



MESSAGE FROM THE

EXECUTIVE DIRECTOR



By Barbara H. Lange

2011: An Exciting Year Ahead

As we turn the calendar from 2010 to 2011, SMPTE is looking forward to many great challenges in the months ahead. It's going to be an exciting and a great 2011 that I want to tell you about.

Following the successful passage of new Bylaws during the annual membership meeting in October, we set out to dissolve the SMPTE Constitution in compliance with the DC Nonprofit Corporate Act. This action has been taking place as a 60-day letter ballot that concludes on 18 January 2011. Already, we have received more than 600 ballots, enough to successfully dissolve this non-compliant governance document. Now, where do we go from here?

We now turn to updating our operating procedures. As you may know, the Society is managed through a series of policies and procedures, known as AP's, or Administrative Practices. These AP's provide the organization the guidance that allows the Society to operate in compliance with its Bylaws and its organizational mission. The AP's have been a part of SMPTE since its founding in 1916 but, as you can imagine, they are no longer entirely appropriate for today's organization. Led by the Revisions Committee, new operational procedures will be drafted and submitted to the Board of Governors for its approval and enactment over the course of 2011. Until the new operational rules are adopted, the Society will continue to operate under the structure of the Transitional Governance Document, which contains the content from the AP's, the dissolved Constitution, and the old Bylaws. While there is much to do with this effort, it is an exciting time for the Society as it updates its operational rules for the future.

On another front, we are embarking on a major effort to reinvent SMPTE's web presence and its business management system. Additionally, we are building a digital library consisting of all of SMPTE's intellectual property with sophisticated features and functions that will enable greater access to the Society's content by not only Members, but also researchers and academic institutions. This project, the first major investment by the Society in many years, was approved by the Board at its October 2010 meeting and is planned for an October 2011 completion with the launch of a re-

vamped website, a new membership database system, and a digital library. It is an important project that will position SMPTE well for future growth.

The 2011 conference calendar is going to be a very busy one. At this writing, the program committee, led by Paul Hearty, is putting together the final touches to DCS 2011: 3D, 4K and Beyond: Advances in Sound and Image, the program presented at NAB on 9-10 April 2011 in Las Vegas. At the same time, Howard Lukk is chairing the program committee for SMPTE's 2nd International Conference on Stereoscopic 3D for Media and Entertainment to be held on 21-22 June in New York at the Millennium Hotel. Four one-day Regional Seminars are being planned for May to be held in Toronto, Montreal, Atlanta and Boston. In July, SMPTE Australia will be holding its biennial conference. And finally, the teams are already planning the annual technical conference to be held in October in Hollywood. Between all of these events, SMPTE members and the technical community will benefit from quality programming and education. Check out these and local Section events on the SMPTE website at <http://www.smpte.org/events/>.

As if this isn't enough, we are also working on other activities including more support for Sections and greater focus for educational activities. The Society saw an increase in professional members in 2010 and a significant increase in our level of sustaining members, so we know there is continuing interest in the Society's work to promote education and standards work. I am committed to giving these activities more attention in 2011 so that we can build greater support and connections among and between our members and students.

All of this activity bodes well for another eventful year. Feel free to let me know if we're making a difference to your Society. And I look forward to meeting many of you over the course of 2011.