

### **Knowledge Ensures Success in Today's World**

The world has become a very complex place. One of the more fundamental changes running rampant is the rapid evolution of a world economy that is largely knowledge based. Within this paragon the wealth of nations, business revenues, individual incomes, employment security, position, and even personal power are all increasingly determined by how effectively we, individually and collectively, adapt and apply our knowledge assets. In the modern world, this rather ephemeral wealth has become a more important factor in ensuring success than any level of physical effort or material investment might once have been. Those embracing the challenge of fostering knowledge will prosper while those who ignore it will be left behind.

### **Information Becomes Knowledge**

Both the supply of, and demand for, information has skyrocketed. Vast amounts of data exist everywhere and are mostly freely accessible. When the data become information and the information is applied to solving problems, it is converted into knowledge. In the transformation, the knowledge gains in value as a critical driver of economic growth. Information knows no borders and, in most places, has supplanted economic, human, and natural resources as a prime determinant of global competitiveness. Knowledge is essentially unlimited: it gains value when shared and generates innovation rather than just increasing in production volumes. But it takes a highly educated, highly skilled, and resourceful workforce to exploit it.

In the more developed countries, over half the value of all goods and services produced is rooted in knowledge and knowledge-based industries. However, in spite of considerable progress, access to such knowledge is uneven, as the basic tools to take advantage of it are not universally distributed around the world. The creation of new knowledge is destructive to that which exists, usually reducing the value of existing products and processes or making them obsolete.

### **Staying Current Improves Efficiency**

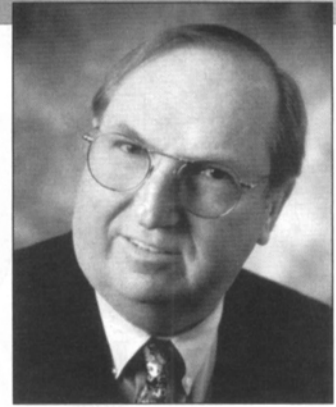
For knowledge-based organizations, the most important element is access to a skilled and knowledgeable workforce. Educated workers and, even more important, an ability to continually update their training is a critical determinant of success. And, increasingly, due to economic pressures to continuously improve efficiency, the responsibility to remain current is being passed from the organization to the individual.

### **What is Needed to Stay Current**

So much information is available, however, that it

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overwhelms our individual ability to select what is useful from what, in reality, is not. Key to success is an inquiring mind, a positive attitude about learning, and ready access to some sort of primary network that can organize and present information and knowledge of use to us as individuals and professionals in a knowledge-based industry. The practice of lifelong learning is a necessary ingredient in this environment and your Society, as I have pointed out previously, is a basic filter in your arsenal of analytical and decision making tools.

The skills and competencies we have developed, not as pure knowledge but as tools which enable us to effectively seek, find, rank, and organize the particular information we need, while sifting through the mountains of related, but extraneous, data that often exist are filtered and supplemented by SMPTE resources.

### **SMPTE Can Provide...**

This organization can provide you with access to both valuable information resources and usable and reliable filters to sort them. Your Society is a prime provider of relevant information and professional support in the motion imaging industry. Through its engineering and section activities, publications, papers, conferences, and training seminars, SMPTE can provide access to much of the knowledge and continuing education you need and may be seeking. The Society also offers a real opportunity for peer interaction and information sharing as well as networking with other professionals in the field.

Active SMPTE membership can constitute a part of a personal, and even corporate, strategy for success. What can be accessed through the Society are several powerful, portable, permanent and professional information and application tools with which to address the challenges of the information age. Our knowledge base can be enhanced through personal involvement in SMPTE section, conference, and seminar events, and through active membership.

But gaining knowledge requires some active participation on your part too. We can only help provide useful tools and raw materials, and opportunities to access them. The active part relies on you.

A stylized, handwritten signature in black ink, which appears to be "D. George".