



SANDRAT T. JIMENEZ
LSI VICE PRESIDENT

Sandra T. Jimenez is employed as a paralegal by the Law Office of Sutherland & Gerber in El Centro, California. Certified Legal Secretary, since October 17, 1992. Certified Legal Assistant since June 10, 1988. California Notary Public, commission expires October 20, 2014. Associate of Arts degree in Business from Imperial Valley College. Member, Imperial County Legal Professionals Association. Member, California Legal Secretaries, Incorporated. Positions held: Day in Court Chair 1994-1996 and 2002-2004; Transactional Law Section Leader 1996-1999, received LSI's President's Award for Outstanding Service in 1999, CCLS Chair 2004-2006, LSI Treasurer 2006-2008, and current position LSI Vice President 2010-2012.

LSI Website - Here Yesterday, Today & Tomorrow

BY SANDRAT T. JIMENEZ, CCLS, CLA

Our website address is www.lsi.org. The website was initially constructed in 1996 - seems like ages ago, right? But, no, it is only in its teens. LSI has definitely come a long way and still has many more years to go. It is here to stay. The website maintenance falls under the responsibility and duties of the LSI Vice-President. Therefore, the website is constantly being updated and maintained by the LSI Vice President with the assistance of our LSI Administrator. For those who do not know, our webmaster is Scott Herman of WebEditor. He has been with us now for approximately three years and is doing a wonderful job of maintaining our website. It is indeed a pleasure to work with him. He always knows the answer to all questions and he responds quickly, which is indeed helpful. You can see Scott at work in the photograph included in this article.

The website, www.lsi.org, was created to make LSI accessible to legal professionals everywhere looking for a professional affiliation. It is a fact that our website is well-visited. For example, in February 2010, we had 70,647 hits, we had 1,975 unique visitors (which means that each visitor was only counted once even though they visited the same page twice). Did you know that our busiest months are conference months? February, May, August and November are active "website" months due to the fact that members visit and download conference registration forms, LSS workshop registration forms, etc. Isn't that great? You can visit the website and know that you can go there when necessary to download information and forms that you need.

The website serves as a dual purpose: (1) it is there for our members, as stated above. With member login, members have access to addi-

tional information specific only to LSI members; and (2) the website also serves as a great marketing tool. It provides information about LSI. Information about who we are, our main purpose and goals, our educational programs and upcoming conference information. Plus all associations (who have a website) are linked for easy access to their local association websites. With just a click you can visit any local association (linked to LSI) and find out more about their meetings and events. Additionally, visitors can even purchase items online from our corporate office. But, the most important fact about our website is the fact that it markets LSI 24-7. Visit the website every chance you get. When visiting, don't forget to click on our advertisers and sponsors. They support us, therefore, let us in return support them.

Now, a couple of questions for you. How often do you visit the LSI website? Did you find the information you were looking for? If not, what information was not there that you believe should be there? If you have a comment or suggestion for improvement, please contact me. I would love to hear from you! It is your website too!

The LSI website, www.lsi.org, was here yesterday, is here today in all its glory, and will definitely be here tomorrow. It must always reflect our pride in our organization - LSI. **LS**

