

You asked. We listened... and delivered.

By Kimberly Maki, Executive Director



I am pleased to report that we have launched the latest improvement in SMPTE member services: a new public website fully integrated with a robust association management system (known in the old days as simply a membership database). If you haven't been to the SMPTE website lately, please visit it now and check out the new user-friendly navigation; realtime member updates; upgraded group features; and more. All giving you easier access to information, better tools for communication, and improved member services.

Once you log into the new SMPTE website's Members Area, you'll have the following advanced tools at your fingertips:

- An improved Online Directory, giving you better networking capability with your fellow SMPTE members.
- A My Groups page that allows you to manage the SMPTE Groups and Lists from which you choose to receive important and timely information.
- My Calendar, which allows you to keep track of special events, notifications, and information for your selected Sections, Groups, Standards Committees, and more!
- RSS feeds that keep you fully informed on SMPTE activities and news.
- A fully automated SMPTE Engineering Committee and documentation process. If you're a member of one of SMPTE's Engineering Committees, you're in store for some exciting changes.

The last item is very important. As one of SMPTE's core tenets is to serve the industry through standards development, making this process smoother, faster, and easier for those involved is paramount. As we continue to integrate the new processes by which standards are developed, we strengthen our dedication to furthering our industry's advancement, collaboration, and cooperation. Remember, you're invited to join any of SMPTE's Engineering Committees, which you can do from the new website.

At SMPTE, we recognize that the Sections and "grassroots" membership are the mainstay of the Society, so the new website also gives wonderful new tools to your Section officers. These tools will help each Section's leadership with member support and development, as well as provide greater communication mechanisms to keep you informed of your local Section's events, news, and highlights.

The new design also allows SMPTE staff to better serve you with better reporting tools, immediate information when requested, and facilitated assistance with your membership questions.

So, what are you waiting for? Give it a try now. Please go to the new SMPTE website at www.smpte.org, and log in with your SMPTE ID and Password (don't worry, even if you just have your ID and current e-mail address, the system can send you a link to change your password). Once you're in, go to "My Account," and make sure we have your correct information, and if we don't, just click the "Edit" button next to your name, and make the changes. In particular, please check that your e-mail address in your member record is current and accurate. We will, of course, continue to provide service to Members without access to e-mail, but for most Members this is the most efficient and timely way for headquarters and your Section to communicate with you. You can also add a secondary e-mail address to your record but, unless it fails, all SMPTE correspondence will go to your primary address. This is also a great time to update the information we have regarding your business and job classifications. The better information we have about our membership, the better we can serve you!

I invite you to explore the new website, get used to its functionality and useful tools. Please keep in mind that we are still working to improve the site and need user feedback. So, in the spirit of improving our Society, please share!

In closing, I'd like to thank all the SMPTE staff and also our volunteers who put in so much effort to make this happen. We had two main events during this project that made the final launch especially challenging: (1) our website provider very suddenly went out of business and (2) our online journal provider stopped providing online services. Those two events made it especially difficult to move content over to the new site, among other things. A special thank you to Peter Symes and Bob Edge for their continued dedication to improve the standards/technical committees and group features, which took a great deal of their time and effort.