

Website Key Launch Dates—Proposal to the Board of Directors

- The website should be completed by 27 October 2017
- A small internal group (Co-Executive Directors Keith Martin and Brendan Wycks, EOC Chair Pete Thorn, Media Consultant David Moorcroft, Media Advocacy Chair Charles Blanquiere) will review the completed site (one week)
- In early November 2017 there will be a soft launch for internal CAFII people to familiarize themselves with the site:
 - Board of Directors
 - EOC
 - CAFII Committees
 - Media Consultant
 - CAFII Staff
- The formal, public launch of the site is proposed for **14 November 2017**. A press release will accompany the hard launch. On the date of the hard launch, all of the content of the site will populate www.cafii.com