

PRESIDENT'S MESSAGE

John L. Mason

Hopefully, most of you will be reading this message close to the conclusion of a successful and informative 143rd SMPTE Technical Conference and Exhibition, at the Hilton Hotel in New York, from November 4-7. I say "hopefully" because the horrific terrorist attacks of September 11 on New York, Washington, and Pennsylvania, and their aftershocks, have exerted a dire and chilling effect on us all. In early October, some from our ranks even recommended postponement or cancellation of the New York Conference.

We decided, however, to go forward with the Conference and do our best to carry on the work of the Society. We wish to salute the contributions of Program Co-Chairs Chuck Phelan, National TeleConsultants, and Phil Livingston, Panasonic, and commend Local Arrangements Chair Warren Singer, Video Technology Resources, Inc., and Vice-Chair Richard Carlson, Eastman Kodak, for their stellar efforts. We are indebted to Audio Visual Chair Ben Homenick; Opening Films & Tapes Chair Chuck Roback; Volunteer Chair Ed Schuller; Membership Chair David Dever; Sponsorship Chairs Robert Ross, Dom Serio, and Ray Blumenthal; Student Chair Norman Bebell; and Editorial Vice-President Ed Hobson for their time, energy, and participation. We are grateful to all the presenters, volunteers, and SMPTE staff for their capability and contributions to the 143rd Technical Conference and Exhibition.

We are also indebted to many SMPTE colleagues around the globe who have stepped in during the aftermath of September 11 to help out under the most difficult of circumstances. In particular, I'm thinking of IBC in Amsterdam this year. Many of us from North America, myself included, were not able to attend because of travel dislocations. While attendance was down, we nonetheless were able to remain on schedule in presenting the pre-show tutorial on "Metadata for Broadcast and New Media." The SMPTE-influenced seminar on Global Standards for Digital Cinema also went off as planned with many people pitching in, including Graham Roe, David Bancroft, and Michael Karagosian. We are very grateful to our Director of International Sections, Angelo D'Alessio from Italy, for stepping in to host SMPTE's reception at the IBC Conference.



Our SMPTE Fall Conference reminds us of how challenging these times are for our Society. We all remember the halcyon days when there were large bi-annual conferences and exhibits, which paid the freight, so to speak, for almost every effort the Society chose to undertake. Unfortunately, those days are long gone, and the revenue generated from one successful major conference and exhibit falls far short of sustaining SMPTE's many activities and services to its members around the world.

One concrete initiative of the Executive Committee and Board of

Governors to respond to this situation has been to create a long-range, long-term funding apparatus to address the on-going financial needs of the Society. We are calling this entity the SMPTE Foundation. The SMPTE Foundation is a non-profit organization, operating under the auspices and direction of SMPTE. Its mission will be to raise major funds in order to advance and carry on the basic educational, technological, standards, and informational goals of the Society. The Foundation will seek money from individuals, companies, corporations, and other not-for-profit entities. Some of the Foundation's income may be used to offset operational and administrative expenses of the Society.

The legal underpinnings of the SMPTE Foundation have been developed, and we are now in the process of creating and naming a Board of Directors to set policy and plan strategies for moving forward. Much needs to be done here, but we believe the Foundation holds significant promise as a powerful tool to address the financial well being of the Society and establish yet another means for advancing its goals. Please let us know if you are interested in serving or playing a role in the development of the Foundation and its work in the months and years to come. We will be reporting on further developments in future issues of the *Journal*.

As we continue to mourn, celebrate, and pray for the lost lives of September 11, let us also say a prayer for SMPTE. We have much to be grateful and thankful for, especially the ability to serve others and society.