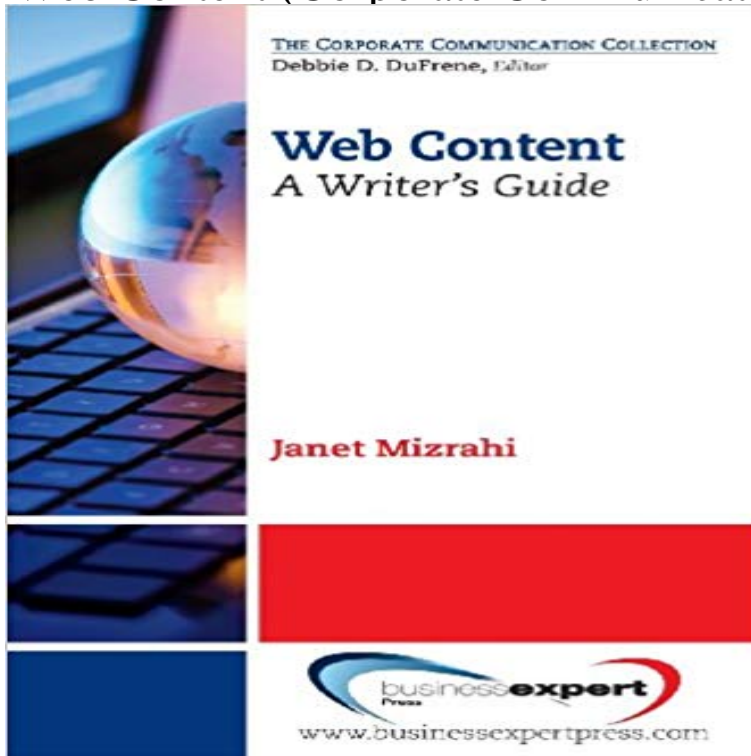


## Web Content (Corporate Communication Collection)



The explosion of electronic sources, whether in the form of news, commentary, sales and marketing, or information, has created boundless opportunities for producing content. Whether you're an entrepreneur with a start-up business who needs a website, an executive who uses social media to connect with various stakeholders, or a content provider blogging about topical issues, you'll need to know how to write for the web and address the unique environment of the digital world. This book will help you produce web content that generates results. Writing for the screen differs from writing for a printed page, and those who use the web to communicate in any genre--ads, articles, blogs, email blasts, newsletters, social media, or websites--must be aware of rhetorical considerations unique to writing for the web. This concise, easy-to-follow guide takes you through the underlying principles including web reader habits and the challenges of producing content across multi-platform formats. It also addresses web writing style and topics such as conciseness, tone, level of formality, and other writing techniques. Design as it pertains to the writer is also discussed. Finally, the book focuses on how to compose specific types of web content and provides useful how-to guides covering the most commonly used genres.

### Hansen Family Farm Japanese Black Trifele

We are happy to provide quality fresh fruits, vegetables, Grass-fed and Finished Beef, Naturally & Humanely raised Pork, Pastured Chickens, and Cage Free Eggs to Clackamas County sustainably on our small acreage.

We strive to provide vegetables that grow well in our climate ensuring the best tasting local food available. We prefer to grow old-fashioned and rare varieties of vegetables believing that they are the best to offer but do also grow a very select, few varieties of hybrids, but they are counted on one hand! Much of what we grow, we save the seed of every year and re-offer it to members of the Seed Savers Exchange.

We thank all of you, the "locavores", food enthusiasts, market goers, and home chefs for making our goal of fresh, local, fruits and veggies sustainably a reality.

Latest News....

Phil and Christie Hansen

2015 is off to a great start! We are looking forward to what this year has to offer!

All our efforts are gearing up to get the growing season started...from ordering/starting/transplanting seeds, planning rotation crops for the fields, cleaning the greenhouses and field equipment, and clearing the fields! There is not a dull day here on the farm!

Planning for garden start varieties is in full swing also. This year we will be offering many of our favorite heirlooms, open-pollinated, and hybrid varieties that we have grown for the past 10+ years as well as many new-to-us varieties. We are diligent to not purchase, offer or grow GMO seeds or food.

Our mix of garden starts includes many different varieties of tomatoes, cucumbers, peppers, ground cherries, pumpkins, melons, flowers and other great things for your garden! Most, if not all, varieties are tried and true for our Pacific Northwest valley climate. Check out the Garden Start page for a printable list of varieties available. Or go directly to a specific list at our Tomato, Pepper, and Other garden start pages.

We grew over 100 heirloom/open-pollinated Pepper varieties and 125+ varieties of heirloom/open-pollinated Tomatoes in 2014! Not counting the numerous other garden necessities like heirloom flowers, cucumbers, summer and winter squash, herbs, and melons amongst other rare and hard to find vegetables! In 2015 we will continue with the tradition we've started and will be planting and growing almost all the varieties that have been started so that even if you don't buy a plant you have a chance to taste a range of different flavors!

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