

Biographical Note

William D. Hedden

It is a common saying that three ingredients are necessary for a successful career — talent, hard work and luck. But in most success stories there is a fourth ingredient — some motivating force that early in life heads the individual in the right direction. In the case of William D. Hedden the motivating force was a bachelor uncle.

The bachelor uncle, Hedden told us, “had been interested in photography since his childhood in the late 1880s. Somehow I graduated into this hobby with his supervision. This led to photographic work for the high-school year book, some freelance newspaper work, etc., and also led me into interests of a scientific nature and then to Purdue University where I graduated in Chemical Engineering in 1940.” And then on to becoming Senior Vice-President of Calvin Communications and President of the SMPTE.

William D. Hedden was born 13 June 1918 in New Albany, Indiana of a family of Midwest pioneers. While at Purdue University he became friends with a professor who was deeply interested in photography and who led a small group of students, of whom Hedden was one, into extracurricular explorations in color photography (then in its infancy). Hedden notes that this experience was of considerable value to him somewhat later.

Following graduation he joined Eastman Kodak where he remained for two years (1940-42) in the Cine Processing Division. He recalls one distinction that was “rather important” — his assignment to the group that started production processing of Kodacolor film in late 1941 and early 1942. He remembers the first roll of Kodacolor film that Kodak received for color printing.

World War II stopped the Kodak adventure. Hedden obtained a commission as an ensign in the United States Navy and was assigned to the Photographic Science Laboratory at the Naval Air Station in Anacostia, D.C. He looks back on this experience as a “tremendous opportunity, working with some of the real Titans of the motion-picture industry who had been recruited from Hollywood to get the PSL in operation.”

At the PSL Hedden became acquainted with a number of people who later became close friends and associates, among them Alex Alden of the SMPTE and “another gentleman named Ken Mason.”

Near the end of the war, Hedden was assigned to placing small processing machines on carriers and then to work in the Western Pacific. At the end of the war he was assigned to a naval intelligence investigation of the Japanese photographic industry. At that time (1945) the Navy knew very little of what the Japanese had been doing in Japan for many years. Hedden's job was to look into the photographic industry which, he recalls, was very primitive at that time.

Another milestone in Hedden's life occurred during World War II when he became acquainted with Forest Calvin, a civilian who was producing training films under contract with the Navy. When Hedden returned from Japan in 1945, Calvin offered him a job in what was then a small company. Faced with the difficult decision of returning to Kodak where he had been very happy or of gambling his future with a small company with great growth prospects he decided to join Calvin, a decision that he has never regretted.

The Calvin Company had been founded in



William D. Hedden

1931. Following the end of the war the use of audiovisuals, particularly motion pictures, exploded and Calvin Company's 15 years experience put it well in the forefront of the rapidly accelerating industry.

At the time Hedden joined Calvin, Lloyd Thompson (whose name is now on the Honor Roll of the Society) was the Calvin Vice-President in charge of all technical operations. At that time Calvin Company printed 16mm Kodachrome duplicates, shipping them to Kodak's processing facility in Chicago for developing — an inconvenient arrangement because of Calvin's rapid growth. Lloyd Thompson learned that Kodak had settled an antitrust agreement with the government which provided that Kodak make the information for processing Kodachrome available to anyone on a licensing basis — and Calvin became the first licensee of Kodak to process Kodachrome.

“Working with Lloyd Thompson was a privileged experience,” Hedden said, “a perfectionist and a man of high integrity, he showed me that there was a right way, a wrong way and no middle ground. He would accept no compromise. He was a brilliant man of vision and constantly challenged us with ideas of new procedures, new concepts and new ways of doing things.”

In the late 1950s, the owners of Calvin Company — Forest Calvin, Lloyd Thompson and Larry Sherwood — decided that it was time to hand over the reins to younger men so Hedden, together with Leonard Keck and Jim Hash, bought the company. Hedden was faced with a new challenge — the management of a company. In the early 1960s, all three of the former owners passed away quite suddenly leaving the new owners “with rather a lonely feeling,” Hedden recalled, but the rapid growth of Calvin Company, requiring much of the young owners in the way of time, energy, decisions and planning, left little time for loneliness.

Hedden joined the Society as an Associate Member when he was in the Navy. One of his sponsors said of him, “He has the job of making things work that most of us just talk about — and he gets it done.” He became an active

member in 1951. Subsequently he was elected to the Chicago Section's Board of Managers, then he became Governor and then Section Vice-President. He found this level of involvement particularly pleasant, he notes, as it gave him opportunities to deal directly with the membership through Section activities. In 1961 he was made a Fellow. He served a two-year term as Executive Vice-President and was elected SMPTE President for the 1977-78 term.

“Somewhere along the way,” said Hedden, “I gained a fine wife and four interesting children.” Because of the children Hedden became actively involved in community activities, particularly the Boy Scouts and he has held a number of offices at troop level, district level and council level. He is also active in the Kiwanis Club and is currently Vice-President of the Downtown Kiwanis Club. He has also served on the Board of the Television, Radio and Audiovisuals Committee of the Presbyterian Church. His greatest inter-



William D. Hedden and friend



Christmas with the Hedden family — Bill (a Junior at Purdue University); Liz (Mrs. Dennis Abrams); Lorie (a Sophomore at high school); Lora and William D.; and John, who graduated from high school this year (1977).

ests are his family, his work and, of course, the SMPTE. His main hobby is photography, particularly color photography which he develops in his home darkroom.

Hedden speaks warmly of the many close friends he has made through his membership in the SMPTE. His long-range goal is to make the Society's services even more valuable to the average member. To achieve this goal he would like to see more technical papers covering a wider range of interests to appeal to all segments of the membership, with more technical information directed toward those who produce material for motion pictures and television to enable them to do a better job. He has great faith in the Society's many talented members who, because of their interests and their motivations, make the Society the great and influential organization that it is. "With their help," he said, "I am optimistic that our Society can make some important contributions during my term of office."

Hedden's career has not been marked with any spectacular events; rather it has been a steady climb upward. To describe the man himself, four adjectives must be used — sincerity, warmth, friendliness and intelligence. He is one of those whose power and ability are of the quiet kind, but none the less effective. No one could describe him as a flamboyant personality -- he is something better, a man who gets the job done!

1976 Financial Reports

Treasurer's Report — January 1–December 31, 1976

CASH			
General Account — Balance, January 1, 1976		\$ 96,895	
Deposits Regular	\$1,059,766		
From 118th Conference	186,254		
From Winter TV Conference	18,685		
From Scholarships	7,500	1,272,205	
TOTAL CASH AVAILABLE		<u>1,369,100</u>	
DISBURSEMENTS TO —			
Office Accounts	1,200,346		
Savings	60,000	1,260,346	
General Account Balance, December 31		108,754	
Office Account Balance, January 1		35,000	
Deposits from General Account	1,260,346		
Disbursements	(1,260,346)		
Savings — Bank of N.Y. — County Trust Region		60,000	
Petty Cash Fund		200	
TOTAL CASH/DEPOSITS ON HAND		<u>\$203,954</u>	

RESERVE FUND INVESTMENTS — AT COST		
Cash Savings and Certificates		\$172,786
Corporate Bonds		85,640
Accrued Interest		<u>2,587</u>
TOTAL INVESTMENT — RESERVE FUND		<u>\$261,013</u>
TOTAL CASH & INVESTMENTS — December 31		<u>\$464,967</u>

Respectfully submitted, Robert M. Smith, Treasurer

Accountants' Report

To the Members and Board of Governors of the Society of Motion Picture and Television Engineers, Inc. March 8, 1977

We have examined the balance sheet of the Society of Motion Picture and Television Engineers, Inc. as of December 31, 1976 and the related statement of income and expenses and changes in balances of funds for the year then ended. Our examination was made in accordance with generally accepted auditing standards and accordingly included such tests of the accounting records and other auditing procedures as we considered necessary in the circumstances.

In our opinion, the accompanying balance sheet and statement of income and expenses and changes in balances of funds present fairly the financial position of the Society of Motion Picture and Television Engineers, Inc. at December 31, 1976 and the results of its operations for the year then ended, in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

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