



Nashville, TN
Venue Report #60
Wednesday, September 24, 2008

We couldn't have asked for more in Nashville. The local folks went all out and we had a good turnout of twenty-eight for our event. This was my fifth time coming to Nashville. North Star Studios is one of the most opulent and well equipped facilities I've seen on this year's Taste of NAB Road Show tour. It certainly was a great place to have our meeting. One could not have asked for a more spacious room, more cooperative folks and a really great situation all the way around.

This presentation was supposed to be a joint effort of the two local SBE chapters, 103 and 135. Chapter 135 was formed to accommodate the engineers that worked at Home Shopping Network. With that facility's demise, and only one member remaining on their roster, chapter 135 is all but history. The slack was taken up by chapter 103 and we had a total of 28 in attendance. Chapter 103 has 59 listed on their roster.

I was truly surprised that we didn't really have a better attendance from the local broadcast community because many of the 28 in attendance were students from Watkins College Film School in Nashville. It is always a pleasure to have students present at one of our presentations. They really drink in the technology and you never know, one day they may be the one to sign the purchase orders for technology from a company the once saw on the Taste of NAB road Show.

The success we experienced can be attributed to the efforts Wayne Caluger, SBE Chapter 103 Chair who did a herculean job putting the event together, tracking down the location and getting his lovely wife to prepare the great food she made and got together for us. That was some of the best potato salad I've had in years and I truly love the beans, the cakes and all the rest. I noticed no one went away hungry and I was more than happy to write the check for it.

I'd also like to thank the folks at North Star Studios for the use of their facilities. In particular I want to thank Mike Arnold, North Star's Senior Director of Engineering & Operations, for all his efforts in getting the tables and chairs for us and for having his people adjust the studio lighting to make it look like we were shooting a video: quite impressive! While I'm at it, I'd also like to thanks to all those who pitched in to both help

us set up and pack our things when we were done. Both Shawn and I really appreciate it and, FYI. It's always difficult when putting together a list of folks to thank without unintentionally leaving some off. I apologize for anyone I didn't mention here, but I do know there were a few folks who stayed after to help us stowing the gear we brought with us.

It's always a plus when our sponsors have their representatives show up to help with not only the presentation, but with answering pricing and delivery questions, which I do not do. A big thanks goes to Tommy Goodson of Leader Instruments who always shows up early and always stays late to help us set up and pack up. Tommy has been present at more venues this year than any other sponsor's representative and his bosses tell me that his efforts are reflected in the superb job he does in follow up and sales.

It was good to see Bob Derryberry, Western Regional Sales Manager for ADTEC present to assist us. He was most helpful with some of the technology that I'm not that familiar with. I hope to see him more as we begin our trek west.

This presentation was Greg Pine's first. Greg is Telairity's Vice President of Sales. Greg not only helped with the presentation, but answered several questions I had on his company's technology. I also hope to see more of Greg, but I know his schedule is very tight.

Also present, representing Compix Media, was Phil Hart of Emerald Communications, Inc. Phil is home based out of Murfreesboro, TN. I sincerely hope that all of my sponsors let their local salespeople, distributors and representatives know when I'll be in their area so they can reap the benefits of those the Taste of NAB Road Show can muster up at each venue. As of this writing, we've had over 1600 in attendance. I don't know of any other marketing effort that has seen, fact-to-face, that many people!

Speaking of Murfreesboro, TN, we were informed during the meeting that Compix has a graphics device in use there and anyone interest is welcome to contact Phil Hart if they wish to see it in a studio operation environment.

The folks at North Star Studios told us, and all those present, that they have TC Electronic technology in use in their facility and are very pleased with the way it performs, saying that it certainly has improved their finished products.

There was a lot of interest in the Leader Instruments scopes and the new Cinelight and Cinezone approach to camera set up. Several asked to see the newer LV 5330 and LV 5380 scopes, but were told that they were on back order. Tommy Goodson said he'd return to show them these technologies as they become available.

One of the stations present bragged about their AJA FS-1 "everything in – everything out" box saying it did everything they expected and more. It's always good when folks in the audience can give live user reports as we've mentioned here and above.

If you are interested in who won what door prizes and pictures of the event, you can see them posted on our website at: www.tech-notes.tv/2008/63-Nashville.htm

The E-mail comments received will be shared in the Venue #62 report on Central Illinois.

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