



Northeastern, NY  
(Albany area)  
Venue Report #39  
Monday, August 11,  
2008



The physical effort in doing one of the Taste of NAB Road Show presentations at each location amounts to about the same, once we get there and begin to do the setup etc. The return on these efforts or investment is measured in many ways, one of them being the number of local folks that show up. I “kind of” set twenty as the breakeven point; especially if it that number is all local folks and we’ve not included the more than welcome representatives from our sponsors. All I can say about this venue is that I’m very disappointed with the seventeen we had show up as that number is deceiving; we nearly had more folks involved in putting on this presentation than we had local participation. 😞

I appreciate the efforts of SBE Chapter 58’s chairman, Charles Zarriello in doing the ground work to make this venue happen and for picking up the tab for the rental of the Hudson Valley Community College meeting place. I know that Chuck did his very best to get a good local turnout; even to the point of calling various stations in the area as we were setting up to try to ensure we’d get folks to attend. I have no doubt he was frustrated too. Chuck also had a vested interest in the success of the turnout as his company, ComTech, reps many of my sponsors. Zarriello did say that, as chapter chair, he had a difficult time to get locals to attend SBE meetings as the managers just won’t let them off to attend. He had no reason why this was the case.

I truly appreciate the support in having the in-person help of Kevin Dunsheath of Leader Instruments, Ken Freed of JVC, Bob Valiknski of Omneon and John Margardo of OmniVue who represents Telarity. Their input was most valuable to all of us. In addition to both the technical and sales support they brought with them, both Shawn and I truly appreciate Ken for arriving early to help set up and to Ken, Kevin and Bob for staying around after to help us put things back in the van and to get us on our way. In no way do I wish to leave out the fact that Bob Racette of Hudson Valley Community College also stayed late to help us pack up too.

With the fewness of attendees, most all that did attend, departed with more than one door prize. If you are interested in who won what and pictures of this event, you can see them when I get them posted soon on our website at: <http://www.tech-notes.tv/2008/40-Northeastern New York.htm>.

Despite all this, we (the sponsors representatives and myself) got some questions. Since I don't know or discuss price, I was unable to answer the question about the Telairity EAS System. I did, however give the inquirer one of the newly arrived CDs from Telairity and directed him to the website. Several did express interest in the Telecast Fiber equipment and I was able to take care of that. Questions about the Omneon were fielded by Bob Valiknski of Omneon, as was the interest expressed in the JVC cameras with the help of Ken Freed of JVC. I did see Kevin Dunsheath of Leader Instruments speaking with several present, but I was not privy to that conversation.

Since I will be writing another venue report after this about the Northeastern Pennsylvania presentation, I will reserve the comments received via e-mail for that report.



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