

ESTA Directions June 1999

*by Mike Wood*

Well, LDI is creeping upon us again. Although there are many good entertainment technology shows worldwide every year (too many you might think) LDI is one of the few on my 'must see' list. It is one of the select major shows at which manufacturers choose to release new products to their expectant (and suspecting) public. Of course the new products aren't the only worthwhile events at LDI, there's the gambling in Las Vegas, the theme parks in Orlando and this year the Technical Education Committee is producing the LDInstitute for the second year.

Last year's LDInstitute seminars had great reviews but were poorly attended. They deserve better than that and I want to encourage employers to send appropriate employees to these seminars to improve their skills, make contacts and promote industry safety. This year three seminars will be presented for your edification.

**Nebulous Effects: Theory and Technology of Modern Atmospheric Effects** - Sales and production people can benefit from this course by gaining an understanding of how different types of fog systems work and learning about the many different effects that are possible. At the same time, they will learn about the safe use of these systems. Better educated staff can in turn increase company sales by confidently selling products or services they now understand. With controversy still in the air on fog it is even more important for all your staff to be comfortable with these technologies.

**Basics of Power Distribution** - Now in a new improved two-day version! This seminar was received extremely well last year and there were requests for expansion on many of the topics, an extra day was the only solution. Anyone installing or specifying power systems should attend, especially shop and production employees. They will gain a better understanding of electrical power with a strong emphasis on safety.

**Electronic Field Service** – Strongly recommended for any company's technicians. Not only will they get technical tips on making repairs; they will gain valuable industry contacts. Seminar speakers include individuals from major dimmer manufacturers as well as full time service professionals who work on a wide range of products. These contacts will give attendees more resources to call on after they return to their shops. Field Service personnel are critical to many businesses, this seminar will give access to many companies in one hit - don't miss the valuable opportunity.

All these seminars get two thumbs up for content and relevance. Make them into the blockbuster successes they deserve to be. LDI is not just a trade show...

One final piece of important news - on page ??? of this issue you'll find an article by Bob Theiss about the recent insurance survey. Thanks to all those members who contributed their time to provide the data. To those of you who haven't yet availed yourself of the program this makes compelling reading. The Risk Management Committee is hard at work to increase participation in the program and you can see how positive the survey response was from those using the ESTA program and how happy they are with it. This program is run for the benefit of ESTA members – don't ignore it.