

### ISSA LAUNCHES NEW WEBSITE

Last month the ISSA launched the revised Website with a new format designed to be both user and administrator friendly. While still a "work in progress" we chose to initiate the new site for the 2011 season to provide a better tool allowing us to better communicate with the senior players. One of the features is our expanded use of the Photo Gallery and a new Video section to archive as much of the "flavor" and action from each of our ISSA events. As planned we will be able to post some of the photography direct from the tournament sites as the tournaments unfold. Teams are also encouraged to send to the ISSA any digital photos from an ISSA tournament and appropriate pictures will also be posted in our Photo Gallery.

New this year is the ISSA Team Registration online through the website. There is no charge for the registration but is required for us to implement other components on the website now and in the future. For instance, Team Ratings will be generated from the Registered Team list. In the near future we will be able to allow teams to enter and pay for their tournament entries Online as well.

With ISSA staff control of the website updates, we will be better equipped to complete and post tournament results directly from the tournament venues. It is our goal to not only conduct excellent tournaments for the senior players but archive as much of the tournament experience as we can.

In addition to the new Website, we have also created a new Facebook page, ISSA - Senior Softball to give us another tool to communicate with the players who use that form of the social media today. If you are a Facebook user please LIKE the ISSA - Senior Softball page.

And yes we still have the office phone, cell phones and a fax machine so we can reach out and touch everyone.