



HOLSTEIN ASSOCIATION OF CANADA

BOX 610, BRANTFORD, ONTARIO CANADA N3T 5R4

Phone: 519-756-8300
Fax: 519-756-9982
www.holstein.ca

MEMO

From: Alain Lajeunesse

Date: December 11, 2009

To: Branch Presidents, Branch Secretaries and Branch Representatives

Re: Website Update

I wanted to provide an update on this project. We realize that this has not been a positive experience for many users. We are making some progress and will continue to work towards improving the site. In our next issue of the Info Holstein we have included an update on this topic. Below I have identified the 4 main areas of concern:

1. Speed – Close to 80% of our users are on high speed. Unfortunately, for dial-up users the site is much slower. The IT team is looking for ways to improve the speed. It is also worth noting that there have been some new options for high speed cellular internet. These options are becoming more affordable and available in rural areas across Canada. If a cell phone works in the area you have the computer there is an excellent chance that high speed internet will work as well.
2. Links to previous site – With the new site all links to Animal Inquiry need to be updated. The IT team created a short term 'redirect link' to give users some time to make these updates. The IT team is also available to help users find the best way to update their links to the Holstein Canada site.
3. Browser versions – some users with older computers or browsers have experienced difficulties accessing our site. Some of these challenges are related to the enhanced security of newer software. The IT team is available to provide advice on how best to resolve these issues.
4. Mobile devices – We've had comments from mobile device users (i.e. BlackBerry) that they would like to be able to use their device for basic Animal Inquiry Searches (AIS). We agree, and in the coming weeks we will be launching a new AIS that is mobile device friendly.

We appreciate your patience and support during this transition. Please encourage our customers to pass along any suggestions or concerns. This can be done by filling in the 'Feedback' link on our website or by calling the Customer Service team directly 519-756-8300.

Best regards,

Manager of Business Development & Communication