



FOCUS ON SBE

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Life and Student Members Will have Access to SBE MemberPlus

The SBE MemberPlus option has proven to be very popular in its first two years. In the first membership cycle that ended March 31 of this year, 1,008 members had chosen the option, which provided them with access to all SBE webinars – live and archived. SBE MemberPlus costs \$175 per year while traditional annual membership dues is \$85. The additional \$90 investment gives the member access to more than 80 SBE webinars on a wide range of broadcast technology, regulatory and safety topics.

We've been in the second membership year cycle since last April 1, and, as of October 31, already 1,033 members had taken the SBE MemberPlus option. With five more months to go, that number is sure to grow.

During these initial two years, the SBE MemberPlus option has been available to only Regular, Senior and Associate members. During that time a number of Life members have asked about getting access to the SBE MemberPlus option. Even though Life members, by definition, are retired from broadcast engineering, many are still active with their chapters and desire to continue their life-long interest in broadcast technology. At the recent national Board of Directors meeting, held October 15 in Madison, WI, the Board approved to expand the program to Life members, beginning on January 2, 2020.

Also on January 2, the program will be available to SBE Student members. This is a group that perhaps will benefit as much or more than anyone from having access to the wide range of technical content the SBE webinars have to offer. We hope participating in SBE webinars will help to stimulate Student members towards a career in broadcast/media technology after they graduate, and that they will convert their Student MemberPlus membership into full SBE membership with the SBE MemberPlus option.

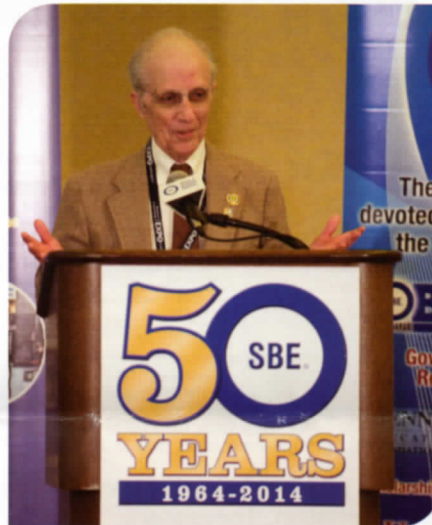
Traditional SBE Life members pay no annual dues. At their option, they will be able to add the SBE MemberPlus benefit for just \$90. Since Life members don't receive the annual membership renewal letter each February that other members receive, a special annual invitation will be sent to them early each year, inviting them to add SBE MemberPlus to their Life membership for the next member-year.

Students new to SBE and current Student members will have the opportunity to select the SBE MemberPlus option. Traditional Student Member dues is \$25 annually. Those who wish to take the SBE MemberPlus option will pay just \$90. The \$25 traditional dues will be waived to help keep it affordable for them. We think there is good potential for schools with technical broadcast or related programs to see access to this tremendous amount of quality content instructed by industry experts as an extension of their own curriculum. Some might treat it similar to the text books or a lab fee required for a class. Some schools may even choose to pay for it. Either way, this is a good opportunity to help prepare and steer young people towards a career in broadcast engineering, and a life-long connection with the SBE like many of you.

Our Thanks to SBE Charter Member #117

In 2014, the SBE celebrated its 50th year, and one of the events where we celebrated was the SBE National Meeting, held that year in Verona, NY, with the Chapter 22 Broadcast Technology Expo. Charter (#117) and Life member, Gino Ricciardelli, CPBE, a member of SBE Chapter 1 in Binghamton, NY, was elevated to the SBE membership level of Fellow during that year's SBE National Awards Dinner.

Knowing that the 92 year-old Ricciardelli planned to make the 114 mile trip from his home in Vestal, NY, to Verona, we invited him to speak during the SBE Membership Meeting, which was webcast live. Gino told some great stories about the early days of SBE, working with friend, colleague and second national SBE president, Charlie Hallinan and others. He also spoke extensively about his Army days during World War II in Europe, working in radio communications, using German POWs to help repair radios, and his work to help lay a military communication cable



Gino Ricciardelli

across the English Channel.

Sadly, Gino passed away in June 2018 at the age of 95 and, about a year later, we received a letter that he had left a significant portion of his estate to the Society's Ennes Educational Foundation Trust Scholarship Fund. Gino's donation of more than \$83,000 is the largest single donation ever made to the Ennes Trust. The donation will make it possible for the Ennes Trust to increase the level of scholarship support it can provide to young people interested in pursuing a career in broadcast engineering. Something we think Gino had in mind.

From all of us, thanks, Gino.

Video of Gino Ricciardelli's comments at the 50th SBE Membership Meeting, and the presentation and his acceptance speech upon receiving the SBE Fellow honor during the 2014 SBE National Awards Dinner, are both available at the SBE YouTube Channel.

- 2014 SBE Membership Meeting: Go to 17:20 on the video to hear Gino speak for five minutes about the early days of SBE. bit.ly/Ricciardelli1

- 2014 SBE National Awards Dinner: Go to 59:45 to see the Fellow presentation and hear Gino's comments about his early career and experiences in WWII. That segment lasts about 15 minutes. bit.ly/Ricciardelli2

