

www.IDFTA.org

No doubt most IDFTA members are now aware of the Internet and its role in shaping the information age. Increasingly, the Internet—and particularly the World Wide Web—is being used by business, education, extension, government and individuals to communicate and rapidly deliver information to anyone, anywhere around the world. Now too, IDFTA has joined the information age with an enhanced IDFTA World Wide Web site, including our own World Wide Web domain name, <http://www.IDFTA.org>.

For the unfamiliar, the World Wide Web (WWW) is simply a network of computers, big ones, little ones, personal, and business ones, all transferring information that is available from any kind of computer. Simply put, it is a tool that lets you share information with millions of people all over the world, both in written text and, perhaps more importantly, with pictures and graphics. The old adage “a picture is worth a thousand words” is one of the reasons the web is growing so fast. Visualize the World Wide Web as textual and graphical learning links to information resources on all aspects of tree fruit production from around the world. Think of it as a research paper that lets each footnote take you right to the original source of information!

We think the World Wide Web is the ideal media to further IDFTA’s mission first outlined in 1958, “to promote an understanding of the nature and use of dwarf fruit trees through research, education and dissemination of information, and share information with its membership on a world-wide scale.” Our web presence is a perfect complement to our traditional (and recently updated) publication *Compact Fruit Tree*. The IDFTA WWW site will enhance the dissemination of knowledge and likely expand our membership worldwide. As you can see, we view the IDFTA WWW presence as a way to increase our exposure to others, thereby strengthening and enhancing our membership and professionalism as an organization.

Currently, the IDFTA WWW site is home to the following organization and information resources:

- a prominently displayed Mission statement
- membership contact information including Business Director, Education Director, Annual Conference Coordinator, and IDFTA Board of Directors
- a calendar of upcoming annual conferences and summer tours
- an index of *Compact Fruit Tree* articles dating back to 1995 (Vol. 28)
- selected full-text articles from recent issues of *Compact Fruit Tree*
- summer tour highlights, including photos
- and IDFTA news

So, the next time you are wondering, ‘just where is that exotic location for the 43rd Annual IDFTA Conference in the year 2,000,’ or you were not able to attend the 1998 IDFTA Summer Tour in Virginia, point your computer’s web browser to <http://www.IDFTA.org>. We think you will find what you are looking for, and perhaps even more!

Remember, this is your WWW site! We welcome all feedback and suggestions, so let us know what you would like to see on your WWW site. Our goal is to make it an indispensable service provided to meet your needs as fruit growers and members of IDFTA.

Comments can be sent to the IDFTA webmasters via e-mail to either Win Cowgill at <cowgill@aesop.rutgers.edu> or Jon Clements at <clementj@msue.msu.edu>, or by fax(908-806-4735) or by snail mail (4 Gauntt Place, Flemington, NJ 08822 USA).

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