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## Reflecting on Our Achievements and Looking Ahead

**A**t the beginning of a new year, like many, I reflect on the past year, both in my work and personal life—considering what I hope to accomplish by the same time next year. There are always a few highlights and lowlights that define a given year, but, here’s a brief reflection on the highlights, along with a glimpse of where we may end up as the ball drops in Times Square in 2019.

Looking back, 2017 was SMPTE’s first year into its next century. That’s a feat for any organization, but especially for a global nonprofit membership association. We continued to work on our three pillars of activity, perhaps with even greater zeal, riding on the coattails of our remarkable 2016 centenary year celebration.

Within the standards pillar, we worked on ground-breaking technology and published more than 60 documents, nearly as many as in 2016—our highest year of publishing. Perhaps, one of the most anticipated, ST 2110, was published near the end of 2017. This suite of standards defines Professional Media Over Managed IP Networks and happens to be the foundation of a potential revolutionary shift in our industry.

Within our membership pillar, we saw the results of the industry consolidation as organizations rethink their SMPTE memberships. Conversely, many “new media” organizations are joining our ranks, because they have an interest in our standards work. It’s all a natural evolution, but can create some bumpy roads as we navigate together.

Our education pillar continues to grow as we educate more people and provide more offerings. We’ve created a focus on our virtual classroom courses (soon to be four!) and produced more than 20 webcasts for the year. We also produced many conferences from the home office to local Section events. And, of course, we publish this award-winning journal, which is in your hands.

One of the most significant efforts in 2017 was the Board’s work in defining the foundation for a strategic three-year rolling business plan. Having a sustainable business model is critical for our future. To remain relevant, we must ensure a viable strategy for changing financial models. As noted earlier, we are beginning to see the shift in membership as a result of consolidation. Therefore, we need to ensure diverse revenue streams to manage upward and downward shifts.

For 2018, we continue to expand in many directions, within our three pillars. We are investing in tools to enable more software-oriented activities in standards, which include coding, XML-enabled schemas, and such. Collaboration platforms are needed to provide access to these tools. Within education, we are investing in the development of content for new virtual courses; the latest designed around the SMPTE ST 2110 Standards suite. The Journal is planning an additional issue (online), increasing to 10 issues per year. SMPTE membership continues to expand into new geographies and support a growing number of Sections with greater levels of activities, including the Washington, D.C., Section’s Bits by the Bay and the San Francisco Section’s ET@2018 event.

All these efforts require a lot of human resources. Thankfully, we have a reliable source of dedicated volunteers who work tirelessly to develop standards, create conference content, manage the *Journal*, and support the Sections and their membership. And, of course, the Board of Governors, which sets the direction that creates the future of your Society.

I am very much looking forward to how the year proceeds, and expect that this time next year, we’ll reflect back on yet another successful year.

