

MESSAGE FROM THE EXECUTIVE DIRECTOR

Frederick C. Motts



In this month's message from the President, John Mason explained to you the importance of member support to keep the Society thriving. I would like to tell you about the changes we are making at Headquarters in answer to the current situation.

We are looking at each department's budgets and will find ways to economize without cutting benefits. With our small staff, we will improve our current responsibilities without compromising value or quality.

Also in 2002, as John mentioned, we are increasing active member dues to \$135. This additional revenue will help support SMPTE's day-to-day operations. Membership dues comprise a substantial part of the revenue we earn, which, in turn, funds the benefits you have come to expect from your membership. In order to continue operating without a reduction in services, we need a periodic price increase, just as any other business would.

Some of you may be asking how you can help. Here are my suggestions:

- Get involved. The Society is only as good as its members' interest. You ARE SMPTE. You make it happen.
- Share your experience with colleagues. The more they know about SMPTE, the more likely they are to join.
- Participate in the 2002 member-get-a-member campaign. (Details will follow in upcoming issues of the *Journal*.)
- Make a donation. Give extra to SMPTE or to the newly-established SMPTE Foundation.

Membership dues uphold the Society's standards activities and educational goals. SMPTE constantly adds value to your membership by introducing new benefits for the same price. We choose to keep our dues relatively low to please you. We are fully cognizant that SMPTE is its members; without you we would not exist. In order to continue with the same level of benefits, however, we must have backing.

I hope you will realize the significance of these issues without thinking the worst. SMPTE is not going away; we are just experiencing growing pains. Like other businesses and associations, SMPTE has been through this cycle before and has come out a winner—and we will do it again.