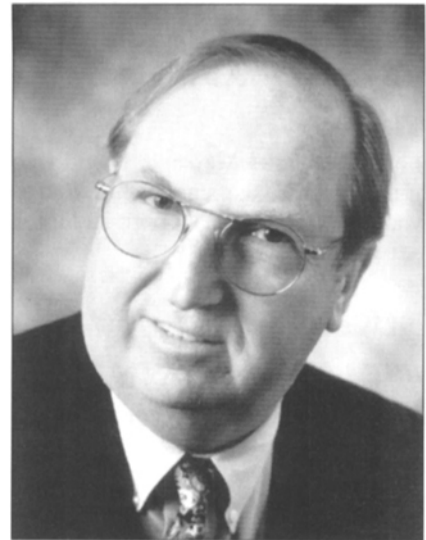


“Change, just in our narrow world and at an accelerating pace, has swept whole industries off their feet in the 1990s and replaced them with new structures, addressing new markets and, in the process, saddled the individuals within them with new expectations and new challenges.”



David L. George

It has often been said that there are only two certainties in life: death and taxes. But there may also be a third, that of the constant progression of change. The latter certainty affects our professional lives as much as the former realities influence our private ones. And there is no escaping any of them, at least none that I am yet sufficiently privileged, even as your President, to be aware of.

There is not much we can do about the eventuality of the first certainty, and it could be argued that there is even less we can do about the second. But within the motion imaging industry we can address certain aspects of the third, at least as it affects us professionally, through greater participation in the Society and its activities. What we can find here is access to information and educational opportunities that will help us to better understand and more efficiently apply the promise of new developments, techniques, and technologies in our professions and even, perhaps, an opportunity to influence the directions these developments might follow. These are powerful tools with which to confront our world of change.

Coping with Change

Change has been particularly rampant in the latter part of this century. Change, just in our narrow world

and at an accelerating pace, has swept whole industries off their feet in the 1990s and replaced them with new structures, addressing new markets and, in the process, has saddled the individuals within them with new expectations and new challenges. While not limited to technological change — many of the roots have been economic and political — in our industry many of the changes have had technological underpinnings.

There is some validity in the notion that there is nothing in life as constant as change. And no greater personal challenge, I would suggest, than in coping with it. It bears down on us mercilessly, seeks us out wherever we are hiding, obsolesces the tools and techniques of our trade, and can even displace us if we are not careful to embrace such mutation rather than to fight it. How we deal with change is a function of personal choice, but deal with it we must. And your Society can help in a number of ways, through providing access to vital tools, contacts, support, and information. You have only to participate to take advantage of it.

At this time, the only certainties are that change will march on. Death offers little positive in the way of escape. And tax time is fast approaching!

— David L. George

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