NW Faculty,

I want to thank you for the success we have had in our Digital Newsletter and Subscription Management System projects. Our Extension clientele are telling us that they would like to have a little more in the “email notification” that we are using with “Subscribe”, our Subscription Management System.

Two issues that would make the email notifications easier to use by our Extension clientele and provide more information would be to (1) implement an “outline” of “what’s inside” and (2) a direct link to the newsletter and specific articles within each.

Below is an example of this type of email notification. Remember also adding an educational component to your email notification so that you may count it as a educational email. (Page 2 is an example of what is being sent, Page 3 is an enhance email).

Also instead of using a long url like this……

http://lyra.ifas.ufl.edu/LyraServlet?command=getNewsletter&soid=Panhandle Agriculture Crop Alert October 15 2010&countyID=leon.ifas.ufl.edu

or a url that takes many clicks to get to where you want our clientele to go like this….

http://leon.ifas.ufl.edu/pan_index_ag.php

Use the name of the web site or title of the article and make a “hot link”

Panhandle Agriculture Crop Alert

Please contact John if you have any questions.

Pete Vergot

Dr. Pete Vergot III, Northwest District Extension Director, University of Florida Extension, 155 Research Road, Quincy, FL 32351 850-875-7137 cell: 850-228-4000 Email: pvergot@ufl.edu web: http://nwdistrict.ifas.ufl.edu IP Address: 69.21.116.108

http://solutionsforyourlife.ifas.ufl.edu/ The Foundation for The Gator Nation
An Equal Opportunity Institution
Traditional email notification from the SMS........

Date: October 08, 2010
From: "Harrison, George L" <harrisog@ufl.edu> (Send reply to this email)
Subject: October 15 Issue of the Panhandle Ag Crop Alert

Dear Pete:

With harvest ongoing, weather conditions continue to dominate producer concerns. While today's dry air is ideal for baling hay, it also follow weeks of dry weather which did not promote the grown of dry land hay. So unfortunately, not much hay to bale.

The National Weather Service has a "Fire Watch Weather" notice posted for much of panhandle Florida. The warning carries through the weekend.

To learn more about current crop condition and other ongoing issues in panhandle agriculture, click on the following link: http://leon.ifas.ufl.edu/pan_ca_index_ag.php

As always, contact your local County Extension Agent if you have any questions or comments. Follow this link http://nwdistrict.ifas.ufl.edu/ and just click on your county for their contact information.

Thanks,

Les

Les Harrison - Regional Specialized Sustainable Ag and Technology Agent
 Leon County Extension Office
 615 Paul Russell Road
 Tallahassee, FL 32301
 (850) 606-5202
 harrisong@leoncountyfl.gov
Date: October 08, 2010
From: "Harrison, George L" <harrisog@ufl.edu> (Send reply to this email)
Subject: October 15 Issue of the Panhandle Ag Crop Alert

Dear Pete:

**The Promise of Autumn - Not So Good In 2010**
Autumn’s anticipation is delivering mostly disappointment in the Fall of 2010. Weather has been the main culprit. A summer with rain deficiency, excessive heat and some dramatic market swings has panhandle farmers and ranchers reaching… more

**Agri-Tourism: A New Revenue Stream For Santa Rosa Farms**
Farm tours, hayrides, pumpkin patches, mazes and tastings are just a few of the enterprises offered by local small farmers… more

**Big Bend Beekeepers Getting Ready For Winter**
Panhandle beekeepers are preparing for winter. Hives are being checked to confirm the presence of a queen…… more

To learn more about these current crop condition and other ongoing issues in panhandle agriculture, click on the following link: Panhandle Agriculture Crop Alert – [note this goes directly to the newsletter]

As always, contact your local County Extension Agent if you have any questions or comments. Follow this link [http://nwdistrict.ifas.ufl.edu/](http://nwdistrict.ifas.ufl.edu/) and just click on your county for their contact information.

Thanks,

Les

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