

Do a Colleague a Favor....

By Stanley N. Baron

Do a colleague a favor...by inviting him or her to join the SMPTE. I belong to the Society because it has made a positive difference in my ability to deal with the changes in technology. SMPTE Standards, Recommended Practices, and Engineering Guidelines document proven technology that I can rely on to meet my requirements for interfacing equipment and interchange of program content. The *SMPTE Journal*, Section meetings, and Conferences help me keep current with advances in technology. The Society has also helped you, and there is a good probability that it will make a difference for someone that you know in the field. Promoting SMPTE membership is a good way for you to support the Society as well as contribute to the professional development of your colleagues.

I invite each of you to recruit a new member between now and the end of 1996. After all, the best marketers for membership are the existing members.

To help you help the Society we have developed a Membership Kit. Just call, fax, or e-mail SMPTE Headquarters, and we will send you a kit that includes everything you need. The Membership Application form that is included in the kit has a "Recruiter" line at the bottom. Fill your name on that line on each application that you pass on to others so that we can keep track of each new member you recruit and send you a note of thanks for each. At the end of 1996, we will tally all the new members and special recognition and a gift will go the leading recruiter in each Section.

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An Easy Process

The process is relatively easy. There are as many ways to get people interested as there are ways that the Society has helped you:

1. Invite at least one nonmember colleague to attend a SMPTE Section meeting, so they can experience firsthand the professional benefits of Society membership.
2. Lend issues of the *SMPTE Journal* and other SMPTE publications to your nonmember colleagues and suggest that they might want to have their own copy.
3. Ask your company to allow you to post announcements of SMPTE Section meetings, Conferences, and educational programs on company bulletin boards.
4. When someone comes looking for information on Standards or Recommended Practices, or help in their implementation, point them to SMPTE and use the opportunity to discuss the benefits of membership. (Recently, I turned a phone call for help on Standards into both an indi-

vidual membership and a corporate Sustaining Membership.)

Just remember to keep applications on hand.

Finding Prospective Members

Finding prospective members can be as easy as networking with coworkers and colleagues at technical meetings, conferences, seminars and most non-SMPTE technical forums where the focus is on motion imaging technologies.

Your Section's membership chair can be a valuable source of ideas on how to encourage prospective members to come aboard. Please also feel free to contact the Society's Sections Vice-President, Fung Lam; our North American Membership Chair, Esio Marzotto; or our International Membership Chair, Angelo D'Alessio. These gentlemen would be happy to provide recruiting tips and key information to aid in your recruiting effort. Fung can be reached in Canada at +1-416-499-1414, Esio in Michigan at +1-519-253-4232, and Angelo in Italy at +39-6-519-2260.

Imagine if each of us were to recruit one new member apiece between now and January 1, 1997. By that time, we will have accomplished a great deal in the way of membership outreach and will have positioned the Society to continue to foster professional development and educational enhancement in all areas of the motion imaging arts and sciences. This an effort that would help thousands of industry professionals to better perform their jobs — a "win-win" situation for all of us.

To receive a copy of the Society's Membership Kit, "This is SMPTE," contact Headquarters by phone (+1-914-761-1100), fax (+1-914-761-3115) or e-mail (member@smpte.org).