



ASPAs

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FOR IMMEDIATE RELEASE

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ASPAs LAUNCHES NEWLY DESIGNED WEB SITE

January 29, 2003 – (*Arlington, VA*) Sporting a new look and a more user-friendly format, ASPAs (The American Society of Pension Actuaries) launched its redesigned Web site at www.aspa.org. The goal of the redesign was to enhance the functionality of the site while continuing to provide essential information to members and other customers. Visitors to aspa.org are greeted by a streamlined and modernized look and feel, drop-down menus that ease the navigation of the site, and a dynamic new homepage featuring graphics, the latest news, and space for future advertising.

The redesign of the site has already proved to be a success. Since the first week of January, ASPAs's new site has been attracting a record-breaking number of visitors. Visitor and page view levels have increased by over 32 percent since the redesign and over 63 percent since January 2002. ASPAs has received numerous e-mails from browsers congratulating the organization on developing such an informative yet easily navigable Web site. The most popular sections of the Web site are the Education Program pages and the Conference pages.

Michael L. Bain, MSPAs, ASPAs's 2002 Technology Committee chair, and Chip Chabot, ASPAs's Multimedia Manager/Webmaster, led the committee, task force, and in-house team that designed and implemented the new site. Mike Bain commented that, "The development of the Web site will be ongoing, as there are always improvements to be made and we are keeping all of the news and information up-to-date. The first stage of the Web site redesign is now completed and the next phase of development is already underway."

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ASPA launches newly designed web site

The new ASPA site is divided into six primary sections (“About ASPA,” “Education Program,” “Membership,” “Conferences,” “Government Affairs,” and “Publications”), which are then subdivided into more specific areas. Visitors to the new site can navigate through these sections and subsections using a drop-down menu that is always visible at the top of the page, or they can take advantage of the site-search feature. Members can log into the Members Only section, and prospective exam candidates and conference attendees can access e-ASPA to take exams and register for conferences.

According to ASPA’s 2003 Technology Committee Chair, Chris L. Stroud, MSPA, “We are very excited about the launch of our redesigned Web site and believe the Internet can provide our members and affiliates with a wealth of tools and services to improve their businesses. The redesign of our site is just the first of many e-initiatives we hope to unveil in the next year.”

ASPA welcomes feedback on its new site and all comments and suggestions should be directed to webmaster@aspa.org.

ASPA is a national organization of retirement plan professionals dedicated to the preservation and enhancement of the private pension system in the United States. ASPA offers education and professional credentials for actuaries (FSPA, MSPA), pension consultants (CPC), 401(k) administrators (QKA), pension administrators (QPA), and other benefits professionals (APM). Its nearly 5,000 members provide consulting and administrative support to over half of the private retirement plans in the country.

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