



AS A CONTENT  
MANAGEMENT SYSTEM  
(CMS)

# WHO IS THIS SESSION FOR?

- Developers:  
Many of these topics may be “review” - however, some techniques may be new.
- Non-Developers:  
Don't be scared away by the code. This is a high level view of the features to show how they can be used.

# SESSION TOPICS

- WordPress features
- Examples of those features
- A few code snippets
- Links to tutorials online
- Q&A



**WORDPRESS**

# INTRODUCTION

- Transitioned from graphic to web design–1999
- Blogging–2001 / 2002
- Began using WordPress–2004
- Freelance / Stuart Web Development–2005 / 2006



# WHAT IS A CMS?

- CMS stands for content management system.
- Purpose: Add/edit content (usually via browser) without editing files.
- Content and site functionality come first (then see if/how to use WordPress).

# WHY WORDPRESS?

- Easy to use interface
- Site building flexibility
- Many features built in
- Many plugins available
- Many themes available (starting point)
- Community support, information all over the web



# OVERVIEW OF *SOME* FEATURES TO LEVERAGE

- Custom Fields
- Pages & Posts (& Custom Post Types)
  - Pages: (new) Menus
  - Posts: Category, Tag control (grouping content)
- Shortcodes
- Widgets / Sidebars
- Templates
- Attachments
- Custom Options Pages

# WHAT ARE CUSTOM FIELDS?

- Extra information (meta data) associated with a page or post
- Has key / value pair
- Can use it to control elements and add content to the page

# CUSTOM FIELD

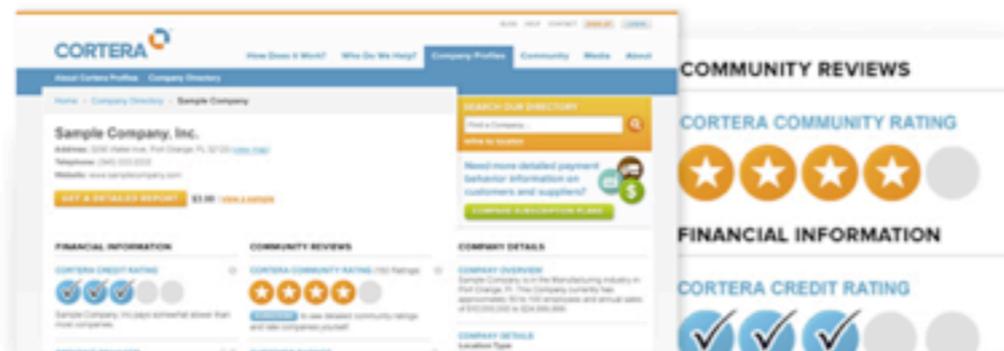
## Custom Fields

Add New Custom Field:

Name	Value
<input type="text" value="-- Select --"/>	<input type="text"/>
<a href="#">Enter new</a>	
<input type="button" value="Add Custom Field"/>	

Custom fields can be used to add extra metadata to a post that you can [use in your theme](#).

Home » How Does It Work



SEARCH OUR DIRECTORY

Find a Company...

refine by location

Post reviews to share your insights with the Cortera Community...



SIGN UP FOR FREE TODAY

## A New & Better Approach to Credit Risk Management

For too long, the world of commercial credit has been too confusing, too costly and too complex — not to mention virtually closed to any competition. Just some of the reasons why Cortera is shaking up the business credit information industry with a refreshing and needed approach to help small businesses & finance pros at organizations of every size.



### A Refreshing Approach

Cortera is leveraging the power of the Internet to make business credit info and financial intel free or nearly free. The world has changed, isn't it time that you have a new and user-friendly source for comprehensive credit reports?

[Learn More »](#)



### Innovative Risk Solutions

Information the way finance, credit and collection pros want it — proven software, analytics and a suite of products combined with stellar customer service. Our solutions are at work for many global brands and can easily be up and running for your company.

[Learn More »](#)



### The First B2B Rating & Review Community For Finance Pros

The first community-based rating & review website for finance pros offering the "inside scoop" on the companies that pay on time and those that don't. Rather than relying on the same 10,000 companies who report credit information, you too can now rate and review businesses.

[Learn More »](#)



### How We Rate Companies

How a credit score is compiled doesn't have to be a mystery. At Cortera, a big part of the value we offer small businesses is providing tips to help you build your company's credit.

[Learn More »](#)

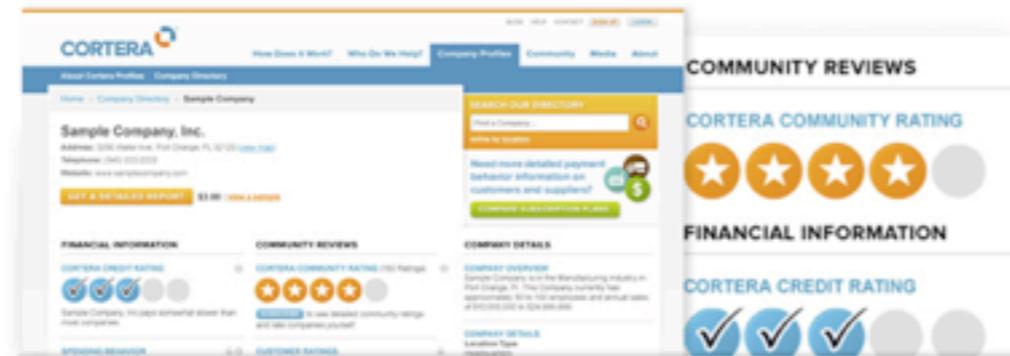


### Innovation Working for You

"Cortera is one of the true innovators in our market. We've worked with them for years and I have only great things to say. Their new community approach to credit reporting is yet another example of their industry leadership."

Tom Prendergast, NEC Financial Services, LLC

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all content in lower portion comes from custom fields



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## Custom Fields

Name	Value
<input type="text" value="block_1_icon_image_path_value"/> <input type="button" value="Delete"/> <input type="button" value="Update"/>	<input type="text" value="uploads/2010/02/refreshing_icon.jpg"/>
<input type="text" value="block_1_link_value"/> <input type="button" value="Delete"/> <input type="button" value="Update"/>	<input type="text" value="/how-does-it-work/what-we-offer/"/>
<input type="text" value="block_1_text_value"/> <input type="button" value="Delete"/> <input type="button" value="Update"/>	<input type="text" value="Cortera is leveraging the power of the Internet to make business credit info and financial intel free or nearly free. The world has changed, isn't it time that you have a new"/>
<input type="text" value="block_1_title_value"/> <input type="button" value="Delete"/> <input type="button" value="Update"/>	<input type="text" value="A Refreshing Approach"/>
<input type="text" value="block_2_icon_image_path_value"/> <input type="button" value="Delete"/> <input type="button" value="Update"/>	<input type="text" value="uploads/2010/02/innovativerisk_icon.jpg"/>
<input type="text" value="block_2_link_value"/> <input type="button" value="Delete"/> <input type="button" value="Update"/>	<input type="text" value="/how-does-it-work/solutions/"/>
<input type="text" value="block_2_text_value"/> <input type="button" value="Delete"/> <input type="button" value="Update"/>	<input type="text" value="Information the way finance, credit and collection pros want it - proven software, analytics and a suite of products combined with stellar customer service. Our"/>
<input type="text" value="block_2_title_value"/> <input type="button" value="Delete"/> <input type="button" value="Update"/>	<input type="text" value="Innovative Risk Solutions"/>

# HOW TO PRESENT CUSTOM FIELDS

- Standard view: OK for 1 or 2 open text fields
- More difficult to manage when there are many fields
- Some values may need to be restricted to specific text (ie. “true” or “false”)
- Answer: **Custom write panels (meta box)**
  - <http://wefunction.com/2009/10/revisited-creating-custom-write-panels-in-wordpress/>

# NICER CUSTOM FIELDS

## Testimonials Box

**Testimonial Headline** - This is the Headline for the testimonial

**Innovation Working for You**

**Testimonial Quote** - This is testimonial quote

"Cortera is one of the true innovators in our market. We've worked with them for years and I have only great things to say. Their new community approach to credit reporting is yet another example of their industry leadership."

**Testimonial Author** - This is author of the testimonial quote

Tom Prendergast, NEC Financial Services, LLC

**Testimonial Photo** - This is the photo of the author of the testimonial quote

 uploads/2010/02/timPrend\_NEC.png

**Testimonial Alt Text** - This is the alt text for the photo of the author of the testimonial quote

**Customer Testimonial**

## Cortera's Data Exchange Program

Isn't it time that there was a commercial credit bureau that enabled ALL BUSINESSES to participate in the benefits of reporting payment experiences? If you ask us, the answer is a resounding yes.

### BUSINESSES LARGE AND SMALL CAN CONTRIBUTE

For too long the process of contributing accounts receivable, trade experiences, has been a cumbersome process that often excluded businesses that didn't have the resources to participate and benefit – Cortera is here to change that. Whether you are a big business or small, we will work with you to include your information.

### WE MAKE IT EASY & REWARD YOU FOR YOUR PARTICIPATION

When businesses contribute their trade information they are helping to create better transparency in the marketplace. In recognition of this effort, we provide participants exclusive access to free tools and discounts for Cortera products. It's a simple proposition – if you provide your information, you should receive something in return. With Cortera you'll find a no-nonsense approach coupled with the innovation you've been asking for – all backed by the security and process control rigor developed over our 17+ years of working with the world's leading credit departments.

Get started today by clicking [here](#) or calling 866-982-7338.

#### Contribute to Cortera!

We make it easy to get started and take advantage of the many benefits of Cortera's Trade Exchange.

[GET STARTED TODAY](#)

#### SEARCH OUR DIRECTORY

Find a Company...

refine by location



**What's in it for me?**  
Learn about key benefits of the Cortera Exchange program.  
[Learn More >](#)



**How Does it Work?**  
We make it easy for any business, large or small to contribute & benefit from the program.  
[Learn More >](#)



**Is it Confidential & Secure?**  
Cortera takes confidentiality & security very seriously. Learn more about how you are protected when you contribute.  
[Learn More >](#)



**Sign Me Up**  
Get started contributing today!  
[Learn More >](#)

#### YOU CAN'T AFFORD NOT TO JOIN

You have nothing to lose, membership is free. See the companies that are deserving of your trust and who you need to stay away from.

Let's build a new reality for business credit information. We can do it together!

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## Be Friends

the Web even  
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pays to look out for

#### FINANCE PROS

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#### CUSTOMER SUCCESS STORIES



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[Read Their Story >](#)



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Cathy Plagge, Corporate Credit, Motorola

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custom field to indicate which box should show up on bottom of page

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another custom field to indicate which sidebar should be used

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# PAGES VS. POSTS

## (VS. CUSTOM POST TYPES)

- **Page:**
  - static, not date based
  - hierarchy
- **Post:**
  - date based
  - grouped: categories, tags, custom taxonomies
  - scalable
- **Custom post type:**
  - (Same features as post content—but can be grouped on their own)

## Innovative Risk Solutions

To help you build your business around your customers and processes, Cortera® offers the flexibility and open standards to meet the needs of a wide variety of industries. Through access to business information, analytics and software, Cortera enables you to build solutions that meet the unique business needs and challenges of your specific industry.



### CPR Reports

High quality business information you demand at prices you've only dreamed about. Cortera CPR™ Reports provide a comprehensive view of company payment risk in easy to read format. Find out what thousands of your peers already know. When it comes to business credit reports you have a choice.

[Learn More »](#)



### Boost®

Append new insights about your customers, prospects and suppliers in minutes. Boost is a web-based, self-service tool that makes waiting days or weeks for your file to be returned by a bureau a thing of the past. In a few easy steps, Boost is the most convenient way for you to gain the insight you need to drive decisions. Add scores, payment metrics, parent-child relationships and more.

[Learn More »](#)



### eCredit®

eCredit is an award-winning credit scoring and collections automation platform. It supports the critical processes of granting credit, monitoring portfolio risk, and collecting accounts receivable. eCredit provides flexible access to multiple credit bureau and scores as well as a suite of portfolio analysis tools that empower companies to make more informed decisions.

[Learn More »](#)

### Connect®

### SEARCH OUR DIRECTORY



refine by [location](#)

### CUSTOMER SUCCESS STORIES



"We rely on Cortera business information to make critical credit & collections decisions every day. We couldn't be happier with the results."

David Schier, Credit Manager, Jacobus Energy

[Read Their Story »](#)



"Cortera has given us increased access to better information and has helped ensure that credit decisions are issued quickly and consistently."

Pam Demasi, Supervisor, Credit & Collections, Continental Airlines

[Read Their Story »](#)

[SEE ALL CUSTOMER SUCCESS STORIES »](#)

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[Learn More »](#)

## Connect®

### Page hierarchy - Nav and Subnav

- » How Does it Work?
  - » What We Offer
  - » How We Rate Companies
  - » Cortera Community
  - » FAQs
  - » Solutions
    - » CPR Reports
    - » Boost
    - » eCredit
    - » Connect

# Code Snippet: Show Subnav only for current Parent Page

```
<?php
if ($post->post_parent == 0) {
    $children = wp_list_pages("title_li=&child_of=".$post-
>ID."&echo=0&sort_column=menu_order,post_title");
    $parentpage = $wpdb->get_row("SELECT ID, post_title, post_name FROM $wpdb-
>posts WHERE ID = '". $post->ID."'");
}

if ($post->post_parent != 0) {
    $next_post_parent = $post->post_parent;
    while ($next_post_parent != 0) {
        $children = wp_list_pages("title_li=&child_of="
$next_post_parent."&echo=0&sort_column=menu_order,post_title");
        $parentpage = $wpdb->get_row("SELECT ID, post_title, post_parent,
post_name FROM $wpdb->posts WHERE ID = '". $next_post_parent."'");
        $next_post_parent = $parentpage->post_parent;
    }
} ?>
<?php if ($children) {
// have $parentpage info here too: ie. if ($parentpage->ID != 8)...
// do a print_r($parentpage) to see all the info you have available
?>
    <ul class="subnavlist">
        <?php echo $children; ?>
    </ul>
<?php } ?>
```

# About Us

## Quick Links

 [Find a Physician](#)

 [Maps](#)

 [Practice Locations](#)

 [Contact Us](#)

[HOME](#)[ABOUT US](#)[QUALITY](#)[SERVICES](#)[PATIENTS/VISITORS](#)[WELLNESS](#)[NURSING](#)[CAREERS](#)

## About Us

### Vision, Mission, Values

+ [History](#)

[Management Team](#)

[Contact Us](#)

[Living in Longview](#)

[Vendor Information](#)

[Good Shepherd News](#)

[Testimonial Submission](#)

+ [Medical Staff News](#)

 **Healthy Hotline** 903.315.4747  
toll free: 1.888.784.4747

## Vision, Mission, Values

### Vision

To be the healthcare provider of choice serving Longview and the East Texas region.

### Mission

Good Shepherd Medical Center is a not-for-profit community hospital dedicated to creating a healthier future for the residents of Longview and the East Texas area. To ensure the continued well-being of our community, the Medical Center strives to provide quality, compassionate and comprehensive health related services to the whole person: body, mind and spirit.

We exist to care for all those who present themselves to us, whatever their need, regardless of race, creed or gender. We will provide health services to the medically under-served as far as resources provide, while maintaining the long term integrity of service to our community.

The leadership will remain ever cognizant of the Medical Center's integral role in the community and its responsibility to demonstrate good stewardship of the health of its residents while providing services at competitive costs. Inherent within this mission is a responsibility to maintain the organization's financial solvency.

With a sensitivity to education and development of its medical staff, employees, volunteers and friends, we will also create a harmonious environment reflective of our caring and healing purpose.

Like the Shepherd, the Medical Center has come to symbolize one of the human spirit's most treasured resources — one's capacity to care.

### Shared Values

Quality Healthcare

Service to our Community

Stakeholders, held in highest esteem



# About Us

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-  Practice Locations
-  Contact Us

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The leadership of Good Shepherd Hospital is committed to the mission of providing quality healthcare services to our community.

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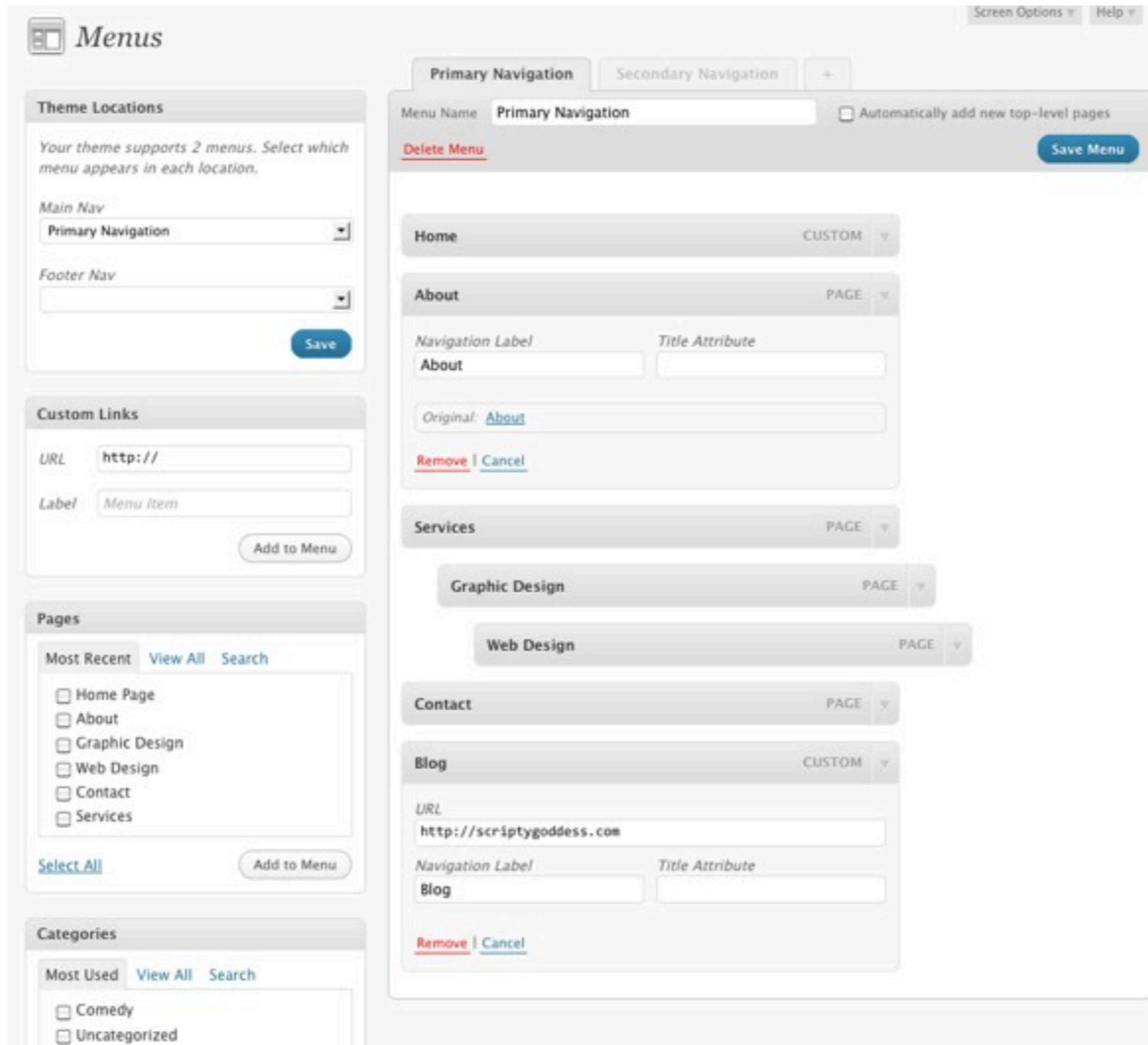


Sub pages of "About Us"

Previous code snippet automatically figures out top-level parent page, and will show all pages in that tree

# WordPress 3.0+ Menus

Control menus with this new built-in feature



More info here:

[http://codex.wordpress.org/Appearance\\_Menus\\_SubPanel](http://codex.wordpress.org/Appearance_Menus_SubPanel)

<http://justintadlock.com/archives/2010/06/01/goodbye-headaches-hello-menus>

# social media conference

July 7-9, 2011 • The Canyons Resort • Park City, Utah



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"I went into the conference thinking about my evolution and walked out affirmed and inspired."

-[Lorraine Robertson](#)

"The goal of our trip was merely to connect and engage with parents. And we exceeded every hope of our goal."

-[Scandinavian Child](#)

"I don't have the proper words to describe how amazing evo was. I knew the conference would be fun, but I had no idea it would be life changing. I learned so much from the speakers, attendees, and really enjoyed being in such a peaceful setting. I had a wonderful time from start to finish."

-[Maria Lichty](#)



[Edit this entry.](#)

## EARLY BIRD PRICING

# \$199

## evo'11 TICKETS

UNTIL SEPT. 30, 2010

REGISTER TODAY!

Presented by:



### Sponsors

Evo'11 offers terrific sponsorship opportunities for companies and organizations. [Click here for more information.](#)

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Email

"I went into the conference thinking about my evolution and walked out affirmed and inspired."

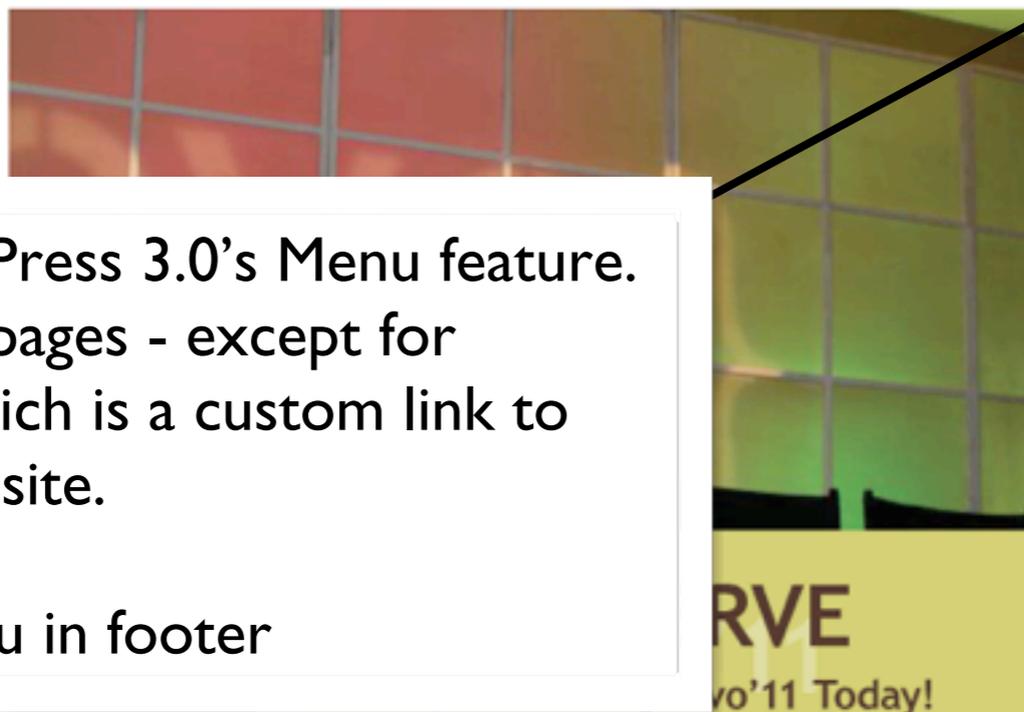
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-Scand

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and really enjoyed being in such a peaceful setting. I had a wonderful time from start to finish."

-Maria Lichty



[Edit this entry.](#)

Using WordPress 3.0's Menu feature. All links are pages - except for EVO'10 - which is a custom link to the archived site.

Reusing menu in footer

EARLY BIRD PRICING

\$199  
evo'11 TICKETS  
UNTIL SEPT. 30, 2010

REGISTER TODAY!

Presented by:



# WHEN TO USE POSTS

- Date-based content:
  - ex. News, press releases
- Grouped / sorted content:
  - ex. Customer Success Stories
    - Grouped by industry type
    - Category indicates full story vs. quote
- Scalable content:
  - ex. Lawyer site: case list:
    - Will add additional content over time

## Press Releases

New customers...new products...market trends...there's always something new to announce at Cortera. Read all about it in our press releases.

You can also keep up with us on our [blog](#).

### [Supply Chain Cash Flow Hits Best Level in 24 Months According to Cortera's Supply Chain Index](#)

June 21st, 2010

### [Allied Building Products Corp.® Selects Cortera® as Company-wide Standard for Business Credit Intelligence & Decision Workflow Automation Software](#)

June 10th, 2010

### [Cortera Circles™ Recreates Century-Old Practice of "Credit Roundtables" Online](#)

May 11th, 2010

### [Cortera Selected to Present at FinovateSpring 2010](#)

April 19th, 2010

### [Supply Chain Cash Flow Improves to Best Levels in 18 Months According to Cortera's Supply Chain Index](#)

April 5th, 2010

### [Wisconsin Businesses Edge Out Michigan, Oregon for Most Past Due Bills Title in Cortera's Latest Past Due by State Report](#)

March 18th, 2010

### [New Study Shows Chamber of Commerce Members Offer Safer Bet When it Comes to Business Credit Risk](#)

February 22nd, 2010

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February 11th, 2010

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"We've relied on Cortera for over a decade and they never stop innovating. In my mind they represent the industry's new thought leader."

David Schier, Credit Manager, Jacobus Energy  
[Read Their Story »](#)



"Cortera has given us increased access to better information and has helped ensure that credit decisions are issued quickly and consistently."

Pam Demasi, Supervisor, Credit & Collections,  
Continental Airlines  
[Read Their Story »](#)

[SEE ALL CUSTOMER SUCCESS STORIES »](#)

# CATEGORIES, TAGS, CUSTOM TAXONOMIES

- Use these to group different posts together.\*
  - Custom post types can also be used here
- Use together to create different subgroups (groups within groups).

## Customer Success Stories

For over 15 years Cortera,<sup>®</sup> has been at the forefront of delivering solutions with you in mind. Whether you are a small business or a Fortune 500 organization, Cortera has a product for you. Check out what your peers are saying below.



"Cortera has completely changed the way we manage our customers. With Cortera we are able to easily monitor our entire customer base for any signs of trouble."

- Gregg Canigiani, Senior Credit Manager, BloomNet



"We've been extremely impressed by both the quality and coverage of Cortera's information. Their score has worked beautifully."

Jammye Reeves, Credit Manager



"Cortera enables us to dramatically reduce the cost of credit scoring while at the same time improving our decision hit rate through better information coverage. Their no-nonsense approach combined with their reputation among our peers made our decision to move to Cortera an easy choice."

Norma Fetherman, Chief Credit Officer



"It is very gratifying when your VP of Finance comes out of his office to congratulate your team on their improved metrics. Our partnership with Cortera has really helped us to achieve these results."

Traci Stryker, Credit and Collections Manager

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"Cortera gets it right every time. Their report has all the information I need for a tenth of what Dun & Bradstreet used to charge me."

John Lako, Credit Manager

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- [Food & Agriculture](#)
- [Gaming](#)
- [High Tech](#)
- [Staffing](#)
- [Transportation](#)

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- [Continental](#)
- [Ferguson Enterprises](#)
- [freightquote.com](#)
- [Graybar Electric Company, Inc.](#)
- [Jacobus Energy](#)
- [Mayer Electric](#)
- [NEC Financial](#)
- [Ryder](#)
- [Simmons Foods](#)
- [Sun](#)
- [XTRA Lease](#)

# CATEGORY STRUCTURE

## EXAMPLE USE

- The two top level categories include:
  - Customer stories.
  - Customer quotes.
- Customer stories category has subcategories (for industry).
- **Quotes:** Get “customer quotes” category and an industry category.
- **Stories:** Get “customer stories” category and an industry category.

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List all posts in "Customer Stories" category (full stories)

List all subcategories of "Customer Stories" category (list of industries)

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- [XTRA Lease](#)

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List all posts with either "Customer Stories" or "Customer Quotes" category. Show permalink only for "Customer Stories"

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# Code Snippet: display permalink only for “full stories”

```
$customerStories = new WP_Query();

$customerStories->query('cat=9,11&orderby=title&posts_per_page=-1&order=ASC');

/* *****
category ID 9 are full stories, category ID 11 are quotes
ordering by title (which is the customer name)
posts_per_page=-1 (show all)
order=ASC (A to Z)
***** */

if ( $customerStories->have_posts() ) : while ( $customerStories->have_posts() ) :

    $customerStories->the_post();
    $categories = get_the_category($post->ID);
    /* gets all categories assigned to post */
    $readmore = '';
    foreach($categories as $cat) {
        if ($cat->cat_ID == '9') {
            $readmore = '<p><a href ='''.get_permalink().''>
            Read Success Story &raquo;</a></p>';
        }
    }
    echo $readmore;
endwhile; endif;
```

## Kids' Party Games

Your party will be a hit with these exciting party games, indoor activities and outdoor fun.



You've sent the party invitations, prepared decorations, planned a perfect kid's menu and birthday cake. But how can you ensure your party is a hit? The answer my friend, is simple...keep kids entertained with plenty of party games and fun activities.

Our ever growing party game pages are packed with traditional party game instructions, relay races, indoor activities and outdoor fun. You'll also find games within each 1,2,3 party theme. And remember...plan ahead, be creative, flexible and most importantly always have a contingency plan.

### Rocket Ring Toss Game



This fun competitive party game is simple and inexpensive to make and kids think it's a blast...

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### Relay Race Party Game



Transform a simple relay race into a fun, silly or challenging party game for kids of all ages...

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### The Farmer in the Dell Game



"The Farmer in the Dell" is a traditional singing game for kids to play at a party. This party game requires...

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### Dino Bowling



Play a game of dinosaur bowling to entertain your party guests. You'll like it because it's inexpensive and easy to make...

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### Hidden Treasure Stones



Go on a hunt to find these homemade treasure-filled stones. Kids enjoy breaking them open to reveal the treasure inside...

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### Pass the Parcel



Pass the parcel is a traditional British party game that is enjoyed by kids, teens and adults typically at a birthday party...

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- [Clothespin Search](#)
- [Tiddlywinks Party Game](#)
- [Fishing Game](#)
- [Twenty Questions](#)
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- [Duck, Duck, Goose](#)
- [Bean Bag Toss](#)

- [Balloon Stomp Party Game](#)
- [Obstacle Course Party Game](#)
- [Guess How Many](#)
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## Top Ten Games

- [1 Rocket Ring Toss Game](#)
- [2 Pin The Tail On The Donkey](#)
- [3 Dress Up Relay Race](#)
- [4 Relay Race Party Game](#)
- [5 Something's Fishy Guessing Game](#)
- [6 Clothespin Drop Game](#)
- [7 Dino Bowling](#)
- [8 Hidden Treasure Stones](#)
- [9 Dance Floor Scavenger Hunt](#)
- [10 Pass the Parcel](#)

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### Favorite Party Game Kits



Pin the Tail Game



Pin Drop Game

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## Favorite Party Game Kits



Pin the Tail Game



Pin Drop Game

List posts categorized "games" AND "featured" (Store IDs in an array) (limit display to 6)

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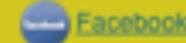
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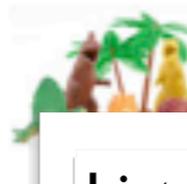
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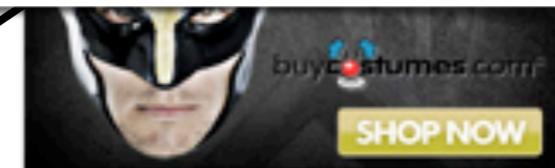
#### Favorite Party Game Kits



Pin the Tail Game



Pin Drop Game



# Kids Parties 1-2-3

Home | Boy Parties | Girl Parties | Baby Parties | Teen Parties

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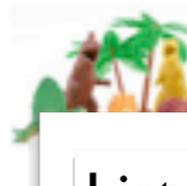
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List posts categorized "games" AND "featured" (Store IDs in an array) (limit display to 6)

List posts categorized "games" AND "top ten" (limit display to 10) (widget)



### Favorite Party Game Kits



Pin the Tail Game



Pin Drop Game

- NORTH AMERICA
- CENTRAL AMERICA
- SOUTH AMERICA
- CARIBBEAN
- EUROPE
- AFRICA
- ASIA
- OCEANIA
- DARREN'S JOURNAL

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**abilityTIPS**  
**Airport restroom assistance please**  
Note that some airports do not have companion/family bathrooms. Security can be helpful in clearing and guarding a bathroom if you require privacy so your assistant or companion can assist you.



North America : USA :

<a href="#">Alaska</a>	<a href="#">California</a>	<a href="#">Colorado</a>	<a href="#">District of Columbia</a>
<a href="#">Florida</a>	<a href="#">Georgia</a>	<a href="#">Hawaii</a>	<a href="#">Illinois</a>
<a href="#">Indiana</a>	<a href="#">Massachusetts</a>	<a href="#">Minnesota</a>	<a href="#">Missouri</a>
<a href="#">Nevada</a>	<a href="#">New Mexico</a>	<a href="#">New York</a>	<a href="#">Ohio</a>
<a href="#">Pennsylvania</a>	<a href="#">Portland</a>	<a href="#">Rhode Island</a>	<a href="#">South Dakota</a>
<a href="#">Texas</a>	<a href="#">Wisconsin</a>		

**✓ LATEST DESTINATION REVIEWS**

**Anchorage, Alaska, USA**

Posted By: [admin](#)

07:19:2010

Anchorage, Alaska is a wonderful place to visit for people who love wildlife and the outdoors. Alaska has relatively good accessibility features, and people of all disabilities can enjoy this wonderful place. Summers are typically mild, and is the best time to visit.

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**Gettysburg, Pennsylvania, United States**

Posted By: [admin](#)

07:06:2010

Located in Southeastern Pennsylvania, not too far from D.C. or Baltimore, Gettysburg is a quaint town with great historical Civil War significance. In 1863 a historic 3 day battle was fought there, costing the lives of over 51,000 soldiers and turning the tide of the war towards the Union Army (North). Today Gettysburg remains a small town with a large national memorial / battlefield park. It is a great stop for any history fan. Accessibility in Gettysburg is relatively good.

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**Milwaukee, Wisconsin, USA**

Posted By: [admin](#)

06:01:2010

Milwaukee is located on the southwestern shoreline of Lake Michigan, and features many accessible activities to enjoy. It's a great stop if you're planning a wheelchair accessible vacation; there are

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**TOP 10 DESTINATIONS**

1. [Nassau, New Providence, Bahamas](#)
2. [Punta Cana, La Altagracia, Dominican Republic](#)
3. [Half Moon Cay, Bahamas](#)
4. [Charlotte Amalie, St. Thomas, USVI](#)
5. [San Juan, Puerto Rico, US Territory](#)
6. [Hamilton, Pembroke, Bermuda](#)
7. [Montreal, Quebec, Canada](#)
8. [Washington, District of Columbia, USA](#)
9. [George Town, Grand Cayman, Cayman Islands](#)
10. [Colon, Colon Province, Panama](#)

**NEWSLETTER ARCHIVE**

July 2009

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**Salt Lake City Coupons**  
 1 ridiculously huge coupon a day. Like doing Salt Lake at 90% off!  
[www.Groupon.com/Salt-Lake-City](#)

**Best 10 Dating Sites 2010**  
 Compare Top 10 Online Dating Sites. Find Dating Sites that Really Work!  
[Top10BestDatingSites.com](#)

Ads by Google

**TOP 10 DESTINATIONS**

- Nassau, New Providence, Bahamas

- Columbia, USA
- George Town, Grand Cayman, Cayman Islands
- Colon, Colon Province, Panama

**NEWSLETTER ARCHIVE**

July 2009

A hierarchy of categories was created so that users could drill down from continent to country (to state) and then to city.

On "category" pages, any subcategories (one level deep) are displayed in a box at the top.

- NORTH AMERICA
- CENTRAL AMERICA
- SOUTH AMERICA
- CARIBBEAN
- EUROPE
- AFRICA
- ASIA
- OCEANIA
- DARREN'S JOURNAL

Click here for FREE registration  
Why register?

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Forgetting a crucial item can ruin a trip!



**STAY ORGANIZED!**  
Download our FREE Checklist Tool

**abilityTIPS**  
Make sure you fit the flight  
Airplanes can have different size cargo

[North America](#) : [USA](#) : [Massachusetts](#) : [Boston](#) : Boston, Massachusetts, USA

## Boston, Massachusetts, USA

Posted By: admin

11:16:2008

**BOSTON : Overview**

### OVERVIEW

Boston, Massachusetts, the commonwealth's capital, is a quaint city, rich with history and European feel. There are many accessible things to do for the physically challenged traveler, including touring historic sites, visiting world-class museums, and taking in a ballgame at famous Fenway Park.

### LANGUAGE

The national language of the United States is English.

### CURRENCY

The official currency of the United States is the US dollar.

### QUICKLINKS

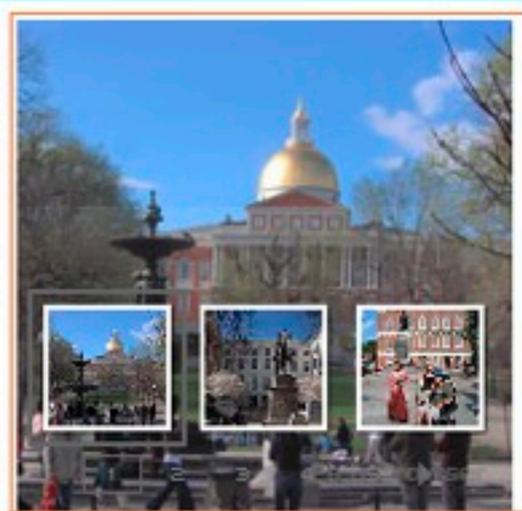
- [LOGISTICS](#): Air – Water – Ground
- [ACCOMMODATIONS](#): Hotels – Resorts
- [ENTERTAINMENT](#): Tours – Activities – Restaurants & Nightlife
- [EMERGENCY SERVICES](#): Hospitals – Medical Equipment
- [ABILITYTIPS](#): Precautions

**BOSTON : Logistics**

### AIR TRANSPORTATION/AIRPORT

[Logan International Airport](#): Boston can be easily accessed by air via Logan International Airport. The airport is equipped to handle the physically challenged traveler. They offer loaner wheelchairs (if needed), in case your wheelchair or walking device is held up in the belly of the plane, and they also have on call individuals to assist with transfers and transport to and from the airplane. For travelers unable to walk on the plane, "aisle chairs" are also available. These chairs are small enough to fit down the aisle of a plane, with the assistance of airport personnel.

Logan International Airport can be quite busy, especially during the peak holiday season, so it is best



**Buy Mobility Vans in UT**  
Quality Handicap Accessible Vans At Great Prices. Utah Dealers!  
[www.MobilitySales.com](http://www.MobilitySales.com)

**Salt Lake City Coupons**  
1 ridiculously huge coupon a day. Like doing Salt Lake at 90% off!  
[www.Groupon.com/Salt-Lake-City](http://www.Groupon.com/Salt-Lake-City)

Ads by Google

- TOP 10 DESTINATIONS**
1. Nassau, New Providence, Bahamas
  2. Punta Cana, La Altagracia, Dominican Republic
  3. Half Moon Cay, Bahamas
  4. Charlotte Amalie, St. Thomas, USVI
  5. San Juan, Puerto Rico, US Territory
  6. Hamilton, Pembroke, Bermuda
  7. Montreal, Quebec

- NORTH AMERICA
- CENTRAL AMERICA
- SOUTH AMERICA
- CARIBBEAN
- EUROPE
- AFRICA
- ASIA
- OCEANIA
- DARREN'S JOURNAL

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Why register?

E-Mail Address  
  
 Password  
  
 Login

Forgot your password?

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North America : USA : Massachusetts : Boston : Boston, Massachusetts, USA

## Boston, Massachusetts, USA

Posted By: admin

11:16:2008

**BOSTON : Overview**

### OVERVIEW

Boston, Massachusetts feel. There are many historic sites, visit

### LANGUAGE

The national language

### CURRENCY

The official currency

### QUICKLINKS

- LOGISTICS: Air
- ACCOMMODATIONS: Hotels - Resorts
- ENTERTAINMENT: Tours - Activities - Restaurants & Nightlife
- EMERGENCY SERVICES: Hospitals - Medical Equipment
- ABILITYTIPS: Precautions

**BOSTON : Logistics**

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Logan International Airport can be quite busy, especially during the peak holiday season, so it is best



For each post - only the "lowest" category is applied (ie. only the city category) so that the hierarchy could easily be displayed as "cookie crumb navigation".

```
<?php
echo get_category_parents($current_cat, TRUE, ' : ');
the_title();
?>
```

**Vans in UT**  
 Municipal Accessible  
 at Prices. Utah  
 .com  
**ty Coupons**  
 huge coupon a  
 ng Salt Lake at

www.Groupon.com/Salt-Lake-City  
 < >  
 Ads by Google

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  3. Half Moon Cay, Bahamas
  4. Charlotte Amalie, St. Thomas, USVI
  5. San Juan, Puerto Rico, US Territory
  6. Hamilton, Pembroke, Bermuda
  7. Montreal, Quebec

# Code Snippet: Using Custom Taxonomies

(Add this to functions.php file) - (Example for Lawyer website)

```
add_action( 'init', 'my_custom_taxonomies', 0 );

function my_custom_taxonomies() {
    $labels = array(
        'name' => 'Case Categories',
        'singular_name' => 'Case Category',
        'search_items' => 'Search Case Categories',
        'all_items' => 'All Case Categories',
        'parent_item' => 'Parent Case Category',
        'parent_item_colon' => 'Parent Case Category:',
        'edit_item' => 'Edit Case Category',
        'update_item' => 'Update Case Category',
        'add_new_item' => 'Add New Case Category',
        'new_item_name' => 'New Case Category'
    );

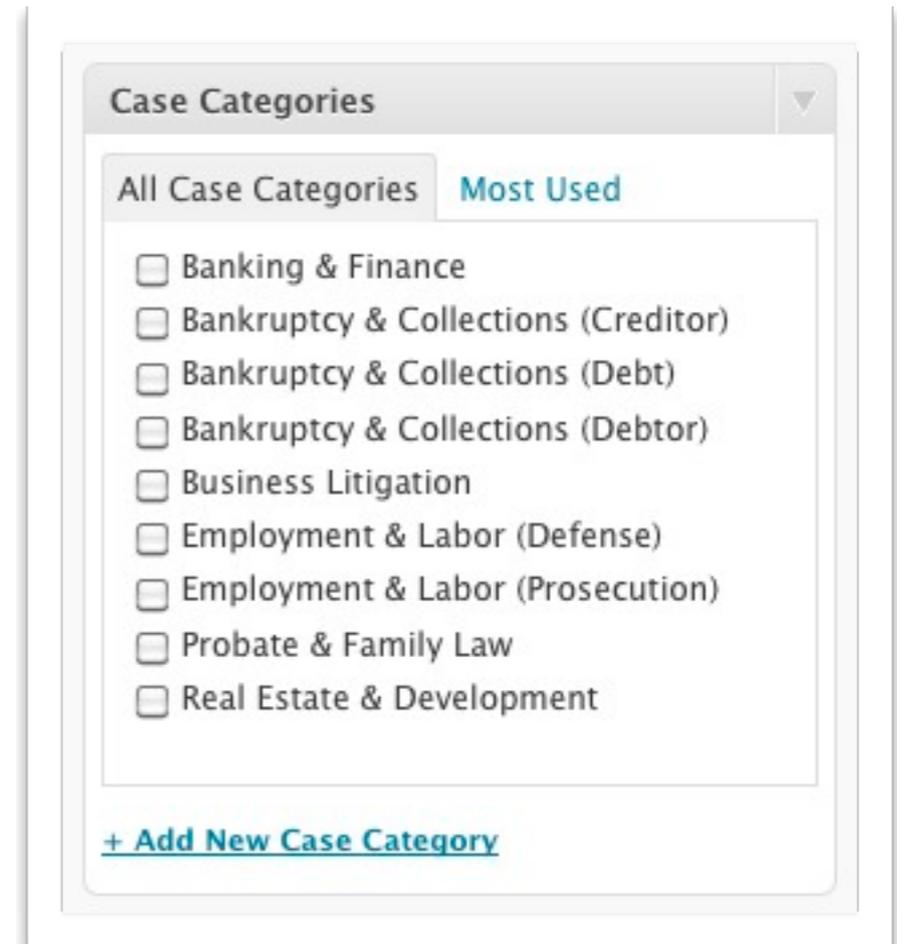
    register_taxonomy('case',array( 'post' ), array(
        'hierarchical' => true,
        'labels' => $labels,
        'show_ui' => true,
        'query_var' => true,
        'rewrite' => array( 'slug' => 'case' ),
    ));
}
```

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(Add this to functions.php file) - (Example for Lawyer website)

```
add_action( 'init', 'my_custom_taxonomies', 0 );
```

```
function my_custom_taxonomies() {  
    $labels = array(  
        'name' => 'Case Categories',  
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        'search_items' => 'Search Case Categories',  
        'all_items' => 'All Case Categories',  
        'parent_item' => 'Parent Case Category',  
        'parent_item_colon' => 'Parent Case Category:',  
        'edit_item' => 'Edit Case Category',  
        'update_item' => 'Update Case Category',  
        'add_new_item' => 'Add New Case Category',  
        'new_item_name' => 'New Case Category'  
    );  
  
    register_taxonomy('case',array( 'post' ), array(  
        'hierarchical' => true,  
        'labels' => $labels,  
        'show_ui' => true,  
        'query_var' => true,  
        'rewrite' => array( 'slug' => 'case' ),  
    ));  
}
```



# Code Snippet: Using Custom Taxonomies

(Added this to custom page template) - (Example for Lawyer website)

```
<ul>
  <?php
  $terms = get_terms('case');
  foreach ($terms as $term) {
    echo "<li><strong>".$term->name."</strong> - <em>".$term->description."</em>";
    $postlist = new WP_query();
    $queryarray = array(
      'case'=>$term->slug,
      'orderby'=> 'title',
      'posts_per_page' => '-1',
      'order'=>'ASC');
    $postlist->query($queryarray);
    echo "<ul>";
    while ( $postlist->have_posts() ) :
      $postlist->the_post(); ?>
      <li><a href="<?php the_permalink(); ?>"><?php the_title(); ?></a></li>
    <?php endwhile;
    echo "</ul></li>";
  } ?>
</ul>
```

# Code Snippet: Using Custom Taxonomies

(Added this to custom page template) - (Example for Lawyer website)

```
<ul>
  <?php
  $terms = get_terms('case');
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      'order'=>'ASC');
    $postlist->query($queryarray);
    echo "<ul>";
    while ( $postlist->have_posts()
      $postlist->the_post(); ?>
      <li><a href="<?php the_permalink
  <?php endwhile;
  echo "</ul></li>";
} ?>
</ul>
```

## Cases

- **Banking & Finance - Lender Representation**
  - Refinance of the Boston Museum of Science
  - Financing of Massachusetts Information Technology Center
  - Refinance of LeMeridien Hotel
  - Refinance of Boston Edison's Mystic River Scrubber Facility
  - U.S. Small Business Administration Loans
- **Bankruptcy & Collections (Creditor) - Creditor Representation**
  - Motion for Relief from Automatic Stay or Adequate Protection
  - Recovery of Fraudulent/Preferential Transfers
  - Recovery of Fraudulent/Preferential Transfers
  - Recovery of Fraudulent/Preferential Transfers
  - Adequacy of Disclosure Statement
  - Opposition to Discharge
  - Revocation of Discharge
- **Bankruptcy & Collections (Debt) - Debt Collection**
  - Recovery of Worker's Compensation Claims
  - Discovery of Debtor's Hidden Assets
  - Fraudulent Mortgage
  - Lender Liability
  - Wrongful Foreclosure

# CUSTOM POST TYPE AND CUSTOM TAXONOMY PLUGINS

- CMS Press:

<http://wordpress.org/extend/plugins/cms-press/>

- Custom Post Type UI:

<http://wordpress.org/extend/plugins/custom-post-type-ui/>

- Simple Custom Post Type Archives:

<http://wordpress.org/extend/plugins/simple-custom-post-type-archives/>

# WHAT ARE SHORTCODES?

- Shortcodes are macros to display content from within a page or post.
- They can use attributes.
- They can have embedded content.

## Cowboy Birthday Party

*Giddy-Up, it's time to plan a Wild West cowboy party!*



Round up the kids and saddle up your horses for a wild west cowboy party that's sure to be the best birthday ever.

Kids will throw horseshoes, feed the ponies, ride a race and much more. With some imagination and this easy 1,2,3 party guide the party possibilities are endless!

- [1 Invitations and Decorations](#)
- [2 Party Games and Activities](#)
- [3 Party Food and Favors](#)

### 1 Invitations and Decorations for a Cowboy Birthday Party

It's easy to give your party that old west feeling if you have the right party items to set the stage. We've provided plenty of inspirational ideas to choose from.

- Wrap invitations around a bottle of Sarsaparilla or root beer and deliver them by hand.
- Make invitations that resemble a WANTED poster.
- Design a wild west display at the party entrance welcoming the cowpokes to a fun party with a bale of hay, cowboy hat and a coil of rancher's rope.
- Decorate your front door with butcher paper and draw or paint a wood barn door.
- Bales of hay are great to use for decor, photo props, a cowboy obstacle course and even a great place for cowboys to rest their weary bones.
- Your computer will be useful to create personalized wanted posters for each child, don't forget the outlaw names such as "Terrifying Tom", "Claim Jumpin' Joe"
- Cover the party and craft tables with red and white checked table clothes. Make your own centerpiece by tying a bouquet of balloons to a horseshoe and scatter peanuts (in shell) all around the table top and place a plastic boot cup at each place setting.
- If you are including balloons and streamers the colors scheme varies; red and blue, brown and gold or red and black.
- Western party decorations to include...burlap, denim, saddles, bridles, horseshoes, bandannas, cowboy hats, boots, non-breakable horse figurines, horse stuffed animals, posters, enamel ware and kid-safe camping lanterns.
- Are you an ambitious party host? Try transforming the party space into a western play town

Follow me on...



### Top Ten Boy Parties

- [1 Superhero Party](#)
- [2 Construction Party](#)
- [3 Dinosaur Party](#)
- [4 Cowboy Birthday Party](#)
- [5 Jungle Animal Party](#)
- [6 Pirate Birthday Party](#)
- [7 Firefighter Birthday Party](#)

**BIRTHDAY EXPRESS**

**KIDS' BIRTHDAY PARTY SUPPLIES**

Over 150 themes!

**SHOP NOW**

### Favorite Party Supplies For Boys



Shortcode to display each number - custom text next to number - and link to section

```
[numberline num="1" text="Invitations and Decorations" link="1"]
```



Round up the kids and saddle up your horses for a wild west cowboy party that's sure to be the best birthday ever.

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search

[Holiday Parties](#) | [Recipes](#) | [Games](#) | [Crafts](#) | [Store](#)

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- Decorate your front door with butcher paper and draw or paint a wood barn door.

Shortcode to display each number - custom text next to number - and anchor

```
[numberline num="1" text="Invitations and Decorations for a Cowboy Birthday Party" anchor="1"]
```

and gold or red and black.

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- 7 [Firefighter Birthday Party](#)



Favorite Party Supplies For Boys



# Code Snippet: Simple shortcode - adds linebreaks

```
function breakall() {  
    return '<br clear="all" />';  
}  
add_shortcode('br', 'breakall');
```

Add [br] to posts to add a line break.

# Code Snippet: Add Custom HTML Block to post/page

Code added to functions.php or as a plugin

```
function scriptysAddHTML_func($atts) {  
    global $post;  
    $id = $atts['id'];  
    if (empty($id)) return;  
    return get_post_meta($post->ID, $id, true);  
}  
add_shortcode('myhtml', 'scriptysAddHTML_func');
```

## Custom Fields

Add New Custom Field:

Name	Value
<input type="text" value="MyHTMLBlock"/>	<pre>&lt;iframe width="425" height="350" frameborder="0" scrolling="no" marginheight="0" marginwidth="0" src="http://maps.google.com/maps?f=q&amp; amp:source=s q&amp;amp;hl=en&amp;amp:geocode=&amp;</pre>

[Cancel](#)

Custom fields can be used to add extra metadata to a post that you can [use in your theme](#).

Custom Fields

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<input type="text" value="MyHTMLBlock"/>	<pre>&lt;iframe width="425" height="350" frameborder="0" scrolling="no" marginheight="0" marginwidth="0" src="http://maps.google.com/maps?f=q&amp; amp:source=s q&amp;amp;hl=en&amp;amp;geocode=&amp;</pre>

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Add a custom field - give it a unique key name.

In the value field - paste in a block of HTML or javascript

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Name	Value
MyHTMLBlock	<iframe width="425" height="350" frameborder="0" scrolling="no" marginheight="0" marginwidth="0" src="http://maps.google.com/maps?f=q& amp:source=s q& amp:hl=en& amp:geocode=&

Cancel

Add Custom Field

Custom fields can be used to add extra metadata to a post that you can [use in your theme](#).

Add a custom field - give it a unique key name.

In the value field - paste in a block of HTML or javascript

[myhtml id="CustomFieldNameHere"]

 *Edit Post*

## Map to Red Butte Garden

Permalink: <http://www.scriptygoddess.com/archives/2010/08/06/m>

Upload/Insert    

**B** *I* ABC           

Here is a map to the Red Butte Garden:

[myhtml id="MyHTMLBlock"]

# SHORTCODE INFO ONLINE

- See tutorials online:
  - <http://www.smashingmagazine.com/2009/02/02/mastering-wordpress-shortcodes/>
  - <http://www.catswhocode.com/blog/10-incredibly-cool-wordpress-shortcodes>
  - WordPress codex of course:  
[http://codex.wordpress.org/Shortcode\\_API](http://codex.wordpress.org/Shortcode_API)

# WIDGETS & “SIDEBARS”

- The term “sidebar” is a misnomer. It can be used anywhere.
- Pro: It is an easy way to include content anywhere (especially if it needs to be reused).
- Con: It is missing the WYSIWYG interface (therefore, best for predetermined content, or content managers that know a little html).

## Kids' Party Games

Your party will be a hit with these exciting party games, indoor activities and outdoor fun.



You've sent the party invitations, prepared decorations, planned a perfect kid's menu and birthday cake. But how can you ensure your party is a hit? The answer my friend, is simple...keep kids entertained with plenty of party games and fun activities.

Our ever growing party game pages are packed with traditional party game instructions, relay races, indoor activities and outdoor fun. You'll also find games within each 1,2,3 party theme. And remember...plan ahead, be creative, flexible and most importantly always have a contingency plan.

### Rocket Ring Toss Game



This fun competitive party game is simple and inexpensive to make and kids think it's a blast...

[Read more »](#)

### Relay Race Party Game



Transform a simple relay race into a fun, silly or challenging party game for kids of all ages...

[Read more »](#)

### The Farmer in the Dell Game



"The Farmer in the Dell" is a traditional singing game for kids to play at a party. This party game requires...

[Read more »](#)

### Dino Bowling



Play a game of dinosaur bowling to entertain your party guests. You'll like it because it's inexpensive and easy to make...

[Read more »](#)

### Hidden Treasure Stones



Go on a hunt to find these homemade treasure-filled stones. Kids enjoy breaking them open to reveal the treasure inside...

[Read more »](#)

### Pass the Parcel



Pass the parcel is a traditional British party game that is enjoyed by kids, teens and adults typically at a birthday party...

[Read more »](#)

### Follow me on...



## Top Ten Games

- 1 [Rocket Ring Toss Game](#)
- 2 [Pin The Tail On The Donkey](#)
- 3 [Dress Up Relay Race](#)
- 4 [Relay Race Party Game](#)
- 5 [Something's Fishy Guessing Game](#)
- 6 [Clothespin Drop Game](#)
- 7 [Dino Bowling](#)
- 8 [Hidden Treasure Stones](#)
- 9 [Dance Floor Scavenger Hunt](#)
- 10 [Pass the Parcel](#)

Throw a perfect party for

under  
\$100!

order now!



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- 7 [Dino Bowling](#)
- 8 [Hidden Treasure Stones](#)
- 9 [Dance Floor Scavenger Hunt](#)
- 10 [Pass the Parcel](#)

Custom widget set up with a dropdown of categories to indicate which posts to show.

Widget will show (max of 10) posts categorized with the category called "top ten" and also the category indicated in the drop down from the widget.



Stones. Kids enjoy breaking them open to reveal the treasure inside...  
[Read more »](#)



That is enjoyed by kids, teens and adults typically at a birthday party...  
[Read more »](#)



Default Sidebar

Top Ten Widget

Title:

Top Ten Parties List

Category

Top Ten Featured Parties

Delete | Close

Save

Text

Popshops Widget

Boy Parties Sidebar

Top Ten Widget

Title:

Top Ten Boy Parties

Category

Boys Parties

Delete | Close

Save

Text

Popshops Widget

# Code Snippet: Adding Sidebars

```
if ( function_exists('register_sidebars') ) {  
  
    register_sidebar(  
        array('name'=>'Default Sidebar',  
            'before_title'=>'<h2>',  
            'after_title'=>'</h2>'));  
  
    register_sidebar(  
        array('name'=>'Boy Parties Sidebar',  
            'before_title'=>'<h2>',  
            'after_title'=>'</h2>'));  
  
    /* Do the above for all the sidebars you want to add... */  
  
}
```

Can specify more details/defaults for each sidebar...

ie. html before/after widget, naming convention for id attribute

See codex:

[http://codex.wordpress.org/Function\\_Reference/register\\_sidebar](http://codex.wordpress.org/Function_Reference/register_sidebar)

# Code Snippet:

## Getting the right sidebar to show up on the right page

### Goes in sidebar.php

```
if ( (is_single() && in_category('3')) || is_page('11') ) {  
    $stopdynamicsidebar = "Boy Parties Sidebar";  
} else if ( (is_single() && in_category('4')) || is_page('13') ) {  
    $stopdynamicsidebar = "Girl Parties Sidebar";  
} else {  
    $stopdynamicsidebar = "Default Sidebar";  
}
```

```
if ( !function_exists('dynamic_sidebar') || !dynamic_sidebar($stopdynamicsidebar) ) :  
endif;
```

# CUSTOM WIDGETS

- See more information online:
  - <http://justintadlock.com/archives/2009/05/26/the-complete-guide-to-creating-widgets-in-wordpress-28>

# CUSTOM TEMPLATES

- Pull in multiple content types into one page.
- Pull in multiple pages into one page.
- Create custom templates for each category of posts.
- Create custom sidebars, headers, footer, etc.



Hello!  
You must be looking for  
**creative, experienced insurance marketing people.**

Yes, our marketing organization needs help recruiting more agents and enhancing our sales tools.

[get more agents](#) ▶

Yes, I heard you have a cool program to help every agent be more like my best agent.

[empower agents](#) ▶

Yes, people tell me you run the best agent training programs in the industry.

[train your agents](#) ▶

Yes, our insurance company needs some fresh insights.

[get fresh insights](#) ▶

▶ No, I'm just surfing the net, wasting time.



#### About Insurance Insight Group

You need creative, experienced insurance marketing people to help you grow. We are experts in the life and annuity marketplace. Insurance Insight Group can help you improve your recruiting, training, sales, and marketing strategies. Plus, you know you're special and you want to stand out from the crowd - contact us for a customized solution.

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get fresh  
insights

#### In the News & Creating a Buzz



NAFA and IIG Join Forces on Annuity Education

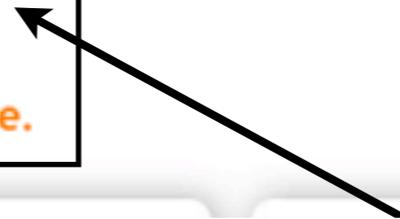
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Grow Your Marketing Organization  
Maximize Results for Insurance Carriers  
Wealth & Income Planner Program  
Enter, Build, Optimize, Strengthen  
Experience & Expertise



Hello!  
You must be looking for  
**creative, experienced insurance marketing people.**



main content area of page

Yes, our marketing organization needs help recruiting more agents and enhancing our sales tools.

[get more agents](#)

Yes, I heard you have a cool program to help every agent be more like my best agent.

[empower agents](#)

Yes, people you run agent training programs in the industry.

[train your agents](#)

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Yes, our insurance company needs some fresh insights.

**get fresh insights** ▶

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#### Education

- ▶ View all
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Enter, Build, Optimize, Strengthen  
Experience & Expertise

content comes from custom fields



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content comes from other pages in site

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#### About Insurance Insight Group

You need creative, experienced insurance

Title of most recent news post

know you're special and you want to stand out from the crowd - contact us for a customized solution.

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#### In the News & Creating a Buzz



NAFA and IIG Join Forces on Annuity Education

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# USING ATTACHMENTS

- Attachments are files that are uploaded to a post/page.
- Examples:
  - They can be used for an image rotator.
  - They can be automatically listed in the sidebar.

# social media conference

July 7-9, 2011 • The Canyons Resort • Park City, Utah



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"I went into the conference thinking about my evolution and walked out affirmed and inspired."

-[Lorraine Robertson](#)

"The goal of our trip was merely to connect and engage with parents. And we exceeded every hope of our goal."

-[Scandinavian Child](#)

"I don't have the proper words to describe how amazing evo was. I knew the conference would be fun, but I had no idea it would be life changing. I learned so much from the speakers, attendees, and really enjoyed being in such a peaceful setting. I had a wonderful time from start to finish."

-[Maria Lichty](#)



[Edit this entry.](#)

## EARLY BIRD PRICING

# \$199

## evo'11 TICKETS

UNTIL SEPT. 30, 2010

REGISTER TODAY!

Presented by:



### Sponsors

Evo'11 offers terrific sponsorship opportunities for companies and organizations. [Click here for more information.](#)

### Subscribe to Newsletter

Email



Slides are “attached” (uploaded) to page.

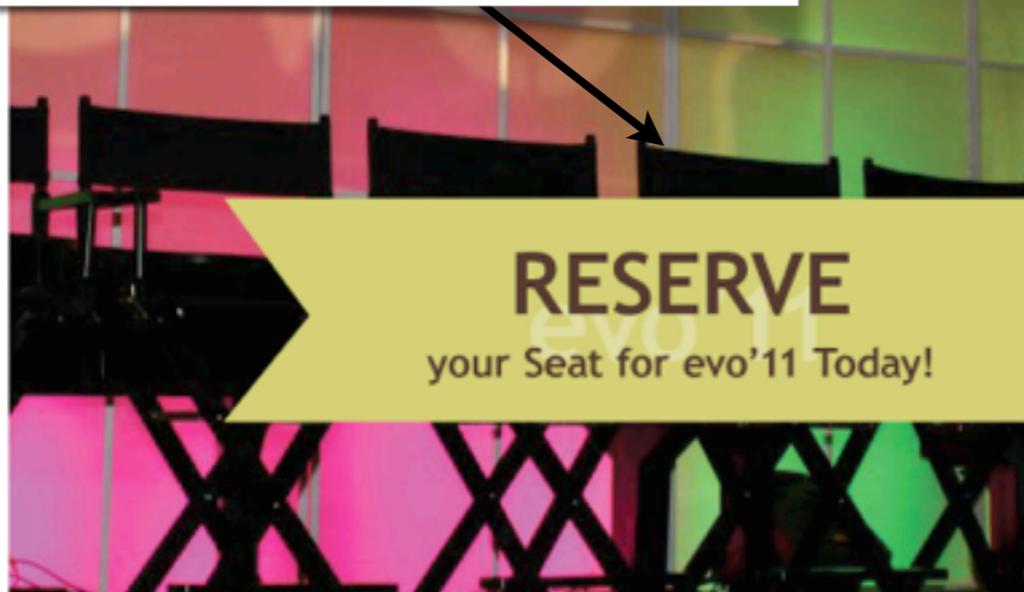
Custom page template gets list of attached images, ordered by “sort” numbering and put into javascript image rotator. Some slides/images are clickable.

parents. And we exceeded every hope of our goal.”

*-Scandinavian Child*

“I don't have the proper words to describe how amazing evo was. I knew the conference would be fun, but I had no idea it would be life changing. I learned so much from the speakers, attendees, and really enjoyed being in such a peaceful setting. I had a wonderful time from start to finish.”

*-Maria Lichty*



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EARLY BIRD PRICING

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evo'11 TICKETS  
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Add an Image

From Computer From URL **Gallery (12)** Media Library

All Tabs: Show Sort Order: Ascending | Descending | Clear

Media	Order	Actions
 1experience	1	Show
 2connectw	2	Show
3engage	3	Hide

Sort is used to order the slides



File name: 3engage.png  
File type: image/png  
Upload date: July 30, 2010  
Dimensions: 475 x 430

Edit Image

Title \* 3engage

Alternate Text

Alt text for the image, e.g. "The Mona Lisa"

Caption http://evoconference.com/check-out-our-speakers/

Description

Link URL

None File URL Post URL

Enter a link URL or click above for presets.

Alignment  None  Left  Center  Right

Size  Thumbnail (150 x 150)  Medium (300 x 271)  Large  Full Size (475 x 430)

Insert into Post Delete

If slide should be clickable, URL to link to slide is entered in caption field.

# Code Snippet: Pull in Attached Images

```
if (have_posts()) : while (have_posts()) : the_post();
$images = get_children(array(
'post_type' => 'attachment',
'post_status' => null,
'post_parent' => $post->ID,
'post_mime_type' => 'image',
'order' => 'ASC',
'orderby' => 'menu_order ID'));

if ($images) {
    foreach($images as $image) {
        $attachment=wp_get_attachment_image_src($image->ID, 'full');

        if ($image->post_excerpt != "") { ?>
            <a href="<?= $image->post_excerpt; ?>">
<?php } ?>

             />

            <?php if ($image->post_excerpt != "") { ?></a><?php } ?>

        <?php } // end for each ?>
    <?php } // end if images ?>
}
```

## Javascript Image Rotator

<http://www.dynamicdrive.com/dynamicindex17/featuredcontentglider.htm>

<http://www.dynamicdrive.com/dynamicindex17/featuredcontentslider.htm>



SAFETY TUBS®

INDEPENDENCE. SAFETY. COMFORT. CONVENIENCE.

#### For The Media

December 2nd, 2009

### New Walk-in Bathtub Has Lower-Threshold Door; Deeper Soaking Dimensions

Newest Safety Tubs® model fits into existing tub spaces, provides safe personal bathing for people of all ages

Dallas, TX — Safety Tubs has just raised the bar by lowering the threshold for its walk-in tubs, making it even easier for people with limited mobility to retain the pleasures of private bathing.

Now just three inches from the ground, about the same height as shower bases, the large 21-inch wide contoured door system on the new 52-inch bathtub opens and closes without interference when sitting comfortably on a 17-inch chair height seat.

"The door is the single most critical aspect of a walk-in bathtub," said Rob Buete, chief executive officer of Safety Tubs, LLC. "We've created a patented watertight system that requires no special care or maintenance and is guaranteed for life. Walk in, close the door and relax in the luxurious bathing environment."

Not unlike the experience of a Japanese soaking tub, the newest walk-in tub from Safety Tubs combines deep, over-the-shoulder soaking with a compact length and chair-height integral seat. Also available are some of today's most desirable home spa amenities, including whirlpool and bubble jets, chromatherapy, aromatherapy, in-line heaters and self-cleaning technologies.

Made of durable gel-coat fiberglass, options on the new model include the Safety Tubs patent-pending Minute Drain™ that drains the 60-gallon tub up to eight times faster than typical drains. Take a virtual test drive of the Minute Drain and other features at [www.safetytubs.com/interactivetub](http://www.safetytubs.com/interactivetub).

The built-in safety bar and slip-resistant tub floor comes standard on all Safety Tubs. The compact size of the new

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#### Image Gallery



- [+ View Large Image](#)
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- [+ View High Resolution Image](#)

#### American Standard Acquisition:

Tracy Benson Kirker  
Managing Partner  
On the Same Page  
(914) 522-6575  
[tracy@on-the-same-page.com](mailto:tracy@on-the-same-page.com)

#### Product Information:

Cleigh Pascoe  
Safety Tubs  
(682) 558-5588  
[cleighp@safetytubs.com](mailto:cleighp@safetytubs.com)

#### Feeds:

-  [Pressroom Recent Articles](#)

#### Recent Articles:

- July 22nd, 2010  
[AMERICAN STANDARD BRANDS ACQUIRES SAFETY TUBS](#)
- July 20th, 2010  
[Safety Tubs® To Launch FreeStyle Online Magazine](#)
- April 28th, 2010  
[Newest Safety Tubs® Products Debut in Chicago At The 2010](#)

Pull in each file type and show appropriate icon in front of a link to attachment.

Pull in image attachments. Use thumbnails for image/icon, and link to large and full size files.

# Code Snippet: Pull in special attachment types

```
<?php
$worddocs = get_children(array(
    'post_type' => 'attachment',
    'post_status' => null,
    'post_parent' => $thepostid,
    'post_mime_type' => 'application/msword' ));

$textdocs = get_children(array(
    'post_type' => 'attachment',
    'post_status' => null,
    'post_parent' => $thepostid,
    'post_mime_type' => 'text/plain' ));

$pdfdocs = get_children(array(
    'post_type' => 'attachment',
    'post_status' => null,
    'post_parent' => $thepostid,
    'post_mime_type' => 'application/pdf' ));

/* behind the scenes - IN the "WordPress Loop" $thepostid is set with
$post->ID to be sure the ID is available outside the loop.
$thepostid = $post->ID;
*/
```

# Code Snippet: Display Links to the Files

```
/* $worddocs, $textdocs, $pdfdocs are arrays that hold attachment info */

if (($worddocs || $textdocs || $pdfdocs) && $thepostId) {
    if ($worddocs) {
        foreach($worddocs as $worddoc) {
            echo '<p class="worddoclink"><a href="' . $worddoc->guid . '">Word Format</a></p>';
        }
    }
    if ($textdocs) {
        foreach($textdocs as $textdoc) {
            echo '<p class="textdoclink"><a href="' . $textdoc->guid . '">Text Format</a></p>';
        }
    }
    if ($pdfdocs) {
        foreach($pdfdocs as $pdfdoc) {
            echo '<p class="pdfdoclink"><a href="' . $pdfdoc->guid . '">PDF Format</a></p>';
        }
    }
} ?>
```

# Code Snippet: Display Thumbnail and Image links

```
$images = get_children(array(
    'post_type' => 'attachment',
    'post_status' => null,
    'post_parent' => $thepostId,
    'post_mime_type' => 'image/jpeg' ));

if ($images) {

    foreach($images as $image) { // Loop through attached images...

        // display thumbnail...
        $attachment=wp_get_attachment_image_src($image->ID, 'thumbnail'); ?>
        

        // display large image...
        <?php $attachment=wp_get_attachment_image_src($image->ID, 'large'); ?>
        <a href="<?=$attachment[0];?>">View Large Image</a>

        // display full size (high res) image...
        <?php $attachment=wp_get_attachment_image_src($image->ID, 'full'); ?>
        <a href="<?=$attachment[0];?>">View High Res Image</a>

    <?php }
} ?>
```

# Available info in foreach loop with `get_children()`

```
$images = get_children(... etc...)
```

```
foreach($images as $image) {... etc... }
```

- **ID** (attachment's ID)
- `post_author`
- `post_date` (*date attachment was uploaded*)
- `post_date_gmt`
- **post\_content** (attachment's description)
- **post\_title** (attachment's title)
- **post\_excerpt** (attachment's caption)
- `post_status`
- `comment_status`
- `ping_status`
- `post_password`
- **post\_name** (attachment's filename without the extension)
- `to_ping`
- `pinged`
- `post_modified`
- `post_modified_gmt`
- `post_content_filtered`
- **post\_parent** (The ID of the post the attachment is associated with)
- **guid** (Full URL to attachment)
- **menu\_order** (Gallery sort order)
- **post\_type** (For attachments, this will be "attachment")
- **post\_mime\_type** (This is where you can specifically look for the mime type. Images will be `image/jpeg` `image/gif` `image/png` etc.)
- `comment_count`

# ATTACHMENTS: ONLINE INFO

- See more information online:
  - [http://codex.wordpress.org/Function\\_Reference/get\\_children](http://codex.wordpress.org/Function_Reference/get_children)
  - [http://codex.wordpress.org/Function\\_Reference/wp\\_get\\_attachment\\_image\\_src](http://codex.wordpress.org/Function_Reference/wp_get_attachment_image_src)
  - <http://www.scriptygoddess.com/archives/2009/08/28/playing-with-post-attachments/>

# CUSTOM OPTIONS PAGE

- See more information online:
  - <http://www.1stwebdesigner.com/wordpress/how-to-create-an-options-page-for-your-wordpress-theme/>

# USEFUL PLUGINS

## (JUST A FEW)

- PageMash (still useful)
- Platinum SEO Pack
- CForms II  
<http://www.deliciousdays.com/cforms-plugin/>
- Secondary HTML Content
- CMS Press
- Breadcrumb NavXT

# FINAL WORDS

- **Document customizations as you make them!!**
- Use a **dashboard widget** or **help menu** to document customizations your content manager needs to reference.
  - <http://www.catswhocode.com/blog/10-wordpress-dashboard-hacks>
  - <http://www.wpbeginner.com/wp-themes/how-to-add-custom-dashboard-widgets-in-wordpress/>
  - [http://codex.wordpress.org/Adding\\_Contextual\\_Help\\_to\\_Administration\\_Menus](http://codex.wordpress.org/Adding_Contextual_Help_to_Administration_Menus)

# CLOSING SUMMARY

- WordPress has powerful, flexible features that lend themselves to using it as a CMS.
- Think outside of the box when using features.

# Q&A

CONTACT INFO ALSO ONLINE:  
[HTTP://STUARTWEB.NET](http://stuartweb.net)