

Mr. Becker

At the request of Royce Schaneman, the Nebraska Wheat Board's executive director, I am forwarding to you a request from NWB for a waiver of compliance for an NITC Standard regarding websites. Responses to the waiver request questions are listed below in red. If you have any questions, or would need anything further from NWB in order to place this request under consideration, please feel free to contact our office. Thank you.

- Agency name
The Nebraska Wheat Development, Utilization and Marketing Board, commonly referred to as the Nebraska Wheat Board or NWB
- Name, title, and contact information for the agency contact person regarding the request
Royce Schaneman, Executive Director
(402) 471-2358
royce.schaneman@nebraska.gov
- Title of the NITC Standards and Guidelines document at issue
NITC 7-104: Web Domain Name Standard
- Description of the problem or issue
 1. Regarding section 1.4: NWB shares a website with the Nebraska Wheat Growers Association (NWGA), a non-profit, membership based organization as the two organizations share similar missions of promoting the wheat industry and aiding wheat farmers. In addition, sharing the site aids NWGA with a limited budget, to maintain a digital presence. The two organizations have always shared a website. NWGA originally purchased the domain name, while NWB renewed the rights when the original purchase term was up. Should the domain switch to Nebraska.gov, NWGA would not be able to place the new site on any promotional materials, as it is not a government entity. It's options would be to not advertise a website (not a good option in a digital age) or to create its own separate website (A difficult option for a limited-budget organization, which would also result in increased confusion as the association's stakeholders are used to the shared site format. In addition multiple materials or information like crop reports and educational materials provided on the website are targeted to the audiences for both NWGA and NWB). A third option, that would be preferred is detailed in the corresponding request below.
 2. Regarding section 1.4 and 1.5: The December 31, 2014 deadline falls in the middle of the fiscal year. A limited budget has been set aside for promotional materials. All promotional and educational materials currently in the office have the website listed as www.nebraskawheat.com. NWB does not have the budget to redo all these materials within this fiscal year. Knowing the change will be needed, NWB could create room in the budget for FY 15-16.
 3. Regarding section 1.5: NWB works with a contracted, private vendor to develop and update parts of the website content, including managing the various domains currently owned by NWB and NWGA. NWB requires time to allow them to adopt changes, and account for any other domains that are owned.
- Description of the agency's preferred solution, including a listing of the specific requirement(s) for which a waiver is requested
 1. The site maintained by both NWB and NWGA to this time has been www.nebraskawheat.com. For the purposes of promoting *on NWGA materials only* (NWB would use the Nebraska.gov) we would like to maintain use of the domain

- nebraskawheat.com, in the format of routing those who would type in into their browsers to the Nebraska.gov version, where the content would be hosted.
2. Waiver to extend compliance deadline for NWB to January 1, 2016. NWB would purchase/secure the Nebraska.gov domain by December 31, 2014, but would like to extend the deadline to publicly promote until January 1, 2016. This would give NWB the time to budget for updated promotional and educational materials 15-16, as well as develop the new materials, order them, and have the materials produced and shipped to the office for distribution.
 3. NWB would secure rights to the required .gov domains, e.g. nebraskawheat.ne.gov and/or nebraskawheat.nebraska.gov by the December 31, 2014 deadline. However, to ensure everything rolls over correctly, and to prevent confusion of having them release the new site domain when it matches none of the marketing materials, NWB requests a waiver of compliance on full utilization of the domain name until January 1, 2016.
- Any additional information and justification showing good cause for the requested waiver
NWB is a non-code state agency. We operate solely with checkoff dollars and R&D fees. This means we are held accountable by the farmers who pay the checkoff. It would be extremely difficult to justify to them, the throwing away of promotional materials in stock (and thus funds already spent) simply because the materials carry the www.nebraskawheat.com website. Extending the compliance deadline through January 1, 2016 would allow NWB to make use of the materials on hand, rather than wasting them.

Also, NWB and NWGA have put out significant quantities of both promotional materials and items, and educational materials over the last several years. All materials passed out contain the www.nebraskawheat.com. Allowing the use of the old site, only as a router to the new domain, would ensure the stakeholders who have those materials, are still able to access our website and the desired content.

Caroline Brauer

Ag Promotion Coordinator - Nebraska Wheat Board