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Platinum Corporate Membership \$10,000
Gold Corporate Membership \$ 5,000
Silver Corporate Membership \$ 2,500
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* 1994/95

BRIEFINGS PUBLIC RELATIONS

Annual Meeting with You in Mind

by Rita Mincavage



Rita Mincavage

I may be preaching to the choir here because so many of you already attend the MTA Annual Meeting year after year. You know it's invaluable to meet colleagues from around the world. You had numerous opportunities each day to exchange the latest in M Technology. You've had the "Aha! experience" in tutorials or discussion sessions when you learn something you can apply immediately to your projects. You walk the exhibition hall several times and quiz exhibitors. And because the most useful news sometimes comes your way over a cup of coffee, you take advantage of every informal opportunity to visit with your M Technology peers. You've already blocked out June 5th through 9th for the meeting? Terrific!

If you have *not* attended MTA's annual conference and exhibition—a most important and valuable service of this professional organization—then this column of "internal P.R." is indeed for you. Don't miss another Annual Meeting!

Our 1995 keynote speaker is John Dvorak, one of the best-known and most controversial commentators on the computer scene. Count on his keynote to be timely and provocative. He also will participate in a book signing. Purchase a copy or two of his newest books, *Dvorak Presents* and *The PC Magazine 1995-PC Buyers Guide*, on site (or bring your own favorite Dvorak book) for his signature.

What else is new? More networking opportunities: A local activities bulletin board is planned so that you may sign up for a variety of get-togethers. Also, there will be time for ad hoc discussion sessions, which will be posted daily for you.

Fifteen new tutorials cover hot topics such as: "Object-Oriented Software Engineering," "Systems Integration with HL7," "Visual M Programming," "Issues in Database Design," "Connector Technology," "Event-Driven Programming for GUIs," and "M Window Programming in Kernel Environment." And how about our *first interactive* Internet discussion session, which will link users of the comp.lang.mumps Newsgroup with people in the meeting room?

Steve Casey, chair of the 1995 MTA Annual Meeting and president of Sentient Systems, Inc., sums up the value to his staff and company: "This is an excellent opportunity for our programmers and sales and management teams to get the latest. Implementors, tool developers, applications, hardware, services, and related technologies that can expand M's horizon—they are all available for review."

Be sure to attend the 1995 MTA Annual Meeting. You won't be disappointed! ■

Rita Mincavage brings to the position of MTA communications director more than 12 years of public relations and marketing communications management experience.
