



For Immediate Release
Feb. 11, 2010

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Cattle site enhances functionality, access to information

Cattle producers who want immediate access to the latest industry news will find that information on the North Dakota Stockmen's Association's (NDSA) recently re-designed website, www.ndstockmen.org.

NDSA Office Manager Sherry Schulz of Bismarck, N.D., the organization's web administrator, outlined several of the new features that are available on the site. "The new website allows us to incorporate advanced technologies, such as audio and video files that were not previously available," Schulz said, adding that the site will be updated every Thursday with the latest audio file of "Stock Talk," a weekly radio program the NDSA has aired in partnership with KDIX Radio of Dickinson for more than 10 years.

Other features of the easy-to-navigate are the NDSA's monthly missing livestock reports and home-page quick links to the association's comments on state and national topics, as well as a database of the state's 22,000-plus registered brands. "The tab-panel online brand book can be searched by letters, numbers or symbols and the listings include each brand, its registered owner and animal location," Schulz explained. "It will be a useful tool for anyone wanting to renew their brand or search for options as they apply to register a new brand."

Quick links are also available for upcoming events and information on weather-related production sale postponements and cancellations.

Additionally, the site includes a page dedicated to a North Dakota Stockmen's Foundation that contains information on its activities, the junior scholarship application form, criteria and deadline. A more interactive calendar of events, featuring descriptions of each listing, is another of the site's upgrades.

Schulz has several more updates planned for the site, among them a flip-page version of the *2009-2010 North Dakota Cattle Directory* and downloadable forms for association events.

"Our goal is to give cattle producers immediate access to the latest NDSA and industry news by incorporating interactive technologies in an easy-to-use format," Schulz said.

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