



MESSAGE FROM THE

EXECUTIVE DIRECTOR



By Barbara H. Lange

Welcome to SMPTE's Centennial Year!

It's almost hard to believe that we are here—the SMPTE Centennial year! When I joined SMPTE in 2010, the idea of celebrating the Society's centenary seemed ages away, but now it is truly upon us! Celebrating our Centennial evokes great pride, as we reflect on the past and look to our next century of activity.

As I look at the coming year and all the celebrations that will come, I must also remind myself of where we started. A few weeks ago, I was reading a draft copy of the book we are preparing to commemorate our 100 years. The book will be a reflection on our rich history, but also provides a glimpse of what's to come. Sprinkled throughout are biographical sketches of the many men (and yes, they are mostly men) who have been acknowledged by SMPTE with an Honorary Membership. These remarkable people include innovators such as Walt Disney, George Eastman, Thomas Edison, Ray Dolby, and George Lucas, who were all active members of the Society. In reading about their individual contributions I was both humbled and anxious as I contemplate the great responsibility we have to keep this rich Society running in a way that honors all of the innovations of these many pioneers.

Reaching 100 years old is no easy feat, whether you are an individual or an organization. In a blog site at <http://howoldcompaniessurvive.blogspot.com> by Vicki TenHaken, a professor of management at Hope College in Michigan, TenHaken talks about what it takes for a company to successfully reach this major milestone. Her research focuses on public corporations; however, I think we can see many similar characteristics in our Society:

1: A Strong Corporate Mission and Culture. For the past 100 years, SMPTE has been true to a mission that serves the motion imaging industry through quality standards development as well as strong education. Attend any SMPTE conference or read any issue of this journal and you will know that we believe in presenting unbiased technical content on which the industry can rely. Our standards process also promotes an open due diligence process that gives all participants a voice.

2: Protect and Build on Core Competencies. While SMPTE members work in the field of motion imaging, our core competency is within

the media and entertainment industry. That has evolved, of course, from the original motion pictures for cinematic release to television and now Internet distribution. Throughout our many years in existence, the Society has always supported the media and entertainment industry.

3: Customers and Suppliers are True Business Partners. Here, I would replace the words Customers and Suppliers with Members and Volunteers. The Society thrives on this ecosystem where members find a home to hone their technical skills. Our volunteers are vital for the ongoing guidance of the Society. Without either of them, the Society would simply not exist.

4: Long-term Employees. The Society has gone through iterations of employees as we have grown and contracted over the years. Today, we are blessed with several employees who have been with us for more than ten years, including Betty Migliore whose 44 years of service is remarkable. The staff are dedicated to the Society's mission and do their very best every day to ensure our members and volunteers are served in the best way possible. I am extremely proud of their work.

5: Active Community Members. Here, I would translate Community to Board. One of the most important volunteer roles is the Board member. They represent the general membership and work tirelessly to develop the strategic vision that sets the Society on the right course for future growth. Over the past 100 years, our Boards have been responsible for keeping the Society on the right track, in accomplishing the important work that supports this changing industry and moving us all forward. Through many challenges and triumphs, the Board has made many important decisions that have resulted in the growth, success, and continued existence as a Society. I am grateful for their service, including their guidance and vision.

I hope you will be able to join us in this year of celebrating your Society. This is a remarkable achievement and one worthy of many recognitions.