

Issue 1

February, 2004

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News Categories this Issue:

Introduction to
eConnection
The IRAC Website
IRAC International
News
Conferences and
Symposia

Introduction to eConnection

- **Objectives of eConnection**
eConnection is an IRAC Newsletter that has been developed in conjunction with the new IRAC website. Its purpose is to update users of new information appearing on the website and advise of ongoing IRAC activities promoting insecticide resistance management. eConnection is distributed by email but current and past issues along with subscribe/ unsubscribe functions are available on the eConnection page of the IRAC website under the menu heading "About IRAC". [More »](#)
- **Send us your feedback and News**
This is the first Issue of eConnection so let us know what think. Also if you have Resistance Management information that you think should appear on the IRAC website contact us with details. For IRAC Country Groups and Teams around the world please send updates on your activities, meeting minutes etc. for inclusion in the relevant areas of the new IRAC website. [Email » aporter@intraspin.com](mailto:aporter@intraspin.com).

The IRAC Website

- **New website irac-online.org hits the Internet**
The new IRAC website, publicised at the end of last year, officially went live during January 2004. Using the latest web technologies and techniques, information about IRAC and

Insecticide Resistance Management can now be easily located within the new information structure. [See the site »](#)

- **Features of the new IRAC website**
Information is organised into five easy-to-use drop down menus. Further a Search Function and Site Map are provided for quick location of documents, and the breadcrumb below the menus provides a sense of presence within the site. Quicklinks, based on the most regularly used pages are stored in the utility column on the right. Password protected Members Areas have been included for Team & Group information. [See the site »](#)
- **Search Engine Optimisation (SEO) and Site Ranking**
Each page on the site is being individually optimised for different sets of relevant keywords and different search engines. The aim is to achieve high rankings in multiple search engines for popular search phrases - around 80% of site visitors arrive through the engines. Google accounts for over half of this 80% in the UK, US and others, and we are now quickly climbing up the rankings.
- **Website Design and Development**
The new [IRAC website](#) has been designed, developed and is hosted by [intraspin.com](#). Please direct any comments, queries or feedback to enquiries@intraspin.com. Alan Porter, the IRAC International Coordinator, acts as the content manager, and can be contacted at aporter@intraspin.com.

IRAC International News

- **Introduction of new IRAC Logo**
IRAC International has introduced a new and modernised IRAC logo, also developed by [intraspin.com](#), and would encourage IRAC groups around the world to adopt this new logo as soon as possible. Those organisations with approval to use the IRAC logo on their documents and publications should also change over to the new logo as soon as possible.
- **RAC's Attend the BCPC Conference, Glasgow**
IRAC, HRAC and FRAC joined together to host an Exhibition Stand at the recent BCPC Conference in Glasgow. The stand, which was very successful, was used to promote each of the RAC's websites and had the common theme of Mode of Action Classification. [More »](#)

- **IRAC International Teleconferences & Spring Meeting**
The next IRAC International Conference Call is scheduled to be held on March 2nd, 2004. The Spring Meeting is scheduled for April 27-28th, 2004 at CropLife International, Brussels.
[More »](#)

Conferences & Symposia

- **15th IPPC Meeting Beijing - 11-16th May 20** [More »](#)
- **XXII ICE, Brisbane, Australia - 15-21 August 2000** [More »](#)
- **2nd EWSN Whitefly Symposium, Croatia - 5-9th October 2004** [More »](#)

For further information about IRAC, the new website and eConnection please contact Alan Porter, IRAC International Coordinator, aporter@intraspin.com.

