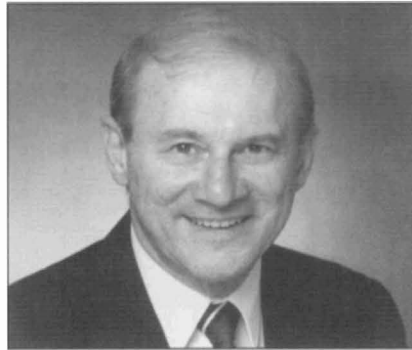


**By Stanley N. Baron**

Your Society is focused on helping you to better understand and cope with the changing workplace. The Society's success in meeting its goals is a tribute to the volunteer work of its members. Those of us who give our time and efforts to the Society's activities have learned that there is such a thing as self-serving altruism. The very act of preparing a presentation or participating in a demonstration of new technology helps you gain new insight into your work and increases your working knowledge of the subject. The networking that is involved in the normal course of Section activities or participation in conferences provides a continuous flow of benefits.

Imagine where the Society would be without its many volunteers. It is the volunteers who help prepare our individual and Sustaining Members to utilize the advances in technology and cope with the changing environment in which we all must work. SMPTE volunteers provide the necessary tools, skills, and activities to adjust to new environments by offering educational services and the production of standards that define new technologies. It is the volunteer efforts of its members that make SMPTE the leading professional imaging society that it is today. There is an old saying that "The whole is greater than the sum of its parts," and when we volunteer our services to SMPTE we find that we get far more out of the effort than we put into it.

A good case in point is the Advanced Television and Electronic Imaging Conference in San Francisco, held in February. I want to thank all of the Society's volunteers who helped make the conference a success. The conference was a result of a well thought out and developed technical program, high-technology demonstrations, a terrific day-long seminar, and most important, hard work and dedication by the volunteer committees to make it all happen. Our guest speaker, Philip Dodds of the IMA, showed us new doors of opportunity. The volunteers have once again



shown that they are committed to making SMPTE conferences technologically up-to-date and successful.

I would like to personally thank all of the dedicated people who worked behind the scenes to run the Conference. I would especially thank General Arrangements Co-Chairs Glen Pensinger and Richard LeForge; Papers Program Co-Chairs Peter Symes and Charles Poynton; Session Co-Chairs Al Kovalick, Robert Hopkins, John Streets, and David Fibush; AV Committee members John Streets, Gordon Schaeffer, Gary Youngs, Alan Bourke, Adam Wilt, and Bill Sturke; Registration Chair Charles Hintz; Opening Tapes Chair Rick Reagan; Membership and Publications Chair Lincoln Endelman; Signs and Display Chair John Goodell; Reception Chair Eugene Zastrow; Sponsorship Chair John Carlson; Student Coordinator Gary Vann; Seminar Arrangements Liaison Eric Gemmer; and Partners Program Coordinator Hisako Hintz. Thanks are also due to Shenzhe Chen for organizing the day-long seminar and to Ken Davies for his work on the demonstration. As we are all aware, a hit production requires the concentrated efforts and energies of a pool of creative talent, and the conference production team definitely provided a technical hit.

However, conferences are only one aspect of the Society's services to its members. Did you know that over 1,000 attendees participate in monthly Section meetings and activities worldwide? Think about what the Society would be without its Sections and volunteers, and equally important, without the cooperation of the employers of our volunteers. Many companies provide

staff time, and in some cases funding, to run tutorials, workshops, demonstrations, and seminars at monthly Section meetings. The Society is extremely grateful to all of the companies that continue to support its conferences, programs, and Section activities. They do this because they understand the educational value to their employees that is returned for their efforts.

A major benefit of your SMPTE membership is that it provides you with an opportunity to participate in the planning and developing process for the Society's conferences and Sections and improving your personal planning skills. We are always looking for knowledgeable industry professionals to assist the Society in these endeavors. It is an opportunity for you to get involved — perhaps to suggest a conference theme; develop a SMPTE technical program; choose session titles and seminar topics; sit on an engineering committee; help with sponsorship, membership, or audiovisual activities; or participate in Section meetings and workshops. Taking part in these functions can provide an educational opportunity and will help keep you conversant with today's ever-changing technologies. I know it has enhanced my professional development.

Don't forget to mark your calendar for upcoming SMPTE events this year. Prior to NAB '95, on Saturday, April 8, the Society, in conjunction with NAB, will sponsor a day-long seminar entitled, "Pixels, Pictures, and Perception: The Differences and Similarities between Computer Imagery, Film, and Video." Charles Poynton, Thor Olson, Mark Schubert, and John Watkinson will participate in the seminar. While at NAB '95, we will disseminate information on the 137th SMPTE Technical Conference and World Media Expo, to be held September 6 to 9, 1995, in New Orleans.

There are many opportunities to participate in SMPTE-sponsored programs. Getting involved is easy. Call your Section Chairman (listed in the *SMPTE Journal*) or Ed Hobson, Conference Vice-President, or please feel free to contact me directly. I look forward to seeing you at NAB '95.

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