

Biographical Sketch

Kenneth M. Mason

Kenneth M. Mason, Vice-President of Eastman Kodak, and General Manager of the Motion Picture and Audiovisual Markets Division, retired October 1, 1982, at the close of a distinguished 45-year career with Kodak. With the exception of his service as a lieutenant in the U.S. Navy (1943-1946) his entire working life has been with Eastman Kodak.

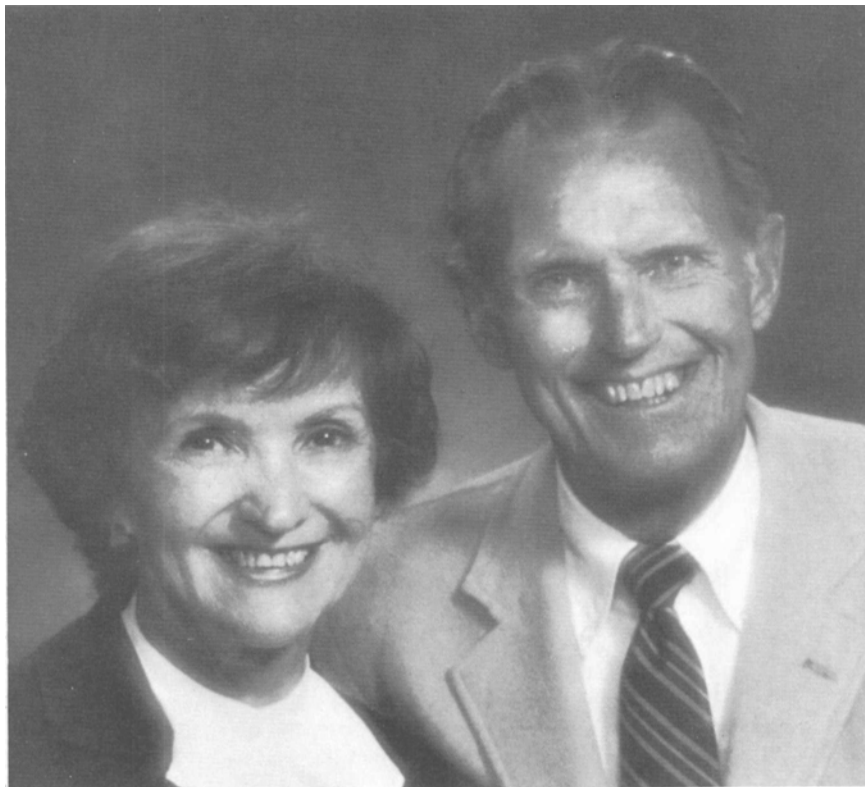
A native of Rochester, he attended Washington and Jefferson College, Washington, Pa., graduating in 1938 with the degree of Bachelor of Arts, *cum laude*. Many years later, in 1970, he received the Washington and Jefferson distinguished service award. He now serves as a member of the Board of Trustees at Washington and Jefferson. Following graduation, he entered the University of Rochester for graduate work in organic chemistry and business administration.

As Honorary Member and a Past President of the SMPTE, Ken, as he is affectionately known to hundreds of his friends, can look back on a career



filled with accomplishments that have greatly benefited Eastman Kodak, the SMPTE, and many other organizations.

A SMPTE member since 1946, he served continuously on the Board of Governors for over a quarter of a century. He is a member of many committees and has held various offices in the Society, including Conference Vice-President, Financial Vice-President, and Executive Vice-President. He was elected President in 1974 to serve the 1975-1976 term. In 1981 he was elected to Honorary Membership, the highest accolade bestowed by the Society.



Janice and Ken Mason a week after their wedding in May, 1982.

Retirement

Retirement has certainly not meant a cessation of activities; rather, Ken's activities have expanded in many directions including speaking engagements and service on Boards of Directors for several organizations. These include the Will Rogers Institute and the University Film and Video Foundation, the Allied Film Laboratory, and the New York World Television Festival. Known internationally as a talented and dynamic public speaker, he chaired a symposium at NATO in November, and he has been asked to organize a program for the ShoWest meeting to be held in Las Vegas in February.

Some of his great success as a public speaker could, perhaps, be attributed to the fact that he was very active in drama both in college and after graduation, with a Rochester theater group called the Studio Players.

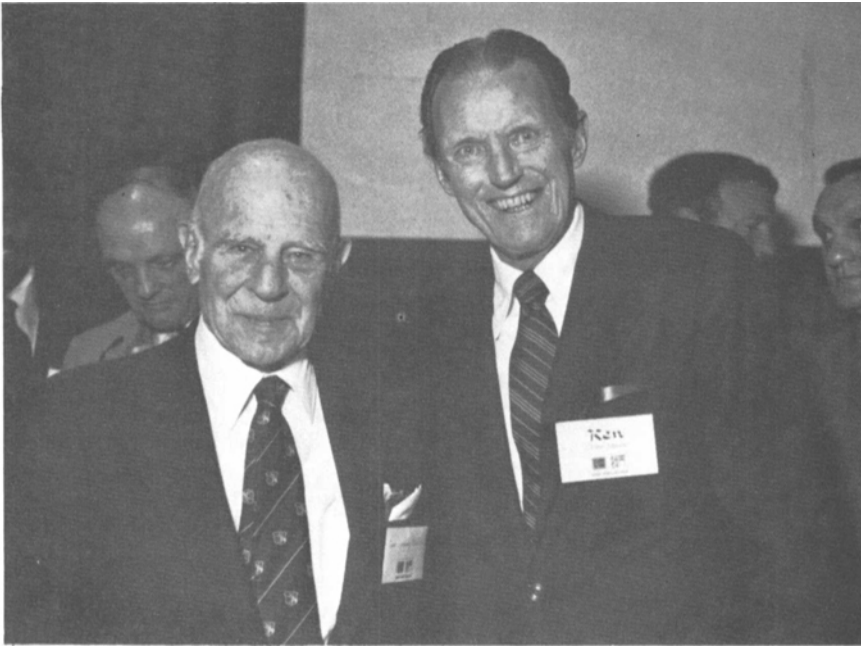
He intends (as a representative of SMPTE) to continue his deep involvement with Inter-Society Committee for the Enhancement of the Theater Experience, and the future may hold the possibility of a college teaching post.

A few of the organizations of which he is a member include the Academy of Television Arts and Sciences, the Motion Picture Academy, the American Society of Cinematographers, Variety Club, and Motion Picture Pioneers. He is an Honorary Fellow of BKSTS.

Navy Service

His four-year service with the U.S. Navy was spent at the Photographic Science Lab in Anacostia, where he developed reversal processing procedures for all types of Eastman, Ansco, and DuPont reversal films on portable developing machines. Later he became Head of the Processing Division. In January, 1945 he developed and organized a Processing Control Office, for which he received a Commendation from the Chief of the Bureau of Aeronautics.

Mason's career with Eastman Kodak, which began in Rochester, came full circle back to Rochester after he had served in Chicago (1951-65), New York City (1965-70), and Hollywood (1970-73) as Regional Manager in each area. He returned to Rochester in 1973 as Manager, Product Programs and Re-



With General Jimmy Doolittle in New Orleans, January, 1980.

search, Motion Picture and Audiovisual Markets Division. He was elected Assistant Vice-President in 1974, and in 1978 he was elected an Eastman Kodak Vice-President.

His years of involvement with motion picture technology would, it might seem, have put him squarely on the side of film in the so-called film-versus-tape controversy. But one of Mason's outstanding characteristics is his objectivity and the ability to look clearly at all sides of a situation before answering questions. His answer to the film-versus-tape controversy was

that there was no real controversy; that there will be "continuing developments on an integrated approach," meaning that both film and tape will continue to be used in appropriate situations. In 1978, Mason noted that in spite of predictions to the contrary, both tape and film "were alive and doing well."

In addition to objectivity, among Ken's outstanding characteristics are his warmth and his kindness. It is unusual for a man of Ken's stature and strong convictions to have the respect and affection of everyone with whom

he has been in contact; but it would be difficult, if not impossible, to find an exception to the universal esteem in which he is held. He has the gift of a genuine love for humanity, and this quality inevitably brings forth a response. It has been said of him that he "brings out the best in those who are associated with him."

Family

He is a family-oriented person, and his five sons all attended their father's alma mater with academic and athletic success. He had the grief of losing his wife, Edna, whom he had married in 1941 and who died in 1980. But grief should never be the end of happiness, and his many friends were happy for him when he married his "lovely new wife, Janice, on April 24, 1982, in the chapel at my alma mater," he told us. He met Janice for the first time on October 5, 1981, at the Washington and Jefferson Homecoming. A coincidence brought them together: while in college in 1938 he had been friendly with Janice's sister Peg, because of their mutual interest in drama.

The circumstances of that fortuitous meeting were told to us by Ken. "At a Heinz Hall concert in Pittsburgh, May 1981, celebrating Washington and Jefferson's 200th anniversary, I inquired about Peg from friends. I learned that Peg was happily married, but that she had a widowed sister, Janice, living in Washington, Pa., home of W and J, of all places! Fate



Janice and Ken Mason with Betty Leckie (L) admiring Ken's very first hole-in-one at Oak Hill, August 24, 1982.



Ken Mason (L), Gary Player, Jimmy Demaret, Sid Goltz, Ray Urban, and Arnold Palmer during the production of the All-Star Golf Show for TV (Sid Goltz, producer), September 7, 1961, at the River Grove Country Club.



An Oscar was accepted by Mason for Eastman Kodak in March 1979. The award was bestowed for Eastman's color intermediate film 5243. Mason is shown here with Maggie Smith on his left and Maureen Stapleton on his right.

dictated a letter of introduction to Janice, followed by dinner on October 5th, and the rest is history!"

Ken's many interests, including baseball, basketball and, in later years, golf, will undoubtedly continue. Among his many achievements he recalls with some satisfaction the day he won the Low Gross Trophy at the Annual Gold Tournament of the Photographic Guild Organization of New York, played at the Briar Hall Country Club in June 1967.

Retirement will certainly bring to Ken new opportunities, new interests, new accomplishments, and new trophies.

Following are contributions from two long-time friends and associates of Kenneth Mason — William Koch and Ken's former secretary, Claire Conley.

Kenneth Mason—A Leader

How does one express in a word, a phrase, or even a whole paragraph the nature, ability, and character of Ken Mason? Unique? Something else? Legend? Incredible? Giant? All these attributes apply.

Shortly after Ken was appointed Division General Manager he was asked what aspect of the business he was most concerned about. His answer could have embraced myriad

things — product development, marketing, distribution, quality, service. "I think," he said, "what is of greatest concern to me is treating our people fairly." This epitomizes Ken: a strong sense of right — what is right not only for his staff, but equally for Eastman Kodak Co. and the industry that he has served for 47 years.

Two qualities best ascribed to Ken are leadership and dedication. To paraphrase E. F. Hutton's slogan,

"When Ken Mason leads, people follow." His leadership stems from a rare combination of enthusiasm and dedication. Ken's dedication to the motion picture industry and to Eastman Kodak Co. is surpassed only by his dedication to his family. His is the kind of leadership from which our company and our industry will long benefit.

His associations with the Motion Picture and Audiovisual Markets and the people in that industry have been characterized by friendship. For my own part, being both a close personal friend and a business associate of his for over 30 years has been an extreme pleasure. There will doubtless be many who read these words who can point proudly to friendships with Ken Mason that have endured close to a half-century and span several continents.

Can one be a competitor and friend? I can assure you one can. The word competitive is at its best when applied to Ken Mason — whether it's golf, bridge, or tennis, he plays well, and plays to win; his list of accomplishments in the business environment reflect this same spirit of competition built upon a strong sense of fair play and excellence.

A man of strong conviction, he has never been afraid to express himself and his views — not necessarily quietly, but always with strength and dignity (exceptions are when he misses a three-foot putt, and when driving an automobile!).

It is difficult to picture what our



Ken Mason with Jimmy Stewart and Bob Dougherty (then Director, Eastman House) at Eastman House, Rochester, April, 1978. Stewart was in Rochester to receive the "George" Award from Eastman House.

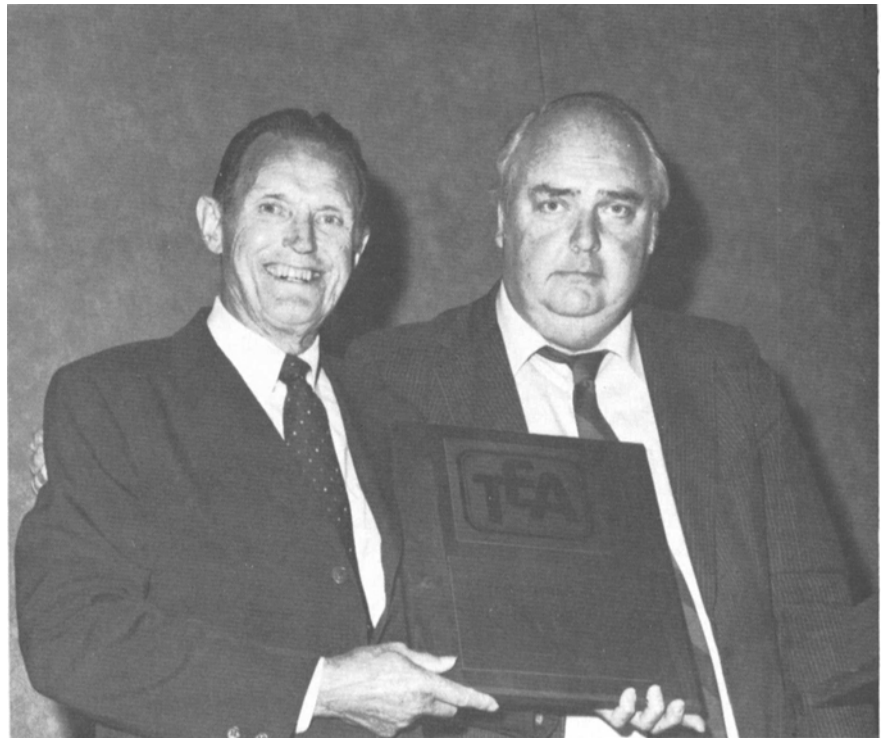
MP&AV Markets Division will be like without Ken. For Ken it is going to be difficult not to keep in touch with the industry. I know I speak for all of us when I say we are confident that our paths will cross many, many times, and that pleases us. — *William A. Koch*

A Full-Time Position

Ken Mason and I both joined the Motion Picture Film Department the same year — 1946. It was my first secretarial assignment and, in fact, I was hired specifically for Ken. I can well remember the exact words of Mr. Bob Corbin (SMPTE Fellow): “We have just hired a wonderful young man from the Navy and we need about another one-half secretary.” (I was to fill an already established clerical position plus secretarial work.) Little did he know Ken Mason (at that time): one-half secretary — no way! It soon turned out to be a full-time position, plus satellite interests in sports (of course), Kodak recreational activities, theatricals, etc. etc.

In 1951, Ken left Rochester to open a regional office for our division in Chicago. I can remember then, too, in his usual haste and enthusiasm to “get things rolling,” he had left behind in his desk one of his most important tools — his baseball!

Many readers of this article know



Receiving a special award from John Burlinson, Secretary, Theater Equipment Association, at the TEA Convention in Vancouver, B.C., May, 1982. Mason was honored for his outstanding service not only to TEA but to the entire motion picture industry.

the story well. After Chicago came New York and then Hollywood, then the return to Rochester in 1974 as General Manager of the entire division — and to the same secretary.

So, once again, Ken departs Kodak

Office, this time leaving behind more than his baseball, leaving rather a long, successful, and enviable career such as few have had the opportunity to accomplish. He will be missed!

— *Claire Conley*



A reception was held on September 25, 1982, at the George Eastman House in Rochester, honoring Kenneth Mason on the occasion of his retirement from Eastman Kodak. The reception was attended by 280 Kodak guests, and included a film and slide show tracing Ken's career from 1935 to 1982.