

OFFICIAL NEWSLETTER

Official Newsletter of Critical Messaging Association



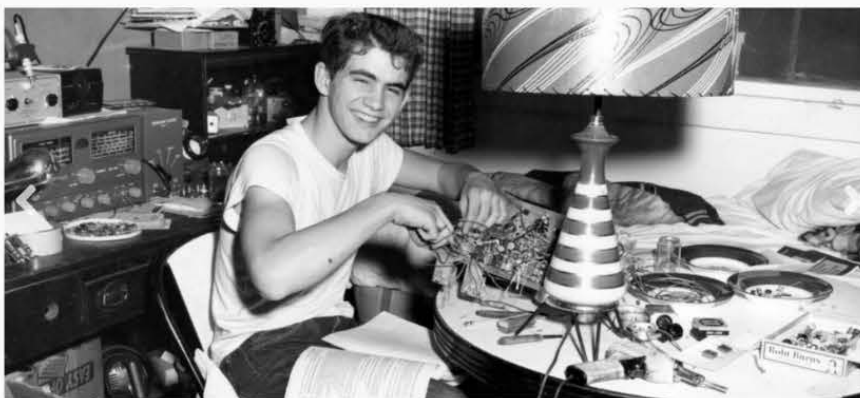
A Tribute to Brad Dye



We're saddened by the passing of industry icon Brad Dye in January, Brad who was 81 at his passing, left an indelible mark on the world of telecommunications. He served honorably in the US Navy and was a minister for many years serving as a Missionary in Paraguay. He then went to work in the electronics business as a paging consultant for Motorola and then as an independent contractor.

Brad's legendary weekly newsletters were a beacon of knowledge and insight for many in the industry. His legacy will live on in the countless lives he touched.

Rest in peace, Brad.



Photos credit from public obituary

In this issue:

A Tribute to Brad Dye
PAGE 01

AMS Attends
VetMed24
PAGE 02

CMA Essential
Messaging
PAGE 03

Upcoming Member
Events
PAGE 04



American Messaging Attends VetMed24



American Messaging attended VetMed24, the premier event for veterinary professionals. The event brought together experts from across the veterinary industry to discuss the latest advancements in animal care.

Recognizing the critical role that seamless communication plays in veterinary medicine, the company showcased, AMSCoconnect, designed to streamline communication and enhance collaboration among veterinary teams. With AMSCoconnect, veterinarians can stay connected, share critical information, and ensure timely responses to patient needs.

The company was proud to support the veterinary community and are committed to providing solutions that empower veterinarians to deliver the highest quality of care to their patients.

Some of my best
leading men have
been dogs and
horses
-Elizabeth Taylor





CMA Delivering Essential Messaging

The Critical Messaging Association (CMA) serves as a leading authority in the field of critical messaging, advocating for reliable communication solutions tailored to the unique needs of critical industries. With a focus on enhancing public safety, healthcare, and other essential sectors, the CMA plays a pivotal role in promoting best practices and fostering innovation in communication technologies.

One of the most significant developments from the CMA is its updated approach to delivering essential messages to its markets. Recognizing the evolving needs of critical industries, the CMA has streamlined its messaging strategies to ensure timely and effective communication.

**We support the
critical infrastructure
that keeps the
world running.
What's your
superpower?**



Differentiating Messages

- **Should work when every second counts**
- **Use independent (2nd) infrastructures and create services**
- **Proven independent communication (paging roots in history)**
- **Dedicated device (terminal) can be an advantage**
- **Hybrid is the name of the game**
- **Solutions are more than "only communication" related**





REMEMBER TO LIKE, SHARE & RETWEET
TO BENEFIT ALL MEMBERS

UPCOMING MEMBER EVENTS

We are thrilled to announce our exciting lineup of member events for 2024! These gatherings offer invaluable opportunities for networking, knowledge sharing, and industry insights. Mark your calendars and make plans to join us for these engaging and informative sessions:.

Important Dates

- April 25: #CMAspring24
- June 20: #CMAsummer24
- September 12: #CMAamst24



Save the date (September 12 & 13) for our Annual Attendance Conference in exciting Amsterdam. This event promises to be an unforgettable experience filled with insightful discussions, industry updates, and networking opportunities.

