

Biographical Sketch

Toni Roth SMPTE Vice-President for Educational Affairs, 1983

Toni Roth, Manager of Marketing and Sales for Image Transform, Inc., North Hollywood, Calif., is the first woman to serve on the SMPTE Board of Governors. She was elected Governor for the Central Region for the 1981-82 term and also served as Governor-at-Large in 1982. During that term she served as National Membership Chairman and as a member of the David Sarnoff and Agfa-Gevaert Gold Medal Award committees. She is now Vice-President for Educational Affairs and Chairman of the Public Relations Advisory Committee.

For a number of years, Toni was active in the SMPTE Chicago Section, where she was local Program Chairman (1977-78) and also a member of the Chicago Section Board of Managers (1977-82). She also served on the planning committees for Tutorial Seminars and other special functions.

Toni's formative years were spent in the Chicago area, where she earned a B.A. degree from Rosary College. She also studied Chemistry at Northwestern University and French at the University of Fribourg in Switzerland, and she was elected a member of the Pi Delta Phi French Honor Society.

Her professional career in the field of film and videotape began at WTTW Recording Services in Chicago, where she was Film Recording Sales Supervisor, engaging in both technical and sales activities relating to tape-to-film transfers (earning her the name "the kine Lady"). From WTTW she went to



Mediatech, Inc., as Vice-President of Sales and Marketing. In 1974, Toni joined Image Transform in Chicago, where she had the responsibility of coordinating sales and customer service activities, including tape-to-film, film-to-tape, and standards conversions, covering the nineteen states between the Rockies and the Appalachians and Canada. Early in 1982, she was transferred to Image Transform's North Hollywood facility, where she is Manager of Marketing and Sales.

In addition to SMPTE activities

in Chicago, she was a member of ITVA and served on the Board of Managers of the Chicago Film Council. The council consists of a group of professionals engaged in film and videotape production. When Toni left Chicago for Hollywood, she was Council President.

Toni's responsibilities for Image Transform and the Society leave her little leisure time. However, when she can get away she is an avid traveler — having toured extensively in Europe, the Caribbean, the Middle East, and North Africa. Her travels have taken her as far as the Seychelles Islands in the Indian Ocean. When at home, she relaxes with music and reading, she is particularly interested in Provençal poetry and music of the 11th and 12th centuries.

Toni has been a member of SMPTE since 1972, and she is both pleased and proud to be actively involved with the Society. She feels SMPTE's most valuable contribution to the technical community is through its standardization activities. The Society has played a vital role in establishing technical standards on both national and international levels. With today's rapidly changing technology, this aspect of SMPTE is more important than ever before, she believes.



Toni Roth conducting the Press Briefing at the TV Conference in San Francisco, 1983.