

Distinguished Members

Platinum

Digital Equipment Corporation
IBM Corporation

Gold

Micronetics Design Corporation

Silver

Antrim Corporation
DataTree Inc.
Greystone Technology Corporation
InterSystems Corporation
SAIC (San Diego)
Systems Automation Technology

Bronze

Arnet Corporation
Brigham & Women's Hospital
Collaborative Medical Systems (Co-Med)
Coltec Systems, Ltd.
CompScientia Informática Tecnologia, Ltda.
The Compucare Company
CyberTools, Inc.
Data Innovations, Inc.
Data Methods, Inc.
Educational Systems, Inc.
KB Systems, Inc.
Kelley Brown and Associates
Kennedy Memorial Hospitals
McIntyre Consulting, Inc.
MDS Laboratories
Motec, Inc.
Omega Computer Systems, Inc.
Paragon Training, Inc.
Patterson, Gray & Associates
Rubicon Corporation
Sentient Systems
Stratem Computers, Inc.

Platinum Corporate Membership	\$10,000
Gold Corporate Membership	\$ 5,000
Silver Corporate Membership	\$ 2,500
Bronze Corporate Membership	\$ 1,000

BRIEFINGS PUBLIC RELATIONS

Come to D.C.

by Peggy Hoffman



Peggy Hoffman

I look forward to welcoming you to my hometown, Washington, D.C., for the M Technology Association's 22nd Annual Meeting in June. (Well, actually I live in Laurel, Maryland, but it's close enough to our nation's capital to count.)

For those involved with M, the Annual Meeting program and exhibit hall focus on what's new in the technology and how to take advantage of the latest developments. A special MDC track focuses on technological developments, such as windowing API and transaction processing. The exhibit hall features these developments in action.

For those not familiar with M, a special two-part presentation will tell the story of M. The first session takes a look at what M is and how organizations in health care, business, and industry use it. The second examines the language from the programmer's perspective. If you know someone who doesn't understand the power of M (maybe it's your boss, a non-M programmer, a student, even a potential customer), invite them to attend these sessions. Registration for this presentation is free and includes admittance to the exhibit hall.

Washington, D.C., exudes this year's meeting theme, The Challenge of Change. As a major metropolitan area and as our country's political center, Washington, D.C., faces challenges from many sides.

In many ways, the M community is in the same situation. We face challenges from the computer industry, management, the press, educators, and others. And just as Washington, D.C., battles for recognition, the M community fights a similar war.

All this makes this year's meeting more exciting and more important. We are in the front yard of this country's legislators, who have been both the chief promoters and detractors of our technology. We are in the backyard of a rapidly growing high-technology corridor which offers many opportunities to expand the use of M. And, nearly every major daily, news magazine, and computer trade publication operates a Washington bureau.

This leads to one important conclusion for the promotion of M Technology: the June Annual Meeting offers an unprecedented opportunity to tell the world what the technology can do. So, if you have any questions about M—from will M ever offer fancy windows, complex tools and interoperability, to how can I make my system run better—you'll want to visit my hometown in June. **M**

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.