

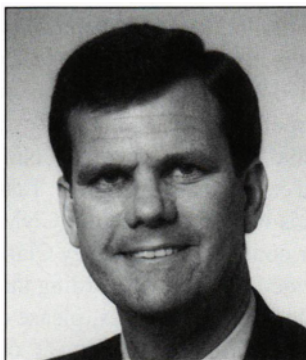
MESSAGE FROM THE P R E S I D E N T

The Technologist Section (TS) celebrated its twentieth anniversary in dramatic fashion. The recent annual meeting of The Society of Nuclear Medicine (SNM) afforded the TS one of its biggest and most productive meetings to date. This year's meeting saw over 7,222 total attendees, with 808 technologist members attending some portion of the program. The work done by the Scientific and Teaching Sessions Committee under the direction of Nellie Kelty, CNMT, and assisted by the SNM staff, contributed significantly to the interest and attraction of so many nuclear medicine technologists. It is critically important that we receive your feedback concerning the content and organization of this year's meeting. Terri Boyce, CNMT, is currently making plans for next year's meeting in Cincinnati, June 11-14, 1991. The Scientific and Teaching Sessions Committee has a pretty good idea of the content and format for next year's meeting, but if you have a specific request or suggestion for improving the meeting, please let us hear from you.

The celebration of the TS's twentieth anniversary is a significant milestone to be recognized. The Technologist Section is moving into young adulthood as a professional organization. Analysts who have studied the successes and failures of professional societies and organizations describe this period as exciting and decisive. Young adulthood in the life of an association is defined as a point in time when entrepreneurial skills are replaced by accepted management practices, and the organization is mastering its environment and serving the needs of its members.

Following the recent meeting of the National Council Delegates, thirty-seven members of the TS and staff participated in a strategic planning process to set the goals and priorities for the Technologist Section for the next three to five years. Peter McLoughlin, Organizational Consultant, Du Pont, was invited to act as an external facilitator to keep the discussions focused on the subject, but especially to be unbiased in managing the process. The afternoon session was more successful than we could have imagined. Approximately one month prior to this meeting, each chapter president and the members of the National Council received background information on previous TS strategic planning sessions and a list of strengths, weaknesses, opportunities, and threats currently facing the TS. Each recipient of the mailing ranked the issues as being high, medium, or low priority for the TS to address. The results of that survey provided the starting point for the strategic planning session.

The participants of the session then analyzed the thirty highest ranking issues, to distill them into a manageable number. The group gave the following long-range objectives the highest priority:



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1. Expand and improve services to the grassroots technologists.
2. Improve the professional image of nuclear medicine technologists.
3. Improve communication and services to the members of the TS.
4. Develop strategies to resolve the dilemmas associated with recruitment of students and retention of technologists.
5. Improve public awareness of nuclear medicine.
6. Improve interactions with the central office.

Those participating in the strategic planning session then divided into four groups to "brainstorm" these topics and provide working solutions to the problems. Then all participants reconvened and each subgroup delivered a summary of its discussions. The work performed at this meeting will be further distilled, agreed upon by the National Council, and will be reported to the membership in the March 1991 President's Message. A hearty thank you is extended to everyone who participated in the process.

The strategic planning session was the prelude to a very exciting and eventful week. This year's meeting had what I thought was an unusually high level of interest by the attendees in the scientific program and the technical exhibits. Many of the commercial exhibitors commented that they were "swamped" with visitors and that there was a great deal more interest in purchasing products at this meeting than at previous annual meetings.

Perhaps the single event that generated the most interest at the meeting was the announcement and display of the recruitment package produced by the TS. The recruitment package was developed under the direction of a previous National Council resolution that mandated the creation and availability of the necessary tools to recruit students into nuclear medicine technology training programs. The recruitment package consists of two new videos, ten recruitment posters with easy-to-use reply cards, and fifty informative, colorful brochures. The videos were produced separately by the TS and Syncor. The TS video, funded by the Corporate Committee of the American College of Nuclear Physicians, is 6½ minutes in length and is specifically designed for recruitment purposes. Several TS members contributed to the production of this video, but most important the success of the video was made possible by the work of Donna Marcianno, CNMT, Lynne Roy, CNMT, and Mickey Williams, CNMT. The video produced by Syncor, "Destination Tomorrow," is 15 minutes long and was produced as a public educational tool. This video provides the viewer with an excellent "overview" of nuclear medicine and is a perfect complement to the recruitment video. The recruitment poster is an adaptation of this year's

MESSAGE FROM THE PRESIDENT

Nuclear Medicine Week poster with the addition of tear-off reply postcards. This project was under the direction of Sharon Ward, CNMT. Don Faulkner, CNMT and the Socio-Economic Affairs Committee were responsible for the revision of the "What is Nuclear Medicine Technology?" brochure. The brochure is colorful and can be used in conjunction with the other recruitment aids or can be used adequately as a stand-alone in a career counselor's office. The recruitment packages will be provided to every CAHEA-accredited nuclear medicine technology training program and to each TS chapter president. If you have not seen these materials, please contact your chapter president or your local training program director.

The week's excitement culminated on Thursday afternoon at the TS business meeting and that evening at the TS party. This year's business meeting experienced a first in its history. A standing ovation is difficult to come by in any crowd, but those members attending the business meeting witnessed two! The first was given in recognition of a \$10,000 donation made to the Paul D. Cole, CNMT, Scholarship Fund by E.I. Du Pont de Nemours, Corp. The second and longest standing ovation was given to Art Hall, CNMT, in recognition of his unprecedented two years as Acting President, and then President of the TS. Under Art's direction, the TS has entered the 1990s. Many of the projects he masterminded have already been completed or are nearing completion. The TS is greatly indebted to Art for his dedication and willingness to serve as our President. Thank you Art, for a job well done.

The Technologist Section exists to serve the needs of its members. The following are the chairpersons of the standing and appointed committees. **Academic Affairs:** Shirley Ledbetter, CNMT. **Awards:** Collen Sharkey-Buchannon, CNMT. **Bylaws:** Jeff Dovyak, RTNM. **Continuing Education:** Donna Brinlee, CNMT. **Finance:** Jackie Bridges, CNMT. **Government Relations:** Sharon Surrel, CNMT.

Subcommittee on International Relations: Katherine Richmond-Cox, RTNM. **Membership:** Mickey Williams, CNMT. **Nominating:** Art Hall, CNMT. **Publications:** Marcia Boyd, CNMT. **Scientific and Teachings:** Terri Boyce, CNMT. **Socio-Economic Affairs:** Don Faulkner, CNMT. **Task Force on Commercial Members:** Betty Taylor, CNMT. **Task Force on Nuclear Medicine Week:** Mickey Clarke, CNMT. If you have a question or concern regarding the function or activity of one of these committees, please contact the chairperson. If you are interested in serving on one of these committees next year, please contact your chapter president or national council delegate. Mickey Williams, CNMT, President-Elect, will be making committee appointments next spring. It's never too early to submit your name for consideration.

I am happy to report that this year's Nuclear Medicine Week (NMW) activities and support were grander than any experienced previously. Many nuclear medicine departments participated in recognition activities for their employees and services. Everyone who did something special or unique for this year's NMW should submit their activities for consideration in the General Electric Media Stars Contest. Particular gratitude is expressed to the commercial vendors who significantly contributed to the success of NMW with their financial contributions. Substantial financial contributions for NMW materials were made by Amersham, Du Pont, Mallinckrodt, Picker, Squibb, and Syncor.

I am honored to have the opportunity to serve as your President. Please contact me by phone or letter if you have any comments (complaints, compliments, or criticisms) regarding the operation or direction of the TS. This year Mickey Williams, Virginia Pappas, Associate Executive Director SNM, or I plan to attend the majority of the chapter meetings. We welcome your input, and look forward to hearing from and meeting you.