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## BRIEFINGS-PUBLIC RELATIONS

# MTA Conference Joins Forces with Database and Client/Server World



Bob Mappes

by Bob Mappes

And for the silver anniversary of our Annual Conference there will be over 20,000 exhibit attendees, over 220 exhibitors, 14 keynote presentations, 63 conference presentations, 11 technology sessions, two receptions . . . am I on drugs? No, but I am on a high because next year in Boston those numbers will be even larger as the annual meeting joins with Database and Client/Server World in an attempt to dispel John Dvorak's perception that M is the best kept secret in the computer industry.

You may ask, "What about the MTA Conference?" Don't worry, we are working on fitting it into the Database and Client/Server World format in a way that will allow you to attend the tutorials, discussions and roundtables, and still have time for breaks and socializing. In addition you will be able to attend five of the Database and Client/Server World conference sessions, keynote presentations, the receptions, and the exhibit hall.

If next year's meeting is anything like this year's, you certainly should plan to attend. There were nine conferences that ran from Tuesday through Thursday. They included: Client/Server Tools and Application Development, Data Warehousing & Repositories, Databases & Servers, Microsoft Back Office and Windows '95, Data & Object Modeling, Object-Oriented Technologies, Enterprise Database Connectivity, Notes, and Advanced Database Specialist Conferences. Each conference consisted of seven one and a quarter hour presentations which the attendees were allowed to "mix and match" among the nine conferences as they wished. In addition to one day pre- and post-conference seminars, there were keynote sessions by such recognized experts as Michael Hammer, the principal architect of the re-engineering revolution, Dr. E. F. Codd, inventor of the relational model, and Dr. Robert Epstein, co-founder of Sybase.

What would be more fitting than to celebrate our 25th anniversary meeting in Boston where it all began—see you there.

PS. don't worry about meeting in Boston in March - the entire area, from the hotel to the conference center, including numerous shops and an abundance of restaurants, is under cover and heated.

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Bob Mappes is the international sales manager for Micronetics, and previously was the M program manager for IBM. His first involvement with M was in 1972 as an IBM systems engineer at Massachusetts General Hospital, where M began.

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