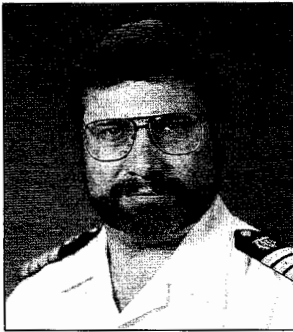


The Value of an MTA Membership

by Elliot A. Shefrin



Elliot A. Shefrin

I have come to think of my membership in MTA as part of my professional portfolio, a diverse mix of experience, education, and security for the future. The collective identity that we share through our association with one another as MTA empowers each of us in our careers: whenever we meet or share ideas, we benefit from the M Technology marketplace, which exists largely because of MTA.

As the Board of Directors studies new directions for the rest of the decade, the value of MTA membership and ways to carry out our responsibilities to the membership are paramount concerns. Also facing us is the reality that we in the computer world are in fiscally difficult times.

In weighing our options, we try to measure the value of some of the new programs, services, and materials provided by MTA to our membership. When balancing the value of membership and its cost, the Board of Directors did, in fact, vote to increase membership dues, effective October 1, 1993. In the current conservative

fiscal atmosphere, this action was not taken lightly. At the request of the volunteers who compose the Board and as your elected treasurer, I empaneled an *ad hoc* finance committee to study the present and future financial situation of our Association. We reviewed revenue sources and areas of expense, organizational growth trends, and services to our members.

When balancing the value of membership and its cost, the Board of Directors did, in fact, vote to increase membership dues, effective October 1, 1993.

One of our conclusions was that an increase in membership dues is a necessary adjustment in order to keep us on sound financial ground. Dues income is a very important source of funding for our Association, normally constituting 18 percent of our budgeted revenues. A recent study by the American Society of Association Executives, however, has shown that a healthy dues income percentage in the nonprofit world is 40 percent. While we are pleased that we have been able to find diverse sources for funding our activities, there is an inherent risk in depending so heavily on nondues sources that may fluctuate unpredictably, especially in these uncertain financial times. Such diversity in our fund-raising activities is important but a firm monetary foundation is key to survival.

Under the new dues structure, individual membership for North American members will become \$75, a \$15 increase from the current \$60 rate. For those members outside North America, individual membership will increase by \$15 also, to \$85 per year. For many of you, this annual membership is one of the many benefits that you automatically accrue by attending the Annual Meeting. As an employee of an organizational member, individual annual membership dues will increase to \$60, up from \$45. Student memberships will increase by only \$5, to \$30. Corporate memberships will become \$550, but institutional memberships will remain at \$500. The increased dues, while putting the organization on better financial footing, still are well below the cost of serving us as members.

Just this year we have introduced *MLink*, our new newsletter addressed exclusively to members. In the fall of 1992, you received the inaugural issue of *M Sources*, a valuable networking tool for MTA members. And *M Computing* has been thoroughly revised and revamped to maintain its status as the flagship publication for the M community.

I am sure you are all aware of the new image and identity that we have initiated with the name change and promoted in order to keep M Technology in step with these rapidly changing times. We are currently developing a prototype BBS that will be your information source for MTA.

We continue to expand the knowledge of M and promote its use through the media. Our membership dollars buy all of these benefits, and more, for us and our organization. As an individual member, I see these as tremendous values for my money. I am confident that you will agree. In fact, the approximate cost of serving each of us as a member is \$140 annually.

The increased dues, while putting the organization on better financial footing, still are well below the cost of serving us as members.

We want to hear your ideas about current and future needs so we can better serve you—our valued members. Remember that you are the only reason that MTA exists. Please contact any Board member with your suggestions for a stronger Association.

We are very sensitive to the issue of increasing costs to our members, and we do so only with the confidence that we are providing an excellent level of service to you. MTA is dedicated to the support of M Technology and its community. We hope you agree that your membership is a valuable and relatively inexpensive asset in your professional portfolio. ■

Elliot A. Shefrin has been Treasurer of the MTA since 1986, and chaired the 1993 Annual Meeting. He is a commissioned officer in the U.S. Public Health Service, assigned to data management for the National Institute on Aging.

1993-1994 M Technology Association Board of Directors

John F. Covin
Chair
SciCor, Inc.
8211 SciCor Drive
Indianapolis, IN 46214-2985
Phone: 317-273-7946
Fax: 317-273-4030

Thomas C. Salander
Vice Chair
3629 Kimble Road
Baltimore, MD 21218-2027
Phone: 617-890-1620
Fax: 617-890-2082

Elliot A. Shefrin
Treasurer
NIH/Gerontology Research Center
4940 Eastern Avenue
Baltimore, MD 21224
Phone: 410-558-8144
Fax: 410-558-8321

Richard G. Davis, Ph.D.
Immediate Past Chair
Mformation SYStems, Inc.
P.O. Box 505
Boylston, MA 01505-0505
Phone: 508-869-6976
Fax: 508-869-6008

Michael A. Ginsburg
Executive Director
Greystone Technology Corporation
100 Unicorn Park Drive
Woburn, MA 01801-6707
Phone: 617-937-9000
Fax: 617-937-9022

John J. Althouse
Member at Large
J.J. Althouse & Associates
645 Lexington Road
Concord, MA 01742
Phone: 508-369-6076
Fax: 508-369-5623

David A. Holbrook
Member at Large
Digital Equipment Corporation
2 Results Way
Marlboro, MA 01752-9102
Phone: 508-467-2356
Fax: 508-467-1605

Gregory R. Kreis
Member at Large
Paragon Training, Inc.
1822 Condor Drive
Marietta, GA 30066
Phone: 404-928-0289
Fax: 404-591-1080

Catherine N. Pfeil, Ph.D.
Member at Large
VAISC6-San Francisco
301 Howard Street, Suite 600
San Francisco, CA 94105
Phone: 415-744-7520
Fax: 415-744-7530

If You're Looking to Hire Experienced M Professionals, We Just Made Your Job a Whole Lot Easier.

Finding the right professional for your business is not as hard as you might think.

MTA's Job Referral Service has more than 70 experienced M professionals just waiting to talk with you.

*Programmers Product
Managers
Project Leaders
Consultants
Systems Analysts
Product Engineers*

For more information on how you can make your search easier, contact the Job Referral Service at the M Technology Association, phone 301-431-4070.