

# This Promises to be a Year of Positive Change and Continued Service for SMPTE

**By Kimberly Maki**  
Executive Director



We've set the bar high—and it all begins with you!

By the close of February, you'll receive an electronic membership survey from SMPTE. I strongly encourage you to participate. We need your feedback. Without it, we may miss important areas of membership service and growth. To allow you to start the cognitive process, here's a sneak-peek at the main areas of the survey:

Professional development and information needs and preferred distribution methods (i.e.: topical areas of concern and how we get the information to you—such as conferences, print publications, online publications, webinars, and so on); section management and participation; student leadership and development; industry relations; standards development and dissemination; new membership services; and more. In addition, in March, sustaining members will be surveyed on how SMPTE can create even greater value for the companies that participate in our organization.

While we are on the subject of member participation, please allow me to remind you that your continued involvement in SMPTE is vital for this organization's existence—so choose an area in which you would like to get involved and go for it! By doing this, you'll help shape SMPTE's future, and likely your own, in the process.

## ✓Attend a SMPTE Section Meeting

Many SMPTE Sections hold monthly meetings that have guest speakers with presentations about the latest in motion imaging technology. Also, visits to broadcasting and other facilities are common. Find out what you're missing, just go the SMPTE website, click on Sections and Student Chapters, and find your nearest SMPTE Section.

## ✓Join an Engineering Committee

Share your expertise and knowledge by sitting on an engineering committee. These are the bodies that set the standards that drive motion imaging, and are used worldwide, echoing what SMPTE President Bob Kisor says on the opposite page, in that our standards are adopted again and again by ISO and ITU. Through your participation in one of our standards committees, you're directly taking part in setting what path technology will go.

## ✓Get Others to Join Us

Yes, involvement and participation in SMPTE can be as simple as getting a colleague to become a SMPTE member, and you are our strongest contact! We know that you, as a SMPTE member, are the best possible source for new members—individuals you already know and work with, who would benefit from all that SMPTE has to offer.

## ✓Attend one of SMPTE's International Conferences & Exhibitions

This month, for the third consecutive year, we'll host a joint conference with the Video Services Forum. The topical theme of IPTV: End-to-End promises to enlighten attendees, and so we hope to see you in Orlando. In April, SMPTE, along with the Entertainment Technology Center (ETC), will once again program and host NAB's DC Summit. The word is out that the Digital Cinema Summit is not to be missed. Join us during NAB 2007! September finds many of SMPTE's VIPs playing active roles in IBC's programming, and don't forget to join us for SMPTE's IBC Reception. October might seem far away, but make plans now to join us and keep yourself current on the latest technologies and industry developments at SMPTE's Fall Technical Conference, being held this year in Brooklyn.

For your convenience, we've included a brief graphical listing of the year's events.

What	When	Where
IPTV: End-to-End Conference	January 21-24	Buena Vista Palace Hotel - Orlando, FL
Digital Cinema Summit	April 14-15	Las Vegas, NAB 2007
SMPTE at IBC	September 6-10	RAI Convention Center - Amsterdam
SMPTE Technical Conference & Exhibit	October 24-27	Marriott Brooklyn Bridge, NY



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