
From: info@podi.com
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Subject: PODI News - The Benefits of Partnership



**Making You Feel Good About the Choices You've Made
(or "You Done Good, PODI Clients")**

If you've ever seen the movie "Dave", starring Kevin Kline, you might remember the budget balancing scene. At one point, Dave asks his Commerce Secretary why they're spending \$47 million on an ad campaign to make people feel good about an American car they've already bought. It sounds silly, right?

Well, as much as I like this movie (and I really do), this scene makes me cringe a bit. I actually do think it's important to remind people that they've made a good decision. Maybe I wouldn't spend \$47 million in taxpayer dollars to do it, but perhaps I can send out an email.

If we're doing our job right here at PODI, you don't have much reason to think about us. Sites stay up, members log in, money from meeting registrations keeps flowing in...everything goes smoothly. And that's because our clients made a good decision to partner with PODI for their web services. All of these things happen because of the services we provide as part of our standard hosting and maintenance agreements with our clients.

1. **Actual people to talk to.** When you do need help with something on your web site, you know you can always reach one of our staff members directly. A real, live, person. Whether it's Ellen, Marie, or myself as your Account Managers, or if it's Harris or Polly on the Update Team, we're here to help.
2. **Security.** The sites that we host (with our hosting partner Databank) are secure and actively monitored 24/7. Firewalls and other defenses commonly block more than 10,000 unwanted requests every day. Our client sites and databases are backed up regularly, security patches are applied quickly and you never even have to think about it.
3. **Guidance and suggestions.** When your board comes up with a new idea, you know you can always call us and talk through the options. We already know your back office, the other technology vendors with whom you're working, and how you like to tackle projects. We can give you lots of suggestions based on our experience in this industry over the last 20 years. And that expertise all comes to you as part of your partnership with PODI.
4. **Partnership.** The majority of our clients have been with us for more than 10 years. During that time we are pleased to have become an extension of your staff. We get to know how you operate, the real strategic goals of the organization, and how you like projects implemented. That familiarity dramatically cuts down on time spent developing specs for each project, and ultimately saves you money.
5. **After-hours support as needed.** For specific projects and site launches, we provide after-hours and weekend support. We've launched sites during the Super Bowl (at the client's request, of course) and been up late into the night to see that a project closes down on time (you know those 11:59pm deadlines). We want our clients to know we really are part of their team and that their success is our success, too.

Now, doesn't all that make you feel like you made the right choice?

Report from the 2019 ACEC Engineering Excellence Award Gala

The groundbreaking *Alaskan Way Viaduct Replacement Program* in Seattle won the 2019 “Grand Conceptor” Award signifying the year’s most outstanding engineering achievement in the 53rd Annual Engineering Excellence Awards (EEA)—a national juried competition sponsored by the American Council of Engineering Companies (ACEC).

More than 800 members and guests attended the black-tie EEA Gala in Washington, D.C. on May 7, where 196 preeminent engineering accomplishments from throughout the nation and the world were honored.

Software developed by Potomac Digitek managed the EEA award process including entry submission, supporting file uploads, judging, and selection process.

Streaming Audio and Video Bring True Interactivity to the Web

This year we are celebrating PODI's upcoming 25th anniversary. Each monthly newsletter includes a brief reflection of our history to remind us how much has changed in the online community.

March 1999: Until recently, the addition of audio or video files to a Website meant dealing with huge files — as much as 6MB for a 30-second video clip. These large files are difficult to move onto servers and increase both cost and frustration as users contend with long download times while gaining only minimal benefits from the resulting snippets of information.

That's why streaming technology is revolutionizing multimedia on the Web. Streaming audio and video files allow the user to start hearing and seeing the information almost as soon as the download is requested.

Not only does the user get access to the information sooner and with less difficulty, but the source files are smaller due to advances in multimedia capture and compression. Using this new technology, a 30-second video clip can be reduced to as small as 250KB, a small fraction of the size required previously.

Today our clients routinely post gigabyte-size files to provide rich webinar sessions or an agenda's worth of conference presentations. It is amusing – and amazing – to remember that this was not always so.

Other News and Notes

The new [Home Ventilating Institute](#) site launched in May and offers a vast improvement in both design and usability over the previous site. HVI upgraded to the Mura content management system, making it much easier for the HVI staff to update content, while retaining many of the same features and functions as before (with lots of connections to its QuickBase database).

The [National Alliance for Accessible Golf](#) launched a new site featuring a responsive design and a brand new content management system. This new site also showcases some fabulous images, courtesy of the beautiful golf facilities partnering with the Alliance.

The [Institute of International Container Lessors](#), which recently launched a brand new web site, continues to simplify the lives of its staff by automating the Certified Container and Chassis Inspector Directories. Search and return values are pulled directly from their education database now, eliminating the need for IICL staff to manage certified inspector information in a separate database.

[American Association of State Compensation Insurance Funds](#) is using Potomac Digitek software to manage annual meeting registration. The online registration form includes ability to register multiple attendees and spouse/partners, as well as sign up for tours and golf outings.

[American Council of Engineering Companies](#) – launched the splash page for its Fall Conference right after its Spring Annual Conference closed. This web presence is designed specifically for vendors and sponsors to commit early to support the conference and includes a sign-up form that is directly integrated with Salesforce.

American Council of Engineering Companies - Tennessee – was first of the ACEC state organizations to launch the new automated Engineering Excellence Award process, which provides online application, data entry (including file uploads), payment, administration, and judging functions. At least 19 more state member organizations are slated to come online in 2019.