

CSAS Vice-President's report
CSAS Website
Executive Committee meeting, Winnipeg, Manitoba
June 18, 2007

Since last mid-year meeting in February the Website has been updated to include a page of advertisement for the Canadian Journal of Animal Science, under CJAS section. The old Proceedings of the Society that had been scanned by Kim Stanford have been added in the archive section under "Historical Proceedings from Annual Meetings". They cover the period from 1928 to 1995.

The deadline for nominations for Awards has been updated on the Website to April 15. The book Prize Award has been replaced by the CSAS undergraduate Award. The AIC twinning project has also been updated with information provided by John Baah.

We presently have 7 position offers described on the Website, altogether we have posted 15 job offers since last year. We also advertised the 2007 Joint Annual Meeting of the American Dairy science Association as well as the European Association for Animal Production Conference at the request of their respective organizers.

Specific responsibilities of the Webmaster were documented and forwarded to Duane McCartney for handbook update.

Finally, I have started checking the possibility for our Society to sell different products with the logo of the Society using cafepress.com. This address for e-Commerce was provided by Mike. Cafepress.com is an online marketplace that offers sellers complete e-commerce services to independently create and sell a wide variety of products, and offers buyers unique merchandise across virtually every topic. Cafepress.com was founded in 1999 and the offices are located in Foster City California. Specific questions and answers are provided in the following pages attached to the report.

Respectfully submitted,
Johanne Chiquette
Vice-President
CSAS Webmaster

What CafePress.com does

1. Gives you a FREE online shop to promote your products
2. Produces each item when ordered using our unique print-on-demand technology
3. Handles all payment transactions including major credit cards
4. Ships your products worldwide
5. Manages all returns/exchanges
6. Offers customer service via toll-free phone and email
7. Sends you a monthly check for your earnings on sales!

Can I really make money?

How it works:

Each product has a **Base Price** that includes all fees associated with selling. You simply set your retail price above the **Base Price**. When you sell an item, we keep the base price and we send you the markup.

For example:

- Value T-Shirt has a base price of \$8.99
- You decide to markup the price to \$13.99
- When you sell one shirt, you generate earnings of \$5.00
- We send you a commission check for your total markups once per month

How much does it cost?

With our Basic Shop, you can start selling for free. And, there are no inventory costs associated with selling products through either a Basic or Premium Shop.

Each item you sell has a base price. You simply markup the base price by the amount you wish to earn for each product you sell. When you sell a product, we keep the base price and you earn the markup.

If you are serious about making money on CafePress.com, we suggest you check out our Premium Shops service. Premium Shops cost \$6.95 at the monthly rate, or as little as \$4.99 per month at the yearly rate. There are additional benefits associated with a Premium Shop to help you sell more.

Compare Basic to Premium

Compare Basic and Premium features	Basic	Premium
Personal shop on CafePress.com with your own shop URL	X	X
Set up multiple pages and sections to display your products and designs		X
Choose from over 70 high-quality products for your shop	X	X
Exclusive products		X
Unlimited use of the same product within your shop		X
Customize your shop by uploading your logo and shop description	X	X
Create a shop design of your own. This also enables you to create a seamless retail extension of your own web site		X
Customization tools to personalize colors and fonts used within your shop		X
Choose from custom templates to instantly design your shop – No coding skills needed		X
Organize your designs and products into categories and sub-categories		X
Create custom layouts to showcase your newest designs and popular products		X
Promote your shop in the CafePress.com Marketplace	X	X
Promotional tools to help drive more traffic to your shop	X	X
Newsletter system to help you keep your customers up-to-date on your latest products and designs	X	X
Option to create your own shopkeeper profile to tell your customers about your organization, mission, or yourself	X	X

How much time will it take to get my shop online?

Once your digital content is ready, you can create and launch your online shop in minutes. All you need to do is upload your content, choose the products you wish to sell and set your prices. If you don't have your images or content prepared, be sure to check out [Prepare Your Images](#). By spending a little time to optimize your images, you can ensure your products will look their best.

I live outside the United States. Can I still sell with CafePress.com?

Yes! We have thousands of international shopkeepers and ship products around the globe.

What CafePress.com does to promote your shop

- Spotlight your shops in our marketplace and shopper newsletters
- We optimize and submit all shops to major search engines; Google, Overture, MSN, etc.
- We offer site-wide coupons and sales that pass savings on to your customers
- We buy keywords and advertising to drive more customers to your shop

What you can do to promote your shop

- Email all your friends, family co-workers about your new shop; make sure to include your Shop URL
- Place a link to your Shop high above the fold on your website

- Utilize our newsletter system to stay in touch with your customers
- Enter keywords and product descriptions so prospective customers can find your products via external search engines.
- Tag your images. Add relevant keywords that describe and identify your images so prospective customers can find your designs in the Marketplace.
- Buy your own keyword ads on Google, MSN, Overture
- Buy some of your own products and put them on your bod; it's great advertising. Wear your own unique items and people will ask where you got your cool gear

To speak with a Shopkeeper Support Rep call toll-free: 1-877-809-1659
 OR
 Visit our online help desk at <http://www.cafepress.com/cp/info/help>

Join CafePress.com!

Joining CafePress.com is FREE and easy. Just set up your account and start taking advantage of our services!

Required fields are designated with an asterisk (*).

Email Address (User ID)*

Confirm Email Address*

Password*

Confirm Password*

Select a password reminder question*

Answer*

Enter your birthdate* Month: Day: Year:

Give credit to the person who referred you!

Referral Store ID

I agree to use the CafePress.com service in accordance with the [Terms of Service](#).*

Optional Member Communications

- ✓ All members will receive emails regarding significant changes to the service, changes to the Terms of Service, Privacy Policy and other system wide transactional notices. In addition new members may also receive up to 3 instructional emails regarding setting up your online shop.

Yes. Keep me informed on what's hot at CafePress.com. Please send me the promotional email that customers receive so I can see what products other shopkeepers are selling.

Satisfaction Guarantee

We have a 30-day money back guarantee on all our products.

[Home](#) > [Create & Buy](#)

Have a saved project?

[Sign In](#) to retrieve it.

CREATE & BUY

By Product Type

[Customized Clothing & Hats](#)

[Home, School & Office](#)

[Prints & Greeting Cards](#)

[Fun Stuff](#)

[Pets](#)

By Recipient

[Gifts For Him](#)

[Gifts For Her](#)

[Gifts For Kids & Baby](#)

[Gifts For Mom](#)

[Gifts For Dad](#)

By Occasion

[Birthday Gifts](#)

[Congratulations Gifts](#)

[New Baby Gifts](#)

[Just Because Gifts](#)

[Housewarming Gifts](#)

[Thank You Gifts](#)

By Price

[Gifts Under \\$10](#)

[Gifts From \\$10-\\$20](#)

[Gifts Over \\$20](#)

[View All](#)

Choose Your Blank Canvas and Start Creating

APPAREL >>>



PRINTS & CARDS >>>



MUGS & CERAMICS >>>



FUN STUFF >>>



KIDS & BABY >>>



HOME DECOR >>>



Save 35% on [Bulk Orders](#) • [100% Satisfaction Guarantee](#)
Over One Million Satisfied Customers • Most orders shipped within 24 hours
