

Distinguished Members

Platinum

Digital Equipment Corporation
InterSystems Corporation

Gold

Microsatics Design Corporation

Silver

Antrim Corporation
Brigham & Women's Hospital
Greystone Technology Corporation
Sentient Systems
Systems Automation Technology

Bronze

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CompScientia Informatica Tecnologia, Ltda.
The Compuare Company
CyberTools, Inc.
Data Innovations, Inc.
Data Methods, Inc.
ESI Technology Corporation
Henry Elliott & Company
IBM Corporation
* Interactive Systems & Management Corporation
KB Systems, Inc.
Kennedy Memorial Hospital
McIntyre Consulting, Inc.
MDS Laboratories
Motec, Inc.
MUMPS Audio FAX, Inc.
National Systems Corporation
Networkers, Inc.
Omega Computer Systems, Inc.
Paragon Training, Inc.

Platinum Corporate Membership \$10,000
Gold Corporate Membership \$ 7,000
Silver Corporate Membership \$ 2,500
Bronze Corporate Membership \$ 1,000

* new

BRIEFINGS PUBLIC RELATIONS

Putting MTA to Work for MDS

by Alan Muir


At MDS Laboratories, we were looking for a program that would build acceptance of the M language. This, we knew, would translate into a greater pool of talented programmers from which we could draw, and a diversity of tools to help us harness the power of M.

We found our answer in MTA's Promotions Program, and decided to put MTA to work for us. As a Distinguished Member, we are one of twenty-nine companies funding a program that supports us by working to build a stronger industry. Some choose to support it for the same reasons as MDS. For others, the program addresses the need to attract new customers. Still others choose to support the program because they want to see the M community grow in size and strength.

In recent years, the MTA Promotions Program has made progress in all these areas. For example, an article in *Datamation* netted more than 450 requests for information about jobs in M. Ground-breaking market research helped attract new players into the market, and assisted vendors in making a strong case for M Technology. Since 1990, MTA has developed working relationships with twenty trade publications, netted thirty-five articles, and drawn some one thousand inquiries annually.

In 1994, we launched an M Technology marketing campaign to take our message to an even larger audience. The campaign includes ads in computer publications, an interactive software demo, and a booth at the influential COMDEX show.

Your organization grows right along with that of the technology, so I invite you to become a supporter, too. As a Distinguished Member, you receive special membership benefits. The most important benefit I think you'll receive comes from building a stronger M Technology industry.

If you have any questions, please don't hesitate to call me at 416-675-6777 ext. 2325, or the MTA office directly. Working together, we can meet our needs of the 1990s, and the decade to come. 

Alan Muir is senior technical analyst for MDS Laboratories, a major user of M Technology. The company is part of MDS Health Group Ltd., Canada's largest diversified technology-based health-care company.
