Website Redesign & Development
Request for Proposal

American Cheese Society
2696 S. Colorado Blvd, Suite 570
Denver, CO 80222
720.328.2788
www.cheesesociety.org

This RFP is for design and development services for a new website for the nonprofit American Cheese Society.

RFP Sent: February 27, 2018
Deadline to RSVP for participation: March 9, 2018
Conference calls with vendors to discuss RFP: Week of March 12, 2018
Responses Due: March 30, 2018
Final Selection: April 20, 2018
New Launch: September 30, 2018 for phase 1 priorities (see "RFP Process Schedule" on p. 10 for important details)
Budget: See details under "Budget" on p. 10

Send any questions on the RFP to: Sarah Spira, ACS Content Manager, sspira@cheesesociety.org

Send proposals to: Sarah Spira, ACS Content Manager, sspira@cheesesociety.org

_____

Project Overview

The American Cheese Society (ACS) is seeking to update and improve its existing WordPress website, www.cheesesociety.org, which was originally developed in 2010. The site does not meet modern users' technological expectations, including mobile friendliness or having an SSL in place. In addition, and more importantly, the site structure and design do not reflect the depth of content and resources offered by ACS, and the key content and resources available on the site are not easily accessible or findable.

The site serves two key audiences – ACS members and non-members (consumers, media, professionals who have not yet joined, etc.) – and while member tools and resources are not easy to find and use, public content also falls short in engaging visitors in such a way as to keep them on the site and ultimately convert them into participants: whether joining as members, registering as Conference attendees, signing up to volunteer, etc. The site's current design results in missed opportunities for deeper engagement among both audiences.

Organization Background

ACS is the leading organization supporting the understanding, appreciation, and promotion of artisan, farmstead, and specialty cheeses produced in the Americas. At 1,800 members strong, ACS provides the cheese community with educational resources and networking opportunities (both in-person and virtual), while encouraging the highest standards of cheesemaking focused on safety and sustainability.

Now in its 35th year of operation, ACS is seen as a credible and trusted source on all things cheese-related: from definitions of cheese types and styles, to food safety and cheesemaking best practices, to certifications offered for the industry. ACS provides important education and networking opportunities for the cheese industry, but perhaps more importantly, ACS also fosters an incredible community of cheese industry members from across the supply chain.

The cheese industry is diverse and collaborative, with members supporting one another in their business endeavors – and ACS is proud to support many small- to mid-size businesses, from farms and dairies, to creameries, to retail shops, that preserve important traditions and play a critical role in the economic survival of their communities.

To learn more about ACS's mission, vision, and goals, please see our Strategic Plan 2020.

Our Audience

As mentioned above, the ACS website audience is composed of two fairly distinct groups:

1) ACS members who are coming to the site for specific reasons, such as to join or renew their membership, access membership benefits, access members-only resources, sign up for webinars, register for our annual conference, etc.

2) People generally interested in cheese, who find their way to the site because they are curious – perhaps looking for a definition ("what is soft-ripened cheese?"), looking for a recipe, etc.

While members are a critical audience, we don't want to lose the strong traffic our site currently receives from people with general questions and inquiries, as this is important to our future growth, and to our identity as the leader in promoting and supporting American cheese. Much of this traffic comes from organic search traffic, so SEO is important, as is maintaining existing content and URLs during this redesign project.

The general demographic makeup of visitors coming to ACS's website is: 55% female and 45% male. 33% are between the ages of 25-34 and 22% are between the ages of 35-44. The next largest age group is 45-56 at 15%. 86% of users are U.S.-based with 40% of traffic coming from California, Colorado, New York, Texas, and Illinois. The remaining top 5 states that drive 19% of traffic are Wisconsin, Pennsylvania, Washington, Massachusetts, and Florida.

New Website Objectives
The number one objective of a redesigned ACS website is to modernize the site to better meet our audience's needs and improve overall usability. A successful redesign will make member resources easy to find, utilize deeper page structures, streamline navigation, provide a cleaner design, and feature a useful home page that gives both audience groups clear direction and an intuitive path to the information, resources, and engagement opportunities they are seeking. The objective of better meeting our audience's needs also encompasses migrating to an SSL. As mentioned, we want to maintain our current SEO performance.

Another key objective is to incorporate new ways to drive membership from the website, including the addition of more calls to action and design elements that help people more easily find and learn about the benefits of membership.

It is important to note that we want to shape and mold our site into something better, rather than start from scratch. Important elements that would make the redesign a success include:

1) Seamless integration between the ACS site and resources and content living on affiliated systems and sites: our new MemberSuite database (including the ability to password-protect WordPress pages and resources using a MemberSuite API and SSO), CheeseJudging.org, SafeCheesemaking.org, Zotero Group Library, American Cheese Month, etc. Because resources live in multiple systems and platforms, this is critical to improving user engagement on our site.
2) Navigation/structure that clearly provides a distinct path for members and non-members to the top content areas on the site (certification, conference, competition, join/renew), but that also links those popular areas to educational tools and resources that engage users further.
3) A homepage and overall design that clearly tells our story: we are the industry leader, rooted in 35 years of history, and while we value this tradition, we are also evolving, proactive, modern, and savvy.
4) New priority given to educational content and resources on the site: content is currently not well organized and doesn't reflect the depth of content and resources that we have available to share. Content and resources include but aren't limited to: video content (we currently use Vimeo and hope to house or embed this content centrally on the ACS site), downloadable ACS publications (typically in PDF format), links to other organizations' sites/projects, and key terms and definitions. Note that some content and resources are housed on other sites/databases including SafeCheesemaking.org, and the Zotero Group Library, which we use to catalog external links that are not created by ACS, but that are of value to industry members.

Current Website

The current ACS website is difficult to navigate, with members (even those with a strong understanding of the organization, such as our Board members) often expressing that they are unable to quickly find the content they are seeking. Only 18% of site visitors utilize our primary navigation, with most of that usage coming from the home page. There is some usage of the sidebar navigation, but again it represents only a small percentage of users.

In addition, content that could potentially be useful to ACS members and non-members alike is buried, without a structure that allows for it to be easily integrated into the site. There are many "loose" pages that aren't linked to any navigation, because they are embedded too deeply in the site. The site feels disorganized, and has become somewhat cumbersome to manage.

We do have a search functionality on the existing site. However, only 1% of traffic uses this. The search results are too superficial and they don't pull up the best results, nor is the search flexible enough to recognize and adjust for user error. The current search also does not reach across various ACS sites and databases as we would like (SafeCheesemaking.org, Zotero Group Library, MemberSuite, etc), nor does it capture content associated with PDF files, which is critical in a redesign, as many of our resources and publications exist in PDF format.

We have grown tremendously, with membership doubling in the last decade, and the resources we are developing and offering are growing quickly as well. Our current site design and associated navigation and search functionality can't keep up, and can't meet the needs of our growing audience. Furthermore, centralizing and promoting ACS content is tied to our organization's Strategic Plan 2020 goals (linked above). We need a more intuitive website that makes the content we develop more accessible and useful in order to achieve these goals.

Our site does not currently demonstrate the depth and value of our content and resources, and it doesn't allow us to create links and connections between them, which makes it difficult to convert visitors into members or participants (attendees, volunteers, online shoppers, donors, etc.). We need to easily allow visitors to take action.

Feedback on the site from a subset of ACS Board members includes:

- Member benefits and resources are difficult to find, and there is a lot of duplication.
- Too many clicks are required to get to content users are seeking; there isn't a structure that allows for more "layers" within the navigation, so a great deal of content is simply "floating" without being rooted in the site's navigational structure.
- The home page has a lot of unused and useless space that could be more useful.
- Calls to action are missing throughout the site, and especially on the homepage.
- Mobile optimization is lacking.
- The path through the site for members vs. other visitors isn't clearly differentiated. This wasn't part of the original design for the site, but it is important for the redesign.
- Members aren't easily recognized on the site, it's challenging for them to know if they are logged in or out.
- Affiliated sites need clearer linkages or to be incorporated into this primary site; SafeCheesemaking.org, CheeseJudging.org, Zotero Group Library, and other ACS sites/database should be rooted in the ACS site somehow.
- Need a prominent space to feature hot topics, industry data, latest news, upcoming events.

- Membership pages should include more personalized member dashboards with highlights of applicable member benefits (this will require integration with MemberSuite)
- The site needs to consider/accommodate recognition of key sponsors and partners.
- The event calendar is confusing and it is unclear if the events are ACS's or others.

Visually, the ACS site simply looks dated: the design was put into place 8 years ago, and it needs to be redesigned to feel brighter, more modern, and cleaner. While ACS celebrates and promotes traditional cheesemaking, the site should not feel too dated or "traditional" itself.

New Website Overview
ACS's new website will need:

- Intuitive and modern navigation structure that allows for more layers, greater flexibility, and greater ability to add new pages in the future.
- Migrating the site to SSL and changing all links within the site to HTTPS, including adhering to best practices when migrating to HTTPS for SEO.
- Consolidating and integrating content from Cheesejudging.org into CheeseSociety.org
- Affiliated site connectivity (SafeCheesemaking.org, AmericanCheeseMonth.org, CheeseFoundation.org, CheeseJudging.org).
- Responsive and modern-looking design that works across various screen sizes: see screen sizes to support listed below.
- Engaging visuals, especially on the home page.
- The ability to post content in one place and auto feed in several areas, including calls to action.
- Clean and focused design, that follows usability best practices and helps differentiate member and non-member paths/content.
- All applicable content imported from current site using the same URLs, and where URLs change, 301 redirects need to be added.
- The new website needs to be optimized for best technical SEO practices, including use of canonical URLs, schema, XML sitemap, redirects, etc.
- Clear path to conversion (certification, event registration, membership, conference) should be incorporated into the site's design, especially for member-specific pages.
- Social media integration (share buttons, follow buttons, feeds, etc.).
- MemberSuite integration – using MemberSuite's API and SSO to:*
    - Bring MemberSuite content onto the CheeseSociety.org domain instead of linking to a third-party domain as we currently do (examples include pages for membership, email sign-up, contact forms);
    - Develop a system for password-protecting certain areas of the WordPress site, and for even further limiting access to certain WordPress pages and resources based on an individual's membership type. Two-way communication to pull WordPress data back into MemberSuite will also be necessary;
    - Create easily searchable, user-friendly WordPress directories for different categories of individuals or companies, including but not limited to: ACS members, ACS Certified Cheese Professionals®, ACS Certified Cheese Sensory Evaluators™, cheesemakers, retailers, educators, award-winners, board members, committee members. See an example of a similar concept at https://www.brewersassociation.org/directories/breweries.
    - *Details of MemberSuite's API and SSO are found on p. 7 of this RFP.
- To follow the technical and functionality requirements outlined below.

Initial Design Direction

Clean, simple, modern but with a classic and trustworthy feel. Very clear navigation with member resources being easy to find. Clear calls to action and links between content. A website that conveys the beauty of cheese, farming, food, animals, and people who make up the industry. Intuitive, simplified user experience that engages visitors and keeps them interacting with the site.

Our website should convey a sense of who we are – a professional, credible, high-quality, leading organization, with authority and expertise. It should be accessible and transparent (not too much "spin") and combine tradition and modernity. There should be a deep connection to agriculture, respect for the land (farms, dairies, farmers, animals). We want to convey the warm, engaged, fun, passionate community we foster. We want to display delicious cheese and artisanal products (hand-made, traditional recipes, beautiful).

In general, we admire sites that make it easy for users to <u>act</u>: fewer clicks/taps, intuitive design and navigation, simple login. Here are some examples:

- http://www.ncausa.org/ (the visual design isn't necessarily what we are looking for, but the call-out boxes on the lower portion of the site provide clear direction for visitors, however, the amount of scrolling you have to do to see them could be problematic)
- https://www.candyusa.com/ (navigation at left and top seem useful, bright and colorful, still requires scrolling to get to content, but offers many opportunities to share useful content on homepage)
- http://snacintl.org/ (feels focused, with 3 main call-outs in prominent placement on the site)
- http://www.floridamilk.com/# (bold, colorful, but clean - not too busy; again, requires scrolling)
- https://wle.cgiar.org/ (design is perhaps too busy, but we like how partners/sponsors are recognized)
- https://lern.org/ (the visual design isn't necessarily what we are looking for, but we do like the way online content clearly drives membership joins in a simple and straightforward way, and the quizzes for website visitors in the right-hand portion of some of the pages, to gather feedback from users)
- http://www.toyassociation.org/ (design helps to make content clear, good calls to action, clean navigation)
- https://www.stonebarnscenter.org (like the use of visual imagery in an otherwise very clean design, helps connect you to the mission, the people, and the food – we represent a beautiful product and a wonderful community, which should be represented via imagery on our site)
- https://www.nybg.org/ (clean design, focused navigation, like the event calendar call-outs on the homepage, which could be a way to highlight upcoming ACS webinars, conference, etc)
- https://www.nature.org (visually captivating site, clear calls to action, "renew" is called out prominently and not lumped together with "join", the navigation/menus allow for tertiary levels of information/resources, there are calls to action on the sidebar of most pages)
- http://www.amazon.com (intuitive and user-friendly navigation, highly functional design)
- https://www.brewersassociation.org/directories/breweries/ (the visual design isn't necessarily what we are looking for, but we will need to create a directory of cheese companies that functions similarly to this one).

New Website Technical & Functionality Requirements
The website is currently built in WordPress version 4.9.2. The majority of website content is contained in WordPress, however some website content is also contained within a third-party system, Netforum. The new design of the website will need to be integrated into WordPress and MemberSuite. We are migrating from Netforum to MemberSuite simultaneously with website launch on September 30, 2018.

Designers and developers responding to this RFP are expected to have expertise in WordPress. Our WordPress environment should not change during the redesign, except for modifications to the theme, plugins, or content related to the new design. Developers should also speak to recent experience launching an SSL and migrating content from a non-secure to secure website environment, including the impact of this migration on SEO.

MemberSuite experience is a plus, but not required. It is more critical that developers have experience utilizing API and SSO, as well as MemberSuite's technology: .NET or PHP, SOAP or REST API (MemberSuite has an API that can be accessed to support integration efforts, and there is also a user-created WordPress SSO plugin – more information about the plugin may be found by searching MemberSuite's online developer community). Where possible, MemberSuite content should be hosted on CheeseSociety.org's domain as opposed to linking to a third party site as we currently do with Netforum. From our understanding, most of the content should allow for hosting on our main domain. See documentation and sample code from MemberSuite below:

- Details of the API can be found here: https://membersuite-prod.mindtouch.us/Developer's_Guide/010_API_Overview/Getting_Started.
- Details of the SSO can be found here: http://www.cheesesociety.org/wp-content/uploads/2018/02/SSO-Step-by-Step-2016-09-2.pdf

Test environment and backup at launch
A test website environment will need to be created for the new website during the development and design process. This environment will need to blocked from search engine robots and password protected. Once the website design and development is complete, the website will need to be migrated to our live website environment. A backup of the current website should happen immediately before launch in case we need to roll back.

There will likely be a sandbox environment for MemberSuite.

Content and navigational requirements
During the website redesign and redevelopment, the site content will not be changed, however design recommendations are expected to be made for how to adjust the layout and content on various pages of the website. When redesigning the website, no URLs will change. In alignment with best practices, redirects must be added for any URLs that change or are removed during the redesign process.

As part of the redesign, we want to build upon the existing navigation to improve usability, but we also want to limit changes to the pages listed so as to minimize the disruption for our visitors and search engine robots.

Other navigation considerations:
- Sitemap-type navigation should be included in the footer area of the redesigned website.
- Given the depth of our website, breadcrumb navigation needs to be incorporated into the new website design. This should utilize appropriate schema markup.
- Sidebar navigation is utilized by website visitors. While sidebars may no longer fit on a mobile version of the site it should be included for larger screen sizes.
- A goal of this project is to implement new search functionality that crosses platforms and pulls results from MemberSuite, affiliated sites and databases, and documents (such as PDF files). This does not need to utilize the existing general website search box.

Design and template requirements

We are open and eager to learning about your unique approach to the design process. Our hope is that within your design and development process, you will work with us to define the new website's visual look while keeping in mind our existing brand.

We prefer to work with vendors who will ask as many questions as possible at the onset before jumping in, and who will check in with us frequently during the project but especially during the initial phases. We have strong preferences on visual design, and we would like to work with vendors who are open to listening to our ideas, and who can be inspired by them without feeling limited or constrained. We would prefer not to see something for the first time after a great number of hours have been invested in it – and we would prefer to see and consider multiple design/structural options and ideas in the early concept stages, rather than having just one or two more complete concepts presented to us.

Through an initial content audit and website analysis we have identified several page types within our website that could be considered as separate design templates. Those include (but are not limited to):
- Homepage
- Landing Pages
- Standard Interior Pages
- Educational Resource Pages (for embedded videos, downloadable PDFs, etc)
- Conference/Event Information and Promotion Pages
- Event/Program Calendar(s)
- Directories
- Job/Career Center Listings
- Recipes & Cheese Pairings
- Staff, Board, Committee Pages

In addition, we will need designs that can be integrated with MemberSuite or be used for outputting MemberSuite API content to provide a seamless visual experience for our users.

You can access ACS's initial website content review and findings here:
- Website Usability & Redesign Analysis
- Website Entrance, Exit, Internal Content Review

Browsers, Devices, and Screen Resolution Requirements
The new website design needs to be responsive. Based on visitor usage patterns, two different desktop sizes need to be supported, 1920x1080 and 1366x768, as desktop visitors account for a majority of website traffic. The mobile website design needs to support, at minimum, 375x667, 360x640, and 320x568 screens. The tablet website is less important given traffic patterns and can be a scaled down version of the desktop design. The tablet website needs to support, at minimum, 768x1024 and 1280x800 screens. Prior to launch, the website needs to be tested on the screen resolutions mentioned specifically in this RFP. During the design process, screenshots of what the website looks like at these specific resolutions must be provided for approval.

The majority of the ACS traffic is from Chrome (24.95%) and Safari (24.08%). However, a decent percentage of traffic uses the website in Internet Explorer. Design and development should fully support these browsers and testing must be performed in these browsers as well. Although it accounts for less traffic, the design should also be tested in Firefox and Edge. We will require screenshots of how the website looks in each browser, to review and approve prior to website launch.

Technical Requirements
Time and attention should be given to the technical clean-up of known issues on the current website including issues related to duplicate content, 404 errors, crawl errors and XML sitemap structure and formatting. We will not be fixing these issues on the current website. Again, you can access ACS's initial technical review and findings here:
- [Website Usability & Redesign Analysis](#)
- [Website Entrance, Exit, Internal Content Review](#)

SSL Migration
The new website should be launched under a SSL. A plan for SSL migration should be outlined as part of the redevelopment process and include recommended vendors to purchase the SSL from and associated costs. Items such as internal links, web canonicalization, robots.txt updates, disavow configuration, structure validations, etc. should be included. We are open to recommendations as to how to best achieve these goals.

Other RFP Considerations

Ongoing support and maintenance requirements
We have a small team that is very comfortable with WordPress, however, we will need training on use of the updated site for our full staff (this can be done virtually) as well as access to support on an hourly basis after the site launches, and for the foreseeable future. After launch, this will likely not amount to more than 2 hours of time per month to resolve issues, answer questions, make small fixes, etc. There may occasionally be larger projects that we need help with, as well, so please also provide ideas for your hourly rate or package pricing you may offer.

Preferred working relationship requirements
We appreciate a collaborative and transparent working relationship. This project will be a priority for our organization and we will make sure it progresses quickly on our side from the start.

We are open to any configuration of talent, including the use of sub-contractors and third parties, as long as lines of communication and accountability are clear and a project lead is appointed who is available to answer questions as often as they arise during normal business hours, and who has an intimate understanding of the project. We tend to communicate frequently with our vendors, have many questions, and often need quick responses.

We will be the primary contact for the project, but we may rely on partners and other contractors we currently work with for advice and consulting as needed. For example, some sections of our site will need to be integrated with MemberSuite, our new Association Management System (AMS), including searchable directories of producers, membership join/renew pages, shopping areas, etc. Other sections of the site will need to be password-protected via a MemberSuite API or SSO, even if content and resources live within WordPress. Our ideal vendor will be a team player, willing to work cooperatively with outside vendors as needed to see the project to completion.

Budget
Our budget for this project is tentatively set between $30,000-40,000; we are willing to discuss the budget further with vendors as we proceed through the RFP process. As a nonprofit organization, we would prefer the most cost-effective solution – however, all proposals will be considered and weighed based on their merits. Proposals that offer flexibility in billing for non-required elements added to the website after initial launch will also be considered.

Business requirements
We require all subcontractors carry General Liability Insurance. Please provide evidence of insurance as part of the RFP submission.

RFP Process Schedule
      February 27, 2018: RFP Announced/Sent
      March 9, 2018: Deadline to RSVP participation
      Week of March 12, 2018: Conference calls with vendors to discuss RFP
      March 30, 2018: Deadline for vendors to submit proposals
      April 6, 2018: Selection of finalists
      April 16-17, 2018: Vendor finalist presentations
      April 20, 2018: Final vendor selected
      May 1, 2018: Targeted project start date
      Sept 30, 2018: Initial launch (phase 1 priorities)*
      Dec 30, 2018: Phase 2 priorities live
      March 30, 2019: Phase 3 priorities live

Phased approach: due to the nature of our shift from our current NetForum AMS to MemberSuite, we will likely need to redesign the website in phases. We will need all pages linked to MemberSuite (join/renew, for instance) to be live by September 30, so that ACS members don't experience an interruption in their benefits or services, or in their ability to join and renew online (at this point, our current NetForum system will no longer be operational). However, the overall site redesign may still be underway at this time, and we are open to a phased approach that results in a more complete re-launch at a later date. If you are interested in learning more about phase 1 priorities, please email Sarah Spira, ACS Content Manager. We

are most interested in finding a vendor that can meet our needs for the site's functionality and design, and we are open to discussion as to what a realistic timeframe may be.

*Please note that the ACS team will be out of the office for the Annual ACS Conference & Competition in Pittsburgh, PA between July 19-29, 2018. We will be unavailable to the project vendor during this timeframe.

Decision Criteria
We will welcome and review all proposals submitted that meet the expectations outlined in this RFP. When measuring the success of any given proposal we will look for proposals that help us address our key indicators of success, which include:
- Users' ease of use (measured by time on site, pages visited, navigability, access to information)
- Conversions (measured by goals and events completed on the website such as membership sign ups, conference registrations, email newsletter sign-ups, sign-ups for ACS programs and events, donations, etc.)
- Traffic (measured on both WordPress and MemberSuite, so that we can assess interactions between the two systems, including responses to email marketing campaigns.)

Proposals will also be measured by how complete the information provided is, and if all of the basic submission requirements are met.

A small team including the Executive Director and key ACS staff will make the final selection.

Proposal Response Requirements
Please include the following in your proposal response:

1. **Cover Sheet/Letter**
   Please include the following;
   - Name of your company
   - Contact information
   - Address
   - Logo
   - Website

2. **Overview of your company**
   Please provide us with general information about who you are, what types of services you offer, your expertise and staff. Include information such as:
   - Company background/history
   - Company size
   - Proof of insurance
   - What makes you unique and different
   - Management and/or key personnel bios of those who will be working on this project
   - Quick overview of services and capabilities
   - What percentage of your overall business is web design and development?

3. **Overview of how you will meet our objectives**
   Please provide a basic summary of how you will help us meet our website objectives.

4. **Outline of your website design and development strategy**
   You're the expert! Please provide as many details as possible regarding your approach to design and development, along with the creative and strategic approaches you will use to help us build the best solution for our new website. Include information such as:
   - Discovery, creative and/or strategic methodology
   - Suggested features and functionality
   - Technical requirements
   - Partnership plan – How do you partner with non-profits like ours? How will you partner with us? What resources, such as ACS staff time, will be required to complete the work?
   - Development plan – How do you plan to perform the work necessary to help us build an engaging and easy to use website?
   - List of tasks – What are the expected tasks that need to be performed?
   - Options and add-ons – other creative suggestions for making us stand-out

5. **Proposed Timeline**
   Please provide a proposed timeline from kickoff to launch of our new website design keeping in mind our September deadline and willingness to launch in phases.

6. **Proposed budget**
   Please provide a detailed budget that includes line-item estimates for the scope of the project. Include information such as:
   - Planning and discovery cost
   - Design cost
   - Imagery cost (stock or custom graphic creation)
   - Design implementation
   - Development expenses
   - Include all 3rd party costs
   - Optional or add-on elements (line-itemed)
   - Ongoing support/maintenance options (hourly or package rates) after launch

7. **Terms and Conditions**
   In addition to the terms outlined in the RFP by the ACS, please also include a copy of your terms and conditions for our review.

8. **References**
   - Show examples of previous work
   - Provide client references
   - List awards/accolades and special certifications (we hope you'll brag a little!)

Thank you for your interest in responding to this RFP with a proposal for our redesigned website. We look forward to your response.

If you have any questions, please contact Sarah Spira, ACS Content Manager, sspira@cheesesociety.org.