



### **Background:**

In the 1990's, Scott Shekels, a long time BayLaker, created BayLake.org because he felt it would strengthen our community. It is a volunteer operated site which is provided at no cost to our community or to the organizations or businesses that appear on BayLake.org.

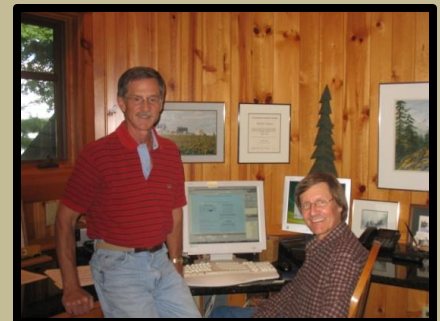
### **It's a "Community Site":**

BayLake.org serves the entire Bay Lake community. The Bay Lake Improvement Association is a primary content contributor, **but content from other associations and businesses is encouraged and welcomed.**

### **Who Runs The Site:**

- Site & Server Owner & Ice Out Postings: Scott Shekels
- Content Creator: Paul Erickson
- Content Technical Guru: Ward Erickson

We will provide information that is timely & interesting which is updated weekly from May through October and as needed from November through April.



*Paul (left) & Ward (right)*

### **Site Format:**

To make site navigation quick and easy, most of the content can be accessed from the Home Page.

New articles will be posted inside the highlighted border under "**What's New?**". Subsequently they will move to the bottom section of "**What's New?**" and later they will be saved in an appropriate section (ie **Cool Stuff & What All BayLakers Should Know, Zebra Mussels, EWM, Environmental, History or Previous Items - What You May Have Missed**). General interest articles such as event reports will ultimately be "archived" in "**Memories**".

The "**Upcoming Events**" column will list particularly important events.

**BayLake.org vs. Facebook & Twitter:**

There are separate, but complimentary Bay Lake sites on Facebook and Twitter. BayLake.org isn't designed to provide alerts or the option to express opinions, but Facebook and Twitter are. So links to the Bay Lake Facebook and Twitter sites are provided on the BayLake.org Home Page. Kristine Erickson and Scott Shekels manage the Bay Lake Facebook site and Kristine Erickson manages the Bay Lake Twitter site.

**Contact Information:**

If you have questions or suggestions pertaining to BayLake.org, contact Paul Erickson at ericksonpaulsue@aol.com.

**What We Need From You:**

People visit sites that inform or entertain them. BayLake.org attempts to do both. We need to attract site visitors. **If you like what you see, visit the site weekly..... and then tell your neighbors.**

**Our community is enhanced when BayLakers are informed.**

Paul Erickson

Revised August 25, 2012