

MESSAGE FROM THE CONFERENCE VICE-PRESIDENT

THOMAS M. JORDAN

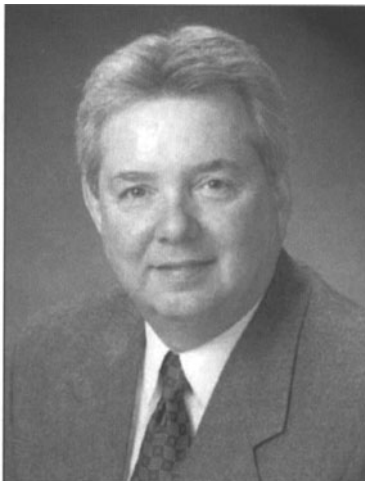
Conference Planning 101

As the Conference Vice-President, it is my responsibility to ensure that locations for our two annual conferences are selected and booked well in advance and that arrangements for these conferences are planned and completed on schedule. This is in contrast to the Editorial Vice-President's role of defining the conference program and ensuring that topics and session chairs are in place; two very different but very interlocked responsibilities.

Selecting venues for future conferences is an on-going process that works about five years in advance of the conference date. Fortunately, we have settled on New York and Pasadena for our Technical Conference and Exhibition. This conference occurs in the fall of each year and alternates between these two cities. These venues were not, however, without their shortcomings, and we have had to invest significant effort to ensure that our needs are met by the host facilities. In New York, for example, we moved the location from the Marriott Marquis, a great hotel, but with many factors that limited our success, to the New York Hilton, another great and newly remodeled hotel, with superior exhibit and session space. Exhibitors there can expect to have more than adequate space for their booths (including a higher ceiling) while session attendees should enjoy an improved presentation environment and very easy access to the nearby exhibit area. Based on our expectation that this space will meet our long-term needs, we have made commitments to the Hilton for the next three New York conferences.

In Pasadena, we negotiated hard with the Conference Center for improvements to the building that we needed to serve our exhibitors and session attendees. In the past, our session rooms have been cramped and the seating has been limited. We also had inadequate exhibit space and had to turn away companies wanting displays. Future conferences there will show improvements in both of these areas. For our 2002 Conference, we will have access to the Civic Auditorium in the Conference Center, which will provide additional conference space so our session rooms should be more comfortable, with ample seating and improved projection. By the 2004 Conference, exhibition will have been doubled and new meeting rooms added, which should give us further opportunities to improve our session presentations.

Our other annual conference, the Advanced Motion Imaging Conference (sometimes called the Winter Conference) usually occurs in February; its location changes from year to year. One of our biggest challenges associated with this conference is selecting a good location. We must consider the host city but also available facilities, transportation, cost (both to SMPTE and the attendees), and availability of a local SMPTE section to provide the vital local support needed to execute a successful conference. We also consider past performance in each city (some draw much better than others) and the time span since the conference was last held in a city. Once a city is selected, we do site visits to prospective facilities to gather facts about presentation space, hotel rooms, banquet facilities and, most importantly, cost. Finding venues that meet all of these criteria is difficult but is essential if we are to continue to provide the high-quality conferences that our members and other industry attendees have come to expect.



Fortunately, we have a professional staff at Headquarters that do most of the "heavy lifting" associated with these activities. Our Executive Director, Fred Motts, and our meetings manager, Dianne Gabriele, with help from other Headquarters staff members, carry out most of the actual tasks needed to accomplish the above arrangements. Without them our two annual conferences would not be possible. There is, of course, an additional group of Headquarters people who handle the programs at these conferences, but let the Editorial Vice-President tell you about them.

Coming Soon to New York

This year's Fall Conference runs Sunday to Wednesday, November 4-7, at the New York Hilton. As is customary, SMPTE has negotiated a block of hotel rooms at the Hilton at a considerably reduced rate. This rate is available until October 15. Booking early and taking advantage of this rate is especially critical this year because of the New York Marathon, on Sunday, November 4. This event brings thousands of people to Manhattan every year and hotel rooms will be in very short supply. Securing a hotel room outside of the SMPTE block may be a monumental challenge, so book early.

Local arrangements for this conference are under the capable care of Warren Singer, Video Technology Resources Inc., and Richard Carlson, Eastman Kodak Co. These gentlemen, along with their appointed committee chairs, committees, and volunteers are busy finalizing the details of what will no doubt be the best conference ever. You may get program details, daily schedules, and register for the conference (with a credit card) online at our new secure website: www.smpte.org/conferences/. Advanced registration will ensure that you can pick up your conference packet quickly at the registration desk and avoid on-site delays.

Dallas in February

The next AMI Conference will be held at the Fairmont Hotel in Dallas, Texas, February 7-9, 2002. Fred Huffman is in charge of arrangements, and preliminary plans are under way. Check your *Journal* or our website for program details.

Film Folks...Don't Miss This

The Hollywood Section of the SMPTE is hosting a one-day Film Seminar on October 27, 2001. The theme is "Tools to Craft the Modern Motion Picture." Topics include: Creating the Image, Manipulating the Image, and Preserving the Image. Additional program details and the location will be found at the Hollywood Section website: www.hsmpte.org/.

Our Commitment

It remains our goal to present the most industry-relevant topics from engineers and scientists working at the heart of emerging technologies and always in a highly professional environment. To this end we welcome your comments and suggestions.

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