cart, and more storage space). For a limited time, Godaddy.com is running a sale where for \$1/month, you can get your own domain name, email address, and a 5-page site. GoDaddy is probably the largest domain registrar in the world; I use them as registrar elsewhere.

Black Moon Sheep

Home Katahdins Dorpers American Blackbellies Colorful Crossbreds Contact Info and For Sale Hay and Links

Katahdin - American Blackbelly - Dorper

Dan & Jane Anderlini
Prince George, B.C.

These "hair" sheep naturally shed in the spring!

Our three breeds of sheep were chosen for the following outstanding qualities:

- ease of lambing, even with first time lambers
- excellent mothering, including caring for twins and triplets
- natural spring shedding
- tail docking not necessary
- hereditary natural resistance to disease
- low maintenance, adjust well to temperature extremes

Web site at <http://rosevalley-ranch.weebly.com> so you can watch her progress as she adds more content. As with Yola, you can up-

Rose Valley Ranch

HOME BARBADOS BLACKBELLY SHEEP CAVES CONTACT US

I am just starting my flock of Blackbelly Barbados (polled) sheep. At this time I have only the crossbred ewes and a registered Barbados ram. I will be getting some registered ewes the spring 2013.

What Will I SAY on My Web Site? (How to talk when writing for readers who are not obligated to read)

By Ellie Winslow

The words you write on your Web site (any promotional material) are called copywriting. Copywriting is partly an art. But it's also a science, so anyone can learn the rules and get better at it.

Deciding a purpose for your Web site is first. There are only three:

1. Name recognition
2. To educate or disseminate information
3. To sell stuff

Even if all you want is to have your name on the Web, it is important to write well. But if you want people to actually read what you write, you'll need to pay attention to some copywriting rules.

Educating people who come to your Web site is important, especially when you're raising an exotic breed that's relatively unknown. Things that are important are history, description, care, about the industry, etc.

If you want to sell from your Web site, the rest of this article is especially important.

Before I give you rules for copywriting, let's talk about the number one principle of marketing. This is the biggie that everyone forgets. Put simply, it is

MARKETING IS NOT ABOUT YOU AND YOUR STUFF!

Marketing is about your customer!

Oh, yes, you'll get in there, but the customer must be first! Why? Here's a fact of human nature: the most interesting thing in the world to you—is YOU! The most interesting thing in the world to your customer is HIMSELF, of course! So if your Web site talks

about you and your stuff, it's just not very interesting to your potential customers and readers. They only care about themselves. You'll only catch their attention if you tell them how their life gets better in some way—with you and your stuff! See, there you are at the end of that sentence. But the customer came first—and that will catch his attention. Now he keeps reading. Now he wants more info because you made it relevant to him! Remember, he doesn't care about you—yet! He only cares about himself.

What I've just described is the difference between features and benefits. The features are the facts. The benefits are why the facts matter to your site's visitors. Blackbelly sheep are hardy—that's a fact. It matters to the customer because he'll have an

easier time of raising the sheep (how his life gets better).

The meat tastes very good, not muttony—that's a fact. Why it matters is because he'll love the most delicious tasting meat he's ever eaten! Benefits are usually about feelings. Emotional stuff. When you talk to people about how they will feel, you win them as customers and readers!

How do you make this kind of a switch? It takes practice. Start by listing the facts you want to talk about. Then for each fact, list why it matters to the reader. Practice! Never use pronouns like



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BBSAI Board Votes

01/02/13	Elected Patrick Kahn as President, Nancy Johnson as Vice President, Carol Elkins as Secretary, and Sandy Hession as Treasurer. (5 yes, 0 no) Passed
01/02/13	Vote to hire Doug Meyer, owner of Mountain Niche Web Services, to convert BBSAI's Web site to WordPress and add new features (4 yes, 0 no) Passed.
01/30/13	Voted to continue BBSAI ads in ALBC, Sheep! and Countryside magazines (5 yes, 0 no) Passed.
01/30/13	Voted to revise the Standing Rules to reflect the closing of American Blackbelly registry and to match the changes that were approved to the by-laws. (5 yes, 0 no) Passed
3/27/12	Voted to change Article IV. Item C of the BBSAI By-laws so that a Family membership has one vote. (5 yes, 0 no) Passed
3/27/12	Voted to change Article IV. Item G of the BBSAI By-laws so that what had been referred to as a "Membership Directory" is now a "Breeder Directory" and lists owners and breeders of registered American Blackbelly or Barbados Blackbelly sheep. (5 yes, 0 no) Passed
3/27/12	Voted to authorize the treasurer to set aside \$1000 for purchase of a CD per Bank of America's requirements for the BBSAI to be issued a credit card. (5 yes, 0 no) Passed
3/27/12	Voted to hire Doug Meyer for \$300 to develop functionality for online membership and renewal and to pay dues online (5 yes, 0 no) Passed

What Will I SAY?

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"I" "we" "my" "our" because then you're talking about yourself! Avoid them especially in the first half of a headline or a sentence. This rule makes it interesting to the reader. If you need help with this, just email me!

Now here are some rules for copywriting. Remember, these rules help make your Web site interesting and easy to read. No one HAS to read your Web site. They may have to read things at work and school, but they do NOT have to read your Web site.

1. Use short sentences.
2. Use short paragraphs.
3. Use lots of white space.
4. Use bulleted lists, not lists of items in a sentence.
5. Use the smallest, standard English word you can find: not "purchase" but "buy."

6. Don't use redundant words: not "a wide variety of choices" but "many choices."
7. Don't use jargon.
8. Extra, unnecessary words dilute your message. Language that wanders makes it hard to read. See how many words you can take out and have it still mean what you want.
9. Write to folks not as though you are a politician or preacher, but rather like you're talking over coffee.
10. Spelling and grammar matter!!!

These rules make it easy to read.

REMEMBER: If it's hard to read, they won't!

And lastly, here are some rules for Web sites that make it easier to read in an electronic format.

1. Your home page is a transition space. It should be open and

welcoming and tell the reader the benefits of reading more, learning something, or doing business with you.

2. Each page needs a headline (besides the name of your farm), and the headline is all about the customer (benefits, benefits, benefits).
3. Bells and whistles on a Web site are distracting.
4. Background patterns make it hard to read.
5. Dark backgrounds make it very hard to read. If you must have a dark background, choose a super easy-to-read font.
6. Colors have a feel, so match your colors to your subject.
7. Use non-serif fonts, like Arial, in the body of your site's text. Headlines can be in serif fonts like Times Roman.

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Changes Affecting Members in July

One of the BBSAI's mission statements is to "Support and promote the interests of American Blackbelly and Barbados Blackbelly sheep breeders." To this end, we want to make it clear in our Breeder Directory that breeders own registered sheep and are breeders of registered sheep. so that your customers know that you are serious about the quality of your livestock and have taken the time to register them. We believe that this will help increase the value of your sheep.

Barbados Blackbelly breeders saw the price of their sheep increase from \$60 a head in 2004 before the BBSAI closed their registry to over \$300 in 2013. Closing their registry helped them demonstrate

to their customers that their sheep had known pedigrees and genetic make-up and would breed true. Customers pay more when you can prove they're not buying a crossbred or genetically deficient animal. The BBSAI believes that American Blackbelly breeders can realize a similar increase in the value of their animals over time. Of course, how you promote your animals will ultimately determine what price you can get for them.

When you renew your membership, you'll be asked to state whether you own registered sheep or not and, if so, whether you want to be listed in the Breeder Directory. Members who have never owned a registered sheep will not be listed in the Breeder Directory.

Membership renewal forms will go out in the mail in May. Current memberships will expire June 30. If all goes as planned, in addition to simply filling out the form and sending in your check to renew, you can choose to complete the form online and pay your dues using PayPal (which accepts credit cards).

The dues will not increase even though PayPal will take a couple bucks out for their fees. The membership categories remain the same, although the Family membership will have one vote instead of two, and will continue to enable two people to join together at a discounted rate. ✨

What Will I SAY?

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- Each page needs a call to action. What do you want them to do? Click on the next page? Call you? Fill in a form? Show up at your farm? Tell them what to do.
- Be sure it's very clear how to reach you.
- Put the reader/customer first and it will be interesting to him! ✨

~Ellie Winslow,
Gaylord, OR~

I help small farmers, homesteaders, and rural businesses with copywriting and marketing. I'm the author of several books about these subjects and I teach seminars across the nation. I can always be reached through my Web site, <http://beyondthesidewalk.com>. There is a lot of free information there, too. This article is simply an outline to expose you to ideas that will make your Web sites more readable and more effective!

New BBSAI Members

Richard Ashley	Van Wyck, SC
Remi Asindrazza	Alamo, NV
Brian Bond	Deaver, WY
Ziphora Chaim	Eugene, OR
Blake Cramer	Davidsonville, MD
Donna-Marie Cyr	Williams Lake, BC
Mark Flink	Nekoosa, WI
Suzette Glave	Clyde, NY
James & Rhonda Hillin	Carthage, TX
Blake Howard	Amity, OR
James Orr	Somerset, TX

Farm Web Site

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for over 35 domain names, including BBSAI's and my critterhaven.biz name, and find their support excellent.

4. Select your domain name

Your domain name is your online business card. It should reflect something important about you that you want people to remember. It can include your farm name, breed name, or something you are passionate about.

If you haven't already gotten a domain name from your domain host, you can choose a registrar such as godaddy.com, dotster.com, register.com, or land1.com. They are all solid companies with reasonable prices. A .com domain name will cost you \$8-\$12 per year. However, I think you'll find it easiest to get your domain name from the same company that you choose to host it.

Before you start shopping for a domain name, make a list of at least a dozen names and variations that you could live with. In addition to listing your first choices, create some variations of each one in case it's already been taken. Try adding a dash or underscore between words or an additional word like "farm" or "ranch." And you aren't limited to .com; you might have better luck with .us, .biz, .me, or .net. Some of these extensions are cheaper than the .com, too.

Only search for an available domain using the registrar you plan to buy from. Once you see that the domain is available, buy it immediately. It may be available now, but not a few seconds later. Unscrupulous people have ways of learning what domain names are being searched for and they buy them up to sell back to you at a much higher price.

5. Tips for good site design

With so much designing power at your fingertips, it is tempting to overdo your site's design. Resist the urge to use lots of fonts, distracting backgrounds, and music. Your readers will thank you for it.

When you write about your blackbelly sheep, please, please, please call them by their correct breed name. You have American Blackbelly or Barbados Blackbelly sheep. You do NOT have Barbadoes, Black Belly, Blackbelly Barbados, or barbado.

Please don't copy and paste text from the BBSAI's Web site; make it your own or give credit to the BBSAI as "reprinted with permission from the BBSAI <http://www.blackbellysheep.org>". WE want to help, but we wouldn't borrow something from YOU and call it our own. If you want to use the BBSAI logo on your site, we'd be delighted, but we also want to give you a suitably sized image to use; don't just copy and paste the one on our Web site.

The good thing about designing a Web site is that you can always change it. Add and remove content, change photos, colors, and navigation. Your site is a living document and can be whatever you want it to be at the moment. Look at other Web sites and analyze what you like and don't like. Study layouts, navigation, and information organization. Start by visiting sites belonging to fellow BBSAI members. Their sites are listed in the Breeder Directory at <http://www.blackbellysheep.org/breeder-directory>

Have fun with your new Web site!
Make it your own. ✨

Ask the BBSAI

Questions sent to info@blackbellysheep.org are answered by BBSAI Registrar Mary Swindell.

Q: Now that my ewes are pregnant, I'm looking for tips and advice on birthing and what I need to do after birthing.

A: First, ewes have their estrus cycle every 17 days, so many ranchers will put the ram in for 34 days to make sure he gets a couple of chances to breed each ewe in the group. Rams usually do their work pretty quietly and quickly, and you may not even notice the ewes getting bred. Also, many rams will cover all their ewes within the first couple of weeks, so even if you don't have him in for a full month, he may get the job done in a shorter period of time.

Ewes have a gestation period of 5 months. So if you put the ram in on September 1, then you can expect lambing to start on February 1. I usually give the ewes a good quality hay throughout their pregnancy and nursing. And I start feeding a little grain (1/4 to 1/2 lb per day) during the last month of pregnancy and throughout the nursing period.

The last few days before they lamb, the ewe udder will get large. About one day before lambing, a ewe may stand apart from the other girls somewhat. I usually allow the pregnant ewes to have a small safe area close to the barn where they can move around and feed and where you can easily carry the newborn lambs to the barn. When you find the newborn lambs (often twins) they usually will be right where they were born. Quietly go up to them and carry them low to the ground into the lamb pen in the barn (so that the mother follows). If she becomes frightened or distracted, stop walking until she comes back to

them. Put the mother and babies into a small pen in the barn with dry bedding, plenty of good quality clean hay to eat, and fresh water. My lamb pens are 5 x 5 ft square. The mother and babies can bond here for about 3 days. You can observe whether the lambs are nursing properly while they are in the barn. After 3 or 4 days, if the lambs are strong and healthy, you can let them out with their mother into the pasture.

When you put the newborn lambs in the lamb pen, you can

- 1) weigh them (I use a baby scale);
- 2) clip their umbilical cord to about 2 in. with clean scissors;
- 3) dip the cord in iodine up to where it joins their belly;
- 4) stick your finger in their mouth to determine if it is warm inside and if they are sucking good;
- 5) put a small numbered ear tag in their ear;
- 6) record their weight, gender, birthdate and time, name and number of ewe, and any markings or notes in your sheep journal.

Get them back into the pen with their mother as soon as possible.

Watch for the mother to pass her afterbirth in the pen (if she has not already passed it outside). Collect any afterbirth and dispose of it in a remote area where it will not attract predators.

You may want to check the mother's udder to make sure she has milk on both sides. Sometimes the teats have a waxy buildup at the very end, preventing the first milk from coming out. Using your fingers, simply roll out the milk to the end of the teat, dislodging any waxy plug until the milk begins to flow easily. Also check the entire

udder to verify that she does not have signs of mastitis (indication would be fever, hardness or infection on teats or the bag). The entire bag and teats should be warm, soft, and supple.

If you choose to do so, lambs can be given their first injection of CD/T (for overeating disease and tetnus) and their Bo-Se injection (selenium and vitamin E supplement) at between 2 and 4 weeks of age. The second CD/T shot should be given 2 to 4 weeks after the first shot. Some ranchers do not give lambs any injections. But if you decide to give lambs shots, these two are the most important shots to give.

CD/T vaccinations: The CD portion of this shot guards against a bacterial infection, *Clostridium Perfringens* Types C and D, commonly known as "overeating disease" often responsible for lamb deaths. The T portion is an anti-tetnus vaccine to protect against infections that the lamb may get through the newly clipped naval or through injuries, etc.

Bo-Se injections: Illinois and Oregon both have soils deficient in selenium, and it is important to make sure sheep and lambs get a selenium supplement early to prevent white muscle disease (a serious and often fatal condition caused by selenium and Vitamin E deficiencies in the body). Older sheep get their selenium supplement via sheep mineral blocks, which you should also have available. Because lambs are too young to get their supplement through sheep mineral blocks, they need a "kick-start" by giving them this injection as babies.

If your lambs are healthy and well-marked (if they meet the BB

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Blackbelly Banner

Ask the BBSAI

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breed standards), you may register them at any time after they are born. You will need to take a photo of each lamb and know its birthdate and name and registration numbers of its sire and dam.

Q: Help! My ewe just had a lamb but the ewe died. Now I have a lamb with no mother.

A: Lambs must have colostrum for the first 24 hours, then lamb milk replacer after that. You can mix in the milk replacer with the colostrum on day 2 and 3, until by day 4 she is on 100% lamb milk replacer.

Please note: It is best to use mother's colostrum, but if you were not able to milk out any, then use powdered lamb colostrum replacer (available at most farm stores). Many orphaned lambs survive just fine on the artificial colostrum replacer, so don't worry too much if you didn't get any from the mom.

Time is very important and urgent here. You need to get a few ounces of colostrum down her within an hour or two of birth.

After the colostrum feedings, it is important to begin regular bottle feedings. Newborn lambs lose a tremendous amount of their body heat if not fed immediately, and can quickly develop hypothermia due to lack of nourishment. Check the newborn lamb's sucking reflex by sticking your index finger in her mouth. This will also help you determine if she is warm or cold. If the inside of her mouth is cold, she is developing hypothermia and must be warmed immediately to

get her body temperature up and save her life. Lambs can develop hypothermia even if the weather outside is warm. To warm her up, wrap her in some towels that have been warmed in your oven. Hypothermic lambs will quickly become weak (within a few hours of birth) and may not be able to suck. If you cannot get her to take a bottle, then you must tube feed her to save her life.

The schedule and amounts for feeding are listed in a wonderful book called "[Managing Your Ewe and Her Newborn Lambs](#)" by Laura Lawson, on page 140. She says you should give 20% of the lamb's body weight in milk replacer daily. So if the lamb weighs 5 lb (80 oz), then you should feed it $.20 \times 80 \text{ oz} = 16 \text{ oz}$ of milk replacer each day. Increase the total daily amount as the lamb gains weight. Here is the feeding schedule:

Day 1: feed colostrum every 2-3 hours if possible (that would be 2 oz per feeding x about 8 feedings per day)

Day 2-3: Every 3 hours (mix colostrum and lamb milk replacer) (2-3 oz per feeding x 8 feedings per day)

Day 4-7: Every 4 hours (100% lamb milk replacer) (6 feedings per day)

Day 8-21: Every 6 hours (4 feedings per day)

Day 22-35: Every 8 hours (3 feedings per day)

Day 35 till weaning: Every 12 hours (2 feedings per day). ❖

Youth Outreach 4H/FFA Volunteers Wanted



Hello fellow BBSAI members! My name is John Lowrie and I am the new chairperson for the Youth Outreach grant program. I have shown and bred Australian Shepherds for well over 20 years, and now have crossed over to the sheep-showing world.

I am a 4-H judge for dog showmanship, so I know the ins and outs of what we call the Juniors program. This is a very important program because it encourages the younger generation to have an interest in our beloved sheep. It's a chance for a kid to get a start in something they enjoy without requiring that they have a whole lot of money. It shows them that through hard work and determination they can accomplish anything.

I'm looking for regional volunteers to help me promote this amazing program. So if you're interested drop me a line at youth_outreach@blackbellysheep.org

The deadline for the Youth Grant applications is 15 September 2013, and we will announce the grant winner on October 6.

The Barbados Blackbelly Sheep Association International is a non-profit organization registered in the State of Missouri



Raising sheep the EASY way!

The BBSAI Newsletter is a benefit of membership in the BBSAI and is published quarterly. The BBSAI Newsletter welcomes articles, photographs and classified ads that relate to American Blackbelly and Barbados Blackbelly sheep. Publication of articles or advertisements does not necessarily constitute an endorsement by BBSAI. No part of the BBSAI Newsletter (including photographs) can be reprinted, put on Web sites, or used in any manner without written permission of the BBSAI.

Issue deadlines are
January Issue – December 15
July Issue – June 15
April Issue – March 15
October Issue – September 15

Please send changes of address to
BBSAI
808 30th Lane,
Pueblo, CO 81006

or email
newsletter@blackbellysheep.org

BBSAI Officers:

Patrick Kahn, President
Nancy Johnson, Vice President
Carol Elkins, Secretary
Sandra Hession, Treasurer

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Eileen Breedlove

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registrar@blackbellysheep.org

BBSAI Web Site Gets a New Look & More Features

Check out BBSAI's new look at <http://www.blackbellysheep.org>. The content hasn't changed but we've added some new features. Users can now upload their

CLASSIFIEDS

For Sale ads may be posted only by members. Wanted be sheep-related (sheep, herding/LGD dogs, equipment, etc.)

[Place Ad](#) [View Categories](#) [Search Ads](#)

Select Category: Change Category:

no image	Outstanding Livestock Guard Dogs/Puppies for Sale Anatolian Shepherd/Great Pyrenees. Both parents AKC on premises. Raised with Barbados Blackbelly sheep, Jacob's sheep, goats, chickens, guineas, horses, etc. Parents will also guard aerially. Please leave message.	02/25/2013 Cleveland TX
	Registered American Blackbelly Ram One 9 mo. old registered AB ram for sale. He will be a massive ram with an impressive rack of horns when fully grown. Great for breeding this spring. Asking \$200 for him. (2nd pic is of his sire - already sold, but will give you a good idea of what this young ram will look like when full grown.)	02/23/2013 Valley Center CA

Barbados Blackbelly Sheep Association Int'l

HOME
ASSOCIATION
ABOUT THE SHEEP
REGISTRATION
MEMBERSHIP
YOUTH GRANTS
BREEDER DIRECTORY
BUY/SELL ADS
GIFTSHOP
CONTACT US

WELCOME

Barbados Blackbelly Sheep

American Blackbelly Sheep

and pay dues online for quite awhile but the Board just couldn't find an affordable resource to set it up for us.

That all changed when we discovered Mountain Niche Web Services (mtn-niche.com) owned by Doug Meyer. Doug is a talented and very affordable Web designer and database guru who specializes in working with breed associations and farmers.

own classified ads and include up to 3 photos with the ad. And if you click the About the Sheep->Photos button, you'll see our new photo album.

BBSAI thought it was time for a new look, but more importantly, we needed to move our site to a system that can

The new Classifieds page sure helped! I had another ad for my young ram on Craigslist & didn't get a single hit. I can tell because all those who contacted me were beyond Craigslist's usual reach - over 100 miles away. My sheep are located in north San Diego County & a lady in Sonoma County (500 mi. away) ended up buying him. Kathleen Wallis, Fairfax, VA

be easily managed by BBSAI members who are not Web designers by training and don't know HTML or CSS, the tools used to create Web sites. This ensures continuity in BBSAI's Web presence as board members and webmasters change. BBSAI chose the popular WordPress Web site format to give us this capability. Plus we can do a LOT more now that we use a WordPress format.

The BBSAI plans to have its new online membership and renewal feature ready to go for the new membership year in July. You've been wanting the ability to renew

database, again to "future proof" the association when secretaries and registrars change. We want tools that anyone can use to manage the BBSAI's business.

Doug explained that a WordPress-based Web site would make it easy to incorporate the new online database into our Web site. So three of our goals (new Web site, new membership and payment options, and new online database) are neatly falling into place. Finding Doug Meyer may enable the BBSAI to make these long-term goals into realities over the coming year. Stay tuned for updates!

BBSAI has been working toward moving its registry and member directory into an online