



## MESSAGE FROM THE PRESIDENT

John L. Mason

**A**s I approach the end of my term as your President, I'm more frequently asked, "So what do you think now that it's almost time to pass the gavel and move on?" My answer is that I feel the list of things I wanted to accomplish is longer now than it was when I began as President two years ago. Let me try to summarize several of the highlights—and a couple of lows—from the past two years.

I think I'm most proud of our establishment of the SMPTE Foundation. This companion non-profit has the potential to bring needed revenue into the Society and at the same time provide a meaningful vehicle to ensure that key Society goals and objectives will flourish well into the future. I'm especially pleased that Kodak has stepped up to the plate as the first major corporate donor with a pledge made at the 144th Technical Conference and Exhibition to give \$100,000 to the Foundation over the next four years. I hope other kindred allies will follow the fine example demonstrated by Kodak and make a substantial commitment to the Foundation.

One of my key objectives when I came into office was to enhance and expand our educational offerings and value to our entire membership. I'm delighted that we have been able to establish and fund the Louis F. Wolf Memorial Scholarship program. Last year two deserving students received cash awards, and this year at the 144th Conference, five very qualified students received scholarships at the Honors and Awards Program. Three of these students were able to attend the conference and awards program, and we all look forward to the great things to come in the years ahead from these talented and skilled individuals.

SMPTE continues to operate at the epicenter of the motion imaging standards development and industry practices areas. Some have questioned SMPTE's current relevance, but my firm belief is that SMPTE today has never had more relevance. One only has to look at our work and position of world standards leadership in the areas of digital cinema, metadata, compression, digital interfaces, digital rights management, along with leadership in the traditional fields of film technology and creative application to determine that our value is solid. Add to this that many of the best minds in the business make up our membership roles and that the Society provides networking and career enhancing experiences par excellence, and you've got a pretty good package of values.

None of us will ever forget the terrible shock of September 11, 2001, and the Society is still suffering the aftershocks of that dark day. We took a huge loss on the New York conference last year, and the generally dismal economic climate since then, including our own in motion imaging, presents us with daunting financial challenges. It has been the focal point of our last year and a half to seek ways to energize our membership, identify and develop substantial new revenue streams, streamline administration, and generally to operate the Society according to sound business practices.

As this will be my last message to you as President, I'd like to thank all my fellow officers on the Executive Committee, the Board of Governors, Headquarters Staff, and the legions of volunteers around the world for all your help, advice, and support. I'd also be remiss if I did not thank the Eastman Kodak Company for its support of my Presidency and related SMPTE duties. I'm very glad that my Dad, Kenneth Mason, a former President of the SMPTE (1975-76), lived long enough to see me assume the responsibilities and duties of President. Thank you all for the privilege and honor of serving, and my best wishes to the Society for continued success.