

# PRESS RELEASE

## **FOR IMMEDIATE RELEASE**

Contact: Jeffery Primeau  
voice: +1 906.482.3235  
e-mail: jeff@opusweb.com

## **Opus Chosen to Launch Houghton County Road Commission on the Web**

Houghton, Michigan (July 23, 2001) – Opus Web Technologies is announcing today that they have signed into an agreement with the Houghton County Road Commission to develop and deploy a Web presence for the Road Commission.

The new Web site is currently in the preliminary stages of development where the securing of a suitable domain name (houghtoncountyroads.org) and preparation of content objectives were some of the first issues to be addressed.

“The new Web site will open a new world of communication with the public,” said Jim Manderfield, County Highway Engineer for the Houghton County Road Commission.

“Working with the Road Commission will be an interesting endeavor for Opus as it will allow us to expand on our growing client list of municipalities,” said Jeffery Primeau, Co-Founder and Director of Marketing/Communications for Opus Web Technologies.

Manderfield also states that the new Web site will feature descriptions of the Road Commission's business, physical plant and maintenance activities as well as current year and five year construction programs. He also noted that the common functions of Web sites today such as e-mail communication and frequently asked questions would be addressed in the Web site.

“One of the key aspects that we presented to the Road Commission is that of having a portion of the Web site to be updateable. This will allow the Road Commission to post current news and information in a special area of the site dedicated to such functionality. Heath Sundstrom, Co-Founder and Director of Web Engineering has really put Opus Web Technologies on the competitive edge with this type of programming,” said Primeau.

Primeau also noted that, “Not only does this allow the Road Commission to work with the Web site internally at their offices without having to know any computer programming, but it will keep site maintenance and updating costs lower than without any functionality of this nature.”

“The Road Commission board would like to emphasize it's recently adopted Mission Statement which dedicates the board to providing a county road system which is safe and convenient for public travel, while practicing sound financial management, respect for the environment, and sensitivity to community concerns,” said present board chairman William Siler. The Web site will be instrumental in getting this message out.

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, is headquartered at 314 Shelden Avenue in Houghton. Some existing Web clients include Copper Country Mental Health Institute, Domitrovich Realty of Ontonagon, Econo Foods, ImageMaster Financial Publishing (Ann Arbor, Chicago, Minneapolis and New York), RE/MAX Douglass Real Estate, ThermoAnalytics, Inc. and WBKP TV 5&10.