

Distinguished Members

Platinum

Digital Equipment Corporation
InterSystems Corporation

Gold

Micronetix Design Corporation
Sentient Systems

Silver

Andrian Corporation
Brigham & Women's Hospital
Greystone Technology Corporation
IBM RS/6000 Division
Science Applications International Corporation
Systems Automation Technology

Bronze

Arnet Corporation
Collaborative Medical Systems (CoMed)
The Computer Company
Cur Data Services, Inc.
Cyber Tools, Inc.
Data Innovations, Inc.
Data Methods, Inc.
ENI Technology Corporation
Henry Elliott & Company
Interactive Systems & Management Corporation
KB Systems, Inc.
Kennedy Memorial Hospital
McIntyre Consulting, Inc.
MDS Laboratories
MUMPS Audit AX, Inc.
Omega Computer Systems, Inc.
Paragon Training, Inc.

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

BRIEFINGS PUBLIC RELATIONS

... The More They Remain the Same

by Rita Mincavage



Rita Mincavage

Are you reading your *M Computing* while seated in a quiet corner of the MTA Lounge at the Annual Meeting, catching your breath and having a quick cup of coffee just before your tutorial, today's ad hoc technical discussion session with fellow MTA conference-goers, or a social evening out-on-the-town with MTA friends? If so, you're enjoying the familiar aspects of the Annual Meeting that occur—education, camaraderie, and exposure to the newest technologies. In fact, MTA research shows that these are the three top reasons for attending the conference.

We have been emphasizing that change is coming to the MTA Annual Meeting, beginning with 1996. This is mandated by the MTA Board of Directors for good reason; however, the Board is equally adamant that important aspects of the annual event *do not* change. The *MTA community must not lose its identity*—this is central to every discussion about possible changes to the conference.

We are aligning the exposition part with a mainstream trade show next year. The desire to retain the MTA community identity means that our vendors will exhibit in a large M Technology pavilion space. This way we'll gain maximum exposure for M Technology and simultaneously send an inviting message to potential customers that ours is a substantial technology worth investigating.

For you, the 1995 conference attendees, the new alliance with a larger, mainstream show will have many win-win implications. In the exhibit hall, you can learn not only about the latest M Technology but also about the hottest new products from the larger computer industry in general. On the conference side, you will have a familiar agenda of MTA tutorials and seminar sessions, enhanced by access to the conference program of MTA's show partner. Committees are hard at work identifying prospective exhibitors for the M Technology pavilion, as well as fashioning an on-target conference curriculum that keeps the best of the old and attracts fresh tutorial and seminar speakers and topics.

Doing business now is all about "partnering" to produce products or accomplish projects. When you read this at the Annual Meeting, you will hear a lot about our trade show partner. (See *MTA Notebook*, p. 32.) And while we have gained a conference partner, we have not sacrificed education, exposure to new technologies, or camaraderie. You will still be able to have a cup of coffee in a quiet corner of the MTA Lounge before a tutorial and do all the familiar things. The M community will not lose its identity.

Next year's meeting will be a genuine eye-opener to more powerful business partnerships and cost-effective solutions. Change! It's a positive choice. ■

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