We Salute and Celebrate You!
National Radiologic Technology Week®! • Nov. 7-13.

Congratulations and Happy NRTW!

The ASRT introduced National Radiologic Technology Week in 1979 as a way to raise awareness about the profession and recognize its practitioners. The first two NRTW celebrations took place in summer to coincide with ASRT’s annual meeting, but in 1981 NRTW moved to November. Does anyone know why? NRTW always takes place during the week that includes Nov. 8, the anniversary of Wilhelm Conrad Roentgen’s discovery of the x-ray.

NRTW is a time to celebrate R.T.s in all of the imaging modalities. Roentgen’s discovery of the x-ray allowed physicians to have their first noninvasive look inside the human body. Today, more than a century later, x-rays are just one diagnostic tool that radiologic science uses. There’s a lot to learn in this field — and plenty of opportunity.

Imagine what Roentgen would think of radiology today. Look at how advanced the technology is with computed tomography, magnetic resonance imaging, nuclear medicine, ultrasound, positron emission tomography, radiation therapy, digital capabilities, electronic medical records and radiologist assistants. The roles of technologists who perform these imaging procedures are key members of the health care team. Radiologic technologists are privileged to have the opportunity to interact with patients and provide a valuable service. So, celebrate your accomplishments, educate the public and promote the profession at your place of employment. Thank you for your service and the valuable work you do every day. Kudos! We celebrate you!

Here are a few pictures to show how R.T.s across the country have celebrated!

R.T.s Delivering Picture-perfect Care

The cake was made by Lisa Braun, R.T.(R), of the California Society of Radiologic Technologists.

UNC Hospital in Chapel Hill, N.C., submitted by Brenda Greenberg, R.T.(R)(CT).
The newest member of the ASRT Staff: A Legislative Manager

Thank you for allowing me to introduce myself. My name is Kevin Goodrich and I am the ASRT State Legislative Program Manager. It is my privilege to be part of the team that assists affiliate growth and supports individual states in passing legislation to advance the profession and provide patients with quality care. If I were to choose a single word to sum up my role, it would be empowerment. I believe that through strong education, standardization, and communication we can do our part to enhance service and patient satisfaction while reducing medical costs.

I am a professional radiologic technologist and manager with more than 18 years of experience in numerous modalities. I have worked in a variety of medical settings and cultures. My most recent experience was as a radiology analyst for a medical office in Corvallis, Ore. I hold an associate and bachelor’s degrees in medical imaging technologies from the Oregon Institute of Technology. Now, how can I be of service to you?

I can be reached at KGoodrich@asrt.org or 800-444-2778, Ext. 1292. I look forward to speaking with you.

The ASRT is now accepting applications for Leadership Academy Online. It’s a six-week course that teaches medical imaging and radiation therapy professionals the leadership principles of association management. Topics include communication, policy and procedure development, membership recruitment, public relations, parliamentary procedures, advocacy, strategic planning and leadership. In addition to the online course, a half-day educational session and course wrap-up will take place in Albuquerque, N.M., on June 16, 2011.

Download the application now. Send your completed application, curriculum vitae, and copy of your affiliate membership card to affiliaterelations@asrt.org by March 15, 2011.

If you have any questions, please contact Affiliate Relations.

For more information, contact Affiliate Relations.
Happy Fall! It’s hard to believe that Thanksgiving and the holiday season are so close!

**Compliance Corner** is a new section that will appear in every issue of the newsletter and contain important compliance articles for your affiliates and subordinates. It will be imperative for you as leaders of your affiliate to communicate this information to your board and members.

We also need to reflect on affiliate societies’ districts and chapters (if your affiliate has that structure). There have been changes in how ASRT collects your affiliate compliance documents. For all the new leaders, every year ASRT requires your nonprofit state affiliate to send us compliance documentation. What needs to be turned in? Consult the checklist at [www.asrt.org/media/pdf/governance/AR10_ComplianceForm.pdf](http://www.asrt.org/media/pdf/governance/AR10_ComplianceForm.pdf).

At this year’s ASRT Annual Governance and House of Delegates Meeting, affiliate delegates voted not only to submit their compliance documents, but also to assume responsibility for submitting and verifying compliance documents from subordinates (districts or chapters). You’ll notice that this new annual requirement has been added to the affiliate compliance process.

What will be the best way for you to accomplish this, knowing that many chapters and districts have different fiscal years than your affiliate? We need to start looking at this process and determine the best way to manage this. The Affiliate Relations Department plans to survey affiliates with chapters or districts to get their opinions.

If your affiliate has these subordinate relationships, consider the following:

1. The affiliate and subordinates (districts and chapters) have the same fiscal year and their annual compliance documents will be submitted at the same time. This will make it easier for the affiliates to manage, but will require good communication among all the leaders.
2. The affiliate and the subordinates have different fiscal years, requiring the affiliate to “manage” the subordinates and submit the documents at different times of the year. This situation would not require any changes to current processes.

Look for more information in this space in upcoming issues of the newsletter.

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**Motion Information**

Preparations are under way for the 2011 ASRT Annual Governance and House of Delegates Meeting, which will take place June 17-19, 2011, in Albuquerque, N.M.

To conduct House business as effectively and efficiently as possible, I must receive proposed main motions no later than Jan. 3, 2011. Main motions received after this date will be handled as late motions at the meeting. To assist you in writing and submitting main motions, please use Main Motions Packet. The packet includes information from the ASRT House of Delegates Procedure Manual, a copy of Article XI, Commission and Main Motions from the ASRT Bylaws, Writing a Main Motion flow chart and the Motion Form.

Please send your main motions to:
Sandra Hayden, B.S., R.T.(T)
2615 Sunstone Lane
Pearland, TX 77584

If you have questions, please contact her at 713-563-2374, shayden@asrt.org or 713-563-5169 (fax).

If you have any questions or need assistance in writing motions, please do not hesitate to contact me. I am happy to help. If you will not be seated as a delegate in the 2011 House, please contact Speaker of the House Donna Thaler Long, M.S.M., R.T.(R)(M)(QM), FASRT, at dlong@asrt.org and House of Delegates and Chapter Relations Program Manager Tami Briones at tbriones@asrt.org as soon as possible.
Ohio Affiliate Creates a Foundation

By Leisa Arnold, M.H.A., R.T.(R)(M), Ohio Affiliate - Chairman of the Board

There are many ways that affiliates can affect their members’ lives and careers and support potential students entering the radiologic sciences. In 2007, the Ohio Society of Radiologic Technologists made a bold strategic move to solidify its presence as a strong affiliate by creating its own foundation. The OSRT Educational and Research Foundation provides funding for students and professionals engaged in education and research to promote high quality patient care.

Why did OSRT develop a foundation separate from its society? We were interested in finding ways to support lobbying efforts without interfering with our tax-exempt status. In other words, if we wanted to sponsor technologists to attend events such as R.T. in D.C., we needed a separate organization with a different tax status. The Ohio Society of Radiologic Technologists Education and Research Foundation allows OSRT members (and anyone, for that matter) to deduct donations made to this new entity on their federal tax returns. Another reason was to develop scholarships and grants such as the Francine Todd Research Memorial Grant.

To be honest with you, creating a foundation has been a substantial amount of work. We had to develop a policy and procedure manual, mission, vision, logo and strategic plan. This might not look like much, but when you have the work in front of you, it is quite an undertaking!

Marketing our foundation is an integral part of our strategic plan. Our marketing implementation strategy includes creating a general letter about the Foundation and altering it to target specific audiences. We contacted imaging businesses to see if they were willing to sponsor a grant. Second, we targeted OSRT members with a special letter. Next, we personally contacted radiologists we work with to gain their support in assisting imaging professionals with advancing their education. Last of all, we will contact past grants and scholarship recipients to offer them an opportunity to “pay it forward” to other imaging professionals.

After this plan has been executed, we will diligently pursue other avenues for funding our foundation. This upcoming year at the 2011 OSRT annual meeting, we will allow vendors to sell and then donate a portion of their proceeds to the Foundation.

After meeting with ASRT representatives, our leaders came away with new ideas and a vision for our foundation. This has been a team effort; all our foundation board members have been assigned tasks, which they graciously accepted.

Please refer to our website, www.osrt.org/osrtfoundation, to learn more. If your affiliate is interested in developing a foundation or scholarship program, please contact ASRT Education and Research Foundation Director Phelosha Collaros at pcollaros@asrt.org. Phelosha is a development professional who can provide guidance on topics ranging from 501(c)(3) status to fundraising campaigns to scholarship programs.

Debating a Return To the Classroom?

The job market is tight and having additional education could be the difference between your affiliate members getting that job or it going to their competition; however, a tough market also means fewer expendable dollars. With ever-increasing tuition rates, your members could be conflicted when determining if or when to return to school. Fortunately, the ASRT Education and Research Foundation has the funds your affiliate members need to further their education without breaking their budget.

Whether seeking an associate degree, a doctoral degree or anything in between, the ASRT Foundation has available scholarships. Chances are good that your members meet the eligibility requirements. The online application process is easy, so end the debate and encourage your members to enter the classroom.

Scholarships are available for entry-level students and professionals. Applications are due Feb. 1, 2011, so visit Scholarships & Awards at www.asrtfoundation.org for details.
Welcome to Your Future!
Earn a trip to attend the
2011 ASRT Educational Symposium • Annual Governance & House of Delegates Meeting

Write an essay, win a trip. It’s as easy as that! The ASRT is sponsoring 50 students to learn from leaders in the radiologic sciences and find out about the Society’s role in the profession. Students, get a head start on building your professional network by entering to win a trip to the 2011 ASRT Annual Governance and House of Delegates Meeting!

What winning essay writers get:
- All expenses paid, including airfare, housing and a stipend for meals.
- Access to an educational program designed just for students.
- Assignment of a professional mentor during the meeting.
- An insider’s look at the meeting.
- Access to other unique activities just for students.

How can you apply?
- Download application.
- E-mail the application to governanceuser@asrt.org.
- The deadline for submissions is Feb. 1, 2011.

Questions? Call 800-444-2778 or send an e-mail to memberservices@asrt.org.

Protect Your Patients Through Political Action

Health care legislation directly affects medical imaging professionals and their patients. By supporting the ASRT-PAC®, you help send a collective message to Congress advocating for health care and patient safety improvements.

Donate today.

2011 Student Intern Program

Interested in Hands-on Experience?
The ASRT is seeking radiologic science students interested in hands-on experience and learning about the ASRT governance structure by serving as a student intern for the ASRT House of Delegates.

It’s easy to apply. Just visit www.ASRT/student intern.

Deadline for application is Nov. 30.

Questions? Call 800-444-2778 or send an e-mail to memberservices@asrt.org.

Health care legislation directly affects medical imaging professionals and their patients. By supporting the ASRT-PAC®, you help send a collective message to Congress advocating for health care and patient safety improvements.

Donate today.

Contact Tami Briones for more information: tbriones@asrt.org
800-444-2778, Ext. 1250