



Hosted by:



Maverick Media

Venue Report #64

Monday, September, 29 2008



This was only my second time presenting to SBE Chapter 96 and the broadcast folks in the Rockford, IL area. Our presentation took place in a very well appointed and spacious banquet room at a local restaurant/conference center – Giovanni's.

Rockford, IL is the nation's 132nd largest television market, serving some 188,860 households. This market is dwarfed when compared to the adjacent markets of Chicago, Madison, WI & Milwaukee, WI. SBE Chapter 96 has ten members shown on their roster, so with thirteen in attendance, no one should have any problems with those numbers. Though small, I was told that the turnout was more than what is typical for SBE Chapter 96. I was also impressed with the number of folks who told me that they'd been to our first presentation we did in Rockford three years ago (Monday, September 26th, 2005) and had enjoyed that so much is the reason they came to this year's presentation. The hospitality was most gracious. I have to say that no matter the size, the presentation is the same. Those leaving get the entire presentation with nothing truncated because of the size of the audience.

I'd like to thank Greg Dahl, CPBE, Chapter 96 Chair and Chuck Ingle of Maverick Media for all the work they did in putting the event together and providing the location. I'd also like to thank Maverick Media for covering the cost of our refreshments. While I'm at it, I'd also like to thank all those who pitched in to both help us set up and pack our things when we were done.

I appreciate when my sponsor's have reps present to fill in the gaps in what I do. It is important to mention that they thought enough of you folks to show up. The gentlemen I'm speaking about are JVC's James Daniels, Jr. and Nverzion Automation's Scott Murphy. Again, thanks for showing up and assisting with our presentation.

If you are interested in who won what door prizes and pictures of the event, I'll have them posted on the website soon: www.tech-notes.tv/2008/67-Rockford.htm

I will share the e-mails received since report #at the end of report #66 – Fox Valley.

+++++

END

