



## Reno, NV Venue Report #5



“The Biggest Little City in the World,” as Reno bills itself was an interesting venue. As we got set up and close to meeting time, it didn’t appear that we were going to get an appreciable turnout. As presentation time came and went, we were advised to hold off in starting until 1 PM. As we visited with those present, we all recalled that only five years earlier, the Taste of NAB Road Show was the program during the very first meeting of SBE chapters, #139.

With 27 in attendance, SBE Chapter Chair Tim Stoffel commented that this was one of the best attended chapter meetings in a long time. Tim also told us that a couple of the stations had some serious problems with their transmitters which precluded them from attending. He added had these problems not occurred we would have had a greater attendance.

We were greeted by Fred Ihlow, Vice-President of, Technology for KNPB-TV, a PBS member station in Reno, NV and shown the studio in which we immediately began to transform into our presentation room. We were joined by Tim in our efforts to set up.

We had representatives present from Nverzion (Scott Murphy), Omnion (Scott Nix) and Leader Instruments (Pete Anderson). If I left anyone out, it’s because I either didn’t remember, or they didn’t put a card in the jar. ☺ These gentlemen helped us set up, strike and stow the van. My assistant, Shawn and I really appreciate the help these folks have given us.

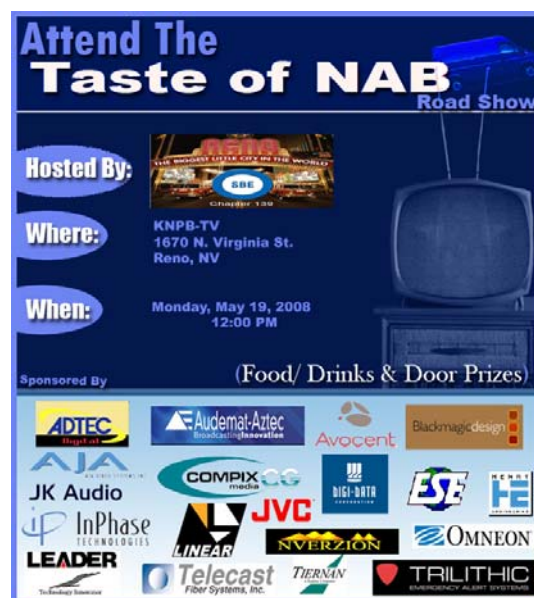
As before, the various reps fielded question about the technology from their companies and I fielded the remainder. Once again, interest was focused on the newest of the technologies and devices we had with us. I received an e-mail from one of the attendees: “I would also like to

specifically thank you for the demo's and information on Digi-Data, Henry Engineering, Adtec, Avocent, and Linear. These were just a few of the booths I missed at NAB and will be looking for them next year thanks to the information you provided." I believe that sums it all up.

As we closed the presentation and spoke with many of those who came to see YOUR technology, we were asked to return next year with several saying that this is the best Taste of NAB Road Show ever. This is what our host Fred Ihlow, VP of Technology at KNPB had to say: "We at KNPB will always try to give you a facility to accommodate bringing the show back to Reno as long as you want to come." He concluded: "Thanks again and I do want to stress, You are always welcome at our facility!" You made this possible and I thank and appreciate my sponsors for making it happen too.

Once again I'll ask the until I get totally comfortable with the presentation, if any of you have reps that are going to attend, please have them report in about 3 hours before the presentation or remain after for as long as it takes so I can go over the technology with them to ensure I'm doing it right. I want you to get the best bang for your buck. Thanks.

I'll post the most recent comments after the Sacramento report.



That's it for this time.