

PRESS RELEASE

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Opus Selected to Overhaul the B-H-K Child Development Board Web Presence

Houghton, Michigan (April 22, 2002) - Opus Web Technologies today announced it has been chosen by the B-H-K Child Development Board to overhaul their existing Web site to make it user-friendly and to further enhance the importance of their services and resources.

This restructuring of their existing Web site will take place through a complete overhaul in both the programming and design aspects. Interface and usability objectives will be key throughout the project.

"As Internet use continues to grow in the Copper Country, we feel these updates will go a long way toward serving children and families in the area," said Rod Liimatainen, B-H-K executive director. "These revisions will make it much easier for local residents to access available services and resources."

The sixth largest employer in the area, the B-H-K Child Development Board provides services and resources to over 700 families and more than 1,000 children.

"Because of the size and nature of the B-H-K Child Development Board, simply having a Web presence without taking into consideration usability and overall functionality is essentially pointless," said Jeffery Primeau, co-founder & director of marketing/communications. "A big part of what we do here at Opus is developing Web sites that are useful and most importantly, functional. The last thing you want a visitor to your site to do is get lost in the navigation or worse yet, not being able to find information that is in fact on the site," said Primeau.

The site will also include the redesign of the Copper Country AmeriCorps site. This site provides visitors with enhanced information about the national-service program, which often is referred to as the "Domestic Peace Corps." In addition, information on the Copper Country AmeriCorps mission, projects and activities, and ways of getting involved locally, according to Michelle LaCourt, Copper Country AmeriCorps coordinator. Members of the national-service initiative serve in school, childcare and human-service agency settings.

Todd Arney, director of information technology at B-H-K said, choosing Opus was easy, particularly since the Houghton-based Web development firm has such a long list of satisfied clients.

"Opus really knows how to put together a comprehensive yet easy to navigate site," Arney said. "Opus sites are informative, fun to use and friendly to the eye."

"We're quite excited to be redeveloping a site of this magnitude based out of the Copper Country. It's really refreshing to see that local businesses and organizations are taking the Web more seriously. Years ago, a business card, brochure and a firm handshake were your first impressions, now more than ever it is a Web site. The same effort and professionalism must go into that as it did for your business card, brochure and the firm handshake," Primeau noted.

The existing Web site located at bhkresources.org will remain active until the new site is completed. The current Web address will remain after completion and a launch date is expected in early June.

Founded in 1996. Opus Web Technologies leverages Web development strategies to help companies and organizations approach the Internet. The firm delivers a host of Web-based solutions including strategy, design, programming and agency-side assistance. Opus Web Technologies, a partnered firm by Jeffery Primeau of Calumet, and Heath Sundstrom of Hancock, and is headquartered at 314 Shelden Avenue in Houghton. Some existing Web clients include Bruce Rukkila, CPA, Domitrovich Realty of Ontonagon, Econo Foods, Houghton County Road Commission, ImageMaster Financial Publishing (Ann Arbor, Chicago, Minneapolis and New York), Portage Health System, RE/Max Douglass Real Estate, and ThermoAnalytics, Inc.

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