

ESTA Directions February 2001

by Mike Wood

Last issue marked the introduction of the new look for Protocol and, I'm pleased to say, you like it. ESTA has received a number of messages and comments praising the cleaner, less cluttered layout. Easier to read and better looking – thanks for the praise. Lynn and the advisory team put a lot of work in and I know they appreciate the feedback.

ESTA has reached another major milestone this year with the hiring of Bill Maiman as Certification Programs Manager – it was clear from ESTA's experience with the Technical Standards Program that a program of this importance and complexity wouldn't achieve its potential without the benefit of a full-time manager. Similarly the TSP wouldn't have achieved the huge success it has without the sustained, behind the scenes, effort of Karl Ruling and his predecessor, Ralph Weber. Bill will bring his industry knowledge, a level head and administrative skills to the new Certification Programs in the same way. Bill will also be assisting Karl with the TSP as the program goes from strength to strength. It's exciting to take this step – we have great plans and aspirations for the Certification Programs. You can read more about Bill and his new role elsewhere in this issue.

The timing of Bill's appointment is good, at the March ESTA meetings held at USITT in Long Beach the Board gave preliminary approval to the Certification Programs Policies and Procedures document – this document is all important as it forms the foundation and blueprint for everything to follow. Now the hard work starts...

Talking about the TSP, while meetings were progressing at Long Beach during the USITT Conference Karl Ruling received confirmation from ANSI of the ratification of two more documents from the TSP as ANSI standards. This brings the total to four standards issued over the last year. This is excellent news and shows the strength and depth of the Technical Standards Program - thanks to everyone who continues to contribute time and resources to this highly successful effort.

Continuing the process of upgrading and renovating the ESTA publications you should know that the publication schedule of the ESTA Directory is shifting to the spring. This will help ensure that the directory is correct and up to date for the calendar year in which it is issued. To move to this schedule means that the next edition will be published in spring 2002. If you are a new member don't worry that this means you might not be included this year as we will be publishing and distributing addenda several times throughout 2001 including at all the major trade shows.

Finally on publications – a large percentage of members are now receiving Standards Watch and ESTA Essentials through e-mail as pdf files rather than as physical documents. As well as the obvious cost savings for ESTA in using this distribution method it also allows the documents to be more topical and allows you to more easily share them with colleagues. The ESTA New York office has recently upgraded its Internet connection to high-speed DSL to facilitate this process. I would encourage anyone who hasn't taken advantage of this service yet to contact Sophie in the ESTA office and switch to electronic delivery – Sophie's e-mail address is [sstewart@esta.org](mailto:ssewart@esta.org). Of course if you want to continue to receive physical documents ESTA is happy to provide those as well.

Mike Wood
March 26, 2001