

# *Joining NBMA*

## The Benefits of Getting Involved and Member Services

### **Networking**

You can meet colleagues, experienced practitioners, and managers at the monthly meeting, at Special Interest Group meetings, by attending professional development programs, and through volunteer opportunities. This gives you the chance to expand your network of colleagues and to get your name, talent, knowledge, and skills out to the community.

### **Professional Development**

NBMA provides members with a variety of professional developments and educational opportunities to enhance their roles as key players, innovators, and leading resources in the interactive multimedia field.

NBMA offers leading-edge programs for people at all levels of expertise. Our alliance with other organizations and conference affiliations provide other avenues to professional development.

### **Volunteering Opportunities within NBMA**

NBMA is powered 100% by volunteers. We welcome people who want to take an active role in our unique and dynamic organization.

Why do it? Volunteering is a great way to ensure that NBMA is responsive to your professional needs, to promote your business by networking with industry peers, and to develop or enhance team, leadership, and creative skills. Contributions of your time and talent will help build our community and foster the growth of the new media industry in the San Francisco Bay Area. Besides, it's fun.

Help us plan meetings, develop benefits for our members, write articles for our newsletter and Web site, welcome people to our events, or help with our Best of the North Bay competition and exhibition.

If you'd like to volunteer, either on a long-term or a casual basis, send an email message to [info@nbma.com](mailto:info@nbma.com) or contact the member who leads your area of interest:

#### **Educational Program Planning**

Art, Sound & Video SIG  
Business of Business SIG  
ActionScript Salon  
Web Developers' SIG  
General Meetings (Big Events)

#### **Meeting Hospitality**

Welcoming Committee  
Gourmet Crew

#### **Membership Benefit Development**

Membership Director  
User Group Liaison

#### **eNewsletter**

Communications Director  
Editor/Writer

#### **Postcard**

Layout/Design

#### **Web Site**

Webmaster

#### **PR/Publicity**

PR Director  
Online Communications

#### **Special Staff and Ad-hoc Committees**

New Member Ambassador Staff  
Web Site Committee  
Best of the North Bay (BNB) Staff  
Bylaws Committee

**Get Involved Behind the Scenes.  
A Fun Way to Network.**

For contact information on the committee leaders,  
please visit NBMA's Board and Committee Leaders page on our site at:  
<http://www.nbma.com/nbma/board.html>

### **Community Involvement**

NBMA as a group and individual NBMA members have been actively involved in numerous Community Outreach Programs. NBMA continually seeks out opportunities where our members can support and provide volunteer-related services to local activities, programs, organizations, and academic institutions.

## A Resource for to Current Information

Members benefit from resources and services that keep them linked to what's going on in the community and to their areas of interests. Members keep abreast of current trends through programs and resources such as:

- Monthly “Big Events” that are valuable forums for learning about new media technologies and business developments from people who have created them or are currently using them. Topics include issues that affect professionals and their organizations, covering subjects such as content development, software tools, infrastructure, the business and social environment, and the latest products and services to help develop your new skills and refine existing ones. Monthly programs are a great professional development opportunity. Our speakers – whether individuals or a panel – are multimedia practitioners representing who represent many industries and specializations. They share experiences and knowledge, including “war stories” and survival tips.
- Our Special Interest Groups (SIGs) meetings support, educate, and inspire NBMA members as well as residents of the community by focusing on topics more specific to their professions or interests. SIG meetings attendees have come to expect that only the best products, the newest technologies, and the most relevant business support concepts are presented. Our presenters represent come from the finest companies, businesses and are the best subject matter experts that the multimedia industry has to offer.

Whether you are an artist, a game developer, an Internet specialist, a business entrepreneur, or a film and video producer, you can count on finding support and continuing education through our SIGs. Participation is a great way to meet like-minded people with whom to discuss areas of professional interest. Members who share enthusiasm for a specific interactive media or topic can form a new SIG, or join an existing SIG.

- NBMA publishes the a monthly on-line and print publication, “Multimedia Reporter,” which features news about program announcements, informational articles on a variety of cutting-edge topics, a calendar of upcoming events, member profiles, along with committee updates, a president’s report covering a timely subject or event within the multimedia community, and ads.
- At the beginning of each month, our Director of On-line Communications, sends an e-mail Communications Broadcast of upcoming events to all NBMA members.
- The NBMA Web site, [www.nbma.com](http://www.nbma.com), offers a powerful resource for on-line members and non-members alike, to stay updated, learn about monthly programs and upcoming events, apply for membership, find resources, and contact members.

## Business Development Opportunities

A number of business opportunities are available to showcase your work: through a free link from NBMA’s award-winning Web site to your Web site, and by advertising in our newsletter with a display ad or insert, at special member-discounted ad rates.

This year, NBMA is focused on building alliances. We have already established corporate partnership relationships with a variety of organizations whose links are on our Web site. We are also strengthening our alliance relationships with other organizations, academic institutions, and businesses. Sponsors and alliances provide a valuable resource for our membership.

If you are interested in helping us build our sponsorship and alliance programs, please don’t hesitate to contact us.

We also hope to build a strong alliance with you, by providing an assortment of professional, educational, and entertaining programs. Participate in them and let us know how NBMA is doing in meeting your personal, career, and business goals.

*Take a moment to build an alliance.  
You never know where it might lead.*

- *Discounted Ad Rates or Inserts*

Advertisements placed in “Multimedia Reporter” for your company or service will reach 1,600 readers who have a special interest in multimedia. A targeted marketing opportunity at its best!

- [Link From Our Web Site To Your Web Site](#)

NBMA's home page includes links to a directory of members' Web sites. Our Web site, [<http://www.nbma.com/>] is known locally, nationally, and internationally.

Employers and potential business colleagues looking for new media resources visit the Web site often. What better way to promote your company or professional expertise? Your membership also includes a link on our site. For more information, visit: <http://www.nbma.com/member/memlinks.html>

## **Financial Incentives**

- *Free or discounted admission to all NBMA meetings and Co-hosted events:*

A great value! We offer many educational programs at Main Meetings and SIGs throughout the year that would cost \$10 to \$15 each if you paid individually. If you attended 12 of our general meetings as a non-member, you would be paying up to \$180 every year. If you added attendance at our SIG meetings you might be paying up \$480 more.

NBMA helps you keep up with industry developments and plugs you into the North Bay's creative community. See our current program lineup at: <http://www.nbma.com/events/calendar.html>

- *Discounted admission to select industry, alliance and affiliation events:*

1) NBMA has negotiated free or discounted admission to industry events such as the Mac World Conference and Expo; the Seybold 2001 Conference; and Web2001.

If there is an event you'd like to attend and don't see listed here, tell us about it and we'll contact the organizers for a group discount.

2) NBMA actively pursues alliance membership in User Groups:

Presently our membership enjoys participation with Apple, Adobe, Macromedia, Microsoft and O'Reilly User Groups.

3) Alliances have been formed with such organizations as SofTECH, BayCHI-Kids, SFSIG-GRAPH, and Sonoma County Web Developers SIG. Many of these alliances entitle our members to user group discounts on membership, meeting attendance fees, services, and select items

## **NBMA is for You!**

NBMA membership provides these benefits right now. Like the dynamically changing new media industry itself, NBMA continually seeks out new strategies to keep our membership and the community aware of the latest trends and developments.

These benefits can work for you! Join today! Use our secure on-line membership registration at [www.nbma.com](http://www.nbma.com) or contact the NBMA Membership Director: [membership@nbma.com](mailto:membership@nbma.com).