



PO Box 4519 Grand Central Station  
New York, NY 10163

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Date: November 7, 2013  
To: Doug Clouse, APHA President  
From: Shuhua Chen, APHA member  
Subject: Develop a quality APHA website

Dear Mr. Clouse

I want to show my most sincere gratitude, thank you for your busy schedule to read this letter. I am a member of the American Printing History Association. My name is Shuhua Chen. APHA is a resource of American printing history. We all would like to help further the efforts to educate future generations of the history of printing. It is time to rethink whether having a well presented, functional and usage website to public in order to attract more audiences.

#### **Our organize mission**

American Printing History Association plays an important role in the history of graphic art; it has to introduce the historical and mysterious of art to more and more people. American Printing History Association is a great tool for people study the printing history.

#### **What do we have now?**

In our organization, direct Mail, annual, and website are our three main sources to reach our audiences. Direct mails and annuals are only applied for our members; website is the only open window to public. However, audiences get limited information while searching our website because the arrangement of website. Our website contains lots of useful and important information, but audiences are easy to ignore because of the design.

#### **How can we be better?**

"Your website is your first impression to the world."<sup>1</sup> We had to provide a professional, functional, friendly use and creative impression website to our audiences. In the website, audiences can receive our information quickly and easily.

I also suggest provide a share space for our member in our website. Our members and managers are free to update the current association annual report or publish news and message about the graphic art; it translates the mission of our association which members are getting the best out of their membership.

Through the Internet, we have a channel to invite different target audiences, such as young artists and college students who share similar interests to join the association. We need to show that our organization is a great resource tool for them. Publish a small gallery that showing design pieces are done by students. It is a new way to attract younger audiences' attention for our organization.



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It is time to rethink how we can spread out our mission to public fast and directly. A professional and user-friendly website is the most convenience way. Reorganize our website is essential.

Thanks again for your attention.

Sincerely,

<sup>i</sup> Taylor Williams, *How important is brand identity to your business?* Zippykid. <http://www.zippykid.com/2013/09/10/brand-strategies-for-your-business/> (September 10th, 2013)