

## Biographical Note

### John P. Rusche SMPTE Governor Central Region 1984-1985



John P. Rusche

John P. Rusche, vice-president, creative services and service systems, Sandy Corp., is an SMPTE Governor, Central Region, for the 1984-1985 term.

In 1962, following graduation from high school, Rusche joined the U.S. Air Force, where he studied electronics and navigational-aid transmitting equipment as well as electro-mechanical maintenance of data processing equipment.

Rusche attended Wayne State University, receiving the B.A. degree with distinction in mass communications in 1970, and the M.B.A. degree in 1971. In 1966, while still in college, he worked for Management Assistance Inc., where he was responsible for maintaining data processing equipment. From 1967 until 1970, he worked for Jam Handy, where one of his responsibilities was planning audiovisual equipment requirements for business meetings.

Rusche joined Sandy Corp. in 1972 as assistant department head in the Production Dept. He left in 1973 to join Intercom Co., a firm specializing in training communications. This was a special move, since Intercom was a two-man firm, consisting of Rusche and his associate, Claude Lambert. During the two years Rusche spent with Intercom, he produced and directed *Ford 550*, an innovative commercial film for which he received the Gold Camera Award. The award was presented at the Industrial Film Festival held in 1976.

In 1975, he returned to Sandy Corp. as business/production manager, and in 1978, he was promoted to his present post. Sandy Corp. is the prime training and performance communications supplier to the Chevrolet Div. of General Motors. "In 1979," he said, "we were charged with producing 35 videodisk titles for various GM

divisions, as well as for IBM, Sony, and the U.S. Army. Because of my involvement with videodisk technology, I was invited to speak at the SMPTE Detroit Section meeting on February 12, 1980, on videodisk features and applications."

One of Rusche's hobbies is photography. He attempts to make a work of art of whatever subject he chooses, paying special attention to composition, lighting, and arrangement. He is also interested in microcomputer technology.

Rusche says that he is an avid runner, "committed but not compulsive." He limits himself to three or four miles, four or five times a week. He participates in local 10-km (6.2-mi) races with a number of his associates at Sandy Corp. His running time is typically about 45 min, he said. In the summer, Rusche and his wife, Marilyn, enjoy sailing on Lake St. Clair in their Montgomery 17, a seaworthy, sloop-rigged boat.

Rusche joined the SMPTE in 1970 as an associate member, becoming an active member in 1978. His activities have included serving as manager of the Detroit Section (1980-1981), secretary-treasurer (1981-1982), and chairman (1982-1983).

Rusche recognizes the importance of the Society's standards activities. He strongly supports the principles of establishing and promoting the use of consistent technical standards. "Being in the production side of the industry," he said, "I'm all too familiar with the fact that there are hundreds of ways of producing each element of a project. Many of the choices reflect creative options, but if the technical variables are consistent and controllable, the chances for completion of a successful project are thereby improved."

### Australian Section's First International Conference and Exposition — June 7-9, 1984

The SMPTE Australian Section's First International Conference and Exposition will be held at the Sydney Showgrounds on June 7-9, 1984. Don't miss this opportunity to visit a fascinating corner of the globe and get the latest information on the theme "Sound & Vision '84: The International View of Sound and Vision Communication Technology."

Hotel accommodations have been arranged at the Sebel Townhouse, Hyatt Kingsgate, and Hyde Park Plaza hotels. Rates in Australian dollars are as follows:  
Sebel Townhouse: \$74 (twin), \$72 (single)  
Hyatt Kingsgate Hotel: \$72, \$72  
Hyde Park Plaza Hotel: \$59, \$56

Courtesy transportation will be available from the hotels to the conference.

A three-day papers presentation will cover the latest developments in sound and vision technology. A total of 54 papers is planned, together with two panel discussions. Those interested in submitting papers should contact Conference Papers Chairman Dominic Case, Colorfilm Pty. Ltd., 35 Missenden Rd., Camperdown, N.S.W., 2050.

In addition to the technical program, a full schedule of social events is planned. The Spouses Program will include visits to many scenic places in and around Sydney. On Saturday, June 9, all delegates are invited to a formal banquet at the Sebel Townhouse. Malcolm Smith, chairman, Australian Film Commission, and Barry Jones, Australian Government representative, will be guests at the banquet.

All members of the Society are encouraged to attend the conference. For further information, contact Chairman John Donovan, Atlab Australia, Television Centre, Epping, N.S.W. Registration forms are available from SMPTE Headquarters.