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Brighton & Women's Hospital  
Boston, Massachusetts  
(617) 732-5500

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Greystone Technology Corporation  
Waltham, Massachusetts  
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Waltham, Massachusetts  
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Integrative Systems & Management Corp.  
Little Falls, New Jersey  
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Hemlock, Virginia  
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Kennedy Memorial Hospital  
Cherry Hill, New Jersey  
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MDS Laboratories  
Toronto, Ontario, Canada  
(416) 575-8730

MUMPS Audio-FAX, Inc.  
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Scottsdale, Arizona  
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Marietta, Georgia  
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# For the Times They are Changing

by Rita Mincavage



Rita Mincavage

Scarcely 14 months ago, MTA and DCI (the producer of Database & Client/Server World) signed the agreement that set in motion major changes for MTA's annual conference in 1996. And here we are, at the Annual Conference (to be accurate, at a *much-earlier-in-the-year* Annual Conference), taking in the new sights: seeking out the M Technology Pavilion on the prime floor of the Expo; scrutinizing the product offerings of the "other" exhibitors in the Expo; attending a new, timely tutorial in MTA's conference; checking out a session in the Database & Client/Server World conference. Who would've thought, even in June of '94, that this is where we would be in March of '96?

All of us behind the scenes at MTA—involved in producing the conference and coordinating the M Technology Pavilion for these past months—want to send a huge THANK YOU to the M community at-large and to every individual MTA member who has helped in this new endeavor. With virtually no downtime after the June '95 Annual Meeting, everyone pitched in to create the '96 Annual Conference on a fast-track schedule.

For the first time in MTA history, rather than selecting one person to chair the conference, a Conference Steering Committee of seven members was appointed by MTA's Board of Directors. Their enthusiasm was contagious as they tackled their mission, naming and empowering program chairpersons and sub-committees to explore and execute their ideas and perhaps even an item or two from their "wish list." The many new offerings in tutorials, discussion sessions and technical papers this year strongly reflect both the Board's directive and the Steering Committee's actions in order to appeal to both M and non-M users and to offer, as well, opportunities for attendees to learn about how to use M with other technologies.

Another new, important conference activity that brought together M exhibitors and MTA staff is the M Technology Pavilion, which makes its initial appearance at the Database & Client/Server World Expo. At least until Annual Conference time this year, the Promotions Advisory Board metamorphosed into an M Pavilion exhibitors' group. Will this group choose to continue to meet beyond this 1996 conference, perhaps with an identity of its own separate from the Promotions Advisory Board? Stay tuned...

I'd like to close with an "M Community" anecdote that demonstrates the kind of cooperative effort put forth to make this venture successful. Martha May (representing Micronetics) and Susan Ragon (representing InterSystems) volunteered to jointly work on identifying an image project for the Pavilion. At the December Board of Directors meeting, Martha informed the Board of this intention—followed by a round of applause from everyone in the room. We can't lose when our biggest vendor companies work together to help MTA succeed. **M**

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