

## MESSAGE FROM THE EXECUTIVE DIRECTOR

### Frederick C. Motts

Like so many others, you have probably made some resolutions for the New Year. How about resolving to be a more active SMPTE member?

Think back to when you first became a member. Was it because of a brochure you saw? Not likely. Probably, it was because a friend or colleague recommended you to join. The same is true for members today.

That is why we instituted a yearly Member-get-a-Member campaign last year, based on the idea that current members are the best source we have for gaining new members. Each year, we hold a contest to see who recruits the most members. That person will win a prize and a year's free membership. In order to keep SMPTE's numbers growing, I encourage you to sign up new members in any way you can.

This year, the person who recruits the most new members wins a Palm Pilot. Everybody likes to win prizes, so go out there and sign up your boss, employees, and colleagues. The more people we have, the stronger SMPTE will be.

Just think of all we could accomplish with more members:

- More money for Section activities
- More volunteers to draw from—more help!
- Increased participation at your local meetings and seminars—more discussion!
- More expertise shared with the group—get better job skills!
- New networking contacts—may lead to better opportunities!

As in 2001, all you have to do to get credit for signing people up is to put your name on the "source" line of the person's membership application. We'll



keep track of the rest. Applications are available for download at [www.smpte.org/](http://www.smpte.org/); or pick them up at a Section meeting; or call Headquarters to have some mailed to you. Feel free to photocopy as many as you like, then distribute! distribute! distribute!

Recruiting members is one of many ways to contribute to the Society. Another is to remember to renew your membership on time. (Your expiration date can be found on your membership card.) This will allow staff to spend resources

on improving service to you, rather than spending countless hours tracking people down. If you tend to forget, consider renewing for three years at a time.

Many of you are transient, moving often from one job or city to another. If you switch companies or move, please remember to inform SMPTE. This will save on postage and staff hours while we search for your correct address. And you will continue to receive your *Journal* and other mailings on time.

Volunteer! Everyone's resources are restricted these days, especially in our industry. With members having less time to contribute, more volunteers are needed. Perhaps you are unable to contribute 20 hours a week, but you can contribute 5. Five hours is better than none! Also, volunteering has its own advantages—it casts your net wider and you will be better-known within your Section and the Society as a whole. Knowing more people can lead to better opportunities within SMPTE and the work world.

Make a New Year's Resolution to get more involved in SMPTE: The more active you become, the more valuable your membership becomes.