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Join the MSRT grassroots network, too!

To receive up-to-the-minute messages regarding legislative issues, join the MSRT legislative grassroots network today via the website at www.mosrt.org

MSRT members:

Be sure to look on the website and in your ballots for proposed changes in the bylaws and standing rules!

Letter from the President

Dear MSRT members,

When the discussion turns to staff shortage, radiographers usually make comments like: "I have no control over staffing," "How can I help with staffing?" and "It's not my fault they can't find anyone to work here."

Well, I have discovered a way radiographers can help with the staffing shortage. On November 4th and 5th four technologists from the Missouri Society of Radiologic Technologists manned a booth at the Missouri School Counselors Asc annual meeting. We handed out information on our profession to the persons who are responsible for guiding our future generations. We talked with both high school and middle school counselors. We were enthusiastic about recruiting new members into our profession and about spreading the word on our important role in health care. Everyone we spoke to was very interested in what we were saying and many stated that they often had students interested in entering health care. If our efforts got information to even a few new prospective students then our time was well spent.

I would like to encourage all technologists to take the time to attend local "Career Nights" held at schools or community colleges. All the information we handed out is available on the ASRT web site. We also handed out a list of radiography schools in the state that we obtained



from the JRCERT web site. We had contacted the radiography schools in the state and many of them sent brochures to be handed out. We had planned to use the new ASRT video, "Career Encounters: Radiologic Technology," and hand out the new ASRT brochures, "Radiologic Technology: Take a Closer Look," but due to product demand we did not receive those in time for the meeting.

In closing I would like to say: "You can make a difference in the future of our profession." Just take a little time and promote yourself and your profession!

Benjamin J. Morris RT(R)(T)(CT)

Attention, first-year students!

The Missouri Society of Radiologic Technologists announces the inception of an
MSRT Student Leadership Academy.

Interested current first-year student members are encouraged to contact a board member via the website by Feb. 1 for details.

This is an excellent opportunity!

Maintain a diversified portfolio, even in turbulent times

While it is always important to maintain a diversified portfolio, it is especially vital to remain diversified during volatile market conditions. As an investor, you should be careful not to get caught up in any panic selling and should maintain your focus on long-term goals. This point is especially key if you have already built a well-diversified portfolio. If you are concerned about any particular securities, it may be better to discuss these with your financial consultant before cashing out.

Although no one can be certain about how the market will react long term, history shows that cataclysmic events that prompted short-term market losses later led to a more stable investing climate across all industry sectors.

The more your portfolio is diversified, the less chance you have of one security or investment having a detrimental effect on your entire investment strategy. Bonds, stocks and cash are the three major asset classes. Analyzing your investment objectives and tolerance for risk with your financial consultant will help determine the right mix of these asset classes for your situation. Within these asset classes, you can diversify further by owning stocks in different industries and countries;

purchasing different types of bonds and different types of short-term cash instruments.

Defensive stocks typically outperform in a slowing economy or recession. These are typically stocks of companies that provide necessities like food, utilities, pharmaceuticals, toiletries or other consumer products with a short shelf life. The theory is that consumers will continue to buy necessities like food and address their medical needs regardless of economic conditions. As a result, companies that sell these types of products should not be as negatively affected by a slowing economy as companies that produce more discretionary types of products.

It also is important to remember that even in good times the value of stocks and bonds go up as well as down. When the market is experiencing more volatile movements, gains and losses can seem enormous. It is important to keep your long-term strategy in mind when experiencing these changes and realize that they can balance themselves out over time.

Unfortunately many investors associate a weak or volatile period in the economy as being the same as a weak time in the stock market, a perception that is not always correct. Not all market declines

lead to a recession.

The truth is that the United States economy is cyclical, meaning that it moves through stages of growth and decline, varying in duration. A mistake made by many investors is that they buy and sell securities based on fluctuations in the economic data currently being reported rather than anticipating what the economy will look like in six to 12 months (based on a variety of factors including leading economic indicators) and making their investment decisions based on that outlook.

Most successful investors take a long-term view - at least three to five years - rather than expecting stellar returns overnight or panicking when the value of their securities declines. A long-term diversified investment strategy based on your investment goals and risk tolerance can create a winning approach for you - regardless of whether the economy is booming or experiencing a brief downturn.

You should talk with your financial consultant about what the best combination of investments is to accomplish your long-term goals.

This article was provided by A.G. Edwards & Sons, Inc., Member SIPC.

71st annual MSRT conference set for April 2-5, 2003

Remember . . . the 2003 MSRT Annual Conference is set for April 2-5 at the Holiday Inn Sunspree Resort, Lake Ozark, MO.

Coordinator is Carla Allen, so call her if you want a job! And don't forget the annual golf tournament; to help out, contact Deb Hurst at: dhurst3695@aol.com or leave a message at (573) 474-6573.

MSRT toll-free Hotline: 1 (877) 353-3599

Check out website

Where should you go if you want the latest MSRT news? The MOSRT website, of course! For all MSRT information, check out www.mosrt.org

If you have news for the website, send it to Anne Rutz by e-mail or snail mail. *Note: Items are added to the site at the discretion of the Board.*

Help wanted!

We will need a new webmaster after conference next year.

Interested parties should contact a board member as soon as possible!



THE MISSOURI SOCIETY OF RADIOLOGIC TECHNOLOGISTS

Application for Membership

January 1 to Dec. 31, 2003

New Applicant Renewal (Other name membership under) _____

First Name: _____ M.I. _____ Last Name: _____

E-Mail: _____

Address / City / State / Zip: _____

Home Phone: (____) _____ Work Phone: (____) _____

Present Employer: _____

Business Address: _____

Certified in:

- Radiography
- Nuclear Medicine
- Radiation Therapy
- Ultrasound
- Cardiovascular-
Interventional
- Mammography
- MRI
- CT
- Quality Management

Position Title:

- Staff Technologist
- Special Procedures
- Supervisor
- Director/Education
- Instructor
- Administrator
- Department Manager
- CT Technologist
- MRI Technologist
- Mammographer
- Not employed
- Retired
- Other _____

Education Level:

- Certificate
- Associate
- Baccalaureate
Major _____
- Masters
Major _____
- Doctorate
Major _____

Memberships:

- A.S.R.T. Member
- M.S.R.T. Member
- District Member

Work In:

- Hospital
- Clinic
- School
- Commercial
- Other _____

MSRT District: Please circle all that apply

1 2 3 4 5 6 7 8

ACTIVE MEMBER: Radiologic Technologist registered by and in good standing with a nationally recognized certifying body. **\$40** _____

STUDENT MEMBER: Students enrolled in a training program recognized by the A.R.R.T. This is a 2-year membership and expires Dec. 31 of the year following graduation. **\$20** _____
Name of school: _____ Graduation date: _____

SUPPORTING MEMBER: Persons interested in Radiologic Technology but not having qualifications for other categories. **\$35** _____

Make your check payable to: MSRT

Submit to: Donita Shipman, RT(R)(M)(QM) • MSRT Treasurer • 27210 Highway W • Smithton, MO 65350

Recommended for membership by: _____

Nominations due Jan. 10 for officers, awards

It's time to send in nominations for several MSRT offices, for the Mallinckrodt Award and for Life Membership. Please mail the pertinent nomination information to David Frazier, nominations chair, 2980 West Highpoint Street, Springfield, MO 65810, David.Frazier@comhealth.com — *I would like to nominate these persons for these offices / awards:*

PRESIDENT-ELECT

Name: _____

Address: _____

Phone #: _____

ASRT JUNIOR DELEGATE

Name: _____

Address: _____

Phone #: _____

VICE PRESIDENT

Name: _____

Address: _____

Phone #: _____

MALLINCKRODT AWARD

Name: _____

Address: _____

Phone #: _____

SECRETARY

Name: _____

Address: _____

Phone #: _____

LIFETIME MEMBERSHIP

Name: _____

Address: _____

Phone #: _____

Nominations deadline is Jan. 10, 2003. Please be prompt!

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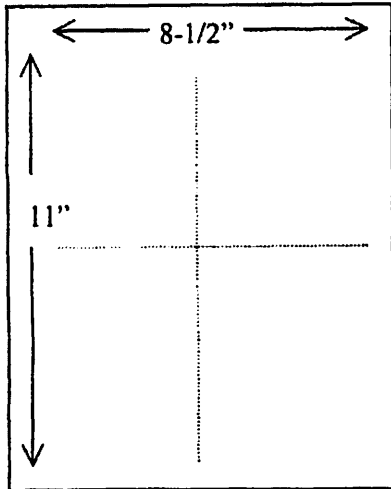
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Missouri Society of Radiologic Technologists

Radiographer/Newsletter Advertising Rates



_ page ad (3 _"x5", vertical): \$50 per issue

_ page ad (7 _"x5", horizontal): \$100 per issue

Full page ad (7 _"x10"): \$200 per issue

The MSRT sends approximately 4 publications per year. Circulation is about 700 addresses including all MO hospitals.

All advertising must be "camera-ready" artwork in black and white or CD in commonly used graphic format. Advertisements will be printed, like the Radiographer itself, in black ink on white paper. The deadline for receipt of artwork is the first day of the month in which the Radiographer is published. Contact the publications chair for dates.

Artwork or CD should be mailed to the MSRT publications chair at the address listed below.

Any questions should be directed to the MSRT publications chair, Anne Rutz, at the phone number or email address below.

Advertising Agreement

Please complete and mail with check, made payable to MSRT, to the address below.

Name _____ Title _____

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Address _____

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Anne Rutz 500 Forum, Rolla, MO 65401 Ph: (573)458-0160, Fax: (573)458-0164

Email: arutz@rolla.k12.mo.us or xrayanne@lycos.com

Do you know a person or company who would like to advertise with MSRT? Give them this form today!

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MSRT announces new discount incentive for grads

The Missouri Society of Radiologic Technologists announces a new discount incentive for grads.

Graduates who join the MSRT within the year they graduate

(before Jan. 1 of the next year) will receive a

discount. Membership will be \$20 with a diploma and copy of MSRT student membership card, or \$30 with diploma only.

Student members are encouraged to hold on to their membership cards to receive the extra discount!



Use ASRT eAdvocacy site to e-mail congressmen

To send an email to your representative asking her or him to cosponsor the CARE bill, you can use the ASRT eAdvocacy site. Go to www.asrt.org, then to Members Only, then to Government Relations. Follow the prompts.

Congress needs to hear from radiologic technologists that the CARE bill is an important step towards guaranteeing that all of

America's patients receive safe, high-quality radiologic health care.

You need to continue to ask for support. Email your congressman today!

Christine Lung, ASRT



Your membership in MSRT is important!

Did you remember to renew your MSRT membership? Fill out the application on page 4 of this newsletter or contact Donita Shipman at 27210 Hwy W, Smithton, MO 65350.

H (660) 343-5376 • W (660) 827-9530 • Email: highlife@iland.net

■ Share your news with friends!

If you have news of your district, please share it with your district representative! We want to know what's going on in your area. Be sure to include dates, times, and locations of upcoming seminars. The more notice, the better turnout you'll have!