

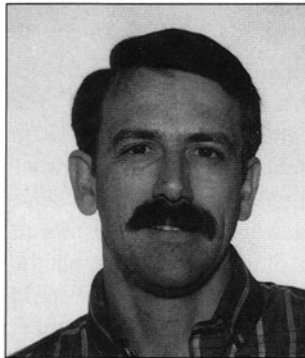
MESSAGE FROM THE P R E S I D E N T

Happy New Year! Although we will celebrate the 20th Anniversary of the Section in June, an event of which we should all be proud, one overwhelming problem still confronts us: the technologist shortage.

At the close of the business meeting in June, my only words were "deal with the shortage." This means that we all must take an active part in creating solutions to correct this problem. The Institute of Medicine's landmark study projected a growth rate of 65% by the year 2000 for the radiological fields. This revelation focused direct attention on the shortage dilemma. Although plans have been outlined, contacts established, and goals defined, dealing with the shortage is more complex than one may realize. Long-range planning is required with the realization that expected results may not be immediately seen. This decade will see the Section, along with other organizations, working effectively to overcome problems systemic to the shortage, such as declining applicant pools, competition from other sectors for the limited number of students currently available, and, perhaps, the largest obstacle of all, combating the "business versus science" mentality which currently captures students entering the workforce.

As previously defined at the June meeting in St. Louis, our goal is to help provide the tools necessary to solve this problem. The leadership is committed to providing the videos, brochures, recruiting posters, and other public relations material, as well as recruitment guides to our membership. To this end, we have successfully solicited the assistance of commercial vendors for producing and distributing these recruitment and promotional materials. One additional step is needed. We, as technologists and highly visible representatives of the field, must get out the message that nuclear medicine technology is an exciting and rewarding career, open to opportunity and challenge!!!!

As previously stated, various activities are underway to deal with the shortage. They are summarized as follows. A Technologist Shortage Task Force was established at the June meeting. Brad Pounds, CNMT and President-Elect, who chairs the committee, is currently at work with the Society's Public Relations Committee to develop material. In addition, the Section will present, at the ACNP Corporate Committee meeting in February, a proposal that outlines specific shortage activities in order to eliminate the possibility of duplicating current projects and ensure yielding the most favorable results. The recruitment video from Syncor, tentatively titled, "Nuclear Medicine—Destination Tomorrow," is scheduled for release in late spring or early summer. Summit activities include the development of a three-phase process to provide a strong



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identity for radiologic fields. Phase I, which is funded by the 17 member organizations and is currently underway, is a public relations campaign to emphasize recruitment, which is administered by John Adams Associates, a public relations firm in Washington, DC.

Meeting Reports

The following is a summary of recent meetings I have attended. At the RSNA meeting in Chicago, I met with both the Imaging Society and the Association of Educators in Radiological Science (AERS). Discussion at both meetings addressed problems and concerns of interest to our organizations. At the Imaging Society meeting, I was directed to establish guidelines out of which the Section and the Imaging Society can work to achieve mutual goals. Since some of our educators are members of AERS, I think that collectively we can foster the same objectives in recruiting and educating technologists. A special thank you is extended to AERS members Arlene Adler, Greg Spicer, and Bonnie Wold for their hospitality at the meeting.

Old and New Business

Proposals from the task force assigned to shorten the amount of time that technologists (the leadership) are in attendance at the annual meeting has been approved by the National Council. Although there will be a number of problems to resolve, the end result, reduced costs for officers attending the meeting, will benefit everyone.

The Paul Cole Scholarship Fund is approaching the \$30,000 mark. Once we have this amount, we should be able to get underway with the scholarship program. I have written the Education and Research Foundation to detail how the program should be administered and how the Section can assist in the process.

The NMTCB has voted to change its bylaws. Letters received from past and current chairwomen, Helen Drew and Karen Blondeau, have detailed these changes. The Section's Bylaws Committee will review these changes and make recommendations on how to best accommodate them in our own bylaws.

In conclusion, I look forward to this year, as it begins a new decade for nuclear medicine technology. As we celebrate our 20th anniversary, I cannot help but think of what it will be like over the next 20 years as new equipment, refined techniques, and more specific radiopharmaceuticals help lead nuclear medicine into new areas of human physiology. Members of the Section have made this happen in the past, and I see a continuation of the hard work and dedication that has made the profession what it is today. Welcome to the new decade of nuclear medicine technology.