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LODI DISTRICT GRAPE GROWERS ASSOCIATION RELEASES NEW
USER-FRIENDLY WEB SITE, WWW.LDGGA.ORG

When the Lodi District Grape Growers Association launched its first web site it didn't attract very many visitors. The site was not very user-friendly and it wasn't very appealing to the eye.

"An attractive, easy to use website makes a strong statement about an organization." Elizabeth Giannini, LDGGA Executive Director said. "It can become a critical communication tool for members and those who want to learn more about us," Giannini said.

With the release of their "new look", created by AgriDesigns, comes easy access to information. For instance, the Lodi District Grape Growers Association will offer a \$1000 scholarship in 2004 to an undergraduate or postgraduate student in Crush District 11. Interested students can now go to their website for more information about the scholarship and download the forms to apply! It is easy as that!

"We hope to increase the number of students who apply (for the scholarship) by offering the form on the web," Giannini said.

The Lodi District Grape Growers Association hopes to offer information on their newly redesigned web site in a more user-friendly environment to a variety of users.

The Lodi District Grape Growers Association represents growers in Crush District 11. It serves growers based on the power of communication and cooperation. The Lodi District Grape Growers Association also allows a forum, to exchange ideas and to build consensus, to serve the political interest of growers in District 11 on local, state and federal issues.

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