



## Convention Time is Here!

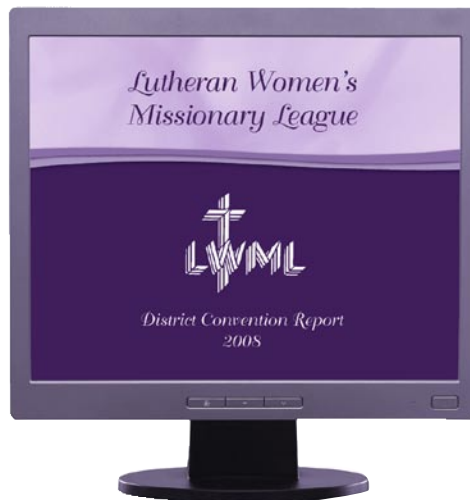
For many of you summer has arrived! The Web Site Task Force members reside in more 'northerly' places, and have been commenting to one another that we are anxious for summer's temperatures, colors, and activities. This morning I saw a group of song-birds gathered outside my window, a sure-tell sign that summer is coming. Lutheran Women in Mission are much like these song-birds. Each spring or summer we leave our winter abodes and gather to sing songs of praise, encourage, and pray for one another. Yes, it's CONVENTION TIME! Each LWML District Convention is sure to contain times of worship and learning, of laughter and tears, and of work and rest. It is important to capture these moments, not only for posterity, but also for communicating with member and non-member women about LWML's ministry.

Getting the word out about an upcoming convention is faster and less expensive when you utilize the World Wide Web. It is important to draw attention to the convention information from your home page. Pictures, flashing images, or text in a varied font or color capture your visitors' eyes. Avoid cluttering your home page with the details of the convention; the convention logo or theme hyperlinked to a new page focused solely on the convention will draw your visitor into your site and maintain your home page's aesthetics.

When placing your convention logo or any photos taken during the convention on your site, it will be helpful to refer to the article 'Working with Images and Graphics' in our April edition of *Cyber Scoop*. A *Cyber Scoop* archive is easily accessible on the

LWML Web site at <http://www.lwml.org/resources/lutheran-women-in-mission-webmasters.html>, or you can simply select the Site Index button on the top menu bar and scroll down to Webmasters.

Site visitors will appreciate



being able to find details about the convention location and schedule, information on elections and other business-related topics, as well as registration documents. Making these documents available to your visitors is a simple process of linking them to a phrase or image on your site (see 'Uploading Your Documents to your Web Site' in this edition of *Cyber Scoop*). The most important decision you will need to make is determining the format in which to provide the documents. We recommend converting your documents into PDF format (see 'Creating a PDF Document' in this edition of *Cyber Scoop*). To ensure that your viewers will be able to access the PDF documents in your site, provide them with information about how to download

Adobe Acrobat Reader®. Here is an example of the type of information to provide:

Many of the documents in this site are in Adobe Acrobat (pdf) format. To view or print the pdf files on this web site you will need the latest version of Adobe Acrobat Reader software. To download the latest version of this free software, click on the picture and follow the instructions on the screen.



Link the image to <http://www.adobe.com> or <http://www.adobe.com/products/acrobat/readstep2.html>

When the convention has ended, do not forget to remove outdated documents from your site, like registration forms, proposed bylaw changes, or officer nominee information. By removing these items from your site, you not only keep your site 'fresh', but you also make room to feature the convention highlights! Share photographs, mission grant goals, election results, and ingathering totals. After seeing these, your visitors are likely to be curious about the next convention, so be sure to provide a link to the LWML Web site's 'Convention Central' page for information on the 2009 National Convention in Portland, Oregon (<http://www.lwml.org/conventions/lutheran-women-in-mission-conventions.htm>). Also include information you have available about your district's next convention in 2010.

Whew! With all this talk about preparing for convention, I think I'll go start packing my suitcase! You should go get yours, too! Don't forget your Bible, your camera, and some chocolate (always a 'must have' when LWML ladies gather). See you there!

# Uploading Documents

There are several methods for uploading documents to your Web site. For example, you might import a document to your Web design software, you might link to a document that is saved on your computer's hard drive, or you can utilize an FTP site.

FTP is short for File Transfer Protocol, the protocol for exchanging files over the Internet. FTP works in the same way as HTTP for transferring Web pages from a server to a user's browser. FTP is most commonly used to download a file from a server using the Internet or to upload a file to a server (e.g., uploading a Web page file to a server) (Webopedia). The advantage of using an FTP to upload documents for your Web site is that it can be accessed from any location that has Internet capabilities. In addition, if you are working with a team, like our Web Site Task Force, the FTP files can be shared among the team members. FTPs are even useful for sharing documents or photos with family and friends!

The FTP site has an address similar to your Web site. That is, it begins with 'ftp://' followed by the specific address of the site (which is determined by your Internet Service Provider). Acquiring an FTP site requires some planning and preparation, but it is not a difficult process. Below are the steps for loading Microsoft's FTP service:

- Click Start and go to the Control Panel
- Select Add/Remove Programs and then click on Add/Remove Windows Components
- Under Windows Components select Internet Information Services

(IIS)

- Click Details and select the File Transfer Protocol (FTP) Service.

Note: This will also automatically select Common Files and Internet Information Services Snap-In.

- Now Click OK and then Next to start the copy file process. At this point you might be prompted for your Windows XP CD. Once this step has been completed, the FTP service will be installed on your system. You might need to reboot your computer at this point. Once your PC comes back online, the FTP service should be up and running.

You can verify that the FTP server is running by going back to the Control Panel and selecting the Administrative Tools icon. Next select Internet Information Services (IIS). The IIS dialog box is split in two — on the left side of the screen you'll see your computer. Expand this window, and you'll see a folder labeled "FTP Sites," select it. On the right side of the screen you'll see a description of the service and its current state. If the state is listed as "Running," then you have successfully installed the FTP service on your system. (Setting Up an FTP Server (Part I) By Ronald Pacchiano, September 15, 2003, adapted from <http://www.PracticallyNetworked.com>)

Additional FTP software can be found on <http://www.download.com>. Simply enter 'ftp software' in the search box. Add 'free' to your search phrase to narrow your search for free-of-charge options. Your Internet Service Provider is also a resource that you can utilize for assistance and information about FTPs.

## What did you say???

**Home Page:** The first page of a site that links to all the other pages in the site. The Home Page needs to be saved as "index.html" on most web hosts.

**Hyperlink:** An object in a web page (text or graphic) that, when clicked, takes your browser to a different web

page or a different anchor on the current web page.

**Pixel:** The smallest part of an image or picture element. Web site graphics should be no more complex than 72 dpi (dots or pixels per inch.)

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*Content taken from "Building Blocks for Website Creation," by Wendy Greiner, 2005, and Wikipedia*

## Creating a PDF

Webopedia (<http://www.webopedia.com>) defines a PDF document as follows:

Short for Portable Document Format, PDF is a file format developed by Adobe Systems. PDF captures formatting information from a variety of desktop publishing applications making it possible to send documents and have them appear on the recipient's monitor (or printer) as they were intended to be viewed. A properly prepared PDF will maintain the original fonts, images and graphics as well as the exact layout of the file (think of it as an electronic snapshot). A PDF file can be shared, viewed, and printed by anyone using the free Adobe Reader software regardless of the operating system, original design application or fonts.

Rather than trying to guess what application the majority of your viewers might be using, or providing the same document in multiple formats (such as Word 93-2000, Word 2007, Wordperfect, etc.), you can convert the document to a PDF format that everyone can access while maintaining the integrity of your document.

Converting a document to a PDF requires specific software. By accessing <http://www.download.com>, you will find myriad software options. Simply enter 'pdf' or 'pdf converter' into the site's search box to locate this specialized software. If you would like to utilize a free software option, you can narrow your search by adding 'free' to your initial search phrase. Each software application should provide you with instructions for converting your files to PDF format.