



Lehigh Valley, PA  
Venue Report #35  
Thursday July 31, 2008

Nestled on top a hill and set back almost hidden are the facilities of WFMZ-TV, a very successful independent station that has to live with the stigma that it is part of the Philadelphia market even though it is quite a distance from it and serving the Allentown – Bethlehem area of Pennsylvania. It was in this most beautiful environment that for the first time, we presented our Taste of NAB Road Show for SBE Chapter 120.

I was blown away to hear that our presentation was the keystone part of the first meeting Chapter 120 has had in nearly ten years. To have us as part of the first, of what I hope is many future meetings, I consider it an honor for me and the Road Show. I will always be very appreciative of Eric Reinert, SBE chapter 120 chair, for considering the Taste of NAB as part of the resurrection efforts for Lehigh Valley's SBE chapter.

As the saying goes, the fruit doesn't fall very far from the tree and this is certainly true of Eric's son Dan who was very instrumental in helping us unload and set up.

Our presentation began at 11 AM only to break at 11:55 so WFMZ could do their half hour noon news program located on the same stage where the Taste of NAB presentation was taking place.

About a third of those in attendance were part of the WFMZ-TV/FM's staff. The local PBS station was well represented along with several AM/FM stations and one religions TV broadcaster. Rounding out the audience were two folks from an audio post house. All in all it was an interesting mix of technically savvy folks that added up to twenty in attendance, according to the sign-in sheet.

The presentation went well, but getting to the Lehigh Valley was fraught with the Red Monster remembering how it could find something to go wrong and it did. We blew an import hose going to a pressure sensing device which suck all the power out of any efforts to drive over 25 mph going up a hill or over 65 mph on the freeway. As of this writing, we have not had a chance to get it fixed; but will make efforts this next week as we move through Philadelphia on up into New England. We can move, but it isn't going to be at any break-neck speeds.

I'd like to thank Bob Sparks from Leader Instruments and Henry Lassige from Nverzion for showing up early and staying late to help us pack up and get on our way. I also appreciate their being present to help with their parts of the presentation. There was one other gentleman present who represented Digi-Data, but I can neither remember his name nor find his business card, which I'm sure he gave me.

Because of this, Shawn was busy trying to find a place that had the part while I was presenting. I had no one to take notes of who asked what, so I'm depending on my long in the tooth memory which isn't as sharp as it once was. I do know that during the break for the noon news, those present check out nearly everything we had and did ask questions, which the reps and I were able to field.

When the meeting was over, many stayed for an extended period of time checking out all the technologies we had with us. I also heard many asking to be notified of future SBE meetings. I see that as a good sign for the Lehigh Valley SBE chapter.

***The following comments were received since our last report from folks who attended our presentations. These e-mails are unedited except as noted. The "To" line has been deleted when it is our address as well as sender's physical address and phone numbers. Anything in italics has been added for clarification.***



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#72

Subject: Taste Of The NAB  
From: Broadcast List USER [Broadcast \(at\) fetrow.org](mailto:Broadcast(at)fetrow.org)  
Date: Sat, 2 Aug 2008 22:31:14 -0400

Larry:

I just wanted to drop you a note to say how much I enjoyed your presentation. I actually saw a few things I missed at the "big show" that are very interesting to me.

Also, let me apologize for not helping you pack up as I was able to do last year. I needed to work some things out with your host, Roger DuFault, and then get home to the wife, which is a bit unusual for me on a week night.

Also, I was impressed at how you are a "get it done" kind of guy and took care of things when Chapter 37 fell down on the food. THAT was beyond the call.

Thanks again.

Chip Fetrow

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#71

Subject: Thanks

From: Martin O. Febres [mfebres \(at\) encorebroadcast.com](mailto:mfebres@encorebroadcast.com)

Date: Thu, 31 Jul 2008 23:28:05 -0400

The Taste Of NAB is something I wish I would of known of a few years ago, when I began in this industry. Although it's not meant for end users or vendors, it's definitely a show I hope to attend in future years. I truly enjoyed seeing many of the products on display and be able to see some of the other technologies I normally do not keep up with especially since I was not able to attend NAB '08 this year.

If any questions, pls call or e-mail me. Thanks.

Martin Otilio Febres, Jr.

\*\*\*HABLO ESPAÑOL\*\*\*

Sales Executive/Consultant

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#70

Subject: A taste of NAB Road Show WPGC Lanham MD

From: Persaud, Kishore [KishorePersaud \(at\) clearchannel.com](mailto:KishorePersaud@clearchannel.com)

Date: Wed, 30 Jul 2008 15:03:38 -0500

Hello Larry, thank you once more for the wonderful show last night. It was incredibly educational and informative. I do appreciate your tremendous sacrifice made to enlighten the Engineers unable to attend the NAB Shows.

Very best regards

Kishore Persaud

Chief Engineer

WPOC-FM / WCHH-FM / WCAO-AM

Baltimore, MD 21211

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**END**