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MCA-I Members Take Vegas

Over 80 MCA-I members from around the United States and Canada met in Las Vegas during NAB April 27th and 28th for MCA-I ProTrack™ 2006.



In twelve half-day sessions, attendees covered a variety of tracks from new technology to business tips to creative writing. With the emphasis being placed on interactivity, members quickly engaged in discussion. **Kenan Branam** of Houston pointed out, "We are not just the buyers of the technology we are the appliers of the technology. There is a lot of value in getting the opportunity to learn from other users and share what we've learned."

Experts from outside the ranks of our membership also had equally positive results. Two panelists from "The Future Of DVD" returned after lunch to sit in on the afternoon session. At least three MCA-I participants found the information to be of such importance, they left the session to go directly to the NAB bookstore and buy (featured speaker) **Jim Taylor's DVD Demystified**.

Mary Lynn Price from the Podcasting session remarked: "I very much enjoyed presenting on video podcasting to the MCA-I attendees. It's a great group, and really in tune with the newer developments for content delivery. It was impressive to me that MCA-I placed a strong emphasis on evolving delivery systems because it was so in sync with the exciting direction of the entire NAB conference. Well done." One attendee said he thought the Podcasting session was worth the trip alone.

Treasurer and Conference Chair **Lee Vogel** reports that though not all of the numbers are not in, we seemed to have contained our costs at one of the most expensive venues in the country, Las

Vegas. “This is a tough nut to crack when so many of us are entrepreneurs on tight budgets, but it’s critical to the well-being and continuation of our association that we don’t lose money on conference.”

[MCA-I member attendees can access session notes and powerpoint presentations here.](#) You must first log onto new site, see website article below



A few of the MCA-I ProTrack™ 2006 attendees gather at The Beach for fun following NAB

**38th Annual
MCA-I Media
Festival Awards
Celebration
Honors Golden
Reel Winners**

The 38th Annual MCA-I Festival Awards were presented in Las Vegas at the MCA-I Media Festival Celebration on Friday, April 28th.

Before MCA-I Blue Ribbon Committee viewed the finalists, all MCA-I Festival entrants first had to pass the evaluation of a number of Preliminary Panels that were hosted by fellow industry professionals all across the country, who provided critical feedback and encouragement to every entrant.



We thank the Blue Ribbon Committee and all the Preliminary Panel judges for their uncounted hours dedicated to quality, detail and thoughtful advancement of our profession. Congratulations to our profession's biggest and brightest stars! This year's Golden Reel winners were:

INTERNAL COMMUNICATIONS:

Michael Endy, JPL Productions — Harrisburg, PA — Health America Provider Manual

Greg Bissen, Xcel Energy — Minneapolis, MN — 15 Seconds to Safety

ORGANIZATIONAL NEWS:

Kevin Hunt, Thomson Legal & Regulatory — Eagan, MN — TLR-TV 0511

SALES & MARKETING:

Norbert Fischbach, Profile Marketing Group, — Wiesbaden, Germany — The Adventurous Life

Hanno Kampffmeyer, Hochkant Film GmbH — Munchen, Germany — HiPath OpenSpace@Foundation Getulio Vargas

STUDENT—PSA:

Carl L. Marxer, Atlanta, GA — Did You Know?

TRAINING:

James Corn, Gwinnett County Government — Lawrenceville, GA — Dangerous Work (Trench Safety)

Gary Stone, Gold Standard Productions — Santa Ana, CA — Re-Keying Kwikset Lock

[A list of all the Media Festival winners & finalists can be found online at our website.](#)

MCA-I Members Honored in Vegas for Service

In addition to the Media Festival winners, MCA-I also took time Friday night, April 28th to gratefully award members who selflessly contributed their time and talent to our association.

SHINING STAR HONOREES: **Dennis Backer**, Pacific/West Region, Orange County Chapter; **Linda Lopez**, Greater New York/Northeast Region, New York City Chapter; **Jeff Moshier**, Central Region, Dallas/Fort Worth Chapter; **Skip Neeley**, Pacific/West Region, Arizona Chapter; **Gary Pillon**, Midwest Region, Detroit Chapter

PRESIDENT'S AWARD: **Kenan Branam**

BOARD OF DIRECTOR'S AWARDS: **Kitty Lasinski, Corinna Sager, Debey Von**

CHUCK WEBB AWARD: **Emma Justice**

Thirteen Members get Lei-d in Vegas

Sometimes what happens in Vegas gets emailed around the world. Last month, current Life members of MCA-I attending MCA-I ProTrack™ 2006 were recognized with a purple Hawaiian Lei.

The honorees were **Jim Babel**, Hillsborough, NC; **Jim Cissell**, Voice.Guy.com, Seattle, WA; **J.D. Demers**, Studio In The Woods, Inc, Durham, NC; **Bill Ennis**, Media Magic, Rancho Santa Margarita, CA; **Gary Stone**, Gold Standard Productions, Santa Ana, CA; **Steve Tingley**, American Family Mutual Insurance, Madison, WI; **Lee Vogel**, Business Video Solutions, Inc, Kansas City, MO; and **Russ Wojtkiewicz**, Blue City Digital, Kansas City, MO. Plus, five more members were honored because they "upsized" their membership to Life. They are **Mike Brown**, AVID Communication & Rockwell Automation, Milwaukee, WI; **Mark Schulze**, Crystal Pyramid Productions, San Diego, CA; **Steve Schumacher**, American Family Mutual Insurance, Madison, WI; and **Obie Young**, FAA Production Studios, Lakeland, FL.

These folks and the other ninety-three MCA-I Life Members realize the return on investment value that this membership category offers. We thank them for their commitment to the association.

Get recognition for a lifetime! Become the #107 Life Member. Just go to mca-i.org to find out more. Any questions? Just shoot us an email at membership@mca-i.org.

**Whirly Marks
Yet Another
Appearance**

A big THANK YOU to the Wednesday Night Welcome Party Sponsors! Whirly Spirit Endures!

The following Chapters contributed to the overwhelming success of the MCA-I Hospitality Suite at The Beach in Las Vegas during the 2006 ProTrack



\$250 Platinum Sponsors were:

**Kansas City Chapter
Detroit Chapter
ProductionHUB
San Diego Chapter**

These sponsors had their Chapter Banners displayed and member businesses promoted at the Hospitality Suite

\$100 Gold Sponsors were:

**On-Line Productions of Atanta
Orange County Chapter
Dallas- Ft. Worth Chapter
Greater Wisconsin Chapter
Orlando Chapter
Raleigh-Durham/Chapel Hill Chapter**

The Wednesday Night Welcome Party drew around 125 folks. Not only did a lot of great networking and meeting new colleagues occur, but that evening 4 new Lifetime Memberships and 2 individual memberships were purchased!

We look forward to the International Party SIG hosting another great Hospitality Suite at possibly NAB and ProTrack. Please consider joining your fellow Chapters in Sponsoring this event and at the Platinum Level! We drew many folks from NAB interested in what MCA-I was all about! Your International Party SIG of **Gary Stone, Gary Shifflet** and **Russ Wojtkiewicz** want to thank all who attended, passed out VIP Passes, helped with our promotion and gave us all those great compliments.

Make a Positive Impact



The Positive Project is a nonprofit endeavor with a mission to collect and utilize the stories of people dealing with HIV/AIDS to promote prevention, raise public awareness, reduce stigma, and improve quality of care and quality of life, through education and training.

A digital database of first person accounts is being developed using videotaped interviews. That's where you can help. The Positive Project needs videographers to capture and submit the interviews on video tape.

If interested, please visit www.thepositiveproject.org and [review the Videographer Guidelines.](#)

MCA-I members – consider doing this as part of your chapter community outreach efforts teamed with one of the media communications schools in your area

A Sound Offer That's Music to Our Ears



Just when you were running out of new production music, Music 2 Hues, a premier royalty-free music and sound effects production library, adds not one but TWO new titles to their Flagship Series production music line: "DRUM-N-BASS" and "FUNKY TOWN" are now shipping worldwide.

And now, for a limited time, MCA-I members who order this very Flagship Series, which includes the two new titles can also receive the complete DVD Premium Sound Effects Series for FREE, yes FREE! when you place an online order for the complete Flagship Library (currently over 70 CDs). This \$129.00 special bonus offer is for MCA-I International Members and applies to online orders only. Complete the online order for the complete Flagship Series and include [the member code found on the member benefits page at www.mca-i.org.](#)

This offer expires on August 1, 2006. [For demos, please visit the Music 2 Hues web site.](#)

**Preview New
mcai.org Beta
Website**

MCA-I.org is about to undergo a complete engine transplant. While for the time being it will look much the same graphically, the workings under the hood, as well as some pages and menus are being tweaked to give us more capability and easier management. On May 15th, our website URL will be transferred to the new Tendency Association Management website.

The new website uses your membership number as your "user name" but your default password is computer generated. So you will need to click on [this link](#) and enter your same email address that is listed on our old website. You will then automatically be emailed your new website user name and password.

After you login, you can change your user name and password to whatever you like whenever and as often as you want. Please make sure your user name is unique. We suggest your first initial and your last name without a dash, period, or underscore. (example: Kenan Branam would be kbranam.)

You can go now to the website and review these [Help Files: How Does It Work?](#)
[Members Orientation to Directories](#)
[How to Add a Pro Listing for Members](#)

Go ahead, kick the tires, [and let us know what you think!](#)

[Contact Us](#) regarding articles, issues, & complaints. We want to hear from you!

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