



Venue Report #75 Thursday, October 30, 2008

This year's Taste of NAB presentation was held in the meeting room of the Graham Visitors Center in the beautiful Washington Park Arboretum for the second consecutive year. This truly was a great place to do my last presentation of this year's tour and welcome me back home to the coastal regions of the Pacific Northwest. This was my sixth time bringing the Taste of NAB Road Show to the fine folks in the Seattle area and SBE Chapter 16. The Seattle – Tacoma, WA television market is the 14th largest in the United States, serving some 1,819,970 households.

Between the sign in sheet and the business cards we collected, we had a total of sixteen in attendance. I'll try to understand why the attendance was so low, considering that SBE Chapter 16 has one hundred sixteen (116) on the official SBE membership list, but I'm not sure that I can. If all those present were members of SBE, this is less than 14% of the membership. I can remember not too many years ago when this chapter had an annual mini-trade show. Turnout was outstanding. As for our turnout this year, I've heard everything from that it was too close to the elections, that it was a very busy time of the year (when is it not?) and a plethora of other excuses/reasons. My only two questions: is it me - and/or what do I have to do to make it more appealing?

None-the-less, I truly appreciate them having me back and on behalf of Shawn Wixted, my assistant and I, we appreciate the most gracious hospitality of those who did show up. I hope that those who did attend gained from what I brought and felt the time spent was worth it.

My thanks goes to those in chapter 16 who helped to put this together, especially Jim Dahlke, the new chapter chair.

There was one gentleman present that I was truly happy to see: Ben Ganger of KOMO-TV. I first met Ben when he was an electronics/television engineering student at Napa Valley College. Ben is a very bright young man and I see a very successful carrier for him in the broadcast industry. The reason I'm mentioning this is that several years ago,

while he was a student, Ben won a Tech-Notes Taste of NAB patch door prize while attending one of our presentations at Napa Valley College. Remember that we have only done our presentations at Napa Valley College on Saturdays when most other students are either recovering from their Friday night flings or fast asleep after studying all week long. This was not the case with those students from Napa. BTW: Ben wears that Taste of NAB patch very proudly on his jacket to this very day.



Even though the attendance was sparse, there is one other person that attended who deserves particular mention: Rolf Mendez, Professor - Cinema-Television Dept. at Los Angeles City College. Professor Mendez told us that he specifically flew up to Seattle to catch our presentation. Who could ask for anything more? He also very much liked our tutorials and asked for a copy of our power point presentation so he could share the material and technologies with his classes in Los Angeles.

There was interest before during and after our presentation in all the technologies we had with us. In particular, there was interest in the Telecast Fiber Rattler fiber optic transmitter/receiver devices. One of those presented bragged about their Omneon Spectrum server they had in service at their station. I did see Tom Veite having conversations about Avocent's technologies with some of those present.

Over the past several months and while west of the Mississippi river, I've had the pleasure of working with Tom Veite of Avocent. He has been very helpful and I appreciate the fact that he was with me for my last presentation this year in Seattle. I also appreciate that his associate, Gary Stratton, also of Avocent, was present. Both gentlemen assisted in the presentation of their company's technologies.



Last, but not least, both Shawn and I appreciate Terry Spring, Chief Engineer of KWPX-TV-DT - Ion Media Networks and his Master Control Operator, John Monroe for remaining behind to help us pack up and get us on our way. Whenever you do a thank you list, there is always the chance that some are unintentionally left out. To those that may fall into this category, I'm truthfully sorry and extend to you my thanks as well and deepest apologies.

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/2008/82-Seattle.htm.

The balance of the comments that I've not shared with you are listed below. Since this is my last venue report for this year's Taste of NAB Road Show, additional comments will be posted on the website as they are received at: www.tech-notes.tv/2008/2008%20Comments.pdf.



The e-mails below 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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#196

Subject: Thanks

From: Russell Murphy Russell.Murphy@rfcentral.com

Date: Fri, 31 Oct 2008 15:30:09 -0400

Dear Larry,

I'd fully intended to kibitz with you at the Harrisburg SBE meeting. Alas, work responsibilities wrecked my off-hours calendar during that entire week! I know that I would have enjoyed the meeting.

Its pleasing to track the success of this year's Taste Tour! I regret that the Vitec RF Group did not participate with you but who knows what the future holds for all of us?

It is disappointing to know that Chrysler has so completely let you down with poor quality. I, for one, will not recommend or consider any Chrysler product. Kind of scary to think of the potential for their mistakes to hurt GM if the merger happens! I do expect that, in the tradition of Engineers, you will satisfactorily resolve the transportation issues.

I hope that you have a good time while decompressing. Keep your health! I trust that you and yours have a great holiday season and a blessed Christmas!

73,

Russ

Russell Murphy

K7CDJ

Applications/Technical Support

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CARLISLE, PA 17110

www.rfextreme.com

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#195

Subject: Congrats on completing your '08 tour!

From: Tom Merklein tmerklein@omneon.com

Date: Fri, 31 Oct 2008 11:40:50 -0700

Hi Larry,

Well, I hope your van got you home intact - I saw the 2 cancelled stops on your web site (yikes).

Thanks for taking our equipment on the road.

Regards,

Tom Merklein
Technical Marketing Engineer
Omneon, Inc.

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#194

Subject: Thanks
From: Lisa Vieira lvieira@Omneon.com
Date: Fri, 31 Oct 2008 10:26:06 -0700

Thank YOU, Larry! And Happy Halloween!

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#193

Subject: Thanks
From: Lawver, Dean dean_lawver@montanapbs.org
Date:
Fri, 31 Oct 2008 10:42:17 -0600

Larry,

I think you still draw a lot of interest in the area. The turnout might not reflect that - but can you think of a busier, more stressful time in broadcast television?

I would believe that with the clock ticking on the shut-off that a lot of engineers cannot afford a single day away from the shop... especially with winter issues already beginning.

That being said, SBE activity has also been lagging. I would also point at the calendar for that as well. A lot is happening.

It is a large state but definitely a small neighborhood of engineers. Most of us know what the others are up to and I know these guys are up to their eyeballs right now. Please avoid

berating anyone about their efforts toward SBE or the Roadshow,
we want them back again when the dust settles... right?

This is definitely a time for encouragement and support in
whatever the efforts are today.

Thank you for taking the time and making the effort to come out
here.

Regards,
Dean Lawver

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#192

Subject: Thanks

From: Eugene Baker ebaker@telecast-fiber.com

Date: Fri, 31 Oct 2008 09:32:58 -0700

Hopefully, you will be able to take advantage of their (Dodge)
"lifetime" warranty.

Thanks for being out there for us.

Eugene Baker
Telecast Fiber Systems

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#191

Subject: Thanks

From: Wilson, Jack jwilson@axcera.com

Date: Fri, 31 Oct 2008 12:09:08 -0400

Hi Larry,

Thanks for all of your efforts. Great job!

Thanks again,

Jack

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#190

Subject: Thanks

From: Victoria Battison VictoriaB@blackmagic-design.com

Date: Fri, 31 Oct 2008 08:52:44 -0700

Congratulations, Larry, on a big accomplishment! Now get home and hug Carollee :-)

Happy Halloween!

Victoria

Victoria Battison
Director of Corporate Communications
Blackmagic Design

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#189

Subject: [SBE] Thanks

From: Clark, Roz (CXR-Tampa) Roz.Clark@coxtampa.com

Date: Fri, 31 Oct 2008 11:44:59 -0400

Larry,

I look forward to next year.

Hopefully you will have a better vehicle.

Roz

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END

