



## MESSAGE FROM THE EXECUTIVE VICE-PRESIDENT

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### The Long and Winding Road!

Among the duties of the Executive Vice-President is the long-term strategic planning of the Society. In these changing and unstable times (I am writing this article at a time when newly erupted world conflicts are a major preoccupation), the courses of action required to address future changes are crucial to the long-term success of our organization, but they must also take into consideration the environment and the context in which we operate today. Long-term planning should address issues that will have a strategic impact over the next five to ten years. However, as the technological environment in which we work tends to have a much more rapid rate of change, any long-term strategies elaborated today may quickly become outmoded and ineffective within two or three years.

Although the SMPTE will remain true to its mission (the "long road" I refer to in the title of this article!) of developing industry standards; enhancing education through seminars, exhibitions, and conferences; communicating the latest developments in technology; and promoting networking and interaction, it must seek new and better ways of adapting and fulfilling the needs of its members and the community it serves. In order to do this, we must implement changes that will inevitably improve the way we have traditionally functioned in the past (this is where the "winding" part comes into play!).

When I extract the essence of the messages written in the *Journal* in the past year by my colleagues on the Executive Committee, I come across three major themes: an industry in transition, how SMPTE must face this transition, and the need for continued and improved services to our members. Although they deal with immediate concerns rather than long-term issues, these topics are significant, as they identify the short-term priorities we must address in order to reach our long-term objectives.

#### Education

This important part of our mission is presently fulfilled through seminars and conferences, the scholarships we offer, as well as through activities held within our student Sections throughout the world. However, we understand that we must do more as the pace of technology increases and the need for staying up-to-date becomes key to an individual's success in a marketplace that values knowledge.

The establishment of the SMPTE Foundation is a direct result of the Society's eagerness to play a leading role as a source for knowledge within the motion imaging community. We must seek ways of taking better advantage of the position we occupy in the academic community as a provider of training materials, as well as an outlet for the new generation of engineers and technicians that are coming out of educational and vocational institutions.

#### Journal and Publications

Technology allows us to do things that were previously impossible, but you can't use a tool if you don't know it exists! By making the *Journal* a more dynamic publication through improved layouts, more easily-accessible topics, and the introduction of new guest writers, we hope to maintain its prominent image as one of the industry's most prestigious and sought-after publications.

#### Seeking New Sources of Revenue

Membership demographics tend to demonstrate that we will continue to see a negative growth in enrollment. We are also feeling the impact of market downturns that have affected companies and their staff worldwide. However, we also recognize that in such times of consolidation and downsizing, it is ever more critical and essential to rely on timely and accurate knowledge to maintain competitiveness and productivity. Consequently, we will seek new ways of reaching the motion imaging and associated industries (computers, telecommunications, networking, etc.) in order to offer access to the wealth of information we generate and collect throughout our activities. By seeking new outlets for this knowledge, we hope to generate new sources of revenue that must compensate for the reductions in income we have experienced in the recent past.

Looking back at when the SMPE was first founded over 86 years ago, it certainly was a "long road." Judging by the many changes the society and our industry have undergone throughout those years, it was a "winding" one as well! However, I am convinced that we can look to the future with confidence and optimism as we "wind" our way through the temporary obstacles we will face along the way. As I undertake this new mandate, I will remain open to any and all suggestions from members and colleagues who wish to contribute to the ongoing process of adjusting and refining the planning process. Please feel free to contact me at [rvilleneuve@videotron.ca](mailto:rvilleneuve@videotron.ca).