



<http://geoanalyst.org>

## International Association of Geoanalysts

### IAG WEBSITE RE-LAUNCH

The website of the International Association of Geoanalysts (<http://geoanalyst.org>) was created in its present form for the Geoanalysis 2000 conference held at Pont-à-Mousson, France. As the years passed, new pages were simply added as more material became available, this largely without any real consideration of layout. Over time the home page grew too large and information was becoming difficult to find. In order to make navigation easier, the whole website has now been upgraded, implementing new and simple navigation logic. Key phrases guiding the user to all available information can now be scanned easily on the home page; the deepest a user will ever need to navigate is three menu levels. To assist the reader in visualizing the navigation process, the current menu level is indicated by the number of IAG logos presented on the right-hand side of the web page. The layout of the pages has been kept simple so as to minimize bandwidth and ensure that loading will be fast. This is an important consideration as the IAG has many members in regions supported only by modem-based Internet access.

The main goals of the IAG web pages are twofold: first, to disseminate IAG information, such as Council activities, membership benefits, IAG-sponsored workshops and the society membership application form; second, to provide links to Internet sources of information that are of use to geoanalysts, including reference material (RM) certificates, lists of RM providers and the web addresses of other geochemical societies and geochemical conferences. There is now an extensive section on proficiency testing, which should be a core activity for any geochemical laboratory. This includes comprehensive information about the two proficiency testing schemes operated by the IAG: the Geo-PT silicate whole rock and the G-Probe Microbeam programmes. Details about past samples and earlier reports can now be found easily from the

IAG's home page. Reports from the IAG's RM Certification Committee with links to IAGeo Ltd., the company set up to market the IAG's geochemical reference materials, are also provided. The IAG holds workshops and courses on the production of 'reliable' geochemical data, metrological traceability, uncertainty estimates and the proper use of reference materials. Topics and goals of these workshops, including dates and locations, are now systematically listed. Finally, past IAG newsletters can be downloaded in pdf format. I very much hope that the redesigned and upgraded website will be an even more useful tool, and I invite all geochemists to visit it at <http://geoanalyst.org>.

**L. Paul Bédard**

IAG Webmaster and Member,  
IAG Governing Council

### NEW IAG LOGO

Readers will have noticed that the IAG has a new logo. This was prompted in part by our participation in *Elements*. Until recently, we have used as our emblem something that was, in fact, designed originally for the Geoanalysis 94 conference, from which the IAG sprang. It had served us well on our stationery, but as our logo, it had a number of significant drawbacks, not the least of which its shape and the fact that it did not contain the name of the organisation it represented! We therefore recently commissioned a professional design company to prepare a new logo for us. The brief was that it should be roughly circular, display our name and, above all, include the silhouette that has become synonymous with the IAG.

This last crucial component symbolises the great span of geoanalytical science – from the natural, urban and industrial environments we study through to the spectroscopic techniques we often use in the laboratory. Its original form was the stroke of genius of the late Jane Ramsey, a very talented designer for television and wife of Professor Mike Ramsey, who was a stalwart of the Geoanalysis 94 Organising Committee and member of the IAG's Founding Council. In incorporating the silhouette into the new logo, the Twin Towers were removed from the urban portion, which still contains the pyramid-roofed Canary Wharf tower. The spectrum to the right, now somewhat condensed and stylised, was originally a part of the emission spectrum of iridium: the element of meteorite impact and K/T boundary fame.



As part of our logo redesign initiative, we also commissioned new logos specifically identifying our Certified Reference Material programme and our trading company, IAGeo Ltd. Together, this suite of closely related images provides a coherent brand for the IAG's activities within the geoanalytical community.

**Doug Miles**

Member, IAG Governing Council

### THE IMPACT OF ANALYTICAL INNOVATION ON GEOCHEMICAL, ENVIRONMENTAL, EXPLORATION AND FOOD SCIENCES



A special symposium to celebrate the outstanding contributions of **Professor Mike Thompson** (Birbeck College, London)

**Tuesday, 15 July 2008**  
Burlington House, London

Further information, list of invited speakers, abstract submission details and registration available at: <http://geoanalyst.org/temp/Thompson.pdf>.

Convened by the International Association of Geoanalysts; attendance is free of charge.

### Geoanalysis 2012

The Governing Council of the IAG has accepted a bid from Instituto de Geociências, University of Campinas to organise the 2012 triennial Geoanalysis meeting. We are most pleased to announce that the Geoanalysis 2012 conference will be held in Brazil. Venue and dates will be announced within the coming year.