

Message from the Financial Vice-President

Robert B. Kisor



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The issues that have been so disruptive to the motion picture and television marketplace in the past year have also had an impact on the finances and operations of SMPTE. The financial status of the Society is good, not great, but good. As companies reduce staff and dotcoms close we have seen a small erosion of individual memberships. Due to the hard work of Roy Brubaker, Sustaining Membership Chair, sustaining membership has been steadily increasing. Conference attendance in these times is a challenge. The fall 2000 conference, which had a very large turnout, was offset by a small turnout at the Advanced Motion Imaging conference last February. Engineering activities are challenged, as those involved find less time available to participate.

For the Society to continue to meet the educational and engineering demands of the evolving technologies it is important that funding and support levels increase. Individual memberships are the core of the Society. The *Journal*, discounts on conference registration, including NAB, discounts on standards CDs and other publications, and notification of section activities are just a few of the member benefits. Access to the member section of the SMPTE web site is a new benefit that will allow access to the *Journal* on-line as well as many other features.

Sustaining membership of companies is the catalyst for individual membership. All of the companies involved in the creation, manipulation, and distribution of images benefit from the work of the Society. The educational initiatives and conferences provide opportunities for employees to be exposed to or more fully understand new and evolving technologies. The engineering activities, which create standards and other recommendations, help create larger markets for products. Conferences provide a forum for the presentation of new technologies and an opportunity to network with those directly responsible for design and implementation of those technologies. Sustaining membership confers mutual benefits on the member company and the Society. Depending on the membership level, SMPTE provides complimentary conference registrations, complimentary individual memberships, and significant discounts on standards CDs and other publications.

In addition to financial support, SMPTE relies on the active participation of its members for volunteer work in the engineering committees, in organizing the conferences, and in making presentations at the conferences. The opportunity to participate in these important aspects of the Society's work is open to both members and non-members.

Through all the changes and challenges, the Society's finances have remained strong. Like everything else in this economy our costs are rising. We need more members. We need new and expanded Sustaining membership. We need sponsors for conference activities. I hope that those involved with the production, post-production, broadcast, and other related imaging industries see SMPTE for what it has always represented, a resource for education, information, and engineering standards.



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