

MESSAGE FROM THE EXECUTIVE DIRECTOR

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Let's talk about value! There is value in your relationships with other people; there is value for getting a return on your investment, whether dues payments, your career, or continuing education. Value is also placed on your time. When put together, you can see that the SMPTE benefits you receive are worth a lot more than a mere dollar figure.

But if numbers are your game, let's go ahead and see how much it would cost. Education: Advanced-level college courses at an accredited university: \$1,500 per class. Attendance: Time. Do you have any time to spare for things not worth your while? Relationships: Could you really put a dollar figure on your success, due to people who helped you along the way? And didn't it help when your new employer saw "SMPTE Member" on your resume? Surely, it amounted to more than \$125 per year.

First, let's review some of the things you already get with your membership. The *SMPTE Journal*, a program offering discounted life and health insurance, discounts on car rentals, specialty travel, and hotels. As well, you get discounts on conference registrations, publications, standards, conference proceedings, and wall charts, and don't forget the use of the Employment Service column in the *Journal*.

As SMPTE develops new resources for you, the value of your membership also increases. For instance, our website becomes increasing functional each month, and we expect members to soon have access to an online "SMPTE Library." The online library will enable you to order reprints and back issues. Using the library's search engine, members would be able to perform cross-reference searches: calling up papers and articles that were published in the *Journal*, as well as holdings of papers that were not published, but which might be of importance to those doing research. The SMPTE Library would also give members access to an online SMPTE Membership Directory, and the ability to purchase reprints and subscriptions.

All your life you heard the maxim, "You get out of it what you put in." As Gavin Schutz states in his column this month, SMPTE benefits are very real. You, the members, ARE SMPTE! Invest in SMPTE, and invest in yourself! To get the most out of your membership, I encourage you to participate in as many areas of the Society as you like. Join engineering committees; attend meetings in your area, or in other areas as you travel; and read your *Journal* monthly. Do not hesitate to sign up new members from your company, your business network, and your social circle.

In this day and age, we are all pressed for time. What competes with your time? What will win? Very likely, it is an area that you can answer the question, "What's in it for me?"

With SMPTE, the answer is value.