

MICROSCOPY TODAY

A monthly newsletter dedicated to the unique interests in microscopy and published, at no cost, to some 11,000 individuals in North America.

--- Editor

Editorial Note to Readers who are not Members of the National & Regional MSA and MAS Societies:

As it happens, until recently and for the better part of the last dozen years, I have worked in a senior marketing/sales management capacity for several manufacturers in the microscopy field. Upon entering this business, the first (and smartest) thing I did was join the EMSA and MAS Societies - national and regional. My motivation on so joining was, frankly, to have the opportunity to meet the major purchasing influences in the industry. These associations certainly did allow me that opportunity.

While the purpose of this note is not to emphasize the rather obvious advantages to a supplier in joining and supporting these societies, I will mention that advertising in the regional MSA/MAS newsletters is very cost-effective - and that the total regular membership in the national MAS and MAS societies, plus all 31 of their regional societies, would cost less than a modest \$400.

Through active membership in these societies, one has the opportunity to meet and get to know, essentially on a personal basis, many of his or her peers in the profession. Sure, as one would expect, many are highly accomplished in the field. And a surprising number are extremely interesting personalities. Then, at the regional or national meeting, to renew these "professional friendships" is truly a pleasant experience - an experience simply not available through any other activity.

And, while previous EMSA interests were devoted primarily to electron microscopy, the MSA's new charter that reflects an expansion into all aspects of microscopy is certainly meeting with success. One had only to attend the recent EMSA/MSA Meeting in Boston to appreciate this fact. But, as I review the thousands of returned questionnaires from our readers, who have confirmed their desire to continue to receive this newsletter, it is obvious to me than many do not belong to these societies.

In our last issue, we provided an application blank for membership in the Microbeam Analysis Society (MAS). And, in this issue, we provide the same for the **NEW** Microscopy Society of America (MSA).. Should you be interested in joining a regional society, with membership dues averaging around \$10 a year, you have but to advise me (by mail, FAX or telephone) and I will see that you get the appropriate application form.

Don Grimes, Editor

PS: I thank the thousands of you that took the time to respond to my questionnaire - I will certainly see that you continue to receive a copy of this newsletter. As a result of the many corrections that I could make to my mailing list, the list is now acceptable by the Post Office for new automated presort mail discounts. To be so accepted, at least 85% had to have addresses that the P.O. considers valid. On the address side of this newsletter, you will find a "code" which indicates if your address is not considered valid by the Post Office. On request, I will supply the meaning of each code number.

One of the new (20 September 1992) automated presort discounts allowed was 11-digit barcoding for "flat" mail - as used with this issue. This brings my postage cost, per average copy, down to 17.8 cents. THANKS!

Even greater value will result if this automated mailing speeds up delivery time. In a recent issue, mailed from Madison, WI, it took 3 calendar days for delivery to Hawaii - and 65 calendar days for delivery to York, PA. Unfortunately, as many of you know, it has not been uncommon to receive a current issue before the previous issue. As this issue will be in the mail on approximately 26 October, I would greatly appreciate hearing from you should you receive your copy after 16 November.