

Message from the Sections Vice-President

J. David Siegler



As your new Sections Vice-President, I would like to thank you for supporting SMPTE. If you are reading this message, most likely, you're already a member and know of the many benefits of membership. The Society keeps us well-connected to the technical areas such as establishing industry standards; engineering committees that deal with various technology challenges; the dissemination of test materials; technical conferences; and the *SMPTE Motion Imaging Journal*, which presents and updates us on emerging technologies.

Some say our business is dying...but it's really just changing as a result of media consumers and our end-users' thirst for more control and convenience. It is obvious that there have been major shifts in the industry, due to enabling technologies providing more consumer needs. SMPTE has always been there to keep us informed and updated.

Others say SMPTE is becoming less relevant to them—that it has become an organization for manufacturers to steer their own agendas. These comments come mostly from those who are not personally and professionally engaged or connected with their local Sections. Some are quick to overlook the local and international Sections, which are a vital part of SMPTE.

To address these issues, I ask what is your level of involvement? Are we making a commitment to learn more, to be more successful in our careers, and to help our associates in the industry? That is where the SMPTE Sections come into the equation. With so much in common, we need to come together for the betterment of our local Sections and invest our time in student chapters.

Hundreds of our peers meet every month to learn about the changing technologies and form relationships that keep them ahead of the curve. In my view, the Sections are the lifeblood of the Society. It's where we can meet to learn about new technologies, share stories and ideas, and network with our peers.

With just a little effort from everyone, we can all do more to build up this Society. I urge you to attend the meetings, volunteer to be a Section Manager, help to plan a meeting, or let your Section management know of an interesting topic. Maybe offer to help on a committee to sustain or build a new student chapter in your area.

We also need your help in building up our membership. Encourage your coworkers to join by inviting them to Section meetings, so they can see the benefits. We have seen a reduction of new engineers entering the industry in recent years. We have had to reach into the computer sector for new talent, another way to recruit new members. SMPTE has held joint conferences with the VSF for the past two years, and this has given more exposure to the Society in the Telecom arena.

With so many changes in our industry, I cannot think of a better way to improve ourselves and our colleagues than to become more involved in SMPTE. The Society is implementing added support at headquarters to improve our membership database and optimize the administration of our Sections. With these thoughts, I ask you to become more involved. If we all do just a little more, it can make a big difference!