



LANDIS ARBORETUM

THE NEWSLETTER

Esperance, New York

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Website Redesign Attracts Visits, Hits

www.LandisArboretum.org

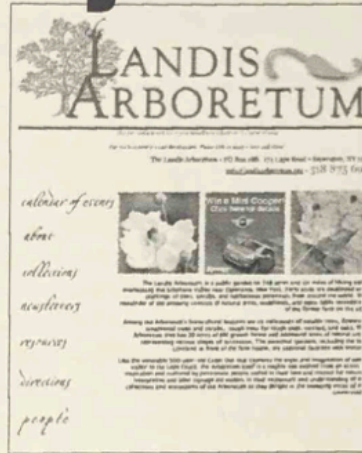
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Even as construction on the redesigned Landis Arboretum website continues, members and visitors show no reluctance to check on incremental progress for themselves. Visits to our site have increased exponentially over the past six months.

One reason, of course, is that this *Newsletter* asked you to visit the site and offer your comments. Another reason is that, increasingly, logging on to a website is almost routine behavior for those seeking information or considering a visit to a specific venue or area. More than ever, the Arboretum has become a destination of choice!

The addition of stunning and award-winning images by nature photographer Bill Combs, Jr., (www.floridawildlife.photos.com/); the easy-to-navigate, handsome design of Joanna Bateman of The Bateman Design Group (www.joannabateman.com/); the inclusion of a resources page, *Support Those Who Support Us*, (landisarboretum.org/resources.html)



that links the Arboretum to other pertinent sites, and the timely updates on Arboretum events also have all won new fans and supporters for www.LandisArboretum.org.

Former board member and longstanding Arboretum supporter Herman Finkbeiner funded the original webwork at Landis. The informational content of the site was detailed and informative—and probably more than many site visitors cared to read. At Herm's urging, we worked to enhance the visual aspects of the Arboretum website and continue to compress the language for those in need of

“a fast read.” Over time, and as funding permits, we intend to add features that enable members and friends to enroll for and pay for events, memberships, etc. online.

As you view the graphic that accompanies this message, be mindful that web analytics remain an imprecise science and that many factors (including the actual software used to record web statistics) can affect the actual numbers.

Those with an overriding need to know the ins-and-outs of webstats may want to visit <http://blog.centresource.com/2005/06/21/hits-vs-visits-the-mystery-revealed/>, the source for much of the information mentioned here.

What matters most is that the Arboretum is making headway in a big way in sharing our rich resources and abundance of assets in order to attract as many visitors—new and return—to what for too long has been the northern Catskills' best-kept secret. Visit us soon and often—virtually and for

—see *Monthly Statistics* chart on page 8

Holiday Festival Dinner & Auction

Saturday, December 8, 2007
4–8 pm

at The Crossings of Colonie
580 Albany Shaker Road,
Loudonville, NY 12211
\$60 per person.

Fundraising highlights include highly anticipated drawings for

- 2007 MINI Cooper Car, valued at \$20,500 (SEE PAGE 3)
- A beautiful hand-stitched “migrating geese” quilt donated by Toine Wyckoff of Niskayuna

• A panoply of auction items and many other prizes

Start with a cash bar and tasty hors d'oeuvres and proceed to a tantalizing three-course dinner and hand-made desserts by Dottie Gallo-Vojnar, Sweet Tooth Caterers, Esperance, New York

Beverage Service
Stuart Devenpeck,
Hillview Tavern/Cafe,
Esperance, NY

Music by Rick Hill with Tom White

Popular area auctioneer Randy Passonno, Collar City Auctions Realty & Management, Inc.

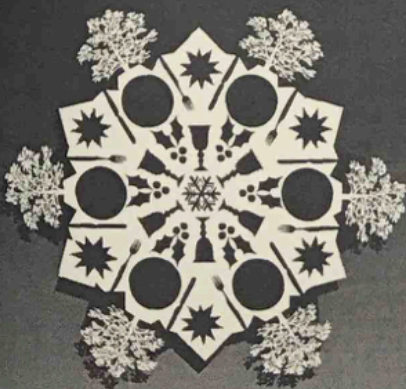
For reservations and more information, call the Arboretum at 518-875-6935

Arrive early.

Bring a friend.

Celebrate in Style.

Enjoy It All!



Come Celebrate!

Landis Arboretum's

Holiday Festival
We hope you won't refuse.