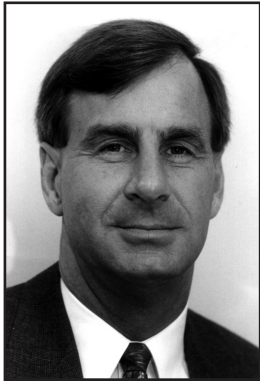


# Message from the Executive Director



In my message last December, I spoke of a struggling SMPTE and called on all members, both individual and sustaining, to help revitalize SMPTE. Here is an update on some of those achievements:

- Section officers are leading us to a strong future by retaining members through telephone and personal contact. Now a regular part of Section management, retention efforts will help SMPTE persevere.
- The 2002 Member-Get-A-Member Campaign is still going strong. Each new member you recruit adds to the pool of knowledge and networking resources available to you.

These are some very important steps, but we still need your help. By helping us you will benefit yourself and/or your company. Here are some other ways you can give back to the Society that gives to you:

- We periodically conduct member research to determine our direction. If you are called upon to participate in a survey, please respond quickly. You'll soon see how your answers impact new services. (Your response is valuable and will be kept confidential.)
- You will soon be able to join listserves for e-mail discussion among your Section or special interest groups. Participating is an easy way to network, help other members, and find solutions to your own challenges at work.
- Spread the word. There is no better way to share your experience than to let other people know about SMPTE. The more your colleagues know, the more likely they are to join SMPTE.
- Recruit new members for a chance to win a prize! Then you will have a greater pool of knowledge from which to draw.
- Volunteer to mentor a young professional or student. You will learn from each other.
- If you have contact with students, encourage them to become SMPTE members and start a chapter. Be a chapter advisor and help them learn the business.
- If you can reach deeper into your pockets, make a donation to SMPTE or to the SMPTE Foundation.
- Companies in the SMPTE community will benefit by becoming a sustaining member, sponsoring a SMPTE event, or advertising in the *Journal* or website. Think of the highly targeted people that will see your message! You will increase awareness and strengthen your brand.
- Please support sustaining members, advertisers, and sponsors. They donate a lot of time and resources to SMPTE and help make standards that are used around the world.

If there are things you especially like or dislike about your membership, please let me know. I welcome your feedback at any time. You can reach me at [fmotts@smpte.org](mailto:fmotts@smpte.org) or at 914-761-1100 ext. 106.