BRIEFINGS
PUBLIC RELATIONS

Welcome the M Technology Association

by Peggy Hoffman

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When you call 301-431-4070, you'll be greeted with "Hello, M Technology Association. How may I help you?" The speaker may stumble over the words M Technology Association, in the same way we all stumble when posting our checks as 1993, not 1992, for the first couple of months. But then any change takes getting used to. And whether it's 1992 changing to 1993, or MUMPS Users' Group to M Technology Association, the change signals forward movement.

For us, the momentum takes us into a new era heralding a dramatic acceptance for our technology and our profession.

Our organization's ad on pages 40 and 41 says it: we're changing our name, our logo, and our look, but not our mission. We are still the community's source for information and training in M, and as such, it is our responsibility to amplify the best that the technology and the community have to offer. At this stage, amplifying "the technology" means packaging it for consumption by computer professionals, companies, organizations, the media, and educational institutions.

Our packaging now features a stylized M, and the terminology "M" and "M Technology." The stylized M represents the language standard and all related protocols and bindings. It represents a dynamic, solid technology used worldwide in all types of businesses. As members of the M Technology community, you are invited to—and encouraged to—use the stylized M in your materials.

To complement the new look, we are updating how we refer to our technology. MTA formally adopted the MDC's alternative name for the language. We are using M to refer to the language standard (MDC/ANSI X11.1), as in "M is an ANSI standard programming language designed to efficiently accommodate transaction processing, database management, and distributive computing." MUMPS will be used as a secondary reference to the language for historical purposes, as in the phrase "M, also referred to as MUMPS." M Technology, then, refers to the suite of technologies including the standard, and related bindings and protocols. For example, "The M Technology market has the potential to become a $2 billion market by 1995."

We encourage everyone in the community to use the stylized M in advertising or letterhead. And, if it is right for you or your organization, to refer to M Technology when you mean the complete technology. By calling the MTA office, you can get copies of the logo, as well as guidelines on how to use the logo and answers to your questions. Join us in celebrating a new era of our community.   ❖

Peggy Hoffman is MTA's public relations director. She manages the organization's industry promotion and Distinguished Member programs in addition to other PR functions. Hoffman has extensive experience in marketing and public relations, which includes lecturing and writing.