

# Web site one-stop shop for local people and places

By [ABIGAIL DUDLEY](#)

Each year Upper Arlington residents and business owners come together on the Fourth of July at the annual parade, backyard barbeques and other evening activities.

This year an additional Upper Arlington union was made -- on the Internet.

This year's holiday marked the launch of [uasupersite.com](#), an online directory linking just about anything that has an affiliation with UA.

The web site is the creation of residents and UAHS graduates Ellen Clark and Margherita Finelli who felt that one Web site connection to the community would save residents the hassle of searching the Web and leafing through the yellow pages.

"It just occurred to me that everything is so disconnected," Finelli said, "And I thought, wouldn't it be great if UA was more connected online."

According to Finelli, the site will include Upper Arlington business sites, community links and extras such as local media sites.

The site will change daily and include updates on events and cancelations. Clark and Finelli agree that they want it to be very user friendly and hope that people will designate it as their homepage.

"We want to make this really easy for everyone," Finelli said.

When she thought of the [uasupersite](#) idea, Finelli, who is a television producer, was reconnected with Clark.

They had met several years ago when Clark was appointed to design a Web site for the Upper Arlington Alumni Association, [bearalums.com](#).

Clark, a former teacher at Barrington Elementary, has designed several Web sites for local businesses since gaining an interest in design or "art without the mess" in the 1990s.

"She's just so creative when it comes to Web design," Finelli said.

The ladies deemed that the site would be a helpful tool for the promotion of businesses in Upper Arlington.

Finelli said that her and Clark are working with the Upper Arlington Chamber of Commerce to support its "Live in UA, Shop in UA" campaign.

The current advertising rates for businesses range from \$250 to \$600 per year.

The site will offer a special promotions billboard for two weeks prior to an event for \$100 per week and non-profit organizations will receive a basic listing for free.

A fundamental goal of the site is to serve as a community billboard providing detailed information about events and how they are run.

"We're hoping to straighten people out as to who does what events, so people don't have to field nonsensical calls," Clark said.

It will also be a valuable tool for people looking to move to UA or former residents who want to stay abreast of current events within the community, she said.

"I think the timing's great," Clark said. "People are busier than ever and always looking for a way to be more efficient. We're doing it for them."