

## Distinguished Members

### Platinum

InterSystems Corporation  
Cambridge, Massachusetts  
(617) 452-8000

### Gold

Micronetics Design Corporation  
Rockville, Maryland  
(301) 279-2000

Sequent Systems  
Kingston, Maryland  
(301) 366-5000

### Silver

Amstar Corporation  
Plain, Texas  
(800) 797-2726

Brigham & Women's Hospital  
Boston, Massachusetts  
(617) 725-0000

Comshare Technology Corporation  
Woburn, Massachusetts  
(617) 877-9000

DCI Technology Services  
Sunnyvale, New York  
(516) 766-3077

Science Applications International Corporation  
(SAIC)  
San Diego, California  
(619) 535-7000

### Bronze

Amel Corporation  
Needville, Tennessee  
(615) 836-0000

Collaborative Medical Systems, Inc. (CoMed)  
Waltham, Massachusetts  
(617) 642-4200

The Computer Company  
Boston, Virginia  
(703) 796-2500

Che Data Services, Inc.  
Bingham, Massachusetts  
(617) 745-3022

Cyber Tools, Inc.  
Burlington, Massachusetts  
(508) 675-6000

Data International, Inc.  
Cherry Hill, New York  
(708) 609-6077

Data Methods, Inc.  
Stam, New York  
(516) 353-2000

ED Technology Corporation  
Natick, Massachusetts  
(508) 671-2000

Henry Hillier & Company  
Woburn, Massachusetts  
(617) 239-6000

Interactive Systems & Management Corporation  
Little Falls, New Jersey  
(201) 274-7022

K.B. Systems, Inc.  
Beverly, Virginia  
(703) 703-0400

Kennedy Memorial Hospital  
Cherry Hill, New Jersey  
(609) 666-6700

McIntire Consulting, Inc.  
Concord, Massachusetts  
(508) 375-3322

NECS Laboratories  
Tulsa, Oklahoma, Canada  
(416) 675-6730

NETSOP Satellite S.S., Inc.  
Waco, Pennsylvania  
(410) 285-2222

Onyx Computer Systems, Inc.  
Scottsdale, Arizona  
(602) 946-6777

Paragon Training, Inc.  
Marietta, Georgia  
(404) 589-3022

## BRIEFINGS-PUBLIC RELATIONS

# MTA Gears Up for Annual Conference

by Rita Mincavage



Rita Mincavage

The agenda for the MTA Promotions Advisory Board (PRAB) meeting held in Boston in late August was packed with items related to MTA's upcoming Annual Conference. If only MTA's entire membership could have eavesdropped or tuned in by satellite to this exciting meeting! The PRAB is composed of MTA's Distinguished Member companies. This group makes up the majority of exhibitors for the exposition side of our Annual Conference.

An important part of MTA's new Database & Client/Server World conference model is to have the M vendors together on the exhibit floor in a space designated as the M Technology Pavilion. This meeting was held to discuss the Pavilion and supply the vendors with pertinent information about MTA's new conference partner, DCI (the company that produces Database & Client/Server World). The group discussed ways to promote a common M Technology identity among Pavilion exhibitors. In fact, all signed-on exhibitors and several prospective exhibitors, whether or not they were currently Distinguished Members, were invited to this particular meeting so that they would benefit from the discussions.

Representatives attended from Collaborative Medical Systems (CoMed), CyberTools, Inc., Digital Equipment Corporation, GlobalWare, IBM, InterSystems Corporation, Micronetics Design Corporation, and Sea Change Systems. In addition, MTA Board Chair John Covin, Steering Committee Liaison (and Micronetics' PRAB representative) Bob Mappes, Conference Outreach Committee Chair Alan Muir, and MTA staffers Susan Rathbone and I were present.

DCI marketing and media relations managers provided the group with a bit of Database & Client/Server World history, then briefed everyone on the marketing and PR opportunities available through the MTA-DCI alliance. Next on the agenda, each of three exhibit design firms from the Boston area presented several ideas and suggestions for achieving a common visual identity among the M Technology Pavilion exhibitors.

With a half-day's worth of new information and creative ideas, the group then proposed and discussed a number of projects that would help maximize the impact of the M Technology Pavilion on the show floor. These discussions resulted in the group requesting the MTA staff to research and price three project options: banners to hang over the exhibits; a mailing piece to be used in vendor mailings before the conference and also handed out at the show; and a theater within the M Technology Pavilion space.

A high spirit of camaraderie and cooperation pervaded this meeting of an energetic, focused Promotions Advisory Board group. They all agreed—Distinguished Member, current exhibitor, and prospective exhibitor—that ultimately the greatest benefits for each of their companies will come from the synergy created when they take off their individual company hats and together promote M Technology through the activities of this Board. ■

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

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