

**Northern CA Pain Initiative – Website Development Conference Call
October 26, 2004, 11 am to 12 Noon**

SUMMARY NOTES (Revised DRAFT 11/3/04)

Participants: Donna Anderson, Vickie Ferraresi, Chuck Hakkarinen, Kathy Keller, Miles Orkin, May Sung

Agreement with Chuck Hakkarinen

- Chuck agreed to help develop the NCPI website free of charge. (Chuck is spouse of NCPI member, Dr. Vickie Ferraresi.) Thank you, Chuck! He has built other websites, including one for Vickie's group, quatracsph.org for the Quatra County Society of Health System Pharmacists.
- He will only require reimbursement for cost of software, purchase of the URL, and similar hard costs.
- As part of his volunteer efforts, he will regularly check links to ensure that they are still valid.
- The Advisory Council would be responsible for determining appropriate links to the NCPI website as well as content for the website. Some obvious ones mentioned were websites of national organizations such as, ACS, AACPI, APF, etc.
- **FOLLOW-UP:** Some member(s) will need to be identified to help determine links and content for the website.

NCPI URL

- **FOLLOW-UP:** It was agreed that Chuck would proceed to purchase the URL: norcalpain.org, norcalpain.com and norcalpain.net, from namesecure.com for 10 years. The total cost will be \$225.00 for all three URL names (\$75.00 each) for the 10 years. NCPI would have right of first refusal at the end of 10 years or opt to sell the sites earlier, if necessary.
- The sites will reside at earthlink.net where Chuck has access.

Website Development Guidelines/Restrictions

- Miles Orkin, Manager, Internet and Creative Services, for the ACS, California Division, provided some guidelines based on the American Cancer Society Volunteer Website Policy out of the National Home Office. (See document attached to the email.)
- It should not necessarily look like an ACS branded group and there should be a disclaimer that NCPI is a project of the American Cancer Society, *but is not responsible for the content contained on the website. Exact disclaimer verbiage to be developed.*

Cancer Pain Initiative Websites Review and Comments

- Keep it simple, with some graphics
- No chat room; liability risk
- Develop an NCPI logo /color scheme

- Set up an “About Us” page
- Set up a “Members Only” section where meeting notes could reside
- Set up email groups where members could communicate with one another

Next Steps

- Communicate with Advisory Council ASAP to get ideas for logo/color schemes for the homepage;
- Determine member(s) who can determine and review content;
- Gather content information for the website;
- Proposed timeline for website to go live is January 1, 2005
- Vickie Ferraresi volunteered to be the Lead on the website development project.

Conference call concluded at 12 Noon.