



## Let's See How Far We've Come

Interestingly, this title from a Matchbox Twenty song has dual meaning for me. One, perhaps the most obvious, is to take stock of the many accomplishments the organization has made in the past year. The other is perhaps more esoteric. When Matchbox Twenty debuted this album, one fact I found most interesting is that the band members took on different roles and instruments within the band—to make it new and professionally challenging for each of them. By seeking out new challenges and being flexible, people individually and collectively can come together to reinvent and reenergize an organization, while making it challenging enough to provide growth for all involved. I believe there is a comparison here with SMPTE and the way individual roles change and develop. Especially in the past year, we've achieved much success as a result of flexible change management.

The Society continues to advance in 2008 and this is due largely to the efforts of many talented individuals. In organizations such as ours, we pay tribute often and continually to the leadership of our volunteers—who indeed should *always* be commended. There is a small team of staff members who support those efforts and I would like to pay tribute to them as well. Thank you to the SMPTE Board, Committees, and Staff, together we have made a difference in the history of SMPTE. Together, let's see how far we've come:

Financially, the organization continues to stabilize and ultimately grow, both in individual membership and corporate sustaining membership.

As you may know, SMPTE is a partner in the IBC global trade show that has just concluded as I write this article. We continue to help

lead this initiative and grow it. This year, when many shows are down in total attendance, IBC achieved not only a stable year, but grew total attendance almost 5% (and that is following a year where we had also achieved almost 5% growth).

Our SMPTE 2008: Annual Tech Conference & Expo being held in Hollywood, CA, on October 27-30, promises to be a success. This year, we have seen increased early registration and sales in booth space, from previous years. The program begins with a Pre-Conference Symposium, which includes two sessions: "Covering of the Beijing Olympics," and "Making of Planet Earth." The Opening General Session will feature a keynote address by Professor Doctor Karlheinz Brandenburg, father of MP3, and a keynote panel moderated by leading author David Kushner. New to the program are four technical tutorials; another highlight includes two sessions on stereoscopic (3D) and a screening of *Journey to the Center of the Earth* on Tuesday night. This technology has made major advances in recent years and the topic continues to be at the forefront of the industry today.

This remarkable event is possible due to the dedication of our volunteer leadership Conference Vice President John Luff, Editorial Vice President Peter Ludé, Program Committee Chair Tom Scott, Local Arrangements Chair Patricia Keighley and many more members who have volunteered their time and efforts. This annual event reflects our constantly changing industry and how far we have come by adapting to change. Indeed, as we continue to grow as an organization, we must know that our success is possible because of our willingness to embrace change and accept new roles in order to move forward. ■

**Kimberly Maki** currently serves as the chief employed officer for SMPTE, where she provides leadership and expertise in strategic association management for the organization and carries out two primary goals: building a superior organization of service to its members and the industry and gaining global recognition for the profession. In her role at SMPTE, Maki also serves on the Partnership Board and as Chair of Strategy for the IBC International Trade Show in Amsterdam, Netherlands.

Having spent more than 17 years in the cable industry prior to coming to SMPTE, Maki was vice president, marketing, membership and business development for the Society of Cable Telecommunications Engineers where she was responsible for all facets of the Society's membership services, business development, marketing, and industry relations. At SCTE, she increased revenue and diversified revenue streams to help stabilize and ultimately grow the Society. She also served as vice president of public affairs for the Houston division of Time Warner Communications, a unit of Time Warner Cable; and managed national trade and industry relations for Primestar Partners.

Maki is a native of Michigan and graduated from Northern Michigan University with a Bachelor of Science degree in public administration. In addition, she completed Harvard University's Graduate Institute on Media Education. She is the 1994 recipient of NMU's Outstanding Young Alumni Award.

