

# Gathering Member Feedback on SNM Name Change

Over the past several months SNM has been considering a name change to accurately reflect the society and the future direction of the field. Although we have been and continue to be a nuclear medicine society, we have also more formally embraced the role that molecular imaging and therapies play in our specialty, in our journals, education, and more. As such, “Society of Nuclear Medicine and Molecular Imaging” has been suggested as a new name for our organization.

At the request of the SNM Board of Directors, a Name Change Task Force, for which I serve as chair, was convened earlier this year to research the possibility of changing the name of the society. The task force discussed the impact a name change would have on the SNM membership, in particular the importance of embracing the fundamental nature of our field while looking to the future. The term “nuclear medicine” describes the use of radionuclides in diagnosing and treating disease based on physiological principles, whereas the term “molecular imaging” describes the use of biomarkers in visualizing physiological principles involved in disease processes at the cellular and molecular level. Our field and professional organization have the potential to grow by embracing professionals who utilize emerging technologies based on these principles while continuing to focus on the use of radionuclides in labeling biomarkers. It was also felt that the word “medicine” was important to reflect the therapeutic aspects of our field. After deliberating several options, the task force ultimately decided that the “Society of Nuclear Medicine and Molecular Imaging” was the best choice to present to the membership.

The name change recommendation was officially presented to the SNM Board of Directors in April. In May, SNM began the process of soliciting feedback from members. A Newsline article by Fred Fahey, DSc, and Kathy Hunt, MS, CNMT, was published in the May issue of *The Journal of Nuclear Medicine (JNM)* providing background on the proposal and requesting member feedback. An e-mail memo that included that Newsline article was sent to the membership, and SNM also utilized its social networking sites to garner opinions on the name change. More than 325 responses were

received from members, all of which were reviewed by the Name Change Task Force. Generally speaking, almost 75% of the feedback was positive. It was clear that the majority of those who responded felt that the name change was accurate and necessary in order to continue the growth of the field and the society membership. With the overwhelming feedback that the task force has received to date, the SNM Board of Directors decided to propose to the House of Delegates that the SNM bylaws be amended so that the name change can be implemented.

However, given the importance of this action, it was agreed that it was important to include another article in Newsline to allow for additional feedback and discussion. To further explore the membership’s feelings on the name change, the December issue of *JNM* will include a point/counterpoint article in Newsline. One physician/scientist and one technologist will contribute their thoughts on the positive aspects of the name change, and another physician/scientist and another technologist will voice their opinions on why a name change may not be in the best interest of the society. We hope that by sharing these opinions we will be able to gather additional feedback that will help guide us in our decision.

Throughout this process, many individuals have asked for a breakdown of the total cost to the society to change its name. In consultation with legal counsel, several expenses have been identified and are listed in Table 1. If SNM changes its name, we will be required to file articles of amendment to our incorporation in the state of Washington where SNM is incorporated. The cost of this is \$200 plus legal fees of approximately \$300. Because SNM has an in-house designer and Internet team, no direct expenses are associated with logo design and Web page changes. Small fees, however, are associated with copyright, trademark, and purchase of the Web site domain, as well as changing templates for collateral materials (brochures, flyers, etc.). For all collateral items, such as the membership brochure, product catalog, and other



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**TABLE 1**  
Expenses Associated with Name Change

Item	Amount
Logo (copyright, trademark, etc.)	\$500.00
Incorporation amendments and legal fees	\$500.00
Domain name for Web site (new domain name, change Google search, etc.) registration fees	\$200.00
Change business cards for all headquarters staff and leadership	\$750.00
Change name on checks	\$500.00
Change name on template for printing all journals, etc.	\$1,000.00
Change logos and name on any table covers/portable displays used at conferences	\$7,500.00
<b>TOTAL</b>	<b>\$10,950.00</b>

marketing pieces, SNM will not order any additional large quantities with the current name until the final decision regarding the name change has been made. This will cause no additional unbudgeted expenses in FY2012 in relation to the name change.

Changing the name of the organization is not a process that is taken lightly; it requires a change to the bylaws. SNM has begun this process with the approval of a name change by the SNM Board of Directors. The proposal has been sent to the Bylaws Committee, and the Bylaws Committee has officially proposed the change, to the SNM membership, in the notification included in this issue of *JNM*. This is in accordance with the process outlined in the bylaws for amendments stating that members will be notified 60 d prior to the House of Delegates meeting in which the vote will take place. The next House of Delegates meeting will take place on January 28, 2012, at the SNM Mid-Winter meeting in Orlando, FL. The House of Delegates is the governing body that makes the final decision regarding any bylaws amendments. Proposed changes to the bylaws can be found below.

Subsequently, if the SNM Bylaws amendment is approved, SNM would be required to amend its articles of incorporation in order to change the society's name. SNM is incorporated in the state of Washington, which requires that an amendment to Articles of Incorporation be approved at a meet-

ing of members by receiving at least two-thirds of the votes of members present at the meeting or represented by proxy.

If the bylaws change is approved during the House of Delegates Meeting at the Mid-Winter Meeting, the SNM will utilize the SNM Business Meeting, held during the SNM Annual Meeting in Miami, FL, on June 11, 2012, as the forum in which to vote on the amendment to the articles of incorporation. The SNM national office will send the notice of the meeting to all voting members of the SNM (full, associate members, and emeritus members who were members of full or associate categories at time of emeritus status).

We continue to encourage members to share their thoughts on changing the name of SNM to the "Society of Nuclear Medicine and Molecular Imaging." If you have comments to share at any time, please e-mail us at [feedback@snm.org](mailto:feedback@snm.org). You may also contact your chapter, council, or center of excellence delegate to the House of Delegates to provide feedback. A full listing of the chapter, council, and center delegates can be found on the SNM Web site at: [www.snm.org/namechange](http://www.snm.org/namechange). We also encourage SNM members to attend the House of Delegates meeting and be a part of the discussion.

*Carolyn J. Anderson, PhD  
Chair, SNM Name Change Task Force*

## Notification of Proposed SNM Bylaws Change

**T**he current version of each affected section of the Society of Nuclear Medicine (SNM) Bylaws is included below in its entirety; unaffected sections are not included. Proposed deletions are struck through. Proposed additions are underlined. Some minor housekeeping revisions to the sections, such as relettering, are also included. The SNM is proposing changes to various sections of the bylaws that will be affected by a name change of the society.

### Background: Name Change

The SNM is completing its 5-y campaign to embrace all molecular imaging modalities while, at the same time, its 60th anniversary is rapidly approaching. As a specialty, nuclear medicine arose from the application of sophisticated technology providing a unique ability to image function and physiological processes. Nuclear medicine therapy provides ways to treat diseases such as thyroid disease and non-Hodgkin lymphoma by utilizing radioactive medicines that specifically target fundamental aspects of the organ's physiology or the pathophysiology of the disease. Over the past 5 y, we have incorporated nonnuclear molecular imaging technologies into SNM and SNM-sponsored scientific and educational programs and publications. This transition was quite natural, as SNM came to realize that molecular imaging has always been an integral part of our specialty.

It is appropriate at this critical juncture to consider whether the name "Society of Nuclear Medicine" adequately describes who we are and where we are headed. It has certainly served us well over these past 60 y and has come to represent the most prestigious international organization in the field of nuclear medicine. However, as molecular imaging expands, we need to incorporate emerging imaging technologies beyond those that utilize radioactivity.

In reflecting on the name of the society this spring (2011), the House of Delegates, National Council of Representatives, SNMTS Executive Board, and SNM Board of Directors agreed that it is time to review the name to determine whether or not it still fits who we are as an organization. In February 2011 a task force was formed, comprising representation from the SNM and SNMTS membership, to discuss the options regarding changing our name. The task force recommended the following name change: Society of Nuclear Medicine and Molecular Imaging (SNMI).