

ESTA Directions August 2003

*by Mike Wood*

Protocol has covered in detail over the last few issues the progress of ESTA's initiative to establish a Certification Program for the entertainment industry and last edition we were able to report that some significant players had agreed to join with ESTA on the Certification Council. Since then we have had some more good news. CITT (Canadian Institute for Theatre Technology) has agreed to take a seat as an association member, this brings along the very positive possibility of the certifications applying in Canada as well as the US.

With this welcome addition the Certification Council is now extremely well represented with members from associations, industry and organized labor however it was clear that we also needed representation from a large employer who would be able to speak from that side of the table. We needed someone with as wide a coverage as possible so I am very pleased to report that Clear Channel Entertainment will be taking that vacant seat. With their broad based involvement in just about every aspect of the industry they are a key player and we are delighted to have them on board.

The recent accident in Atlantic City during the rigging of the Christina Aguilera / Justin Timberlake tour only strengthens the case for certification. No matter where the responsibility for that ultimately lands the world will be scrutinizing our industry to check we have our house in order. It's up to us to make sure we do.

The addition of the Certification Program to the growing list of ESTA's programs encouraged the Board to take a concentrated look at ESTA's Vision and Mission statements at the last meeting. It's been many years since these were reviewed and it was clearly time to bring them in line with the Association's current goals and activities.

In the course of the discussions the Board members determined several changes needed to be made. There were several critical Association activities that were not referenced in the current Mission statement and they needed to be addressed. There was also a desire to pare down the overall number of words to create a stronger, more concise blueprint for the Association's future. With these goals in mind, it was a remarkably smooth and enjoyable process to craft the new statements with complete consensus from all Board members.

The Vision Statement was easy – and it's one you are very familiar with. The Board formally adopted "Building the Business of Show Business" as ESTA's Vision Statement.

It is up to the Mission Statement to explain how you are going to make the Vision Statement happen. Here is the new Mission Statement that was adopted by the Board on July 26th:

***ESTA's mission is to promote, represent and enhance the interests of its members and the industry.***

To fulfill this mission, the Association will:

- Promote the value of doing business with Association members
- Represent members through participation with relevant organizations
- Assist members in the profitable and ethical operation of their business
- Provide a forum to discuss issues of common interest to better serve the customer

- Investigate and disseminate information about business and technical concerns
- Create consensus based technical standards and recommended practices
- Establish educational, assessment and recognition programs for the industry

Finally, the time is here to vote for Board Members and Officers for 2004 – you will receive your ballot papers in early October so please respond promptly before the November deadline. As always your votes and support are critical for the democratic process.

See you at LDI in Orlando!